



*Annual Report FY2019*

## Our 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.



[A client's story \(click to view\)](#)

## 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 2017 - 31 December 2019.

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

Banker: OCBC Bank

Company Secretary: JIL Management & Consultancy Pte Ltd

Auditor: Gabriel Ng & Co

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## Credits

Client video:	Highboon Studios
Design:	Elizabeth Chew
Content & editing:	Elizabeth Chew, Pang Li Kin
Photos:	Henry Yap, Kevin Khng, Image Mission team



## Chair's Message

This financial year is certainly the best since we incorporated in 2015. If I were to use one word to describe it - it would be a year of GROWTH all round.

### Our Impact

204 women served, an increase of 58% from FY2018, 40% of whom found employment in FY2019.

This would not have been possible without the support of our three stakeholders:

### Community Partners

19 active community partners were onboard with us, an increase of 50% from FY2018, resulting in 36% more clients.

Thank you for believing in our cause and collaborating with us to add value to the services we provide.

### Volunteers

76 active volunteers enable us to run our programmes. It's quite an achievement indeed to have reached this far with only volunteers! Thank you for giving your valuable time to our cause.

### Donors

Every operation needs funds to achieve its mission and we are grateful to all our donors in FY2019 that contributed to an increase of 18% in revenue (\$91,536). They include individuals, corporations and government grants.

In addition, we had a bumper donation of brand new clothing and accessories from boutiques and retailers. Thank you all for keeping us sustainable!

### Future Plans

We will have served our 500th client in FY2020 and want to reach out to 500 more by FY2022.

Plans are in place to provide 'clinic' services in the heartlands, in collaboration with more community partners.

We will also expand the I M Ready Bootcamp to community partners who serve the unemployed.

*We look forward to your support in making it another great year!*

Pang Li Kin  
Founder & Chair



## The Board

Name	Designation	Date of Appointment
Pang Li Kin	Chair, Director	16 March 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
Fang Xiao Qing	Director, Operations	13 May 2017



# Highlights



*Charity Brunch & Bazaar fundraiser*



*Power Walk fundraiser*



*Sharing our experience*



*Pop Up Sales*



*Visit from Dress for Success Kathmandu*



*Dress for Success Charity Night fundraiser*

# Programmes

## Dress for Success® Singapore

We manage Dress for Success Singapore as an affiliate of international non-profit organisation Dress for Success® Worldwide.

204 women were served in FY2019, an increase of 58% from FY2018. Of these, 40% secured jobs.

A total of 396 client sessions were conducted, an increase of 73%. Each client attends an average of 2 sessions, usually returning for employment styling and mentoring.

Some 700 items of work clothes were disbursed, with each client receiving an average of 4 items.

40%

Employment  
success rate

58%

Increase in  
clients

73%

Increase in  
client sessions

*“I guess Christmas came early for me with angels such as you all! Thank you so much for gifting the clothes to me just so that I'll be work ready.”*  
- Dahlia, business development intern



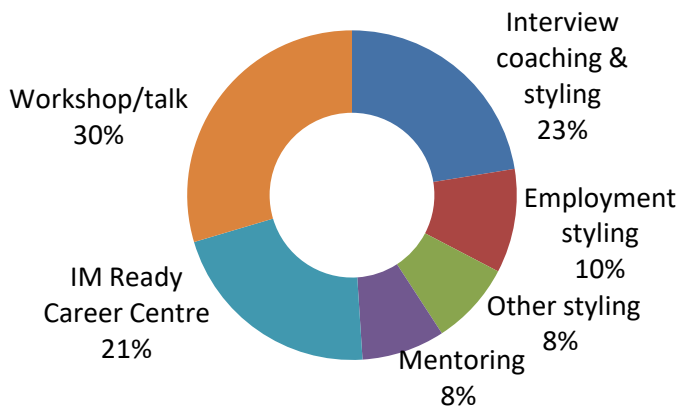
## I M Ready Career Centre

I M Ready Career Centre was introduced in FY2018 to help unemployed and under-employed clients identify their potential and advance in their career.

57% of clients who used the career coaching services secured employment in FY2019.

