

# Because Our Dreams Matter

**Beautiful  
People**

Because our dreams matter

**Impact Report  
2022-2023**

# Welcome to our Impact Report!

This report highlights Beautiful People's relentless pursuit of positive change and empowerment in our community of youth and women in 2022-23.



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# Thank You to Sponsors & Supporters

## Chairperson's Message

Foreword by Yong Yoek Ling

As I reflect on the year past, and look around at why so many of us have held on to our commitment to Beautiful People for so many years, I keep coming back to the line in our manifesto **"The power to change lives lies in purposeful relationships with people who care, not in programmes."**

I am thinking here of the web of relationships that hold transformative power, not just for the mentees, but also for the mentors, as we uncover gifts and talents, flaws and broken places, mirrored in the parallel journey that both are on. **You cannot fund or purchase 'care'. 'Relationships' are something that simply cannot be commissioned or bought.** Ultimately, we are nothing without the people.

We come together as Beautiful People, because we have a dream that is bigger than any one of us can accomplish on our own effort. At Beautiful People, we often encounter people of worlds different from our own, people we may not otherwise have had a chance to build a meaningful relationship with. This willingness and the capacity to bridge across differences is our greatest asset; when people who are so very different, stand united for the same cause, we become a force to be reckoned with. **To hold together through differences that would normally break people apart, calls for an open mind, heart and will.**

As Beautiful People turned 16 this past year, we stand at the threshold of a new season and generation. May we open our minds to new possibilities and new ways of imagining the future. **May we hold our hearts open and suspend judgement, to listen and build bridges of empathy across the gap.** May we hold one another through the void as things shift and change, so that collectively, we can open ourselves to the potential of the future as it emerges.

I am grateful for each and every one of the people who make Beautiful People who we are; thank you for the consistency of faith, and every act of generous love and kindness that sustains us.

With gratitude,





## Why We Exist

# Inspiring Dreams, Shaped by Mentorship

Our mentors and mentees journey together in an adventure of highs, lows and turning points, where we discover our true unique selves and honour one another's gifts and dreams.



### Our Vision

Beautiful People is a strong believer in the power of dreams. Our dream is to create a world in which we are "One loving family: Every dream a possibility".

Beautiful People came together as a community because we believe in building mentoring relationships that empower and transform lives.



### Our Mission

To be a platform for building mentoring relationships that change lives.

As a community-based organisation, Beautiful People is uniquely positioned to bridge the transitional gap when our mentees are discharged from the prison or residential rehabilitation homes, a time when our mentees typically need the most support.

## Our Manifesto

"WE ARE A MOVEMENT BROUGHT TOGETHER BY THE BELIEF THAT OUR DREAMS MATTER. WE STAND WITH THE DISADVANTAGED IN SOCIETY TO **JOURNEY** TOWARDS BECOMING THE BEST THAT WE CAN BE. IN THIS PARALLEL JOURNEY, BOTH THOSE WHO GIVE AND RECEIVE ARE **TRANSFORMED.** WE SEE **POTENTIAL** IN PEOPLE AND PLACES WHERE OTHERS SEE PROBLEMS. **HOPE** IS OUR COMPANION ON THIS JOURNEY; IT'S ALL GOOD NEWS IN THE END, IF IT'S NOT GOOD NEWS, IT'S NOT THE END. WE FIND REASONS TO **CELEBRATE LIFE OFTEN!** WE ARE A NOT A PROGRAMME. **RELATIONSHIP,** THE POWER TO CHANGE LIVES LIES IN PURPOSEFUL RELATIONSHIPS WITH NOT IN PROGRAMMES. **PEOPLE WHO CARE,** WE ARE HERE TO STAY WHEN QUITTING SEEMS THE EASIER OPTION. WE BELIEVE THERE ARE NO BAD EXPERIENCES, ONLY THE OPPORTUNITY **TO LEARN TOGETHER.** WE ARE HERE NOT TO FIX PEOPLE, BUT TO BE WITH PEOPLE SO THAT THEY GROW **BIGGER** THAN THEIR PROBLEMS. **BEAUTIFUL PEOPLE** IT IS THE SIMPLE IDEA THAT **DREAMS COME TRUE** BECAUSE OF SOMEONE WHO BELIEVES IN THE ONE WHO DREAMS."





## Our Promise

We believe in the possibilities of all whom we have chosen and who have chosen us, to serve and support, on our Beautiful People journey.

We treat all stakeholders with equal respect and will strive to be consistent in our dealings and will not practice double standards.

We operate on the principles of meritocracy, we do not discriminate nor impose our personal values and beliefs nor make judgements on an individual's life choices, whoever is the constituent, be it volunteers or mentees.

We respect the values, concerns and restrictions imposed by our partner organisations and will seek to align practices, keeping the interests of our mentees of our priority.

## In the spirit of above all, we commit to :

Behave responsibly and professionally, and as we serve vulnerable persons, some conditions may be necessary to limit the degree and extent of interactions.

We are cognizant that our association, as an organisation or personally, with any political, religious, social or individual life/lifestyle choices and causes may have implications on Beautiful People. Such affiliations are to be kept strictly separate.

Individuals associated with and representing Beautiful People (including our staff and volunteers) must also take responsibility to safeguard Beautiful People's good name and reputation. This will serve to alleviate potential misunderstanding, misconceptions and misperceptions with the communities we are engaged and involved with.

