

NEW LIFE STORIES

ANNUAL REPORT 2023



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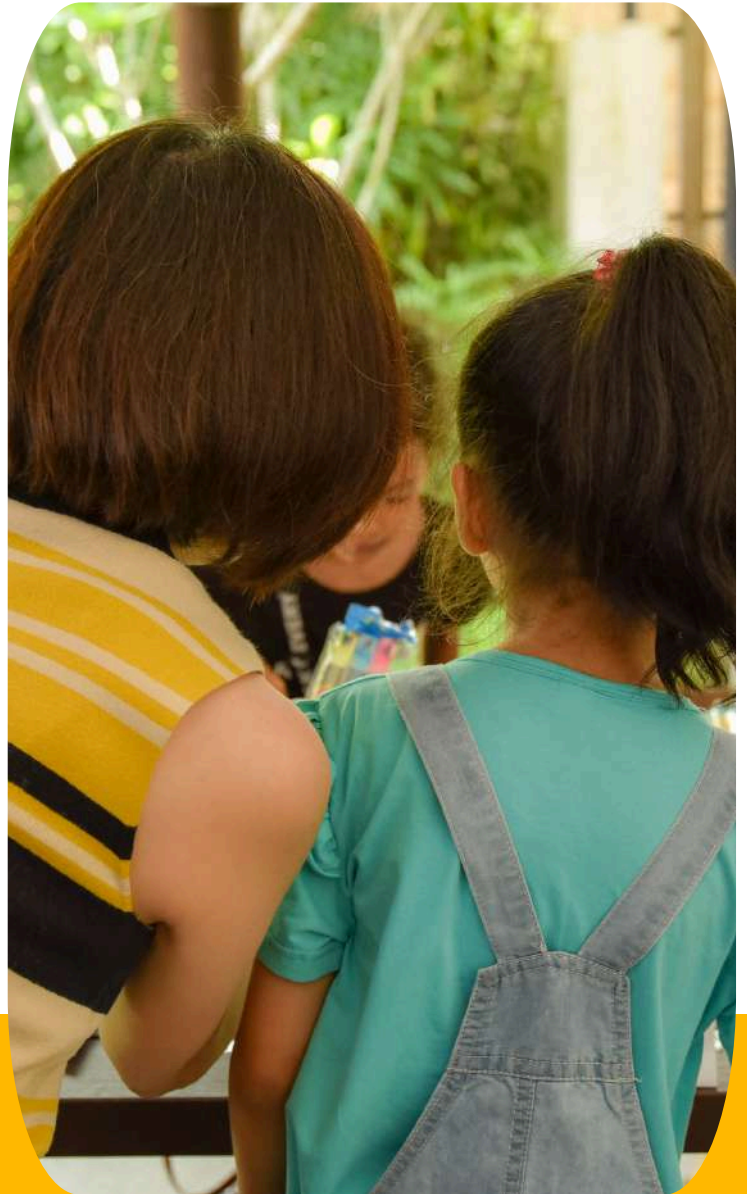
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about new life stories

Since 2014, New Life Stories has expanded its programmes to amplify its support to everyone in their community.

“What makes you sad, mad and glad?”

This was the first question asked to mothers in prison when our Chief Executive Officer, Saleemah Ismail first visited them back in 2013. The mothers unanimously expressed their disappointment in themselves for not being around for their children. This kickstarted the resolve to set up New Life Stories to provide the necessary support to strengthen the relationship between parent and child.



Since the inception of New Life Stories, we have continued to work towards amplifying the voices of our mothers and fathers through conversations and stories. Healthy communication patterns helps to establish rapport within the family, and enable stronger relationship building. We believe that these are important building blocks to repair

damaged familial patterns and restore love between parent and child. By introducing different ways for families to communicate with each other, we help to establish positive memories and experiences with every family.

message from our ceo

“Countless learning journeys, close friendships, not forgetting the tears and laughter shared with each other!”



It's been a great year for the New Life Stories community! If you have been following our journey since 2014, it is evident how far we have come and we have since planted our feet firmly in Singapore's rehabilitation sector. We are now one of the few agencies recognised for pushing forth systemic practice in working with families impacted by incarceration.

We have continued to push the envelope in expanding our services to more families. From 425 service users last year, this year we reached out to 469 people within the rehabilitation community. Through our Family Strengthening Programme, we have conducted 355 home visits and 5200 hours of befriending sessions for our children. More importantly, we journey with our families during their periods of incarceration and well into their aftercare, providing years of therapeutic and case management support on top of regular befriending sessions for their children. We have also enriched our services through our newly piloted support groups. Since May, we conducted 5 activity sessions, reaching out to 22 ex-incarcerated parents and caregivers. These groups have proved very successful and our clients have shared how this has given them much-needed relief from their daily challenges.

In June, we launched a second book from our Love Beyond the Walls series, Love Beyond the Walls: Stories From my Father.

These 10 stories were written by incarcerated fathers to their children while in prison. This book is a significant milestone for us and the larger community to recognise the efforts of our fathers, and the role that they play in the lives of their children.

It brought increased awareness on the importance of empowering incarcerated individuals and how they too can find confidence in their voices. By projecting their voices onto paper, there was so much joy and pride radiating from the eyes of our fathers after receiving the books. I hope to continue working closely with all our families to empower them and provide advocacy opportunities so that they can all continue to grow in their own personal capacities.

The book was launched on our very first Family Day held in the heart of Sentosa with President Halimah Yacob as our Guest-of-Honor. We were privileged to have been one of the last few events to have been graced by Madam Halimah Yacob. Her presence made such a huge difference to our event, many of our families were ecstatic to have the opportunity to meet her and took the chance to share their thanks to the contributions that she has made to Singapore's social service landscape.

