

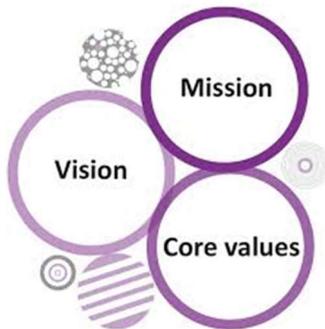
Serangoon Moral Family Service Centre

2024 Annual Report

Empowering Self . Enhancing Lives . Enriching Communities

Contents

I. Organisational Information	Pg 2	VI. Student Placement	Pg 13
II. Management Committee	Pg 3	VII. Future Plans	Pg 14
III. Executive Management Team	Pg 4	VIII. Financial Summary	Pg 15
IV. I Organisational		IX. Acknowledgments	Pg 16
V. Event Highlights	Pg 6		



OUR VISION

Empowering Self. Enhancing Lives. Enriching Communities.

MISSION STATEMENT

We are dedicated to providing holistic services to strengthen resilience in individuals and families.

OUR VALUES

Sincerity

We seek to serve with respect, trust and integrity.

Mastery

We strive for excellence in our practice by investing in our people.

Foresight

We aim to be forward-looking and responsive to the changing needs of our communities.

Support

We value a culture of sustainable collaborative partnerships.

Commitment

We pledge to make a difference through passion and compassion.

Serangoon Moral Family Service Centre (SMFSC) was registered as a society on 26 July 1999. SMFSC has been accorded IPC (Institution of a Public Character) status from 1 July 2023 to 30 June 2025.

SMFSC has Constitution as its governing instrument.

Structure & Management

Society UEN
S99SS0090L

Banker
Development Bank of Singapore (DBS)

IPC Registration Number
98-052SMF

Registered Address
Blk 238 Serangoon Ave 2
#01-47 Singapore 550238

Auditor
Helmi Talib LLP

Our Funding Sources

Our centre is funded by

- Ministry of Social and Family Development (MSF)
- Tote Board Social Service Fund (TBSSF)

Reserves Policy

Restricted fund will be used to benefit the programmes funded by Ministry of Social and Family Development (MSF) and Tote Board Social Service Fund (TBSSF).

SMFSC's Reserve Policy is to have 2 to 4 years of the Centre's projected operational expenses and the reserved amount will be reviewed annually by the Management Committee.

All Management Committee members and staff employed by Serangoon Moral Family Service Centre were given a copy of the Conflict of Interest Policy and they had acknowledged the receipt upon reading of the policy.

They are obliged to make full disclosure to the Chairman of Management Committee when a conflict of interest situation arises.

Whistle Blowing Policy

SMFSC's Whistle Blowing Policy provides an avenue for employees, volunteers and external parties to raise concerns and report of any suspected fraud, corruption, dishonest practices or other related matters. The policy promotes responsible and secure whistleblowing without fear of adverse consequences.

All whistleblower reports will be reviewed by Centre/Chairman immediately to ensure independent and thorough investigation and adequate follow-up.

11 Management Commit --

The Management Committee sets and regularly reviews the strategic direction, oversees governance, and ensures that the FSC achieves its objectives and goals.

