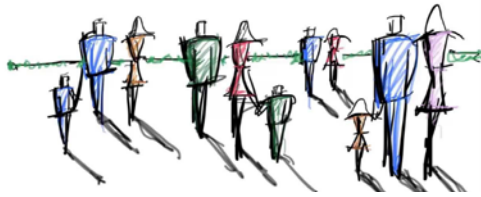


**Serangoon
Moral
Family
Service
Centre**

2019

Empowering Self . Enhancing Lives . Enriching Communities

**Annual
Report**



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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.

01 Organisational Information

Structure & Management

Society UEN
S99SS0090L

Banker
Development Bank
of Singapore (DBS)

IPC Registration Number
98-052SMF

Auditor
Helmi Talib & Co

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

Our Funding Sources

- Our centre is funded by
1. Ministry of Social and Family Development (MSF)
 2. 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.

Conflict of Interest

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.

02 Management Committee

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

Management Committee Members

Meeting Attendance

Er Ong Ser Huan* (Chairman)	3/3
Mr Au Yeong Hoh Wai* (1st Vice-Chairman)	3/3
Mr Seah Hung Meng Philip (2nd Vice-Chairman)	3/3
Mr Tay Poey Kiang*, PBM (3rd Vice-Chairman)	3/3
Ms Koh Ah Nah, Winnie (Honorary Secretary)	2/3
Er Lim Kwee Guan (Assistant Honorary Secretary)	1/3
Mr Seah Choon Khee, Roger (Honorary Treasurer)	2/3
Mdm Leong Chong Hoe (Assistant Honorary Treasurer)	2/3
Mr Chan Hwee Tong* (Member)	0/3
Mr Chiang Kheng Joo Bernard, PBM (Member)	1/3
Mr Foong Foo Kheong (Member)	3/3
Mr Kok Kee Eng* (Member)	2/3
Ms Lim Ruo Xi, Dawn (Member)	3/3
Er Lum Chong Chuen (Member)	3/3
Ms Sim Chay Khing, Julie (Member)	2/3
Mr Tan King Chai Gary*, PBM (Member)	3/3

* As there are no suitable members to take over the positions, 6 Management Committee members have served for more than 10 consecutive years.

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

03 Achievements

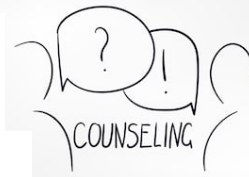
Information & Referral (I&R)



665

I&R enquiries were processed

Casework & Counselling



599

Total cases handled

The Straits Times School Pocket Money Fund (STSPMF)

\$20,660

Disbursed



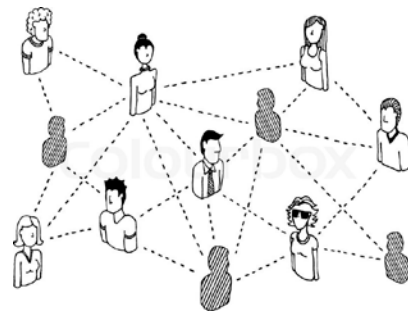
44

Beneficiaries

Community Networking



Joint SSO-FSC workplan sharing



12

Networking activities

Staff Training

2240

Training hours to strengthen staff competencies



04 Event Highlights

Group Work – Pit Stop

Pit Stop is a groupwork to enhance functioning by inculcating healthy self-concept and self-esteem so that Children and adolescents can maximise their strengths, talents and abilities.

April – November 2019

The 7th and 8th runs were conducted in St Gabriel's Primary School and Yangzheng Primary School.

15 children completed the programme successfully

Participants playing a game in identifying the 6 basic types of emotions



Participants discussing about importance of family in their lives

04 Event Highlights

Community Work (Kampong Friends)

Objectives

- To enhance individual and family social network support connection.
- To build capacity in local communities to respond to the needs of individuals and families.

Kampong Friends is guided by the Asset Based Community Development (ABCD) approach. We hope to build on the *assets* that are found in the *community* and mobilises individuals, associations, and institutions to come together to *realise and develop their strengths*.

Kampong Friends aims to work with the community to help the community to outreach and advocate for their own community. The team will:

- a) Conduct weekly outreaches to elderly residing at Lorong Lew Lian through our Lim Kopi programme.
- b) Collaborate with community partners for community outreach projects.
- c) Empower residents to volunteer and contribute to the community.