Thank you Madam Halimah for being so gracious with your time and being a part of our journey!

The event was sponsored by one of our most passionate corporate partners, ST Logistics, who have been supporting our children and their families since 2021.

We are honoured to be one of the beneficiaries of your organisation, and hope to continue our collaboration for many years to come.

This year, we also received two awards in recognition of our service to the rehabilitation community - the prestigious Public Service Transformation Star Partners for 2023 and the Yellow Ribbon Singapore Volunteer Awards where 9 of our staff also received their long-service volunteering awards. We are also very proud of 3 of our clients who have received their very own Yellow Ribbon Singapore Advocate of Second Chances (Overcomer) Silver Awards! Their resilience and dedication to their recovery is a testament to the ability of all incarcerated individuals to turn their life around in the most remarkable way. We hope to continue supporting all our families to follow the same trajectory, and we are confident that they too can achieve this significant milestone in their lives.

Our work cannot be done in silo. With this mindset, we embarked on new collaboration opportunities with other social service agencies and government agencies to share best practices on how to better support our clients. Many have been so warm and generous in sharing your stories with us.

We are determined to work with more agencies in the coming years to strengthen our resolve to reduce the recidivism rate in Singapore, and most importantly to effect positive change to everyone in our community.

Our corporate partners have played a huge role in ensuring the sustainability of our agency. As one of the beneficiaries of The Majority Trust Fund, we have been able to reach our agency goals and achieve greater engagement with our families.

United Overseas Bank, Odyssey The Global Preschool, The Ireland Funds and The Netherlands Charity Association are some of the other organisations who have continuously contributed to the health of our agency - we are so grateful for your kind generosity and hope to strengthen our relationship in the coming years. With the support from our partners, we have been able to explore new creative ways to work with our families. We have employed the use of TheraPlay, a play-based therapeutic approach, to improve communication and relationship building within families. We have observed marked improvement in our families and saw substantial changes in the way that they connect with each other.

For our 10th anniversary next year, we hope to further amplify the voices of our families and promote the importance of employing systemic practice to all work supporting the incarcerated. Thank you for believing in us and our mission to break the cycle of intergenerational incarceration. We would never have been able to achieve this without your love for our families, and I am very thankful for all the support and guidance we have received throughout the years. I am excited for the coming years and hope to continue pushing the boundaries for what we can do to support all families and children impacted by incarceration.

With love and gratitude,
Saleemah Ismail
Chief Executive Officer

faces of new life stories



Over the years, our team has grown and adapted to the **changing needs of our families.**

Following the ebbs and flows of our families' journeys, we have incorporated new methodologies and practices to better support our children and their families. We believe in continuously reinventing ourselves to stay relevant to provide the best care for our families. This involves careful assessments of our programmes and understanding the urgent needs of our families. We have further expanded our Family Care team to enable us to reach out to more families and their children, to provide family-based systemic practice to more clients within the rehabilitation community.

Due to the intensive nature of our work, our Family Care team works tirelessly, together with our Volunteer Engagement and Relations team to ensure that our families receive the best care to reach self-efficacy. They are supported by our Corporate, and Advocacy and Community Engagement teams who reach out to partners and other agencies to provide our families with a holistic network of support. Through this approach, our families receive multiple helping hands to eventually break away from the cycle and achieve a higher quality of life.

our work

New Life Stories' systemic practice targets not only our referred clients but the entire family system.

Our mission over the years has remained the same. But we have continued to reinvent our processes to build on our family's changing needs through the way we approach our interventions. With a throughcare approach, we journey with the families from the moment they are referred to us all the way until they have reached self-efficacy and establish a sense of stability. This practice has garnered considerable success and many of our families have observed varying degrees of resilience and empowerment over the years.



We believe in the importance of empowering the entire household to rebuild the family network, and establish strong relationships. We found that many of our families struggle when they face snags in their relations with each other. This then causes multiple stressors at home leading to escalating conflicts and burnout. Our systemic approach enables us to work with our families to

uncover the issues lying deep within each family, amplifying the importance of secured relationships and healthy communication patterns. This enables our families to work through their challenges together, creating a more sustainable solution which they can employ when they graduate from our programme.

mission and vision

prevent intergenerational incarceration

Our work focuses on preventive care to ensure parents' mistakes are not repeated by their children. By providing the best possible support and emphasizing the importance of education, we aim to break the cycle of intergenerational incarceration and help pave a brighter future for them.

reduce reoffending

By collaborating with our clients through case conferences and workshops, we can reduce the rate of reoffending within our families. Lower recidivism rates will have marked impact on the community at large, enabling better social mobility and opportunities for a more fulfilling life.

improve quality of life

With the right tools and support systems, our families can improve their quality of life and achieve success. Enhanced communication and engagement opportunities can further amplify this improvement for our clients and their children.