Name	Current Appointment	Occupation	Past Appointments	Meeting Attendance
Er Ong Ser Huan	Chairman 11 January 2003	Chairman Enkon International Consulting Engineers P L	Chairman	4/4
Mr Au Yeong Hoh Wai	1st Vice Chairman 27 January 2003	Retired	1st Vice Chairman	2/4
Mr Seah Hung Meng Philip	2nd Vice Chairman 1 April 2012	Managing Director Limit Engineering P L	2nd Vice Chairman	3/4
Mr Tay Poey Kiang, PBM	3rd Vice Chairman 12 August 2003	Retired	3rd Vice Chairman	1/4
Ms Koh Ah Nah Winnie	Honorary Secretary 24 July 2010	CEO Moral Home for the Aged Sick Limited	Honorary Secretary	3/4
Er Lim Kwee Guan	Assistant Honorary Secretary 15 July 2015	Director K G Engineering P L	Assistant Honorary Secretary	3/4
Mr Chiang Kheng Joo Bernard, PBM	Honorary Treasurer 6 April 2024	Retired	Member	4/4
Mr Foong Foo Kheong	Assistant Honorary Treasurer 6 April 2024	Retired	Member	4/4
Mr Tan King Chai Gary, PBM	Member 12 August 2003	Director New Alliance Pte Ltd	Honorary Treasurer	3/4
Ms Lim Ruo Xi Dawn	Member 15 July 2015	Deputy Director Enterprise Singapore	Assistant Honorary Treasurer	2/4
Mr Koh Kee Eng <small>(Stepped down on 3 April 2024)</small>	Member 11 January 2003	Retired	Member	0/4
Mr Seah Choon Khee Roger	Member 24 July 2010	Secretary-general Chee Hoon Kog Moral Promotion Society	Honorary Treasurer	2/4
Mdm Leong Chong Hoe	Member 24 January 2010	Retired	Member	34
Er Lum Chong Chuen	Member 1 April 2012	Principal Partner LAC Engineers & Associates	Member	3/4

None of the Management Committee members received any remuneration for their Management Committee Services.

Some of our MC members have been serving on the board for more than 10 consecutive years. Their expertise, experience and dedication are highly valued to ensure stability and strength to the organisation.

II Management Committee

Related Entity

Serangoon Moral Family Service Centre is a related entity of Chee Hoon Kog Moral Promotion Society (CHKMPS). The following SMFSC Management Committee Members also holds governing board position in CHKMPS.

Name	Designation in SMFSC	Designation in CHKMPS
Er Ong Ser Huan	Chairman	Chairman
Mr Seah Hung Meng Philip	2nd Vice Chairman	1st Vice Chairman
Ms Koh Ah Nah Winnie	Honorary Secretary	2nd Vice Chairman
Mr Koh Kee Eng	Member	4th Vice Chairman
Mr Seah Choon Khee Roger	Member	Honorary Secretary

III Executive Management Team

Name	Designation	Appointment Date
Ms Adeline Chew	Executive Director	1 March 2013
Mr Gerard Matthews Sekar	Assistant Director	1 July 2020
Ms Jerena See	Senior Admin Officer	1 July 2013
Ms Chin Maggie	Senior Social Worker	1 July 2008
Ms Janis Leow	Senior Social Worker	1 April 2014
Ms Wong Yi Lan	Senior Social Worker	1 January 2017
Ms Michelle Lee	Senior Social Worker	5 July 2021

IV Achievements

Information & Referral (I&R)



576

Total I&R enquiries received

6

Beneficiaries



**The Straits Times
School Pocket Money Fund
(STSPMF)**

\$2,560

Disbursed

Community Networking

12

Networking activities



Casework & Counselling

501

total cases handled



Staff Training



1,532

Training hours to strengthen
staff competencies



Open House 1

V Event Highlights

Group Work

Pit Stop @ Zhonghua Primary School

Pit Stop is a group work programme for pre-teens aimed at enhancing their functioning by fostering a healthy self-concept and self-esteem, enabling them to maximise their strengths, talents, and abilities.



Participants displayed teamwork in completing the race

Mar to Apr 2024

9 children from Zhonghua Primary School completed Pit Stop with SMFSC.

5 sessions conducted.

- Over 83% showed an improvement in their self-esteem levels, measured using our self-esteem questionnaire.
- Participants were observed to be more confident in sharing as the weeks went by and all of them agreed they like coming to Pit Stop and have learnt something useful from the sessions.
- Participants highlighted they would put into practice what they have learnt in the sessions in areas of paying attention to their emotions, communicating in a friendly and assertive manner, influencing others in positive peer pressure and wanting to put in more effort to overcome their personal challenges.

V Event Highlights

Community Work (Kampong Friends)

Kampong Friends continued to strive towards A Giving Community; a place where kampong spirit is being co-created and experienced by the community. It is our hope to see the contribution from both our residents and beneficiaries. It is often in the giving that one receives blessings and joy.