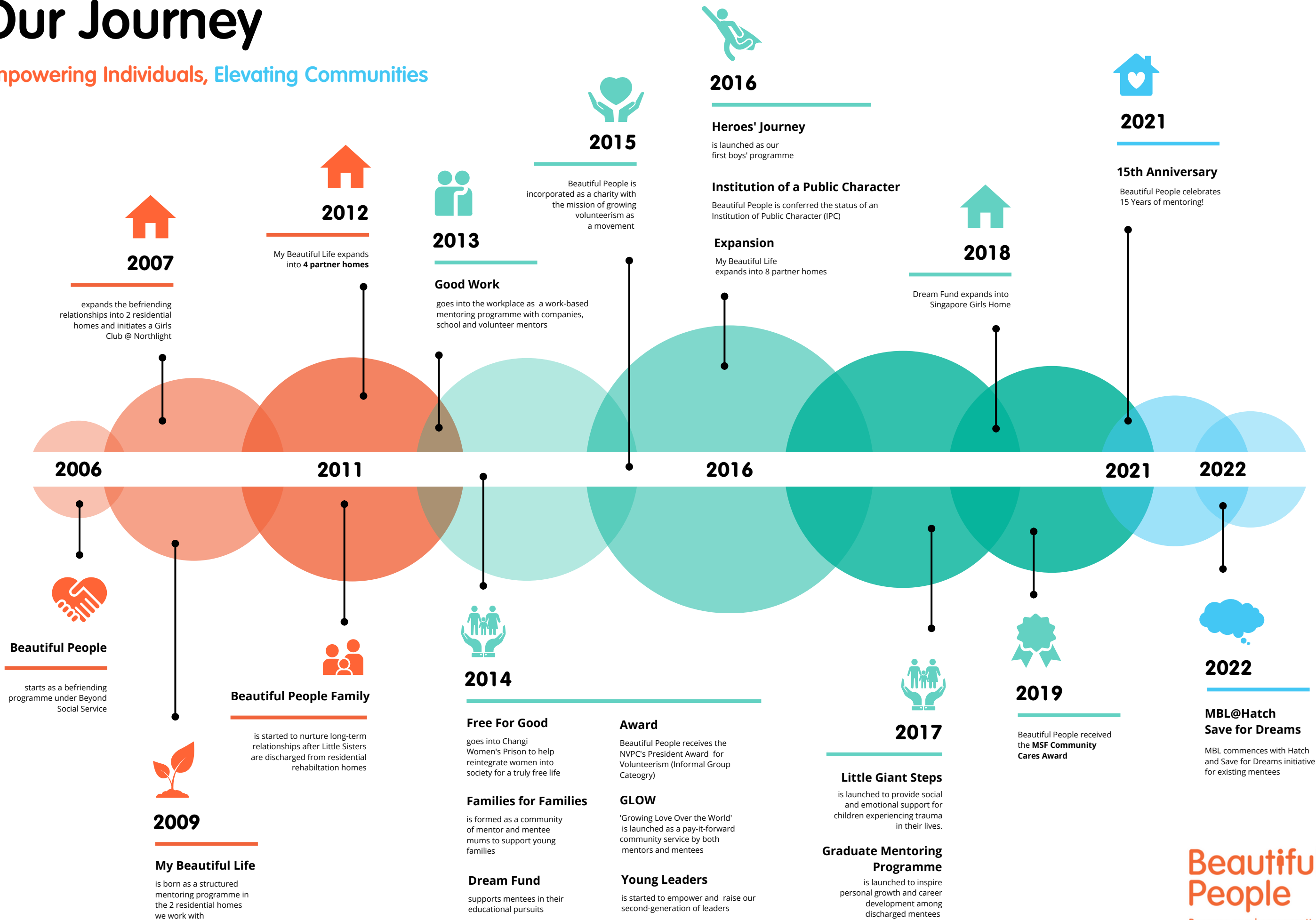
We will foster an open and transparent culture, an inclusive environment, premised on mutual respect for both institution and individual differences. This allows for respectful dialogue and honest discussions that will help us navigate the Way Forward, achieving alignment and congruence, and harmonisation of conflicting stances and situations.

All/any of the Board Directors will be available to offer guidance and direction with respect to above, should clarifications be required.



# Our Journey

Empowering Individuals, Elevating Communities



**Beautiful People**  
Because our dreams matter



## Our Movement

# My Beautiful Life

Beautiful People's flagship programme, 'My Beautiful Life' (MBL) continued with in-person sessions this past year. Regular mentoring sessions resumed at our residential rehabilitation homes – **Pertapis Centre for Women and Girls (PCWG)**, **Dayspring Rehabilitation Centre (DRC)** and **Singapore Girls Home (SGH)**.

The sessions at **Dayspring Rehabilitation Center** increased from bi-monthly sessions to weekly sessions with movie and activity nights. For one of the activity sessions, mentors and mentees created over 100 Towel Bears for Beautiful People's year-end **#ChoosetoChange: My Beary Beautiful Life** fundraising campaign.



PCWG Mentors resumed in-person sessions this year!

Mentors of **MBL@SGH** continue to build relationships with their mentees to provide a safe space for mentees to express their emotions and dreams of their futures. These mentees have been admitted into SGH as child protection and court cases, having been involved in activities such as drug use and abscondment.

Following the pandemic restrictions, mentors from previous batches of past partner rehabilitation homes – **Gladiolus Place**, **Tent**, **Gracehaven** and **AG Home**, maintain relationships with their discharged mentees and continue to empower their mentees with life skills and exposure to help them forge new, dignified lives outside of the Home.



## Special Feature

# My Beautiful Life at Hatch

In 2022, Beautiful People partnered with **Hatch**, a social enterprise that offers skills training and employability programmes in digital marketing, user interface and user experience design. Through the incorporation of our My Beautiful Life curriculum in addition to their 10-week training programme, we sought to enhance Project ASPIrations for aspiring digital marketers at Hatch titled **MBL@Hatch**.

MBL@Hatch was designed to empower mentees with industry-relevant design skills. Beautiful People's mentees learnt from top industry professionals such as **Google**, **Standard Chartered Bank** and **SkillsFuture SG**. In addition to technical skills, our mentors supplemented the programme with relevant soft skills to discover each mentee's strengths.

My Beautiful Life @ Hatch concluded with a project showcase attended by President Halimah Yacob, as part of Hatch's 'Digital Aspiration for All' project, under the 'Digital for Life' movement by the Infocomm Media Development Authority (IMDA).



Hatch mentees with the signed letter from the President (centre, in blue) and our Chairwoman Yoek (third from left)



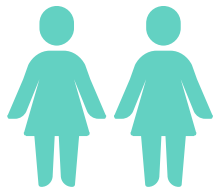
Our Movement

# Dream Fund

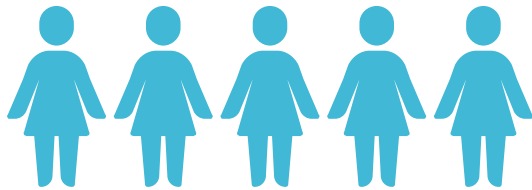
Beautiful People resumed in-person mentoring sessions at **Singapore Girls' Home** with a new batch of Dream Fund mentees and mentors in October 2022. Though the group had to be divided into split teams to enter the Home, our new Big Sisters were eager to kickstart this mentoring journey with the mentees.



