

BECAUSE OUR DREAMS MATTER

Annual Report
FY 2015/16

Beautiful
People

Because our dreams matter

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CHAIRMAN'S MESSAGE

Foreword by Ms Melissa Kwee

**As we stand at the cusp of our tenth year,
we give thanks for the family that we have
become and also the family we are becoming.**

We are strong and vibrant and at the same time we are new and fragile. We now have a new brand for our growing family that includes our brothers in Heroes' Journey – our sincere thanks to Colin and Brandcourage for expressing who we are so beautifully!

This year we set out as our own organisation after nine years under the wings of our foster parent and supportive partner, Beyond Social Services. We salute and honour Gerard, Ranga, Andrew and our friends at Beyond who have taught us many lessons about what it means to grow together as part of the community.

They were our gracious teachers. When we began in 2006, we just wanted to offer workshops to teen girls on Saturday mornings. We had no idea what the jewellery and make-up classes would lead to. I don't think they did either, but they encouraged our volunteer spirit and desire to befriend their girls and be a part of their lives.

Through the years, Beyond taught us that we rescue no one, but we can offer the gift of our presence to the youths, expand the range of possibilities available and empower them to make different choices in their lives.

As we journey together, our volunteers and mentees have become our sisters and family, programmes have become relationships, and these relationships form the extended family we are a part of today. Many stories have been birthed from these relationships and we continue to discover and support one another's dreams.

As you read our stories, I hope you receive some of the hope, the wonder, the faith and the love we share to lift one another up along the way.

Your friend and sister,
Melissa

About Beautiful People

Vision:

One loving family: Every dream a possibility

Mission:

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

Goals:

The objectives and purposes of Beautiful People are:

- (a) To catalyse and build a volunteer movement for personal transformation and social change, through building relationships between members of the society with those on the margins.
- (b) To build mentoring relationships that enable and empower mentee beneficiaries to discover their fullest potential, and thrive even as they make important life transitions.
- (c) To contribute to the less fortunate by providing opportunities for volunteers and mentee beneficiaries to do community service together, either locally or overseas, as a way of paying it forward.
- (d) To support volunteers and mentee beneficiaries in achieving their dreams through 'seed' funding.
- (e) To provide financial assistance or interest free loan to mentee beneficiaries who are in need of financial support when starting out in life, building a career or family.
- (f) To provide an effective support system for volunteers by: i) developing hard skills through training and continuous development programmes; and ii) nurturing a community of supportive relationships. The aim is to inculcate a sense of empowerment and belonging among the volunteers and mentee beneficiaries by cultivating a spirit of love, respect for self and others, gratitude and contribution so they can live purposeful, productive and dignified lives.
- (g) To collaborate and partner with mission-aligned companies and other social welfare organisations in building volunteering communities in support of our mentee beneficiaries, which may include sharing our expertise with other social welfare organisations through consultancy work.



Programmes & Activities



My Beautiful Life

By Beautiful People

As a volunteer movement invested in the empowerment of dreams through mentoring, most of our efforts are focused on building relationships with our mentees, whether through structured programmes or other events. Our flagship programme 'My Beautiful Life' runs on a fortnightly basis at our partner homes, AG Home, Gracehaven, Pertapis Centre for Women and Girls and The Tent.

Number of mentees:

AG Home	17
Gracehaven	9
PCWG	23
The Tent	11

Shah and Shikin met four years ago at Pertapis Centre for Women and Children, where Shikin was staying while her parents were incarcerated. At the time, Shah was a stay-at-home mum who had recently relocated back to Singapore.

Shah recalls that Shikin was a very private and closed person when they first met. Looking back, Shikin reflects, "It's about building trust; it takes a lot to trust someone outside of the family. But the more you trust, the more you can receive and give. The more you can journey together."

Their journey together proved to be a powerful learning journey for the both of them.

The emotional support and motivation Shikin received from the Big Sisters taught Shikin to express herself better. Shah underwent her own transformational learning through her friendship with Shikin as well. "Shikin is fiercely loyal to her family. Through her, I learnt what loyalty and family really is," Shah says.

Positive and resilient, Shikin is now a mother of three beautiful children. The relationship between Shah and Shikin has matured to an extent that it is a two-way journey that defies normal expectations of what a mentoring relationship looks like. So much so that Shikin quips, "Shah learns from me more than I learned from her!"