A pilot bootcamp with Marine Parade Family Service Centre also brought the service directly to those living in the heartlands. Participants gained clarity on job types suitable for them and how to conduct their job search, reporting higher levels of confidence in these areas.

Client Sessions by Type



***“They taught me how to write my resume and helped me better understand my strengths and skills. I really appreciate their kindness in coaching me.”***

*- Nurlizan, single mother of 3*

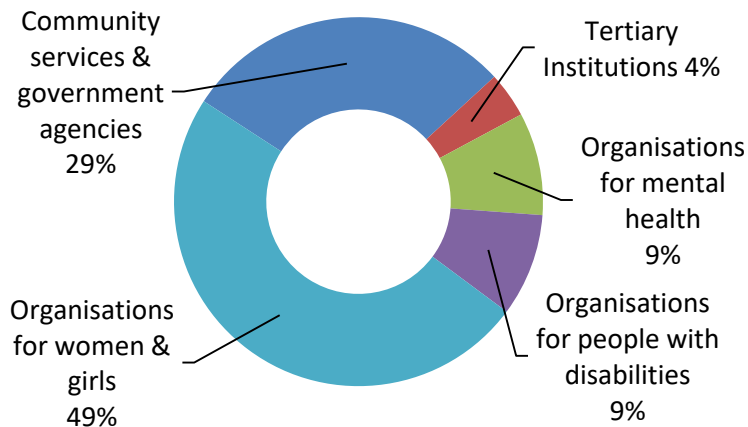




# Clients

Clients are referred to us and typically come from low income households or are disadvantaged in other ways. They include single mothers, women with mental health issues and disabilities as well as ex-offenders. We also serve graduating students from low income families.

Clients by Referring Partners



## Profile

42% aged 25 – 40  
34% aged 41 – 50+  
43% Chinese  
39% Malay  
12% Indian  
43% mothers  
46% single mothers  
(based on all mothers)



*“Image Mission makes every individual feel welcome, regardless of age or experience.”*

*-Norhana, patient service associate, single mother of 3*

## Community Partners

We work with community partners to help their beneficiaries secure employment and become financially independent.

FY2019 saw 19 active partners on board with us, an increase of 50% from FY2018, resulting in 36% more referrals.

Grooming and resume writing workshops conducted in collaboration with our partners also saw an increase of 137% workshop participants from FY2018.

50%

Increase in  
community  
partners

36%

Increase in  
referrals

137%

Increase in  
workshop  
participants



*"It has been such a pleasure working with the Image Mission team! They have been very flexible in tailoring the workshop curriculum for our clients based on their needs and goals. The clients particularly loved the makeover segment which gave them much confidence to seek employment."*

*- Sarah Tan, Marine Parade Family Service Centre*

*Job readiness workshop with YWCA with volunteers from AICI and Image Mission*

# Volunteers

Our services are provided entirely by volunteers who bring their diverse skills and experience to a range of roles from client servicing to operations.

In FY2019, we had 76 active volunteers, most of whom serve as coaches, mentors and stylists, empowering clients with the confidence to secure employment and thrive in their new roles.

*“I volunteered with Image Mission as I was looking to share my professional skills and experience. It has been a very rewarding experience working with clients and like-minded volunteers.”*

*- Yee Min, Partnerships Lead*



*Annual volunteers' appreciation night*

*“As 33 Talent's CSR partner, we conduct weekly interview and career coaching at Dress for Success Singapore. Thank you for giving us the opportunity to join in your mission to empower women.”*

*- Kathryn Woof, 33 Talent*

## Donors

We are grateful to our donors who provided financial, in-kind and pro-bono support to us in FY2019.



Giving Hope. Improving Lives.



# Corporate Partners

We would like to acknowledge corporate partners who supported our programmes and fundraisers, sponsored products and offered pro-bono services in FY2019.