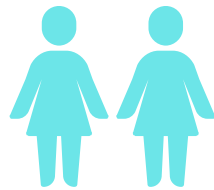
*Aside to mentees at Singapore Girls' Home, Dream Fund has also supported*



2 discharged mentees who have completed school



5 mentees still in school



2 mentees sponsored for higher education



Sabrina is pursuing her Nursing course, with support from mentors Lynn & Jacqueline

The Dream Fund is supporting mentees like Sabrina who was discharged from Singapore Girls' Home in 2022. Sabrina, an only child from a single-parent family, turned 16 this year. She lives with her mother and grandmother who is suffering from cervical cancer.

Inspired by her mother who is a nurse, Sabrina has started her NITEC course in Nursing as of April 2022, aided by the Dream Fund. With the help of her mentors, she has adjusted to life outside the Home, after some initial struggles.

“

Thank you Lynn and Jacqueline for being wonderful Big Sisters to me. You listened to all my problems and encouraged me to face them with courage.

You believed in me and never failed to support me when I was down and defeated. I finally made it to NITEC! I hope you can continue to be my mentors when I start my journey in ITE. Saranghae ♥

- Sabrina, Dream Fund mentee

”

# Families for Families



The Families for Families programme has remained virtual due to the pandemic. Mentors have met with individual mentees as always but there has not been any group activity. The FfF WhatsApp chat group remains a lifeline for mentees. New mothers also received assistance of newborn and grocery supplies to tide over initial months when they may be out of work. FfF also launched a new initiative 'Raising Families Fund' to assist with tuition for mentees' children who may require it.

## Special Feature: Raising Families Fund

Raising Families Fund (RFF) aims to support our mentees' children with tuition fees and educational materials to assist them in their learning journeys. We are committed to support the educational goals of our mentees' and their families as we believe education is the tool to break the bonds of generational poverty.



This came about as RFF mentors realised that working mothers in single-parent households in our mentee community do not have the time nor ability to coach their children as they are busy working, or they did not complete school themselves.



The mentors of RFF kicked off the programme with a Reading Group in August 2022. A total of 3 mentee families and 2 mentor families attended the sessions. Prior to that, we had a few informal sessions to understand the children's needs better. By the end of 2022, we had completed 7 physical sessions. In 2023, 2 sessions have been completed to date. RFF mentors and mentees are scheduled to meet once a week for the reading programme. As of March 2023, 3 additional mentee families and 1 mentor family have been identified to join RFF starting in the new year from April 2023.

**A total of \$28,490 was raised for Raising Families Fund as part of Beautiful People's #ChoosetoChange campaign in 2021.**



## Our Movement

# Free for Good



Free for Good (FFG) mentors followed up with mentees who were discharged from previous years as they were not able to re-start the programme due to pandemic constraints in early 2022.

Most engagements with mentees were done one-on-one or in a group on a spontaneous basis since it is difficult to gather everyone due to work schedules and family commitments. In September 2022, Daisy (not her real name), from the third batch of FFG shared that her 31-year-old daughter had attempted suicide. Daisy shared this information with her mentors as she needed psycho-social support. Heartbreaking as it was, FFG mentors are grateful to be able to walk with her on one of her most challenging journeys, providing support and care to Daisy.

In addition, mentees and their families were also invited to celebrate National Day at Gardens by the Bay, with free tickets to the Cloud Forest and Flower Dome. For most of our mentees, it was their first time enjoying the beauty of the Gardens with their families and they were most grateful for the opportunity to spend quality time with their loved ones. This outing was a meaningful bonding activity for our mentees and their families as they immersed in the greenery of the Gardens.



Free For Good Mentee-turned-Mentor Norli (second from right) with her family at Gardens by the Bay

FFG mentors also explored the possibility of working with women offenders in halfway houses. FFG mentors initiated a meeting in April 2022 with Rise Above Halfway House and the conversation is still on-going. Newly launched in 2021, they are the first secular halfway house for selected women offenders serving the tail-end of their prison sentence in community rehabilitation programmes. The FFG programme is seen as being complementary to the range of programmes and interventions they provide to help these women rebuild their lives.



FFG sisters with Shima and her daughter Sharan

FFG Big Sisters were also invited to a housewarming party by mentee Shima in March 2023. Her husband joined us for lunch and we spent the afternoon playing games with her 8-year-old daughter. This invite strengthened the relationship between mentors and mentee Shima as co-sojourners in their journey. The housewarming party became a mini family day for our Free for Good mentors!



Earlier this year, Sandra and Shindy represented Beautiful People to receive a Long Service Award (3 years) from the Singapore Prison Service, in recognition of the good work of Beautiful People's Free for Good mentors.



## Our Movement

# Heroes' Journey

Nurturing, caring, and befriending youths are pillars of Heroes' Journey, a males-only mentoring initiative in collaboration with the Salvation Army, Youth Development Centre situated in Geylang Bahru.



This initiative re-started on 11 June 2022. Heroes' Journey had 6 mentees and 5 mentors in 2022. The group conducted sessions building rapport with mentees and mentors, journeying with mentees to building 'bridges' and 'scaffoldings' for their future, and co-discovering their potential.

The joy of the work comes in being able to journey with the mentees and having them to share with us their lives and questions they are grappling with. Such moments afford mentors opportunities to speak into their lives, in the development of their own internal moral compass.

The initiative gave mentors a chance to speak to their mentees in a very transformative phase where some of them were working part-time jobs, just completed their PSLE and stepping into their teen years.

One of the fundamental aspects of Heroes' Journey is to provide mentorship for their growth in areas that generally might be lacking in mentees' daily lives and their long walks, breakfast sessions and city tours gives mentors an opportunity to share in the absence of the pressure of their routine.