Shah herself is using her learnings to power her next big idea-growing the Young Leaders. "I had this epiphany. Why don't we have the Little Sisters contribute back to

their community? Why don't we build leaders, challenge them a little bit? Then they would feel empowered. When you challenge them, they will rise," Shah strongly believes. Her dream is that "eventually it is the Little Sisters themselves who come back to teach and volunteer." They are the ones who will understand the Little Sisters best.

Shah and Shikin's relationship of mutual support and challenge is beautiful in that it is creating a ripple effect, powering a generation of young leaders to come.

**Beautiful People ::
A Movement Of Leaders
Inspiring Other Leaders**



Receiving &
Giving With
Beauty

Programmes & Activities



Baby Reader

By Beautiful People

What started out as an early literacy programme had evolved into a support group for our mentee mums in their parenting journey. Our first batch of mentor mums and mentee mums continued to support one another, exchanging experiences and parenting tips through their WhatsApp group and at gatherings.

Number of families served: 16



Can You Read
me Your Story,
Mum?

Life is like a book. Each day has a new page, with adventures to tell, lessons to learn and tales of bonding journeys to remember, for mothers like mentor mum, Meena and mentee mum, Dian.

Dian is one of a nine-sibling family, but she was also 'adopted' into part of the Beautiful People family five years ago. "Beautiful People make me feel at home, they make me feel welcome," says Dian. She and her son, Qoid, are part of a pilot programme by Beautiful People called "Baby Reader."

Meena is Dian's mentor mum. She says, "The Beautiful People family reaches out to young mothers who may

be caught in challenging circumstances. Learning is not a one-way street, it goes both ways, not just for the mums and their kids, but also for the mentors and the mentees."

So strong were the nurturing motherly bonds that Meena was present at the birth of Dian's second child Bulan, who was born when Dian was 17 years old. For Dian, the Baby Reader programme has become so much more than assisting her with diapers and milk, and helping her son to read.

"The programme helped me to be a good mother," says Dian. It taught her about parenting skills and how to balance her work and studies. "I was given a lot of opportunities to advance myself," says Dian. Meena guided Dian and helped her to navigate her career path. Now the 19-year old mother works three jobs, at Pizza Hut, Juice Boost Bar and as a banquet waitress, and is planning to advance herself even further.

"The girls who come through our community create better lives for themselves and their children," says Meena. This is where Beautiful People hopes to make a difference.

Meena and Dian are beautiful examples of how the reading journey during motherhood can empower young mums to lead the next generation into a new future. Generations that will be empowered to see beyond, to new worlds of possibilities.

**Beautiful People ::
A Love That Crosses Generations**

Programmes & Activities



Free For Good

By Beautiful People

In August 2014 we launched a pre-release mentoring programme with a group of inmates at Changi Women's Prison.

The programme called Free For Good provided a platform for the inmates and their volunteer mentors to explore the concept of freedom and what it means to live a life that is truly free. For the inmates who were all released by January 2015 their reintegration into society meant putting into practice the programme learnings, especially in building resilience

and care of themselves in a healthy and intentional way. For the volunteers the after-care of inmates is the start of their "real" life journey together and a test of their relationships.

2015 was a year of exploration for the volunteers as they learnt what makes the inmates stay strong and out of prison.

Number of mentees: 13

Life, liberty and the pursuit of freedom together...

If we are all prisoners of life, then together, Susie and Yanna broke the chains that had bound them. A Big Sister and Little Sister journey that began behind bars at the Changi Women's Prison, continues in the form of an enduring friendship.

Yanna had been sentenced for drug-trafficking and was incarcerated for three and a half years. Susie, a former high-powered advertising executive turned volunteer leader, was running a four-month pre-release prison programme called "Free For Good" at Changi Women's Prison.

"We all have our inner prisons," says Susie. "What keeps us trapped? Blame, fear, guilt, regret, shame? We share the same human condition but in different prison environments."

Susie's prison had been a corporate jungle that held her captive in million-dollar deals and never-ending work days. Her liberation? Volunteering with Beautiful People as a Big Sister. "I feel strongly about empowering women," says Susie.

Susie found her calling and a deep sense of satisfaction in working with women like Yanna. "I am what I am because of who we all are," goes the old African saying, a belief Susie subscribes to.

