



Annual Report FY 2016/17

Vision

Empowering men and women in need to gain economic independence and break out of the poverty cycle.

Mission

To promote the economic independence of the disadvantaged by providing them with coaching, image services and presentable work attire for job interviews and career advancement.



Contents

4	Chair's Message
5	Highlights
7	Programmes – Dress for Success Singapore
10	Clients
12	Referral Partners
13	Volunteers
14	Donors & Corporate Partners
15	Finances
17	Future Plans
18	Board & Statutory Information
19	Conflict of Interest Policy

Credits

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Chair's Message

Two years in operation might seem short, but for all of us at Image Mission, it seems like quite an amazing journey! Having started from ground zero and now into our third year, one might say ours is a success story. But what is success?

In Winston Churchill's words, *"Success is not final, failure is not fatal: it is the courage to continue that counts"*.



At Image Mission, we have tons of courage – demonstrated through our volunteers, supporters, partners and clients. They are our pillars of strength, without whom we could not have made Dress for Success Singapore what it is today. Thank you to each and everyone of you!

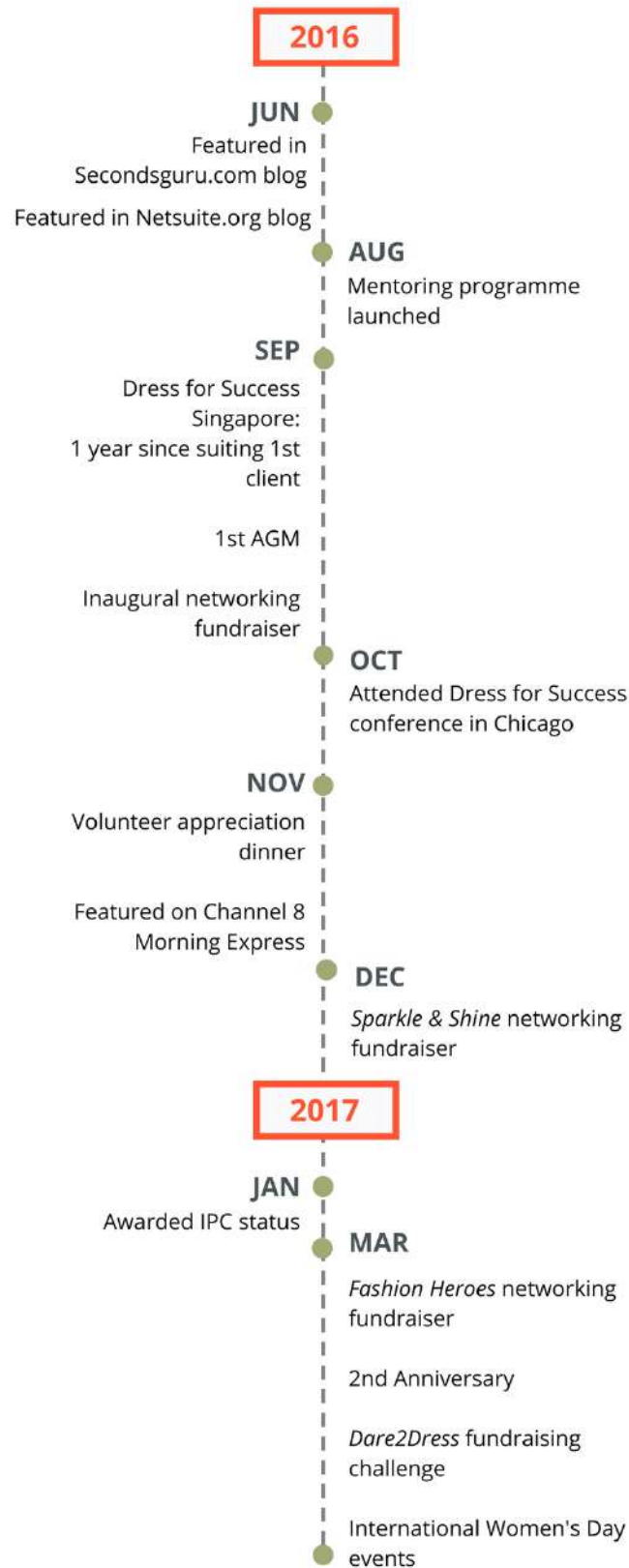
A critical milestone achieved in FY2016/17 was obtaining IPC status (Jan-Dec 2017) – a small step to lead us to greater achievements. Another was doubling our clients and quadrupling the number of client sessions.

As we soldier on courageously into our third year, we will build on this foundation to reach out to more women who need our help. We look to each one of our stakeholders to journey with us and celebrate the many more small successes to come!