There would be rare instances where mentees open up about their aspirations and also ask questions about the steps we took at a similar age.



# Young Leaders

The Young Leaders (YL) programme is a leadership incubator where Beautiful People's mentees learn to co-design and facilitate Passion Lab projects together with their mentors for the wider Beautiful People community.

The Young Leaders celebrated their 11th season of Passion Lab this past year with 3 PassionLab events for members of the Beautiful People community:

- Zumba Wellness focused on physical, mental and nutritional health consisting of breathing activities, Zumba group workout and a healthy communal lunch
- Beach volleyball tournament at East Coast Park
- 2 Pilot Passion with Purpose projects in collaboration with Amazon:
  - Amazon SG office visit
  - Fundraising event for YL initiative – Wellness Workshop by Young Leaders for Amazon staff and Gardens by the Bay volunteers, comprising an art-jamming session facilitated by YLs



Each event offered a platform for the Young Leaders to engage with members of the larger Beautiful People family and serve as ambassadors of the Young Leaders' initiative, to inspire others in the Beautiful People community to be part of the programme in the future. The Young Leaders celebrated the end of their season with an overnight camp along with YL Game Day 2022.

“

Doing this project has helped me to learn more about myself and the courage to put myself out there and be more confident. I have met new friends and mentors which I am appreciative of. It was heartwarming to receive care and support from people within the YL community. I have learnt to be resilient, to be present and most importantly work on time management and communication skills. I've learnt that I don't have to constantly seek perfection and it's okay to make mistakes. We are all humans after all.

- Stephanie, Young Leader, YL Season 11

”



## Annual Event

# Family Day x Flying Start



With pandemic restrictions on event capacities finally lifted, Beautiful People revived its much anticipated annual community gathering on 18 February 2023. Family Day and Flying Start were combined, doubling the fun! It was held at the Waterfront Plaza at Gardens by the Bay with the theme – 'The Secret Garden'.

Over 110 attendees attended the event with fun games and delicious food with their families. Attendees were also treated to interactive performances by Kallang CC Drum Circle who conducted the Circle of Drumming with mentors and mentees participating in their very own percussion performance!



*Circle of Drumming facilitated by Kallang CC Drum Circle*



Family Day with Beautiful People would not be complete without performances by our mentees. This year, we had two amazing performance – a dance ensemble coordinated by volunteer Jaymes along with 4 mentees from PCWG (left) and three singing performances by mentee Phoebe (right, in green)!



This event would not have been possible without our dedicated and diverse group of volunteers who planned the event and more than 20 students from Methodist Girls' School who tended the game booths and helped with the setting up and packing of logistics, as well as our tech support volunteers and emcees who ensured the Family Day event ran smoothly. It was truly a community bonding experience!



We are grateful to our donors who enable our events to take place and volunteers who work tirelessly behind the scenes to ensure that Family Day was a success. It was a memorable and wholesome experience reconnecting with our community as we enter a new era in the post-pandemic world!



## Flying Start Award Winners

Flying Start, Beautiful People's annual acknowledgement event celebrating our mentoring journey, was amalgamated this year with our Family Day to honour the mentees who have striven to Pay-It-Forward within the Beautiful People community and beyond.



*Flying Start Graduates and Awardees with Chairperson Yoek (centre) from left to right – Acez, Samantha, Angeline, Kartika  
Not present: Stephanie and Sumarni*

The WOW Award for those who have overcome adversity and challenges, demonstrating personal qualities of perseverance and courage to achieve their dreams, was presented to Sumarni from Families for Families. Sumarni has gone through multiple challenges including gaining custody of her son when he was 2. Working multiple jobs in retail and running a home-based business, she has managed to provide her son and herself with a stable home. She has developed a strong relationship with her son and is raising a curious, confident and expressive boy.

Single mum Acez of FfF was awarded the Ripple Effect Award for creating a positive impact in her family and community. With no parental support, Acez has overcome many challenges, including going to prison. Now that she has a daughter, she is determined to turn her life around. Acez has been paying it forward by volunteering her time to share her stories so others are inspired to make a difference in the community.



The Ace of Initiative Award is presented to mentees who consistently take the initiative to facilitate the effectiveness of a team. This year, it was presented to Stephanie and Angeline from Young Leaders (YL). Stephanie has shown initiative to step up as a Young Leader (YL) and demonstrated qualities of perseverance and resilience in completing the YL initiative even when her teammates left halfway through. Stephanie also stepped up as a co-host for YL's first Passion with Purpose event, in collaboration with Amazon. She has displayed remarkable diligence and risen above challenges which led to the success of the programme.



Angeline has demonstrated commendable initiative in executing her Passion Lab project by actively planning, and conducting a cupcake decorating event. She displayed creativity and forward planning while working with fellow teammates and guiding them along the way. Angeline stepped up as a co-organiser of the first 'Passion with Purpose' event, in collaboration with Amazon. She continually strives to be the best version of herself with a never-give-up attitude. Angeline has managed to step out of her comfort zone, surpassing expectations by confidently sharing her journey with Amazon staff on being a part of Beautiful People.



## Mentee Engagement & Community Bonding

### National Day Celebrations at Gardens by the Bay



On 6 August 2022, over 20 mentees and their families gathered for the Gardens by the Bay and Mediacorp National Day Concert 2022, with tickets generously sponsored by Gardens by the Bay.

For most of our mentees, it was their first time visiting the Cloud Forest and Flower Dome. After the tours, mentees were treated to a special National Day Concert in the Supertree Grove. It was a fun-filled night – celebrating Singapore's culture, talent and various sing-alongs to favourite National Day tunes.



### The Body Shop Self-Love Workshop



On 12 November 2022, 8 mentees attended the Self-Love Workshop by The Body Shop. Mentees had the best time, being empowered in a community of strong women through the sharing sessions, makeup and skincare segments and having their self-portraits professionally taken.

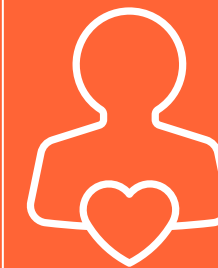
We are grateful to The Body Shop for extending this immersive workshop experience to Beautiful People's mentees!