Yanna's youthful search for love took her through many trials and tribulations, culminating in a dramatic drug bust in front for her 8-year-old son. All her life, she had been weighed down by a sense of being unwanted and unloved. It led her on a path that took her from a life of drugs to a life behind bars.

She had been barren of strong female role models throughout her life. Meeting Susie through the Free For Good programme was a turning point. "It instilled a positive aura in me. It taught me how to love myself," she says.

The love Yanna found in the Beautiful People community was the start of her inner journey towards self-love and true liberty. Breaking free of the chains of the past liberated not only her, but also her son, who will have a strong role model in her.

Susie and Yanna broke free of their respective inner prisons. They are now free for good together. Because when you find true freedom, the beautiful journey is only just the beginning.

Beautiful People :: Free For Good

Programmes & Activities



GLOW

By Beautiful People

Beautiful People engages the teenage girls in Community Involvement Projects (CIP) both locally and overseas as part of the mentoring programme. The purpose being to help them pay it forward by contributing to those who are less advantaged and also to learn to appreciate their life and be grateful for what they have.

Beneficiaries:

Befriending elderly residing at rental flats in Pipit Road: 50
Programme for children at Pertapis Children's Home: 20
Agape Orphanage in Batam (fortnightly): 21

Lindsay Ambrosio glows with a sincere and sensitive spirit that refuses to be crushed by the difficulties that life has thrown at her.

"Life's beauty is in you, you just have to embrace it," says this young lady blossoming into a gentle yet courageous woman. "Bad things may happen to you but it does not need to define you."



At the age of fifteen, Lindsay entered The Tent — a shelter for women and girls who suffered from broken relationships at home. The most difficult thing was finding herself alone in a strange new place, away from her mother and those she loved.

But Lindsay was determined to be more than her past. As she found healing, Lindsay became more than an overcomer. Not only did she conquer her challenges to build a better future for herself, she is giving back to society. Today, she focuses her energy on her part-time degree studies, and paying it forward as a volunteer with Beautiful People, teaching basic literacy and life skills to orphans in Batam.

Lindsay says, "I saw how week after week, the Big Sisters turned up at The Tent to spend time with us and show us that we are loved. I want to do the same for the kids at Batam".

For Lindsay, it is about seeing past her own darkness, to focus on the light that she can give someone else.

"I am just so grateful for the many people, especially my Big Sister, who gave me unconditional love and support to go forth in life. They believed in me and they inspired me," says Lindsay. And she now shines that same light into someone else's life.

**Beautiful People ::
The Gift That Keeps On Giving**

Programmes & Activities



Good Work

By Beautiful People

Our second run of Good Work! started with selection interviews in late September 2015 and the cohort graduated on 9 January 2016. It was the first time Beautiful People has run a programme for both boys and girls. Combining on-site coaching, life-skills training, and support from mentors, the youths went through a 10-week work trial. The experience helped them gain self-confidence, and also to learn more about themselves and their direction in life. This programme is funded by Club21 and Mastercard – Purchase with a Purpose, and co-organised with Lakeside Family Service Centre and Good Company Pte Ltd.

Number of mentees: 26

SAP Asia Mentors at Chestnut Drive Secondary School

A dynamic trio of ladies, Yoek Ling from Beautiful People, Xiaojun who is HOD (Pupil Development) from Chestnut Drive Secondary School, and Jean from SAP leading her team from the Business Women Network (BWN), came together to launch a mentoring programme for a cohort of 17 girls from Chestnut Drive Secondary School.

Based off the My Beautiful Life (MBL) curriculum from Beautiful People, the SAP volunteers also added several elements to the programme, introducing a different dimension of exposure to the girls. They brought the girls to Young Thinkers Challenge, a competition organised by SAP for university students, so as to expose them to something new and exciting in the field. The Little Sisters also went for an F1 outing together with the Big Sisters, a tremendous bonding opportunity. The programme closed with a 2-day job-shadow opportunity at the SAP office and a motivational talk by one of the world's women tennis champions.

Programmes & Activities



The Beautiful People Family

By Beautiful People

Beautiful People Family events provide a community-based platform for Big and Little Sisters to connect, bringing together everyone across homes and programmes. They emphasise our focus on relationships that transcends the programme and are instrumental in building the Beautiful People spirit and identity – a family coming together as one.