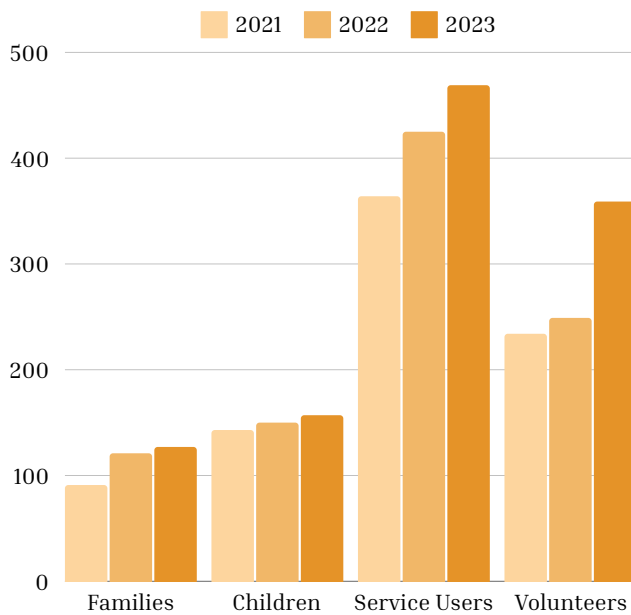
increase community inclusion

A sense of belonging in the community is vital for a purposeful life. Connecting our children with our Learning Friends and new learning experiences outside of school and home enriches their lives and promotes sustainable growth for everyone in our programme.

output and outcome

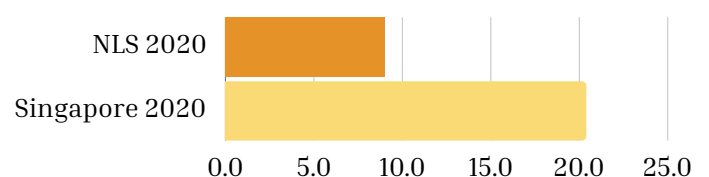
OUTPUT

Every year, we increase the number of service users that we serve to reach out to more people in the community. With greater reach, we can make a stronger impact on the recidivism rate and prevent reoffending among the incarcerated population.



RECIDIVISM RATE

Our two-year recidivism rate for our clients who were released in 2020 stands at 9%, a marked difference from the national average of 20%. This is proof of the success of our programme, and the receptiveness of our clients.

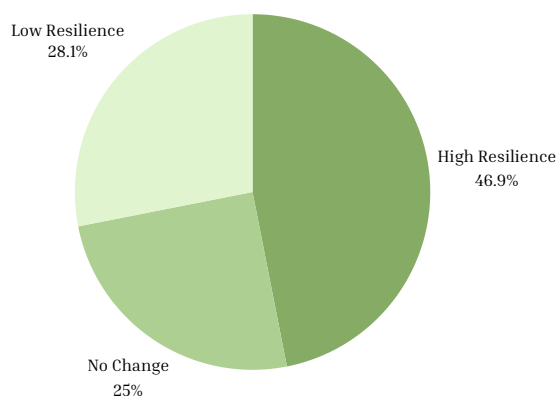


output and outcome

OUTCOME

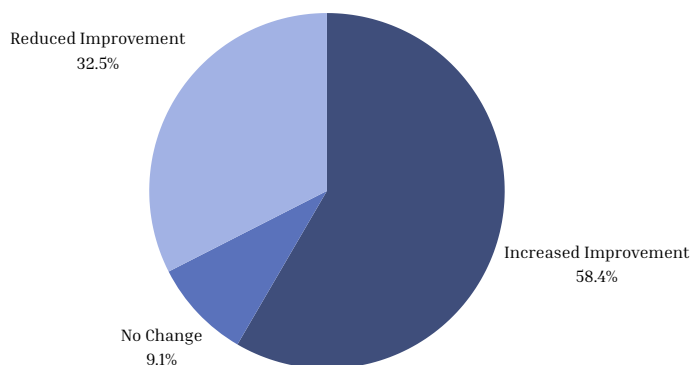
We conduct regular assessments to track the progress of our clients and their children. Through this, we have found that there has been consistent improvements in their communication and relationship with their families, as well as their confidence and levels of self efficacy.

Family Resilience



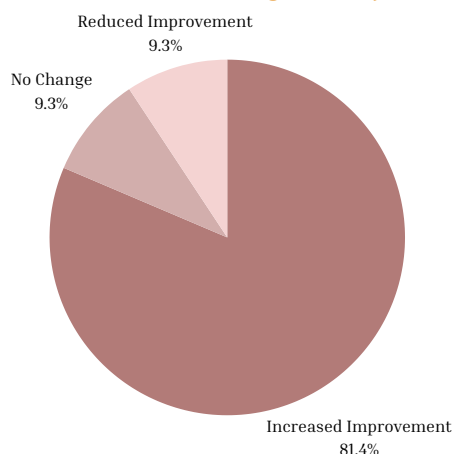
Family resilience is measured using the Family & Adult Support Tool (FAST) and measures multiple factors including risk behaviours, safety concerns and family strengths. This allows us to measure the effectiveness of our programme, and provides direction for graduating our families.

Parent-Child Relationship



The relationship between parent and child is observed from the client's first intake and with an analysis of their relationship 6 months after. Reduced improvement is typically a result of transition stages, especially during the release of an incarcerated parent.