A handwritten signature in black ink, appearing to read 'Pang Li Kin'.

Pang Li Kin
Founder & Chair

Highlights



Highlights

Fundraisers



Sales



Spreading the word



Programmes

Image Mission manages Dress for Success® Singapore, an affiliate of international non-profit organisation, Dress for Success® Worldwide, which empowers women to achieve economic independence.



More than 8,800

We want to reach out to more than 8,800 unemployed women in Singapore who belong to the bottom rungs of the social economic ladder.

These women face social, mental and physical challenges that make it difficult for them to find employment and break out of this vicious cycle.



Programmes

More than a Dress

Our services go beyond providing just professional clothes to wear to job interviews and work.

We provide a continuum of services that empower clients to get the job, stay employed, advance in their career and work towards achieving economic independence.



Reaching Out

Headstart

We broadened our client base to include graduating students from low income households. Three tertiary institutions were onboard the Headstart programme in FY2016/17.

Mentoring

Newly employed clients are matched with a mentor who helps them set goals on workplace performance and career advancement.

Career Centre

Future services will offer resources and a support network to serve both unemployed and employed clients in their job search strategies and career advancement.

Programmes

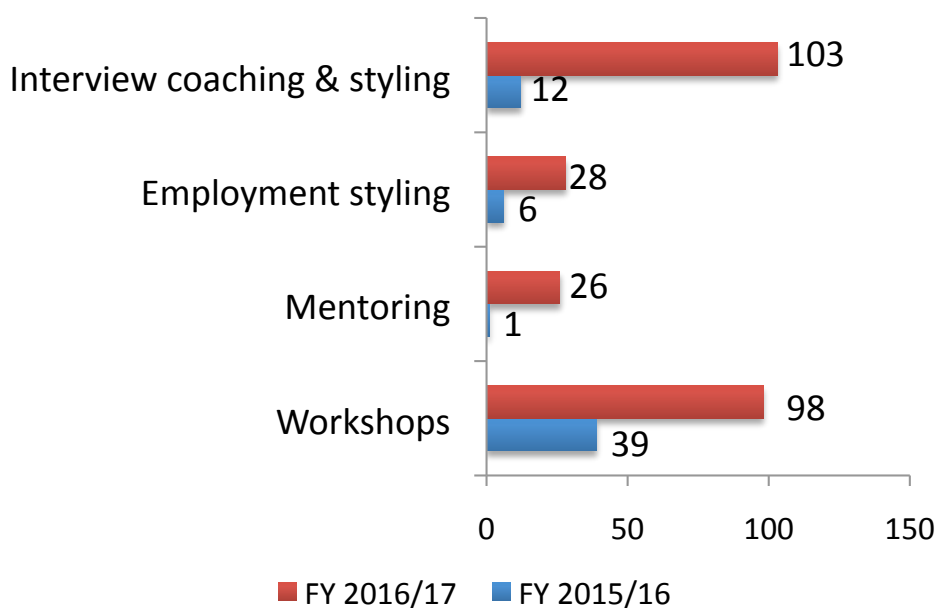
Our Impact

In FY2016/17, we served 154 women, more than twice the number served the previous year.

We also increased engagement with each client, with clients returning for employment styling and/or mentoring. In total, they attended 353 sessions, 4 times more than the previous year.



Clients by Type of Programmes



“We don’t just give them clothes. We give them confidence. We impart skills to help them realise their full potential and we continue to support them through mentoring and career development. – Li Kin

Clients

Our clients are referred to us and typically come from low income households or are disadvantaged in other ways.

Graduating students from low income families are also part of our target group as they have the potential to help their families break out of the poverty cycle.

Demographics

- 56% are aged 25 years and above
- 53% are single mothers (based on known status)
- 32% stay in shelters (including girls' homes)
- 27% have mental health issues
- 13% are ex-offenders

“

You gave me a wealth of information I could never get from a course or textbook. I am now more prepared and confident to handle any interviews. – Mary



Clients



“ *I got the job! You not only helped me look good, you also motivated me and restored my long lost confidence. - Suriyah*