The two anchor events of 2015 were the Family Camp from 30 to 31 May, culminating with the Family Day on 31 May 2015, as well as the Dream Visioning on 21 November 2015.

Dare to Dream Family Camp

The camp, themed 'Dare to Dream' aimed to catalyse the dreams of the Big and Little Sisters, and encourage them to persevere to achieve their dreams, no matter the challenges in life. The Crossroad trainers conducted a rigorous set of activities that saw our 70 Big and Little Sisters challenging their limits. They saw the beauty of their strength shining through and were renewed in their focus on their dreams.

The camp participants came away with a renewed sense of confidence, supported by the sense of family:

"Stay strong, there are many supporters around me."

"I believe that even without my family, I still have others that love and care about me."

"I learnt to be strong and brave in every challenge that I may encounter."

Family Day

Continuing on after the 'Dare to Dream' camp, the Family Day was attended by 150 participants, with the family members and other Beautiful People's Big and Little Sisters coming together for an evening of team-building, fun and laughter. There were station games led by the Young Leaders, followed by a time of interactive exchange over dinner at Sembawang Park.

Dream Visioning

Held on 21 November 2015, the Dream Visioning event was a day where 39 Little Sisters saw their dreams come true, with 54 volunteers, comprising Big Sisters, photographers, make-up artists, and the ladies from The Association of Image Consultants Singapore (AICI) coming alongside to make the event possible. It was great fun. The girls enjoyed themselves tremendously at the make-over, photo shoot and the workshops on how they can be more confident and stylish. They walked down the fashion runway as a grand finale, posing in their dream looks. Beyond a day of fun, it was a moment of recommitment to dreams, with the Little Sisters sharing how they were inspired to work towards the dreams that they had previously never even dared to declare.

We are thankful to the sponsors Club 21 and Dress for Success who provided the Little Sisters with the outfits.

Programmes & Activities



Volunteer Management & Development

Other than the core programmes which ran on a regular basis, we also had specific corporate gatherings and volunteer recruitment and training events.

No.	Date	Event
1	10 Jan 2015	Meet & Greet Session
2	24 Jan 2015	E1 Basic Volunteer Training
3	31 Jan 2015	E1 Basic Volunteer Training
4	07 Feb 2015	E2 Mentor Training
5	14 Feb 2015	E1 Basic Volunteer Training
6	28 Feb 2015	E2 Mentor Training
7	01 Mar 2015	Board Meeting
8	01 Mar 2015	Core Team Check-In
9	01 May 2015	Board Meeting
10	30-31 May 2015	BP Combined Camp
11	31 May 2015	BP Family Day
12	27 Jun 2015	Leadership Development Workshop – Shaping Culture
13	01 Jul 2015	Board Meeting
14	22 Aug 2015	Emergenetics Workshop
15	29-30 Aug 2015	Volunteer Retreat to Kota Tinggi

No.	Date	Event
16	01 Sep 2015	Board Meeting
17	12 Sep 2015	Advanced Mentor Training – Family Engagement
18	24 Oct 2015	Internal Stakeholder Meeting
19	03 Nov 2015	Board Meeting
20	07 Nov 2015	Strategic Planning Retreat
21	21 Nov 2015	Dream Visioning
22	19 Dec 2015	Thanksgiving Party
23	09 Jan 2016	Meet & Greet Session
24	30 Jan 2016	E1 Basic Volunteer Training
25	13 Feb 2016	E1 Basic Volunteer Training
26	20 Feb 2016	Board Meeting
27	20 Feb 2016	Core Team Check-In
28	01 Mar 2016	E1 Basic Volunteer Training
29	05 Mar 2016	E2 Mentor Training
30	19 Mar 2016	E2 Mentor Training

Programmes & Activities



Beautiful People sees ourselves as a leader-led movement. Hence, we encourage our volunteers to find a cause that matters to them and to lead and enroll others into making a difference with them. While equipping the volunteers with skills and knowledge is an essential first step to serving effectively in the various programmes that we have, our other focus is to develop people inside out. We believe in facilitating learning and development for volunteers beyond 'work' skills, to help them to identify, aspire to and take steps towards fulfilling their own personal, unique potential.