Children's Reading Literacy



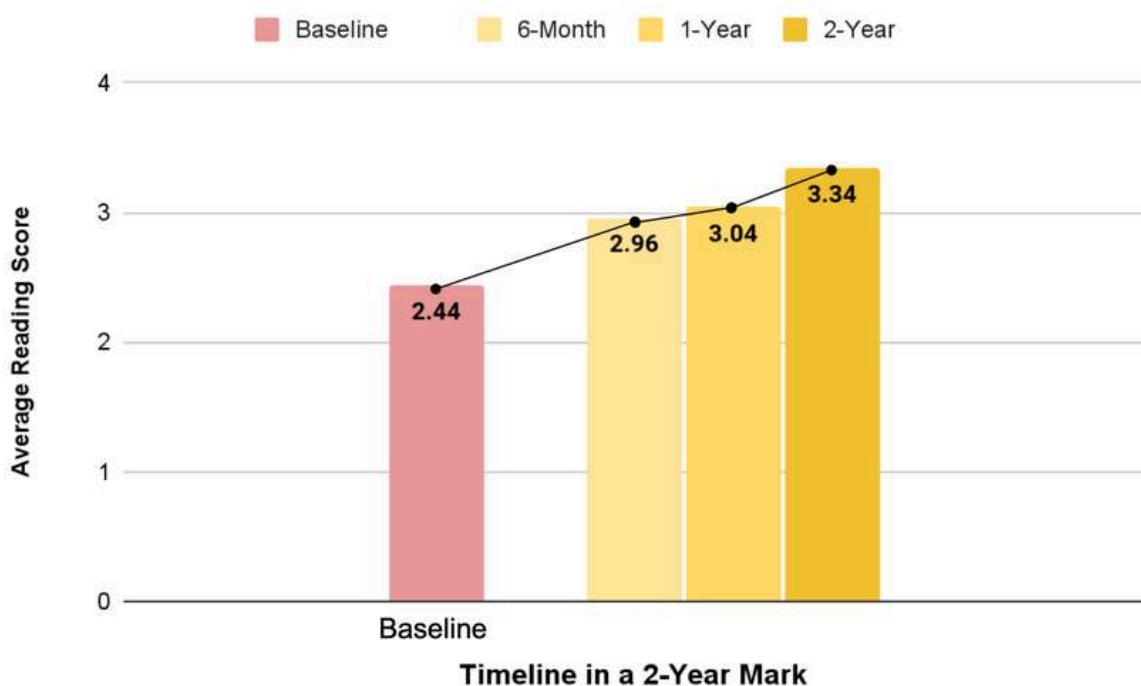
We have observed that many of our children have shown improvement in their literacy levels after being part of our befriending programme. Volunteers' skillsets, mood changes and relationship with volunteers affect the rate of improvement for the children.

output and outcome

OUTCOME

For one of our batches, Batch 14, we measured the children's reading literacy levels over a 2-year period and observed an upward trend. All 11 of the children have seen a steady increase in their reading literacy levels since they started our programme in 2020.

Children Reading Literacy (Batch 14)



This shows the positive impact of our befriending programme and the consistency of our Learning Friends, which is crucial in improving the social mobility of our children. In just two years, our children have managed to surpass their baseline measurements and read beyond their perceived capabilities.

awards and achievements



We are **encouraged and humbled** to be acknowledged for our work in the rehabilitation network.

Since being part of the rehabilitation network in 2014, we have received recognition for our work within the field. This is testament to the impact that we have made in the community and how our programmes have grown to be more aligned with the needs of the society. With these awards, we have been able to secure more partnerships with community and corporate partners to reach greater heights in the coming years. This year, we are humbled to have received the **Star Partner Award at the Public Sector Transformation Awards Ceremony**. As one of Singapore Prison Service's close collaborators, we have made waves in the sector, being one of

their trusted partners. We were also awarded at the **SPS Volunteer Awards Ceremony** for a third year to acknowledge our contribution towards rebuilding the lives of our clients. We would like to congratulate three of our clients who received the **Yellow Ribbon Singapore Second Chances Merit Award** for their resolve and tenacity at rebuilding their lives and staying clear of reoffending since their release. We are so proud to have witnessed their success and wish them the very best as they work towards strengthening their relationships with their families and committing to their new paths.

looking ahead



As we step into our 10th year of service in 2024, we are looking towards reaching out to more in the community and continuing our advocacy work with our partners. We will be strengthening our **Peer Support Group** programme to provide advocacy opportunities for our clients as well as empower them to co-collaborate the sessions with us. Through this, they will not only have autonomy over the programme, but generate leadership qualities. We will also be introducing more topical programming to ensure that our parents and caregivers leave the sessions with more resolve to prioritise self-care in their daily lives.

Over the coming year, we will be introducing a new programme - **Adult Befriending**. This programme aims to provide mentoring and befriending services to mothers with children between 0-3 years old. For many incarcerated mothers, the trauma of being separated from their newborn/young children can create anxiety and impede their rehabilitation journey. Being separated from their birth mother can also stress the children and their caregivers. We will be building this programme and aim to launch it before the year ends in 2024.

programmes

The Family Strengthening Programme is New Life Stories' core philosophy.

As part of our Family Strengthening Programme, we focus on three main areas - incare, family care and befriending. We believe that through working with parents from within prison and concurrently with their children on the outside, we are able to provide a more holistic support system for the entire family. This **throughcare** approach has proven to have significant impact on the lives of our families and provide them with a network of people in the community to support their reintegration back into the society.



The **incare** programme is a workshop that runs for 20 weeks in prison to impart essential skills and resources to enable parents in prison to reestablish their role in the families lives. Concurrently, we engage with the families on the outside through our **befriending programme** where volunteers (Learning Friends) go into the homes of the children to conduct storytelling and activity-based programmes.