33 Talent  
AccorHotels  
AICI Singapore  
Clyde & Co Clasis  
Gallop Stables Horsecity  
Henry Yap  
Highboon Studios  
J.P. Morgan  
Kevin Khng  
MapleBear Horsecity  
Needle in a Haystack  
Novotel & Mercure Singapore on Scotts  
The Fashion Pulpit  
The Fifth Collection  
URA

## Boutique Partners

Hervetvase  
Kaylene Plus Size Designer Boutique  
The Amber Loft  
Zalora

***“AccorHotels is always looking for avenues to further empower women in the workplace and Image Mission’s purpose resonates perfectly with AccorHotels’ Diversity & Inclusion commitment in this respect.”***

*- Gaynor Reid, VP Communications & CSR,  
AccorHotels Asia Pacific*



*Careers in hospitality day with AccorHotels*



*Clothing donation from The Amber Loft*

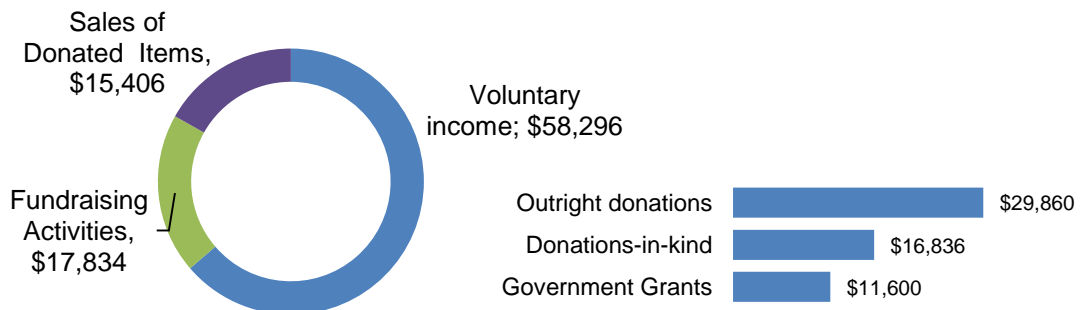
# Finance

## Income

Total income for the financial year increased 18% to \$91,536 (\$77,758 in FY2018). The main contribution to the increase came from outright donations, pop-up sales, government and corporate grants.

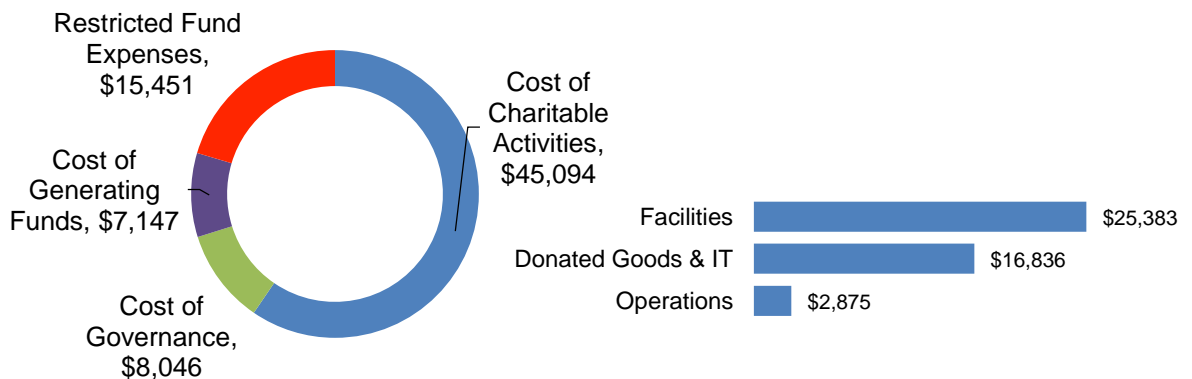
Total expenditures maintained at \$75,738 (\$75,874 in FY2018), resulting in an 8-fold increase in net income of \$15,798 (\$1,884 in FY2018).

Fundraising activities also include donations-in-kind (\$1,089).



## Expenditure

Total fundraising expenses excluding donations-in-kind for the financial year is 25.11% of the total income from fundraising activities.



## Conflict of Interest Policy

The company has a conflict of interest policy in place.

All board members / directors of Image Mission Ltd in FY2019 have read and signed the conflict of interest policy and declaration.

All board members / directors are required to make full disclosure of interests 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 2018 to 31 March 2019, there was no transaction with a corporation in which board members / directors had any financial interest.



*See you next year!*

## Image Mission Ltd

Managing  **DRESS FOR SUCCESS®**  
SINGAPORE

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