Kampong Friends @ Lorong Lew Lian

47 Weekly sessions

58 Average participants per week



04 Event Highlights

Lim Kopi 3rd Anniversary



Christmas Celebration 2019
MP Seah Kian Peng joined the seniors at Lim Kopi in games and Celebration

04 Event Highlights

Kampong Friends - Kampong Harvest (Community Garden)

The idea to build this community garden was based on residents' feedback gathered during community walks conducted in 2018.



3
Core team members

20
Core team meetings

Core team residents who collaborated with the Centre to plan initial phases of the garden



Residents working together to build the community garden during garden gatherings

30
Active members

17
Gatherings



A basic gardening workshop conducted by NParks for residents

Residents sharing their composting knowledge and experience with each other



04 Event Highlights

Kampong Friends' Blessings



Relaunch of Kampong Friends' Blessings in August with a revised trolley banner

The new donation board with display of monthly donation requests



>1000

Donations received

123

beneficiaries

Kampong Friends - Sudoku Class

March - May 2019



Objective
To keep the elderly minds active, engaged and healthy.

20

Participants

04 Event Highlights

Project @ 223A (Kampong Carnival)

Outreaching to the residents residing in the rental block 223A.

A carnival was held for the residents of blk 223A, Serangoon Ave 4 on 14 September 2019.



Through this carnival, the agency managed to gain valuable insights of the aspirations the residents had for their community and shared living spaces.



300
Participants



04 Event Highlights

Project @ 223A (Kampong Carnival)



A focus group discussion was subsequently held with interested residents to gain clarity and understanding of the role agency can play in asset-based community-driven development that focuses on community strengths and assets rather than on deficits and problems.



This is in line with the asset-based community development framework the agency has adopted in its community work programmes and it recognises that all communities have strengths and assets.



Everyone in a community has skills, interests and experience that can help strengthen their community. The engagement of the residents will continue in 2020, and the focus will be to use what is present in the community and then work together with the residents to build on the identified assets of all involved.

04 Event Highlights

Research



As part of our strategic review, the agency has decided to shift its focus from merely running programmes to evaluating the programmes to determine if the programmes are creating the decided effects in the client population. In 2019, we decided to conduct a research into one of our long standing and well established groupwork programme, Pit Stop.

The first part of this involved getting a committed team of social workers who were keen to take the initial foray into the field of research. The second phase involved finding suitable research mentors to guide us in drawing up the research proposal. The research proposal has been approved by the mentors and we are now in the midst of completing the research by end 2020.



In July 2019, the research team attended the 9th International Conference on Social Work in Health and Mental Health held at the University of York in United Kingdom. The seminar is one of the shortlisted seminars in which we hope to present our findings eventually. The seminar also provided the necessary exposure into what is required to present papers in overseas conferences. The team gained great insight of similar field of studies around the globe and recent advances and technological breakthroughs in groupwork practices.

04 Event Highlights

Volunteer Development

15

Active
volunteers

30

Ad-hoc
volunteers



Lim Kopi volunteers -
Idea Sharing



Appreciation Lunch
with the Lim Kopi
volunteers



Volunteer teaching Lim
Kopi seniors how to
make Chinese New Year
lanterns



Appreciation Dinner with the
Project@223A volunteers



Lim Kopi volunteers conducting a
group game for the seniors

05 Student Placement

January – April 2019

1. Student

Ms Renu Theresa d/o Valentine Rajantharen
Singapore University of Social Sciences (SUSS)

Supervisors

Ms Adeline Chew, Executive Director
Ms Nancy Cao, Assistant Senior Social Worker

February – March 2019

2. Student

Ms Pang Jia Wei
Nanyang Polytechnic (NYP)

Supervisor

Mr Muhammad Al-Hakim, Social Worker

May – June 2019

3. Student

Ms Cheong Ming Fang
National University of Singapore (NUS)

Supervisor

Ms Janis Leow, Senior Social Worker

4. Student

Ms Khoo Wenlin
National University of Singapore (NUS)

Supervisors

Ms Adeline Chew, Executive Director
Ms Wong Yi Lan, Senior Social Worker

5. Student

Ms Yeo Tze Xing Lois
National University of Singapore (NUS)

Supervisors

Ms Adeline Chew, Executive Director
Ms Jasmine Oh, Social Worker
Ms Dorothy Tan, Social Worker

July – October 2019

6. Student

Ms Nurul Qistina Binte Mohammad Rizal
Singapore University of Social Sciences (SUSS)