This allows us to have additional eyes and ears in the homes of the families, allowing for better sensing of the families. Our **family care** support network bridges our families with external resources and helps in the process of healing family trauma through a multitude of means to address their urgent needs.

peer support groups

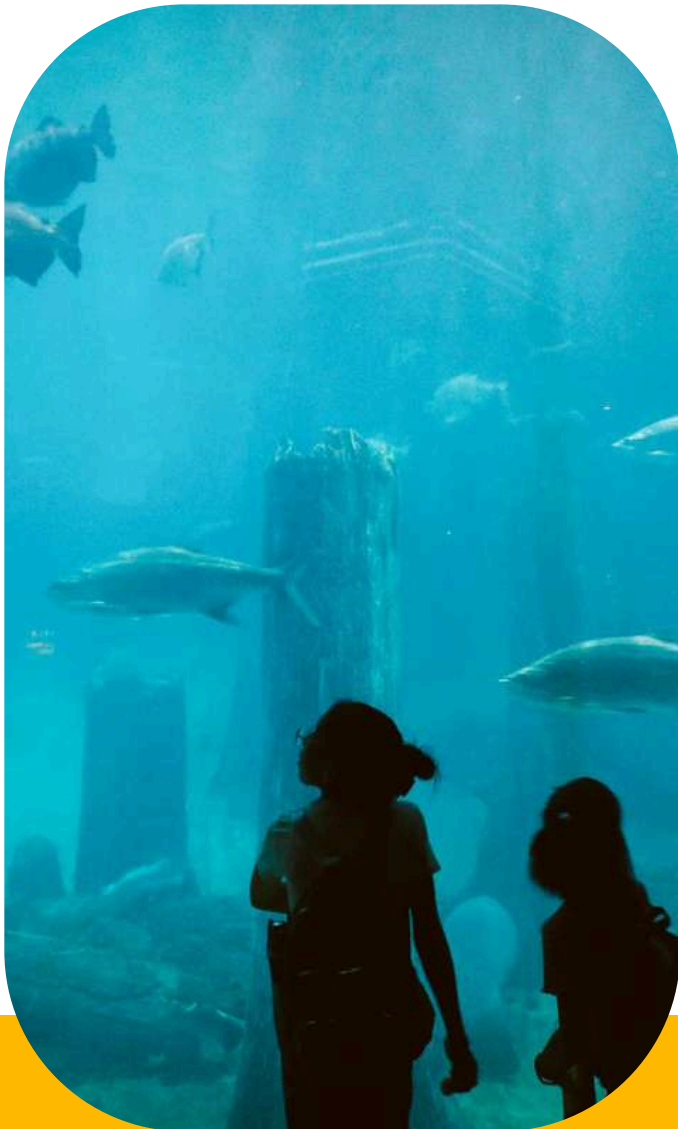


“I can **forget about my problems,**
and everyone looks **so much happier**
after the session.”

We had noticed a gap in our programme - a lack of much needed aftercare support for our released fathers and mothers. Many of our clients are unable to make strong connections with the community and are working on leaving their old social circles behind. By bridging together people with similar lived experiences, they can not only build new friendships, but have an avenue to share their stories as well as learn from one another. The groups also provide our clients with new experiences and activities to relieve their stressors from work and family.

To amplify our efforts to support our families, we have also introduced the caregiver support group, providing much needed respite from their daily responsibilities. Through these sessions, we have been able to work closer with these families and allow them to prioritise self care. We ran **5 sessions serving 22 of our beneficiaries and 27 of their children** in 2023. From the feedback gathered after every session, our families have shared how much they appreciate having the opportunity to meet more like-minded in the community and built relationships with those of similar lived experiences.

peer support groups



“I get to see different species of river animals and spend time with my two daughters!”

As a member of the **Singapore Prison Service’s Desistor Network**, we have been working closely with other aftercare agencies to explore how else we can support our families during their rehabilitation. With support from the rehabilitation network, we have collaborated with both **Fitrah and Bapa Hebat** to create programmes for our mothers, fathers, children and caregivers.

During the sessions, we brought our families out to animal parks like the River Safari and Bird Paradise. We also worked with **Hougang United** to provide families with tickets to watch a football match together. We also created group chats for all three groups to socialise and share encouraging messages with each other post sessions. We hope to further build upon these sessions and collaborate with our families to establish a more effective aftercare support system within our agency.



our families



This year, we celebrated our **first Family Day** with **President Halimah Yacob.**

This milestone was celebrated in conjunction with the launch of our second book from the Love Beyond the Walls series - **Love Beyond the Walls: Stories from My Father.** We were overjoyed to celebrate this momentous occasion with President Halimah Yacob who graced the event and launched the book together with over 100 of our families. The event, held on 4 June 2023, was proudly sponsored and supported by one of our longtime partners, **ST Logistics** who came down to celebrate this event with us.

Our Family Day was held next to Sentosa's beaches with carnival games and food for the entire families. Our volunteers were also there, supporting our team with managing the booths and food stands. Aside from fringe activities, we also organised games, such as New Life Stories trivia and a dance-off. Families were awarded for style, creativity and enthusiasm. Many friendships were also formed during the event - parents, caregivers, children and even volunteers, all walked away with newfound and cherished memories.

our families



We strongly believe that familial relationships are essential to the rehabilitation of inmates.

Through this event, we saw the importance of embracing different types of family dynamics and how much our support has made a difference in their lives. Many of our families have shared how our programme has been a huge turning point for our families - through the multiple engagements with our family care team, and especially with their befrienders. They no longer feel alone and have strong social support which they can carry with them throughout their lives.

In the coming years, we look forward to collaborating closer with our families to provide them with opportunities to advocate for themselves with us. Through such activities and programmes, we can provide closer relationships within and among families to build a community of care. We hope to continue supporting our families and sharing our appreciation with them for battling against all odds in their journey.



our children



Here at New Life Stories, we make it a point to **celebrate our children everyday.**

Our children are the cornerstone of our agency. We started out with a focus on building up all the children in the families we support because we believe in educating them to build a stronger foundation for future generations. Beyond planned programmes, we also support them by **meeting their care needs**. An example would be how one of our social workers brought a client to school on several occasions to ease the school-going routine for him. This demonstrates modelling for not only the child but also boundaries setting and parenting for the caregivers. We have also explored new ways to engage with

our children through **Theraplay** to introduce effective ways to express themselves. Planned play activities become more beneficial when elements of structure, engagement, nurture and challenge are introduced to understand the attachment style of a child with the caregiver and how the caregiver begins to reconnect with the child effectively. Some of these activities are introduced during sessions as per needs basis, and have also been introduced to the parents during in-care workshops, to engage more meaningfully with their children, during the open visits.

our children



“I never knew that picking up litter from the beach can be so much fun!”