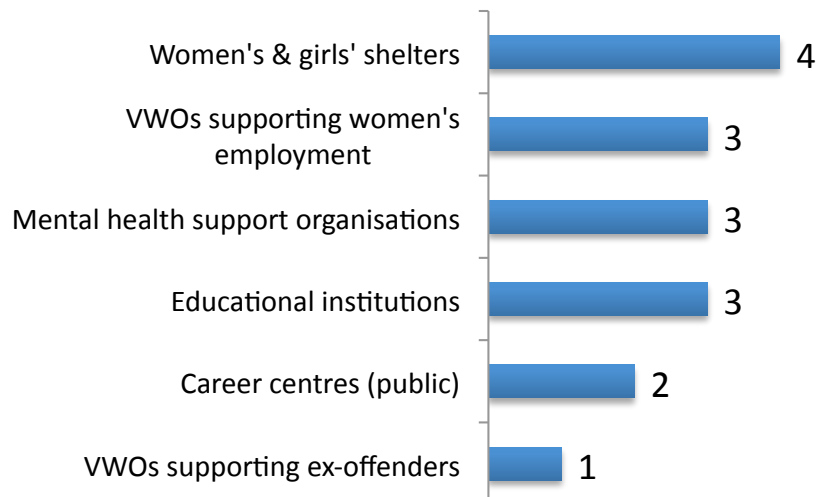
” *My mentor is genuinely concerned about me and my success. She gives me constructive feedback and is the go-to person when I am faced with difficult decisions. - RuiXue*

Referral Partners

We regard referral agencies as our partners as we work together to help their beneficiaries gain employment and become economically independent.

In FY2016/17, 16 active referral partners were on board with us. These include government and private social service organisations, women's shelters, halfway houses, mental health organisations and educational institutions that offer financial assistance to students.

Referral Partners by Type



“

*The transformation in our clients is phenomenal.
We can really see them carry themselves more confidently after
donning the new clothes and makeover. – Marilyn*

”

*Dress for Success Singapore has been an amazing partner in contributing
significantly to our beneficiaries' back-to-work journey.
The interview coaching and image consultation have increased their
confidence to create a better future for themselves. - Zubee*

Volunteers

All our services are currently provided by volunteers who bring their diverse skills and experience to a range of roles, including coaching, mentoring, styling, operations, administration, finance, programme development, marketing and communications.

In FY2016/17, we had 45 active volunteers including 7 Board members, an increase of 55% over the last period. Together, they clocked a total of 2,622 hours in this period.

“

It only takes one person and Dress for Success continuously reminds me that I too can be that one person for someone in need of a boost. - Jenna



”

Dress for Success is a meaningful cause which empowers women to steer their careers and professional identities forward. It is a privilege to work alongside clients on their journeys and an honour to work with the dedicated Image Mission team. – Stephanie

Donors

We are grateful to our donors who provided financial, in-kind and pro-bono support to us in FY2016/17:



Corporate Partners

We would also like to acknowledge corporate partners who supported our fundraising events, sponsored products, offered volunteers and pro-bono services:

AICI Singapore
ANZA
APSMA
AccorHotels
Adrenalin Group
Artify Studio
Café Café Global & dealers
Commonwealth Bank of Singapore
Devotion Beautique
Elverd Designs
Expat Hair Studio
Fairmont Singapore
Highboon Studios
Ibis Singapore Novena
Ibis Singapore on Bencoolen
Ibis Styles Singapore on MacPherson
Luxenity
Macquarie Bank employees

Macquarie Group Foundation
Mercure Singapore Bugis
Novotel Singapore Clarke Quay
Penfolds
PictureMe Digital Technology
Potenxia Unlimited
Rouge
Sephora
Sofitel Bali Nusa Dua Beach Resort
Sofitel Bangkok Sukhumvit
Swissotel the Stamford
Swarovski
The Big Blow
The Punch List
The Shoeshine Redemption
UBS employees
Veronica Yeo Academy
Winetobe

Finances

Income

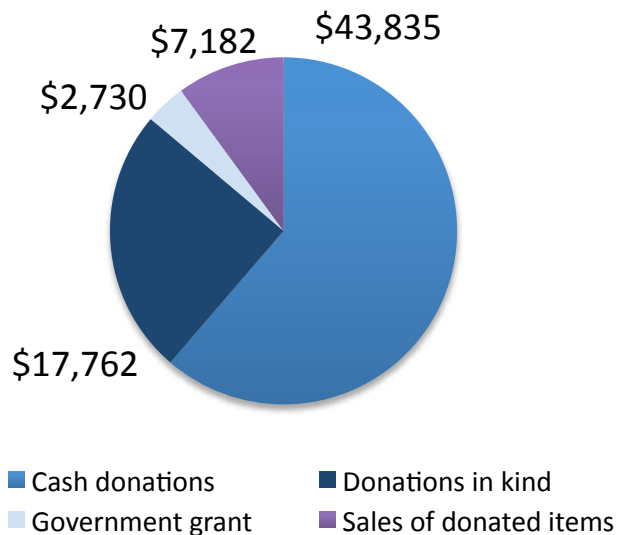
A total income of \$71,509 is reported for FY2016/17, comprising 75% cash contributions and 25% in-kind donations.