## Our Reach

### Impact on Mentees



**9 in 10** mentees are still with their mentors after graduating from the MBL programme



Reached out to

**149**

mentees in 2022-23



**100%** expressed they have benefitted from mentoring

### Impact on Mentors



more than 1 in 2 is a long-time volunteer who has served 3 years or more



More than

**120**

active volunteers in 2022-23



**95%** learned more about self and what they want after joining Beautiful People



More than 5 in 10 are regular volunteers who serve more than 36 hours a year



## Volunteer Care and Development

# In-Person Training for New Mentors

Beautiful People recruited 27 new volunteers in 2022 and resumed in-person training. After 2 years, it was gratifying to be learning together in a physical space again.

Curriculum delivery was streamlined from a 2-day session to a 1-day training session of our E1 and E2 training modules with smaller groups of volunteers per training session. This led to more intimate sharing and thorough in-depth discussion by all attendees.

Every volunteer was able to participate and engage as a role player, a key component of E2 training. The training team was also supported by mentors of the Young Leaders' team, Hannah and Maryam, who shared their experiences being mentors to youth in our community.



# Enhancing Mentor Relationships



*MBL@Dayspring volunteers during a mentors get-together in December 2022*

A key driver of Beautiful People being a volunteer-run movement is sustaining relationships between mentors. Mentors in active initiatives organise social gatherings to deepen personal relationships and take time to unwind and have a good time together, building life-long friendships along the way.

Building a keen sense of belonging, nurturing meaningful relationships between mentors has galvanised mentors into providing an authentic, cohesive and synergistic approach in supporting mentees in their journeys.



## Volunteer Care and Development: Our Annual Get-Together

# Expressing Gratitude

The Beautiful People family celebrated our annual Thanksgiving Party, with 35 attendees for the very first physical collective gathering in almost 3 years! We were elated to finally celebrate our annual festivities in-person. Volunteers indulged in a relaxed and cosy set-up with 'Makan & Mingle', and things got exciting with a scavenger hunt.



Mentors also participated in a sharing circle, where each attendee opened up and shared about their values and why they connected with Beautiful People with the help of a question card. The celebration ended with everyone learning a TikTok dance, led by the Young Leaders.

We are grateful to the Volunteer Care Committee – Dora, Shindy, SK, Meenakshi – who planned the event with the office team. We could not have done it without our dedicated volunteers!



## Leadership Capability Development



**Mentoring is at the heart of Beautiful People.** Mentoring is not just for our mentees, but also our mentors! Mentoring our next generation of leaders is critical, so we can collectively grow as a movement and as leaders.

*What is it like for the senior mentors, to mentor their juniors in Beautiful People?* Through the following stories, we learn what it takes to balance giving space and offering support, and to empower the mentee to walk their leadership path with strength and confidence. Here, we delve into the stories of **mentoring our mentors!**

### Mentor Highlight #1

**Melissa**, founding Chairperson  
**Yoek**, current Chairperson

Melissa believes that as a mentor, one should liberally empower and encourage trying and learning. For her, it's also been a journey in self-awareness as she realises, "I tend to have a view about many things and I've had to practise self-control in sharing my opinion too soon, or even at all!". In all she does, she is conscious that the goal is to make space for the other person to share their view first and to make requests, as needed.

On her part, Yoek experienced both the support and space that Melissa created. She had the confidence that Melissa was always a call away and however busy, she would make time to walk through things together and offer encouragement as well as additional thoughts to consider. At the same time, "Mel gave me a lot of space. I took on responsibilities of the role and along with it, she gave me the room and space to decide what to do and how I would do it. Yet at the same time, she stayed fully engaged and supportive."



“Leadership by mentorship is a ‘delicate dance’. And one has to be on the dance floor to sense what is needed- and much wisdom and grace is needed to achieve the balance of space and support.”

### Mentor Highlight #2

**Meena**, Board Member in-charge of Comms/Fundraising,  
**Maryam**, Communications & Fundraising Executive

Meena believes that a mentoring relationship can only be created when both parties are committed to learning. Mentorship involves empowerment – to give the other person the tools to stand on their own. She chooses to ask questions than to direct and give answers. She says, "I have learnt to step back and let Maryam take ownership. At the same time, I hope she knows I am always here!".

On Maryam's part, she did start out unsure, especially as she was relatively unfamiliar with the domain of fundraising. Through communication and open sharing, she received validation and support she needed to navigate this path. "It felt like a partnership as I needed her constant feedback and guidance. We were intentional; we had conversations on adapting the relationship dynamics. Over time, I was able to operate more independently".



“Ultimately, what unites us at Beautiful People are the mentees and families that we serve. Whether we lead or partner with someone doing the work, all is guided by the eventual goal of empowering the dreams of those we mentor!”



“Here we learn how mentoring leaders takes intentionality, to sense what the mentee needs at various stages, to evolve with the relationship, to empower continuing growth”

### Mentor Highlight #3

**Shah**, previous Co-Lead at Pertapis Centre for Women and Girls  
**Jiamin**, current Co-Lead

Shah has 3 words she goes by when it comes to mentoring leaders – Clarity, Openness and Service. There has to be clarity of alignment and a shared focus on the purpose. The journey takes a spirit of openness, being open to follow, lead or collaborate, taking on different hats as needed. On service, Shah says, "Often I see intentions get confused along the way, with good intentions being overtaken by personal goals". Ultimately, the guiding light has to go back to alignment of the shared purpose.

Jiamin enters the mentoring relationship with a similarly open approach. Hearing Shah's experiences has allowed her to have a different perspective in life, offers different possibilities of what she can be. She says, "It shows me the different paths I can take but ultimately the choice of which path is mine to make."