Organised by Glyph, **Camp Cacti**, the year-long school holiday programme for agencies under the CARE Network hosted four sessions in May and September to expose them to the different ways on how they too can give back to the community. 32 children participated in these programmes where they got to do activities such as a beach cleanup and helping out the community library. Through empowering the children to complete pro-social tasks, our children learn about how they can have a positive impact on society.

UOB organised two eco-excursions for our children this year. Conducted by Young Nautilus, 34 children and 13 caregivers participated in the programme during the September and November school holidays. Our families got to learn about the flora and fauna at the Singapore Botanic Gardens and sustainable ways to reduce their carbon footprint through a beach cleanup. Through these programmes, our children learn that they can gather new skills and knowledge by taking themselves out of the classroom and learning from their environment.



our children

“When I grow up, I want to work in the hotel too, just like jie jie!”

For Children’s Day this year, we treated our children and their caregivers to spend a day at an urban farm at **Citysprouts on 14 October 2023** where the children were immersed in the world of farming and agriculture. Aside from learning about different types of flora and fauna, they were also treated to a frog show where some of our braver children got to touch and hold frogs for the first time. The day was proudly sponsored by Wealth Allianz, one of our closest partners!



On 16 June, our children went on a **tour of one of Sofitel’s hotels** to learn about the ins and outs of hotel management. 10 volunteers from Sofitel were there to show their support and engage with our children. During the tour, the children were invited to the bakery to decorate specially prepared cookies and cupcakes. The event was also supported by 5 Ngee Ann Polytechnic students who helped to mind the children and ferry the children to and from the event venue.

our learning friends



Learning Friends are New Life Stories' **trusted eyes and ears** of our families.

We believe that the only way to break out of an intergenerational cycle is through education. The more you know, the more equipped you'll be at overcoming adverse life challenges. Through working with the families and their children, we found that they had other needs that needed to be addressed. We then revamped our reading programme into a befriending one, to provide our children with a reliable adult mentor to do activity-based programmes every week for an hour. Since then, we have seen significant growth in the progress of our children. Many of them gush about how much they adore their Learning Friends,

some even calling them their best friends. This shows the dedication of our volunteers and how much love they have for our families. Many of our volunteers have been with us for years - the longest volunteer has been visiting the family for **over 5 years** now! Some of our volunteers go above and beyond for our families. On top of their weekly befriending sessions, students from **Raffles Institution** have **also generously donated their time to tutor** our children to support them in their school work. Beyond befrienders, many of them are now trusted confidants to the families and are regulars at birthday parties and weddings.

our learning friends



“The sense of satisfaction and accomplishment we gain from forging strong bonds with the children is what keeps us going.”

Some of our volunteers have never been exposed to the effects of incarceration and have preconceived notions about how our children will behave during the sessions. The befriending programme also help to break the stereotypes that the general public have about families impacted by incarceration. By bridging different backgrounds together, we can create a more harmonious and understanding society.

This year, we provided training opportunities for our volunteers to develop new skills. We organised a psychological first aid workshop hosted by Psychosocial Initiative on 1 April to teach them how to provide emotional support to our families where necessary. We also held a balloon sculpting workshop organised by GroupAid on 6 May, ahead of the Family Day to teach them how to create balloon animals and props. Our volunteers play a valuable and significant role in supporting our families and children in and outside of their homes.



partnerships

Our success story would not have been possible without the contributions of our partners.

We have strengthened our partnerships with corporate organisations and other social service agencies over the years, allowing our agency to grow in numbers and reach. Through learning journeys and close collaboration, we have not only acquired essential tools, but also expanded the number of programmes we provide for our families. Thank you to all our partners for standing steadfast with us over the years, and strengthened our journey with our clients!



We believe in the importance of collaboration and learning. By developing strong relations with other social service agencies and corporates, we are able to not only create more opportunities for our families, but create a more holistic environment by which they can thrive.

This year, we are fortunate to forge new collaboration opportunities with new partners and built on our existing relationships. While developing new capabilities and opportunities, we have once again reached new heights to provide better services and programmes for all our families.

engagement with MHA



Minister of State for Home Affairs, Assoc Prof Muhammad Faishal Ibrahim has been a **supporter** of our families

Since 2020, we have worked closely with MOS Faishal and his team to collaborate through various projects and initiatives to better the lives of our families. As part of the Malay-Muslim Rehabilitation Network group, we have been a recipient of the **annual korban meat distribution**- 89 of our families received 2kg of meat this year. As per tradition, MOS Faishal makes a visit to our families to **donate groceries and snacks to celebrate the month of Ramadan**. During the visit, he engages with the families and advises them on how they can continue on their rehabilitation journey. *always*

This visit has always been a treat for the families, and the additional groceries provide much needed sustenance to support their families during the fasting month. MOS Faishal has been an a steadfast supporter and avid advocate of our families.

Thank you for believing in the work that we do, and advocating for our families.

corporate donations



Our valued partners have been a **stronghold in advocating** our cause.