Supervisor

Mr Gerard Matthews, Senior Social Worker

August – November 2019

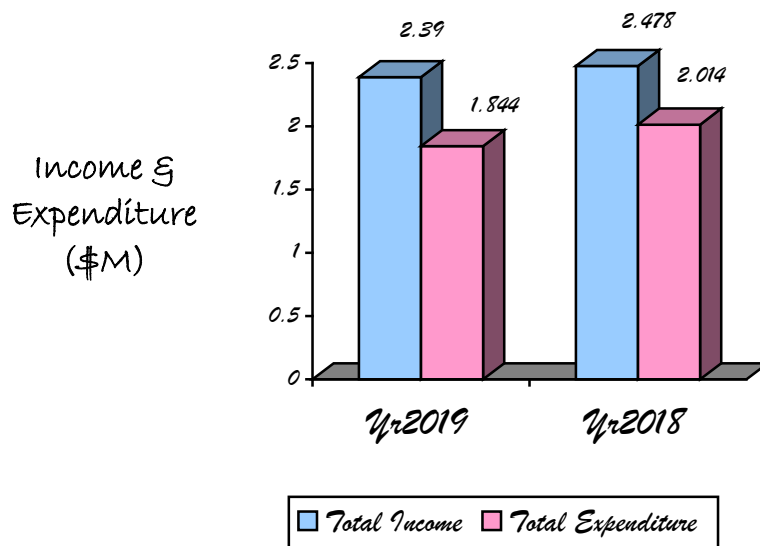
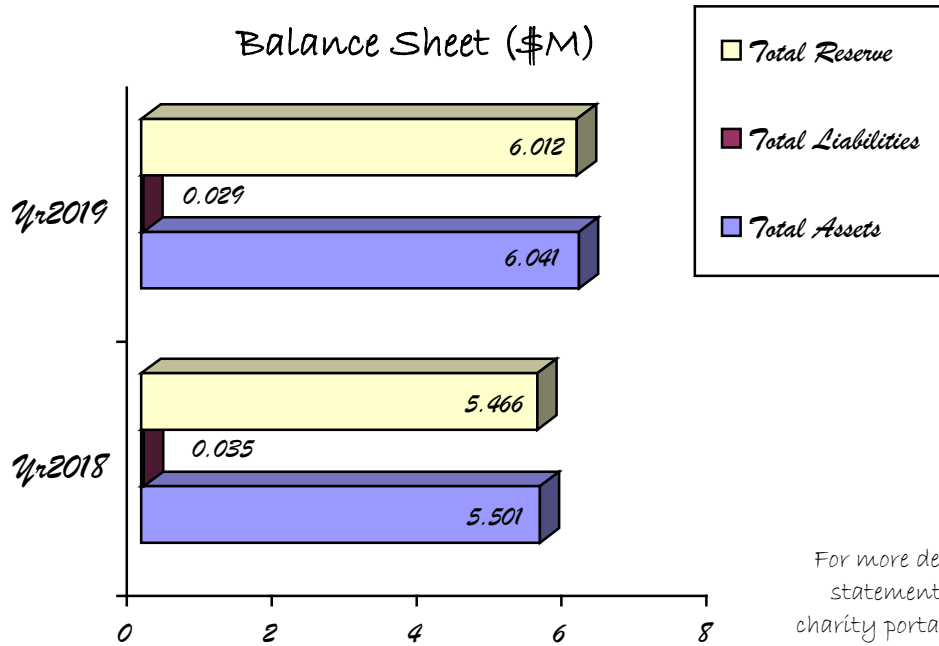
7. Student

Mr Eric Goh Zhi Peng
Singapore University of Social Sciences (SUSS)

Supervisor

Mr Gerard Matthews, Senior Social Worker

06 Financial Summary



Number of key managements in remuneration bands

\$ 80,000 to \$100,000	-	2
\$100,001 to \$150,000	-	2
\$150,001 to \$200,000	-	1

07 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

3M Singapore
Aviva Singapore
Braddell Heights MPS Office and GROs
Central Singapore Community Development Council (CSCDC)
Chee Hoon Kog Moral Promotion Society
Food from the Heart
Hien San Tuan
Housing and Development Board (HDB)
LEGO Singapore
Lighting Hearts Lighting Homes
Moral Home For The Aged Sick
North East Community Development Council (NECDC)
South East Community Development Council (SECDC)
TENA Singapore
Tian Kong & Kancanarama Buddhist Temple
The Boys' Brigade in Singapore
The Food Bank Singapore Ltd
United Bakery Supplies Pte Ltd
United Overseas Bank

* 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

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Instagram www.instagram.com/serangoonmoralfsc/

Our Partners in Social Services



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15 April 2020

Approved by the Management Committee Members on 11 January 2020