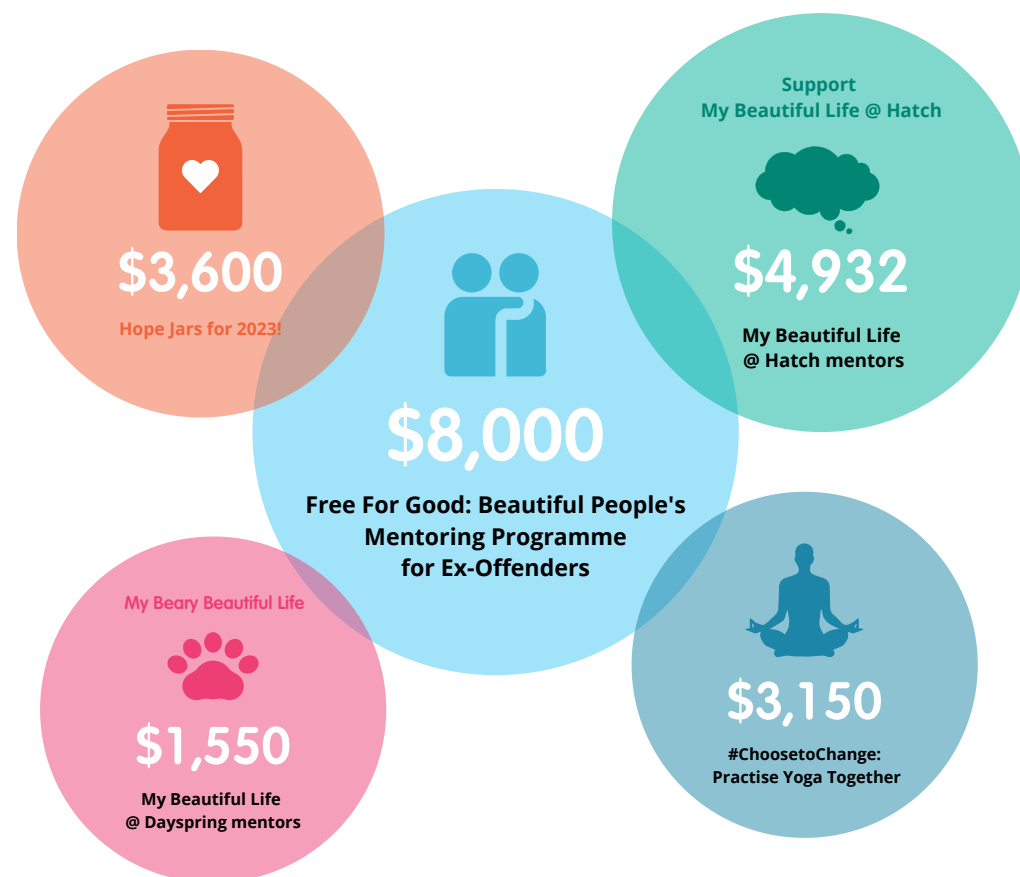
## Fundraising

Fundraising efforts for the year brought in



Thanks to matching funds from the Tote Board's Enhanced Fund-Raising Grant, which provides one-for-one matching funding support for fundraising campaigns raised by registered IPCs! We are also grateful to Changi Foundation and Ishk Tolaram Foundation which both continue to be partners for the Dream Fund.

Beautiful People continued its Peer-to-Peer (P2P) fundraising initiative, #ChoosetoChange, in 2022. There were 5 P2P campaigns that enabled Beautiful People to surpass our target of \$200,000.



## Fundraising: Special Mention

### Amazon x Beautiful People



This year, Beautiful People collaborated with Amazon through an informal partnership to enrich our mentees' learning journeys through an interactive office tour and a sharing session with Amazon employees. In addition, Beautiful People's Young Leaders also provided an art jamming wellness workshop for Amazon employees. The partnership concluded with a fundraising bazaar at the Amazon Office where employees could purchase items made by our mentees.

Amazon Singapore has also matched their employees' donations to help fund our programmes. We are immensely grateful to Amazon Singapore for supporting our mentees in their educational pursuits, and Crystal Chang (Beautiful People mentor) for helping to facilitate this partnership with us.

## Acknowledgements

Organisations and Companies	Organisation and Companies	Organisation, Companies and Individual
<b>(Cash Donations)</b> <ol style="list-style-type: none"> <li>1. Amazon, Women's Charter</li> <li>2. Thy Dreams Matter Ltd</li> <li>3. Tote Board</li> </ol>	<b>(Cash for Programmes)</b> <p><u>Dream Fund</u></p> <ol style="list-style-type: none"> <li>1. Changi Foundation</li> <li>2. Ishk Tolaram</li> <li>3. The Tent</li> </ol>	<b>(Services-in-Kind &amp; Donations-in-Kind)</b> <ol style="list-style-type: none"> <li>1. Ameer-Alrasyeed</li> <li>2. Bridge The Digital Divide</li> <li>3. CREW4Good</li> <li>4. Gardens by The Bay</li> <li>5. Jaymes</li> <li>6. Jerome Wee</li> <li>7. Koh Kwong Fah</li> <li>8. Methodist Girls' School</li> <li>9. The Body Shop</li> <li>10. Sandy Chian</li> <li>11. Sheng Siong Group Limited</li> <li>12. Ying Oi Leng, Ivy</li> </ol>