As we reflect on the remarkable journey of our agency, we are immensely grateful for the unwavering support and commitment from our corporate donors. Your belief in our cause and continued contributions have been pivotal to our growth and the impactful work we do.

With their much-needed financial support, we are able to provide additional tools and resources to amplify our message across to more partners and organisations, and in turn reach more families that require urgent help. With more resources, we can provide more tailored and personalised programmes and resources for all our families.

We would like to show our gratitude to **Amazon, UOB, ST Logistic, SoundCloud, Woh Hup, CapGemini, Endowus and The Ireland Fund** for your enduring support this year. Thank you for being a key pillar for our continued success!

fundraising



Our fundraising efforts fuel hope and **drive meaningful change.**

With the help of our partners, we managed to increase our fundraising efforts to support the longevity of our programmes.

Five years on, we are thankful to still have UOB with us where they hosted a fundraising campaign on our microsite where staff can purchase toys for our children during the festive season.

Under **Project Liberi**, five students from Hwa Chong International held various fundraisers including a car wash and bake sale to share about our cause with their schoolmates and families. Over the course of a few months, they managed to reach out to over 100 friends and families to learn

more about our work!

Each child received a specially curated gift box filled with toys, stationeries and games generously donated by students from **Holland International School**. For the second year running, **Odyssey the International School** hosted another fundraising campaign in all 6 of their schools. The proceeds from the purchase of the students artworks helped to support our Family Strengthening Programme.

Since 2022, Netherlands Charity Association once again prepared gifts for all our children.

our sharing



We had the privilege of **speaking at a series of events** this year.

We were invited to the **Yellow Ribbon Singapore Community Dialogue**, where we shared insights on our innovative programs designed for our children and families. During the **NCSS Volunteer Management Leadership Series in May**, we shared how we have maintained high volunteer retention rates by enhancing volunteer experiences.

In June, Saleemah was invited to speak at the **Fellowship Panel hosted by Halogen**, where she elaborated on the importance of youth engagement and leadership. She also spoke at **VISA Women's Leadership Connect** to share on the role of women

in empowering communities. Following that, Saleemah was part of a panel at the **In Conversation & Dialogues Symposium: Walk with Me Against Stigma Singapore 2023**. She also participated as a panellist at the **National Council of Social Service's 40-Under-40** event and **Impact Philanthropy Partnership** roundtable where she shared her insights about the social service landscape.

Closing the year, Saleemah shared about our Family Strengthening Programme's pivotal role in supporting our families at the **Desistor Network Sharing Session**.

learning journeys



We look forward to continuing our journey of learning and **collective impact** in the community

This year our team embarked on meaningful learning journeys to various community partners, deepening our understanding and strengthening our collaborative efforts. The year kicked off with a transformative presentation at **CNB**, followed by insightful visits to **Changi Prison and Rise Above Halfway House**, where we explored comprehensive rehabilitation and reintegration strategies.

We connected with the **Prison Fellowship, Boys Town and Singapore Girls Home**, gaining perspectives on support systems for diverse vulnerable

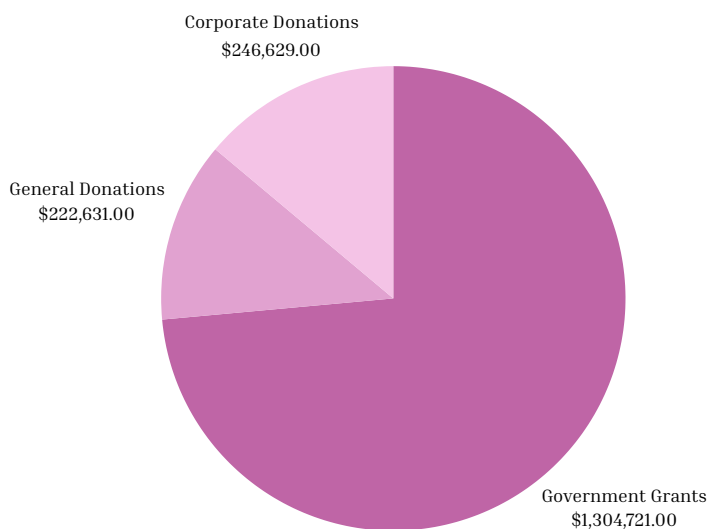
groups. Our insights broadened with a visit to **Lakeside Family Service Centre and Turning Point** which offered innovative approaches to family support and addiction recovery, broadening our toolkit for community engagement.

These visits were not just educational; they were a testament to the warmth and generosity of our hosts. We've learned that our work thrives on collaboration and cannot be done in isolation. The knowledge and practices shared have equipped us to better support each other and ultimately serve our families more effectively.

governance

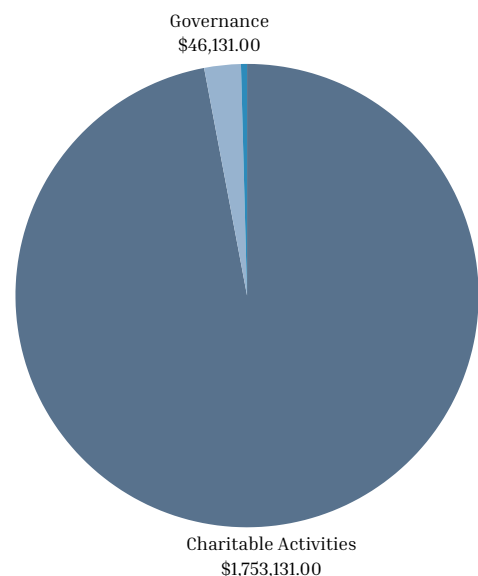
FINANCIAL HIGHLIGHTS: INCOME

Most of our income is generated from government grants, amounting to 73.5%. The rest of our income comes from donations gathered through fundraising campaigns, corporate and foundation donations.