Building relationships and creating possibilities are the keystone in our community work. Hence, we strongly believe in harnessing on the significant relationships with our stakeholders and residents, tapping on their strengths and assets to create numerous possibilities for our community.

As we continue to build the community, programme relevance is important too. After significant review, the sunsetting of our programme- Kampong @ Lim Kopi-for the elderly @ Lorong Lew Lian was made. We would like to express our appreciation to past participants and supporters for the programme.

Community work cannot do without the staff. Here is our energetic and passionate team:



V Event Highlights



Kampong @ Lim Kopi

In 2024, Kampong @ Lim Kopi set out to preserve the core focus of building relations. Continued efforts were placed in the strengthening of existing relationships that the team already had, as well as to foster new relationships within the community.

Kampong @ Lim Kopi conducted numerous community walks, interactions during the bi-weekly Musical Mornings and 16 door knocking sessions.

Over the many conversations, we also ponder about the relevance of the programme in the community. Given the multiple services for the elderly in the landscape, it is with a heavy heart to announce the sunsetting of our beloved programme, Kampong @ Lim Kopi. We like to thank all stakeholders for the support over the years.



V Event Highlights

Kampong Friends - Kampong Harvest @ SMFSC (Community Garden)

Centred in utilising the strengths of our community, Kampong Harvest has formed a new vision – A space to connect and empower residents through gardening. After the departure of our regular gardener, residents have taken the initiative to manage the garden space by distributing plots to 7-9 committed individuals.



Simultaneously, other residents continue to have opportunities to gather at our garden every first Saturday of the month. Residents have also been more closely involved in the organisation of our events and collaborations with stakeholders, including KH 5th Anniversary and SUSS' Service-Learning Programme. Together with our residents' enthusiastic sharing of their gardening expertise, SUSS students have curated Kampong Harvest Sprouts, a knowledge bank targeted to boost residents' confidence to help out in the garden. This aligns with the culture that we hope to cultivate in our community – the Spirit of Sharing.



V Event Highlights

Kampong Friends' Blessings

Kampong Friends' Blessings (KFB) continued its efforts in blessing beneficiaries from the Serangoon community with food rations and essential items in 2024.

The success can be correlated to the increased number of social interactions with donors and stakeholders. In 2024, KFB partnered with 10 stakeholders to increase its donations efforts and to build/maintain KFB's relationship with them.

KFB launched its very own community shop trial to allow beneficiaries to benefit from the autonomy of choosing the KFB rations available in 2024.



The success of the community shop trial was due to the contributions of our KFB residents who contribute their time by joining KFB's focus group discussions for the planning of the community shop. Some residents were also involved within the execution of running the community shop. Students from Singapore University of Social Sciences (SUSS) joined in to assist with the community shop too, as part of their community engagement programme.



Students from Singapore University of Social Sciences with KFB team members



A total of 13 beneficiaries participated in the trial. It was heartwarming to know that all were happy with the diversity of items to choose from. One of the highlights of the trial was the collaboration with SMFSC's Kampong Harvest (KH) team, whose gardeners harvested KH's fresh produce for the residents to bring home.



3 newly signed up residents in 2024

12 monthly residents' gatherings in 2024

V Event Highlights



Kampong Kakis

Our volunteer matchmaking initiative provides opportunities for Friends (both individual and group volunteers) to share their interests, passions, and skills with the Serangoon Community.

In 2024, we continued learning conversations with Friends from all walks of life. These conversations allowed us to co-plan activities for residents in the community. Activities includes our weekly academic support sessions, 157 art and craft workshop and 157 carnival.



The 157 Art and Craft workshop stemmed from a discussion with Anne, a mural artist. The event primarily engaged young families and attracted over 10 residents. During the event, feedback from the residents revealed a strong interest in hosting a carnival.

This idea evolved into a carnival, supported by residents who volunteered as game masters and logistics coordinators.