# Financial Highlights

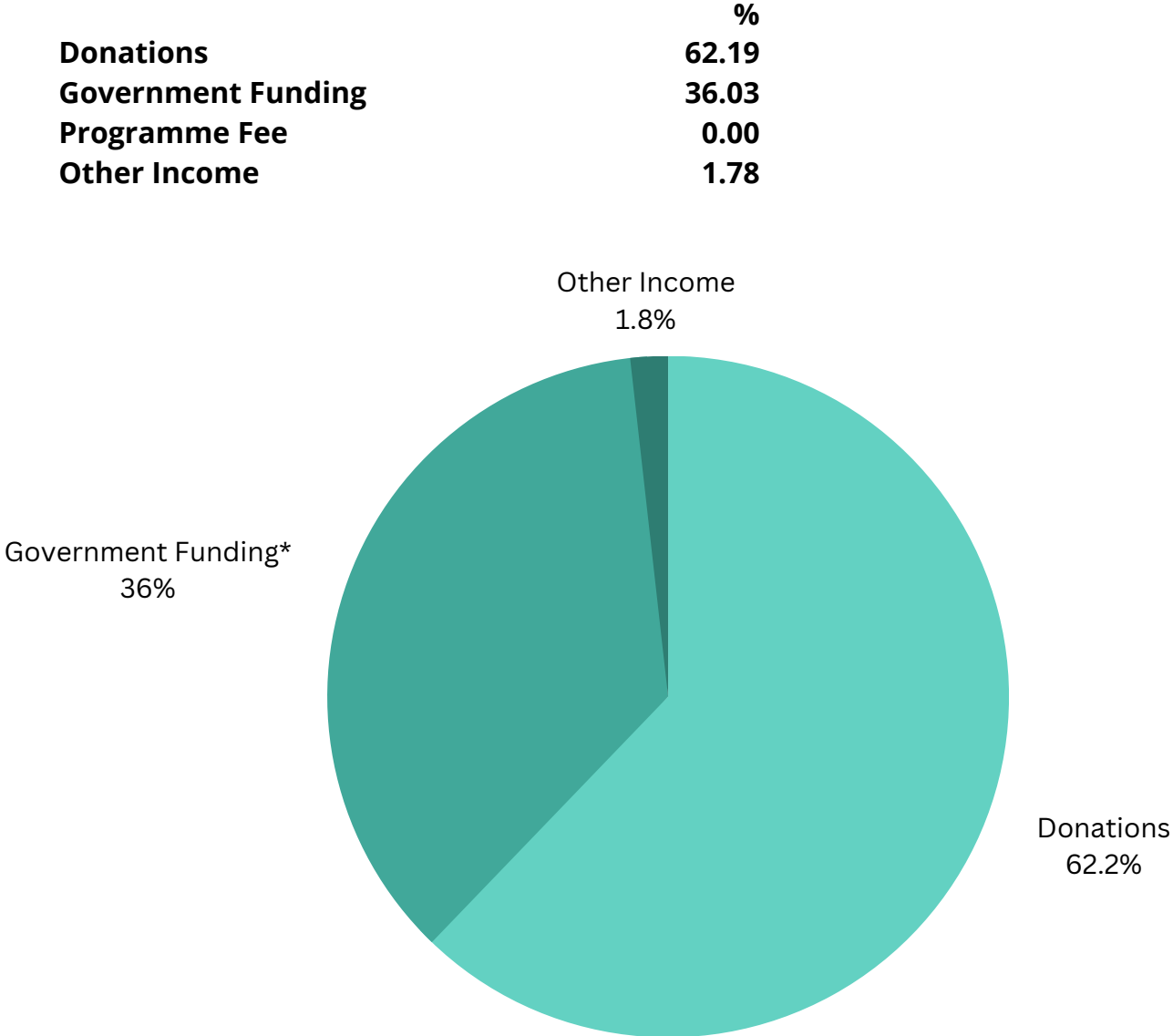


The following gives an overview of the finances from 1 April 2022 to 31 March 2023.

Beautiful People is funded through donations from friends, family, and other supporters of our organisation which include philanthropic establishments and corporate donors.

Our financial resources for the year stood at S\$1,211,531, generated from donations by friends and family, other supporters of Beautiful People and matching funds from the Tote Board. Our surplus for the year is at S\$195,719.

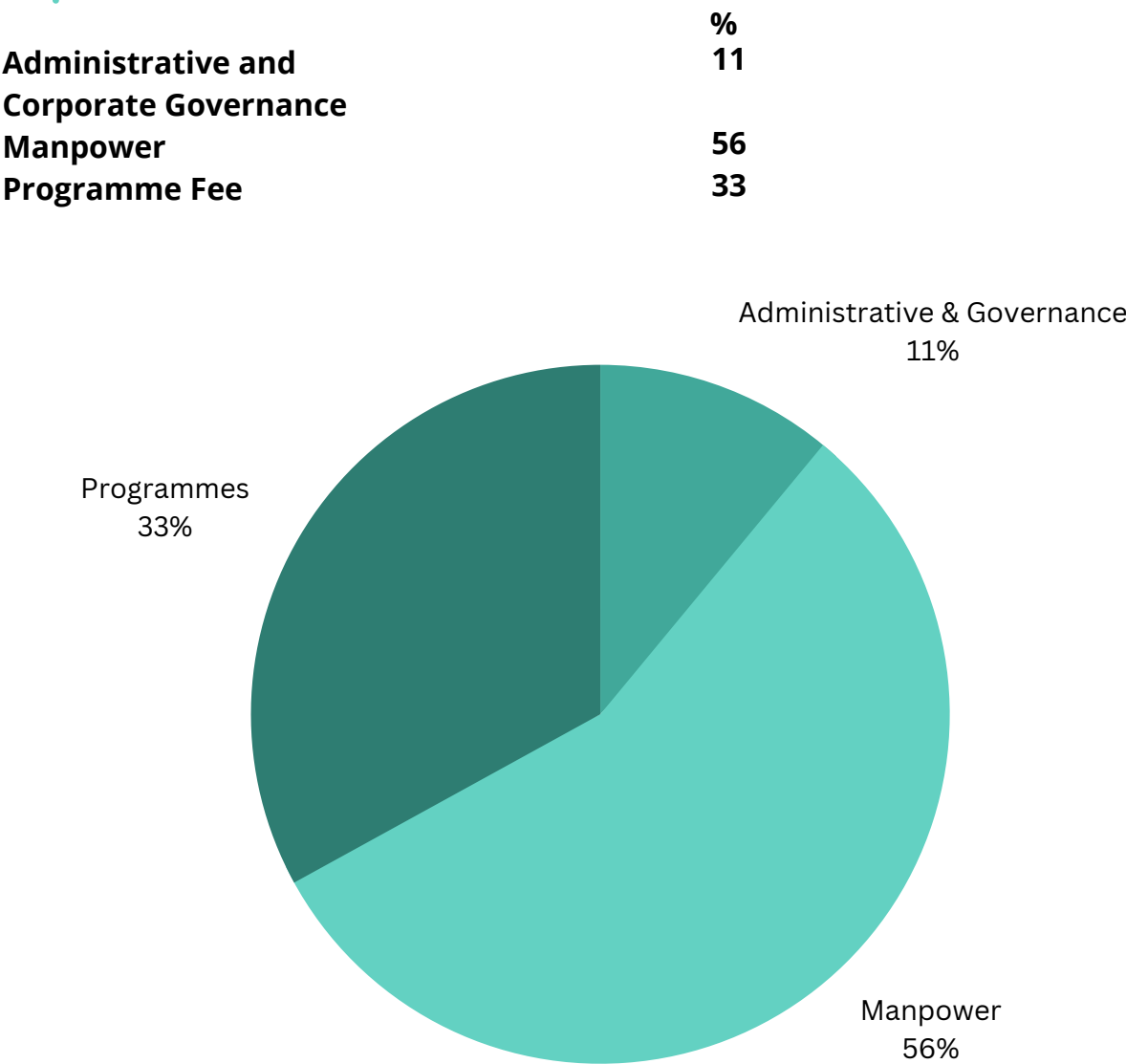
## Revenue



*\*Beautiful People leverages on government schemes managed by NCSS (Tech-And-GO!, SHARE as One, Transformation Support Scheme) for organisational development.*