EXPENSES

95% of our total expenditure was spent on charitable activities which goes to support our families such as through in-prison workshops, therapy, case management and family & children workshops. This also includes learning journeys for our children and volunteer relations activities. 4% went to governance including audits and accounting while cost of generating funds made up 0.7% of our expenses.



the board



Alwi Hafiz
Chairman

Alwi Hafiz, an engineer with nearly 30 years of experience, is a founding partner of Rekanext Capital Planners and co-founder of Intuitif Technologies. He serves on the boards of Mendaki Social Enterprise Network (SENSE), Mercy Relief, and the Malay Heritage Foundation. Alwi holds key roles at Golden Veroleum Liberia and Golden Agri-Resources.



Mike Troemel
Treasurer

With 35 years in the data-storage industry, Mike Troemel led product development and manufacturing at Seagate. He also held engineering and operation management roles in the US, Asia, and Europe. Mike earned a Bachelor's and Master's in Chemical Engineering and Materials Science, plus an MBA from the University of Minnesota.



Graham Kelly
Director

Graham, Executive Creative Director at top agencies like Ogilvy, Saatchi & Saatchi, BBH, and TBWA, earned international acclaim for his work across various media, winning major awards for his print, TV, direct marketing and digital campaigns. He's a frequent speaker at major advertising events like The Asia Pacific Advertising Festival and The One Show.



Su Chzeng Ong
Director

Su-Chzeng has over 30 years of leadership experience from London, Tokyo, and Singapore, with roles at JPMorgan Chase Bank, Jardine Fleming Asia, Collins, and Macmillan Publishers. She holds a Masters in Education from Sheffield University, UK, and coaching certifications from Corporate Coach University, USA. She is an adjunct executive leadership coach at INSEAD and IMD business schools and a founding committee member of the International Coach Federation in Singapore.

the board



**K H Majeed
Maiden**
Director

K H Majeed is an experienced counsellor at the Singapore Prison where he has been counselling inmates for over 15 years. He is an accredited asatizah with MUIS as well as an accredited mediator at the Syariah Court. In addition to his role as Head of Welfare at SKML, he initiated the Marriage Preparatory Course as well as the Jenazah Services.



Azmeen Moiz
Director

Azmeen leads Field Compliance at SAP's Office of Ethics and Compliance in Asia Pacific and Japan. With a legal career since 1990, she's held leadership roles in private practice, multinational companies, government, and NGOs. She has also contributed to projects including Convention on the Elimination of all Forms of Discrimination Against Women and trafficking issues.



Zakiah Halim
Director

Zakiah, a media professional with over 30 years' experience, led Suria to international acclaim with expertise in programming, editorial, and events. She chaired the Asian Broadcasting Union (ABU), Radio Working Party and received various awards for her contribution to the music and arts industry. Zakiah holds a Bachelor's from NUS and served as Head of Malay Community at Mediacorp until 2018.



**K.
Veerapandiyan**
Director

K. Veerapandiyan, an educator for over 15 years, teaches students aged 13-18 in subjects like Knowledge & Inquiry and Media Literacy. He previously produced current affairs documentaries, and led a team for the UN in Kosovo registering and organizing the first post-conflict elections. He was also a Programme Manager of an NGO in Kosovo, which was tasked with minority protection. Veerapandiyan holds a Master's in International Relations from the International University of Japan.

the board

Name	Designation	Board Member Since	Board Meetings Attended
Alwi Hafiz	Chairman	2023	4/4
Mike Troemel	Treasurer	2023	5/5
Graham Kelly	Director	2015	5/6
K. Veerapandiyan	Director	2015	6/6
Su Chzeng Ong	Director	2016	5/6
K H Majeed Maiden	Director	2016	1/6
Azmeen Moiz	Director	2022	6/6
Zakiah Halim	Director	2022	6/6

*Remuneration:

- No other board members are remunerated for their board services in the financial year.
- No staff are involved in setting their own remuneration.
- No staff earned more than \$100,000/year.

statutory information

All our charity information including donations, fundraising and grants are kept transparent to demonstrate our commitment to accountability and good governance.

The Board maintains oversight of the financial position, reviews the performance of programmes and services and ensures ethical standards are enforced.

ACRA Unique Entity Number (UEN): 201411304Z

Current IPC Status: 27 April 2023 to 26 December 2024

Registered Address: 64 Kallang Bahru, #01-375, Singapore 330064

Auditor: True Assurance PAC, Singapore

Main Bank: DBS Bank Limited

NLS was incorporated as a Company limited by guarantee from 17 April 2014.

NLS was registered as a Charity under the Charities Act from 16 April 2015.

NLS was accorded an Institution of Public Character (IPC status) from 1 July 2016.

NLS has a Memorandum and Articles of Association (M&AA) as the governing instrument.

Management of Conflict of Interest

During the current and previous financial year, none of the Board members received any remuneration from the Company. Board and Management members are required to disclose any interest that they may have whether directly or indirectly, that the Company may enter into or in any organisation that the Company has dealings with or is considering dealing with; and any personal interest accruing to him as one of the Company's supplier, user of services or beneficiary. Should there be any potential conflict of interest, the affected members may not vote on the issue that was the subject matter of the disclosure. Detailed minutes will be taken on the disclosure as well as the basis for arriving at the final decision in relation to the issue. The Charity has no paid staff, who are close members of the family of the Chief Executive Officer or Board members.