To this end, we ran two customised training workshops in 2015 in addition to our regular skills capacity training. The Leadership Development Workshop 'Shaping Culture' on 27 June was for all Co-leaders to be aware of how culture influences us in the way we go about creating relationships, our language and behavior, how we work and solve conflicts, problems and challenges. It is important that our leaders are aligned with the culture we want to propagate. On 22 August we ran a workshop on 'Emergenetics' which is a profile tool for our Co-leaders. The tool helps to measure how people think and behave, and as a result enhances personal power, builds understanding, facilitates communication and improves performance. This is essential in our building of a support network for volunteers and beneficiaries.



Statistics

MENTEES



Reached out to

115
mentees
in 2015

80%
expressed that
they have benefitted
from the mentoring



6 in 10 mentees

are still in contact with their
Big Sisters even after graduating
from the programme

MENTORS

More than **150**
active volunteers



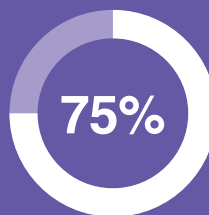
More than 7 in 10

are regular volunteers who serve
more than 36 hours a year



Nearly 1 in 5

is a long-time volunteer
who has served 3 years
or more



Satisfaction rate
from volunteers

Financial Report

Funding Sources

We are funded through donations by friends, family and other supporters of Beautiful People.

Review of financial state and explanation of major financial transactions

Our financial resources for the year stood at \$228,378, almost entirely generated from donations by friends and family and other supporters of Beautiful People.

Our expenses for this period were at \$84,021, with manpower and programme costs accounting for 90% of the total expenditure. Our surplus is at \$144,357. We have a reserve policy of 3- 5 times its annual operating budget.



Manpower

\$41,852
(50%)



Administrative

\$5,197
(6%)



Programmes

\$33,288
(40%)



Volunteer Development

\$3,684
(4%)

Our full audited finance report for the period 4 June 2015 to 31 March 2016 can be found on our website www.beautifulpeople.org.sg

Review and Changes in Policy

As part of our application to become a Company Limited by Guarantee, we went through the process of documenting our Memorandum of Association. We also came up with a Board Policy Manual comprising the following chapters:



Future Plans



The priorities established for the next three years are in the following areas:

- **Strengthen our foundation:**
Systematically track and assess the impact of our work and establish a fund-raising strategy for sustainability, as part of building up our organisational capabilities.
- **Deepen our core work:**
Reinforce our core strength of building relationships that go beyond programmes, by establishing greater support around the discharge process and post-discharge engagement with our mentees.
- **Prepare for future growth:**
Invest in building up the next generation of Co-leaders and Young Leaders through training and coaching, and equipping other organisations for their mentoring programmes.

Acknowledgements



- Brandcourage, especially Colin, Liuyi, Carmen and Kok Hsiung, for their dedicated passion in working with us on our rebranding. We are proud to welcome them into our Beautiful People Family.
- I Concept for gifting us our new look for our beautiful new website.
- Beyond Social Services, especially Gerard, Ranga, Andrew and the Finance Team, for believing in us, for supporting us every step of the way.
- Our partners, AG Home, Gracehaven, Pertapis Centre for Women and Girls, The Tent, Lakeside Family Services and Good Company for the opportunity to journey together.
- Our funders and donors who have supported our mentees one step closer to their dreams.
- Our friends, families and volunteers, because you are the fuel that makes our dreams come true.
- Our mentees, for your courage to dare to dream again.

About Beautiful People

Beautiful People Sg Ltd

Beautiful People Sg Ltd was set up on 4 June 2015 as a Company Limited by Guarantee.

Unique Entity Number (UEN)

201525056H

Registered Address

3 Shenton Way #15-01, Shenton House, Singapore 068805

Postal Address

133 Joo Chiat Road #02-01, Singapore 427417

Board Members Appointed on 4 June 2015 (Term ending 3 June 2017)

Kwee Mei Wan Melissa	Chairman
Lim Sze Wei	Secretary
Ng Mei Wan	Treasurer
Koh Siew Eng Serene	Member
Lim Lay Sar	Member
Shahrul Bariyah Bt Rhazaly Noentil	Member
Yong Yoek Ling	Member

Staff

Jolene Chua	Manager (Programme & Services) – Part time
Yong Yoek Ling	Manager (Special Projects) – Part time
Chloe Ng	Senior Executive

Bank

United Overseas Bank

Auditor

Suhaimi Salleh & Associates