In 2024, we continued the strong momentum of a pool of 5 committed tutors who came by week after week to provide academic support to 5 children & youths.



In June, we held a small get-together with our community friends who have been in the programmes where we learn what motivates each other to contribute to the Serangoon Community

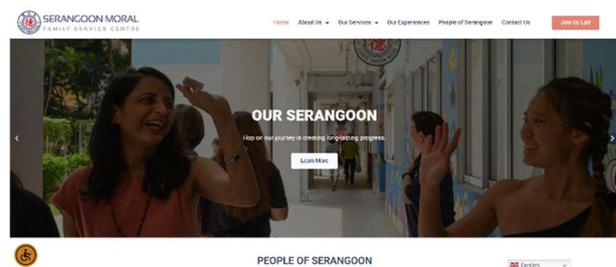
V Event Highlights

Publicity

The agency continues to leverage on traditional and new media platforms in the post-COVID landscape to maintain and strengthen our links with our residents.

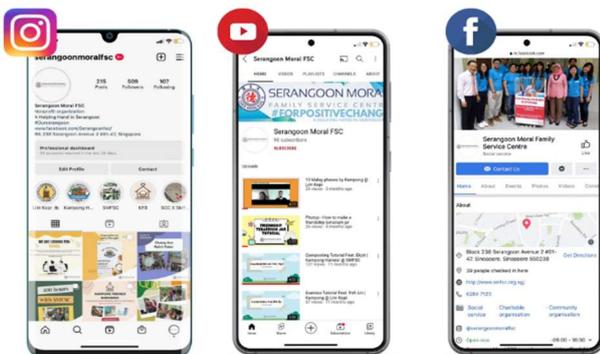
Traditional media

Through our 'Serangoon story', our newsletter is in its 8th edition since its first release in 2017. Readers are able to gain insights of the agency's services and programmes through the stories shared by our clients and volunteers. The agency has also launched a narrative book: Letters to All: Our Stories, Our Journey. It documents the transformation journey of our clients who are guided by the casework and counselling services.



New media

The agency continues to upload contents onto our various social media platforms and website throughout the year. Contents such as the programme and event updates, ad-hoc postings and video clips are being uploaded constantly to engage the viewers and to provide insights to various agency functions.



VI Student Placement

S/N	Name of Student	Name of Supervisor	Name of School	Placement Period
1	Ms Koh Zhuo Rui Florenz	Mr Lee Zi Jian Social Worker	National University of Singapore (NUS)	20 May – 16 Jul 2024
2	Ms Chang Chia Yu	Ms Chua Jing Ru Assistant Senior Social Worker	National University of Singapore (NUS)	20 May – 16 Jul 2024
3	Mr Lee Soo Teck (Li Shoude)	Mr Gerard Matthews Assistant Director	Singapore University of Social Sciences (SUSS)	2 September - 22 Nov 2024
4	Ms Poh Wen Jing	Ms Michelle Lee Senior Social Worker	Singapore University of Social Sciences (SUSS)	2 September - 22 Nov 2024
5	Ong Jia Wei	Ms Nancy Cao Assistant Senior Social Worker	Singapore University of Social Sciences (SUSS)	2 September - 22 Nov 2024
6	Jeina Pang Sian Wen	Mr Muhammad Amin Social Worker	Nanyang Polytechnic (NYP)	23 September - 13 December 2024
7	Quek Hwee Qin	Ms Rudora Goh Social Worker	Nanyang Polytechnic (NYP)	23 September - 13 December 2024

VII Future Plans

In 2024, Serangoon Moral Family Service Centre aligned our work processes with the Ministry of Social and Family Development's (MSF) Practice Standards. We are committed to continuing the refinement of our work processes and casework standards to successfully meet the upcoming Practice Observation.

Since 2024, the Centre has been training our staff on data security measures and collaborating with appointed consultants to ensure the safety and security of our service users' and donors' data. In 2025, we will be conducting our annual data security refresher training to ensure the successful completion of the MSF Data Security Instructions Compliance Assessment.