Our expenses for this period were S\$259,256, with manpower and programme costs accounting for 89% of the total expenditure. No staff earns more than \$100,000 annually.

## Expenses



Our full audited financial report as at 31 March 2023 can be found at our website: [www.beautifulpeople.org.sg](http://www.beautifulpeople.org.sg).





## Governing Board of Directors

The Board has a Conflict of Interest Policy to assist in identifying and managing potential areas of conflict. All directors and staff undertake to declare any situation of conflicts that may arise. They abstain from decision-making in such instances so as to allow a fair and transparent decision-making process.

### Our Board of Directors – April 2022 to March 2023

Title	Name	Date of First Appointment	Occupation	Board Meeting Attendance
Chairperson	Yong Yoek Ling	4.6.15	Director, Good Company Pte Ltd	4/4
Secretary	Chloe Liew Bao Ling	01.10.21	Assistant Manager, Touch Community Services	3/4
Treasurer	Meena Mylvaganam-Tay	1.11.17	Publishing Consultant, mmedit	3/4
Members	Lim Sze Wei	4.6.15	COO, Singapore Cancer Society	2/4
	Priyanka Rajendram	1.10.19	Assistant Director, MOH Office for Healthcare Transformation	3/4
	Woon Lai Har	01.03.20	Retired	3/4
	Karyn Choo Wanyu	01.10.21	Social Worker, Singapore Children's Society (Apr - Dec 2022), On Sabbatical (Dec 2022 - Mar 2023)	4/4
	Sudhershén Hariram	01.10.21	Lawyer, Tan Rajah & Cheah	4/4

The charity discloses that there is no paid staff, being a close member of the family belonging to the Executive Head or a governing board member of the charity, who has received remuneration exceeding \$50,000 during the financial year.

### Office Personnel in Beautiful People

Name of Staff	Designation	Period of Employment
Mellisa Chong Mei Lai	Organisational & Leadership Development Manager	May 2021 - June 2023
Siti Maryam bte Jumat	Community Partnerships Executive	May 2021 - Present
Hasyimah Ibrahim	Administrative & Volunteer Management Executive	Aug 2022 - Present

## Governing Policies

### Whistleblowing Policy

Beautiful People is committed to upholding high standards of corporate governance and work practices. As an enhancement to the internal control system, a whistle blowing policy is in place for the reporting of any malpractice, illegal act or omission by management, staff, Mentors, Mentees, Board of Directors, both internal and external stakeholders that contribute to or have a vested interest in Beautiful People’s operations, programmes and fundraising activities.

### Investment Policy

Beautiful People may invest in financial instruments such as fixed deposits with reputable financial institutions, with the Board of Director’s approval, to minimise the risk of loss while earning a fair return. It will keep a reserve of at least 6 months operational expenses while the balance may be invested in fixed deposits at staggered timings. This will enable Beautiful People to earn interest and have ready funds to meet unanticipated cash flow requirements.

### Reserves Policy

The Board is prudent with funds and endeavours to ensure that all public money is spent and managed appropriately. We have a reserve policy of 3 to 5 times our annual operating budget which Beautiful People shall monitor and adhere to. Calculation of operating reserves excludes all building/projects funds, endowment and sinking funds.. The reserve level is reviewed yearly by the Board to ensure that the reserves are adequate to fulfil the charity’s continuing obligations.

### Anti-Money Laundering (AML) and Counter-Financing of Terrorism (CFT) Policy

Beautiful People has created a policy for maintaining and monitoring additional processes that must be observed to protect Beautiful People from possible fraud, money laundering or terrorism financing. These structures and processes will involve a due diligence process when it comes to engaging in partner and beneficiary relationships, keeping vigilant to suspicious activities, cross border cash movement, donor checks and receiving unknown or new donations.



# Statutory Information

## Registered Office

183 Jalan Pelikat #B2-02  
The Promenade@Pelikat, Singapore 537643

**A Member of Constitution:** Company Limited by Guarantee

**UEN Number:** 201525056H

**Date of Establishment:** 4 June 2015

## Charity Status

Charity Registration Date: 3 September 2015

## National Council of Social Service

Full member since 1 October 2015

## Institution of Public Character (IPC) Status – General Fund

Period Approved: 1 December 2022 to 31 July 2025

Sector Administrator: Ministry of Social and Family Development

## Bank

United Overseas Bank Ltd  
Standard Chartered Singapore

## Contact Information

Tel: 6348 0480

Email: [contact@beautifulpeople.org.sg](mailto:contact@beautifulpeople.org.sg)

Website: [www.beautifulpeople.org.sg](http://www.beautifulpeople.org.sg)

## Company Secretary

JWJ Management & Advisory Pte. Ltd.

## Auditor

Tan Chan & Partners Public Accountants and Chartered Accountants Singapore

**Beautiful  
People**

Because our dreams matter

# Every Dream A Possibility



'One loving family: every dream a possibility'.  
That is Beautiful People's bold vision, it gives us hope  
that tomorrow will be better, if we invest today.



The future starts now. Our mentees need equal opportunities.  
For youth who come from disadvantaged families,  
they start life handicapped by their lack of economic  
resources and education opportunities.



Beautiful People's mentoring intervention changes  
our mentees' life trajectories allowing them to realise  
their full potential.



To us first and foremost we are always  
'One loving family: every dream a possibility'.