Fund development efforts accelerated with three networking events as well as a repeat of the Dare2Dress challenge. Together, these events brought in \$41,047 (57%).

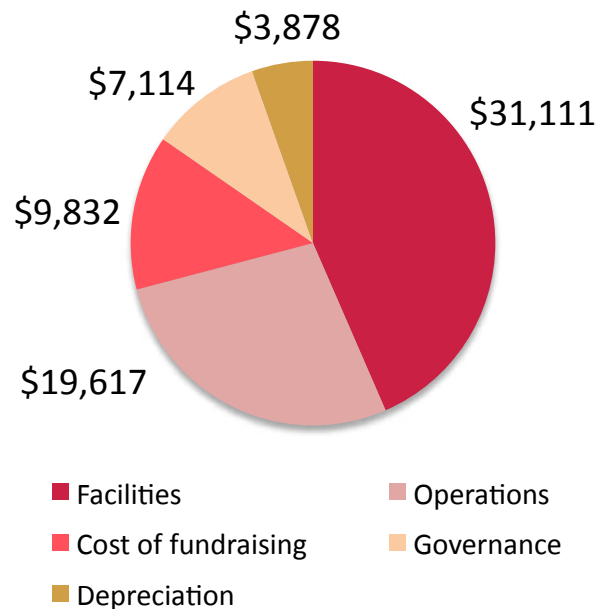
Boutique sales brought in an additional \$7,182 (10%).



Income



Expenditure



Finances

Tax Exempt Donations

Obtaining IPC status on 1 January 2017 allowed us to issue tax exempt receipts on eligible donations. Total tax exempt donations since then was \$7,314.

Expenditure

Expenditure totalling \$71,552 comprised mainly of facilities (rental and utilities) and operating costs. Being 100% volunteer-based, there are no staff costs to cover.

Total funds at end of financial period was \$14,166.



Future Plans

Client Base

FY2016/17 has been a year of consolidation, working closely with referral partners to build client relationships. As a result, the number of referral partners increased by 2 while the number of clients served doubled.

Plans are also in place in FY2017/18 to increase our visibility and awareness among potential clients so that they, in turn, ask for a referral.

Career Resources

A career center will be set up to provide resources for career search and coaching. This includes a computer and printer for clients who do not have these facilities at home and are unable to write a professional resume or apply for jobs online. A career coach will guide them on job search strategies and developing a career path.

Fund Development

We will continue to raise funds through events with the support of our corporate partners and donors. Income generated through networking events and the Dare2Dress campaign enabled us to be self-sufficient in FY2016/17. Next year, we are introducing a new fundraising initiative called The Power Walk, a signature event of Dress for Success Worldwide.

Most importantly, we aim to receive funding through grants and foundations to defray operating costs and support a staff to run operations.

Changing Image, Empowering Lives

Board

Name	Designation	Date of Appointment
Pang Li Kin	Chair, Director	16 March 2015
Jenna Lea Nagy	Director, Operations	31 August 2015
Jen Kwong Hui	Director, Partnerships	31 August 2015
Chew Peck Ling Elizabeth	Director, Communications	31 August 2015
Ong Soh Wei	Director, Finance	1 December 2015
Lee Chek Chin	Director, Programme Development	1 December 2015
Leong Lai Yee*	Director, Fund Development	1 December 2015

**Leong Lai Yee served as Director till 31 Jan 2017.*

Statutory Information

Incorporated in Singapore, a company limited by guarantee and not having a share capital. Date of incorporation: 16 March 2015

Registered Charity under the Charities Act: 26 August 2015. UEN: 201506898W

Approved Institution of a Public Character (IPC): 1 January - 31 December 2017

Registered address: 6 Ubi Road 1, #04-11 Wintech Centre, Singapore 408726.

Banker:	OCBC Bank
Company Secretary:	D&I Corporate Services Pte Ltd
Auditor:	Gabriel Ng & Co

Conflict of Interest Policy

The company has a conflict of interest policy in place.

All board members / directors of Image Mission Ltd in FY2016/17 have read and signed the conflict of interest policy and declaration.

All board members / directors are required to make full disclosure of interests and to sign the declaration form every year.

When a conflict of interest situation arises, the person concerned shall declare his or her interests and abstain from participating in the discussion, decision making and voting on the matter.

During the fiscal year 1 April 2016 to 31 March 2017, there was no transaction with a corporation in which board members / directors had any financial interest.



Image Mission Ltd

Managing  **DRESS FOR SUCCESS**[®]
SINGAPORE

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