The Group Work Team will continue to ensure that our programmes remain relevant to the evolving needs of the community, while actively exploring more collaborative opportunities with our stakeholders.

The Community Work (Kampong Friends) Team will continue to engage residents actively in co-creating solutions for the various programmes. Our focus will be on strengthening relationships with both residents and stakeholders. By maintaining open conversations with the community, we seek to collaboratively identify key areas to enhance our presence and contribute to the growth and well-being of the community.

We are dedicated to enhancing the competencies of our professional staff through ongoing training and supervision. Additionally, we will collaborate closely with our residents and partners to identify new programmes and services that meet the evolving needs of the community.

Our fund-raising plan for the following year will continue with online fund-raising posting for the Centre on Giving.sg

Our Centre's expenditure plans for the following year will include administrative/ overheads; programme costs; manpower costs and governance cost.

VIII Financial Summary

Balance Sheet

	2024	2023
	\$	\$
ASSETS		
Current Assets	7,538,277	7,326,177
Non-Current Assets	4,966	11,832
	<u>7,543,243</u>	<u>7,338,009</u>
LIABILITIES		
Current liabilities	221,466	224,487
	<u>221,466</u>	<u>224,487</u>
FUNDS AND RESERVE		
Restricted funds	7,046,225	6,827,979
Non-restricted funds	285,552	285,552
	<u>7,331,777</u>	<u>7,113,522</u>
Total liabilities and funds and reserve	<u>7,543,243</u>	<u>7,338,009</u>

Income & Expenditure

	2024	2023
	\$	\$
INCOME		
Recurrent grants	2,462,711	2,269,596
Other government grants	38,413	27,616
Donations	5,345	3,709
Income from programmes	6,810	5,300
Other income	185,129	178,900
	<u>2,698,408</u>	<u>2,485,121</u>
EXPENDITURE		
Employee expense	(1,994,103)	(1,803,897)
Depreciation of plant and equipment	(6,866)	(12,254)
Other expenses	(479,184)	(408,360)
	<u>(2,480,153)</u>	<u>(2,224,511)</u>
Surplus for the financial year	<u>218,255</u>	<u>228,610</u>

For more details of the financial statements, please refer to the charity portal www.charities.gov.sg or our website www.smfsc.org.sg.

The charity has no paid staff, who are close members of the family of the Executive Head or Board Members, who each receives total remuneration of more than \$50,000 during the year.

Number of key managements and executives in remuneration bands

\$100,001 to \$150,000	-	5
\$150,001 to \$200,000	-	1

IX Acknowledgement

Without the help and continued support from our partners, Serangoon Moral FSC would not have been able to deliver its services and reach so many lives.

Operational Funding

*Ministry of Social and Family Development (MSF)
Tote Board Social Service Fund (TBSSF)*

With Support From

*Chee Hoon Kog Moral Promotion Society
Serangoon Moral FSC Management Committee Members*

Corporate Donors / Sponsorship

*Association of Banks in Singapore (ABS)
Chee Hoon Kog Moral Promotion Society
Braddell Heights Malay Activity Executive Committee
Care Community Services Society Singapore
South East Community Development Council (SECDC)
Go With The Flow
Hilton International Asia Pacific
Housing Development Board
SINDA
SG cares Volunteer Centre @ Geylang and Serangoon operated by CCSS
The Helping Hand (Pass It On)
Microsoft Cloud for Nonprofit*

* We apologise for any inadvertent omission of the particulars of our donors, community partners and volunteers. Serangoon Moral Family Service Centre would like to thank all donors and volunteers for their contributions.

Serangoon Moral Family Service Centre

Blk 238 Serangoon Avenue 2 #01-47
Singapore 550238
Tel 6284 7123
Fax 6284 5221
Email contact@smfsc.org.sg
Website www.smfsc.org.sg
Facebook www.facebook.com/Serangoonfsc/

Our Partners in Social Services



Copyright © 2024 by Serangoon Moral Family Service Centre
12 February 2025

Approved by the Management Committee Members on 15 February 2025