

ANNUAL REPORT

FY2020



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ABOUT US

Image Mission Ltd is a registered IPC charity formed in 2015. We manage Dress for Success® Singapore, an affiliate of international non-profit organisation Dress for Success® Worldwide.

We are a member of the National Council of Social Service (NCSS) and the Singapore Council of Women's Organisations (SCWO).



Our Mission

To promote the economic independence of the disadvantaged by providing them with

- coaching
- image services
- presentable work attire for job interviews and career advancement

Overview

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 2021.

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

CHAIR'S MESSAGE



2020 will go down in history as a bittersweet year for Image Mission Ltd, as we marked our 5th year of incorporation amidst the global Covid-19 pandemic that is changing the way we manage the charity and serve our clients.

The Sweet

- Women served multiplied 7.8 times from 73 clients (FY2016) to 644 women (FY2020)
- Active volunteers almost doubled from 29 (FY2016) to 54 (FY2020)
- Total income doubled from \$74,000 (FY2016) to \$147,000 (FY2020) including in-kind donation
- Contribution in cash and in-kind from corporate partners tripled from \$20,000 (FY2016) to \$62,000 (FY2020)
- Grant from Community Chest of Singapore to support the Dress for Success programme for 2 years

The Bitter

Our in-person services had to be halted due to Covid-19 and client referrals dipped slightly.

Despite that, we came out strong financially due to a government matching fund to encourage giving as part of Singapore's Bicentennial celebration in 2019. Total cash funds raised in FY2020 reached a new high of \$119,000. Our appointed Ambassador also helped raise 15% of donations.

The pandemic does not look like it will end anytime soon. However, there is a blessing in disguise as we are poised to emerge stronger than before. We have introduced virtual services and will continue to develop new programmes to reach out to more women in need.

With this, I'm pleased to announce our new Chair, Elizabeth Chew who takes over from FY2021 and a renewal of board directors who are well-equipped to lead the charity to new heights.

Together, we can weather this storm because we have a strong network of supporters who are passionate about our cause. I am thankful to all our volunteers, partners and donors who continue to give without question. This is our blessing.

Best wishes and stay safe & healthy,

Pang Li Kin
Founder & Outgoing Chair

THE BOARD



Pang Li Kin
Chair, Director
Appointed 16 March 2015



Chew Peck Ling Elizabeth
Director, Communications
Appointed 31 August 2015



Ong Soh Wei (Cheryl)
Director, Stakeholder Relations
Appointed 1 December 2019
Director, Finance
1 December 2015 – 8 November 2019



Fang Xiao Qing (Jenny)
Director, Operations
Appointed 3 May 2017



Ang Lin Choo Philomena
Director, Programme Development
Appointed 28 September 2019



Long Hai Lian (Ivy)
Director, Finance
Appointed 9 November 2019



Huiheng Lin Courtney (Elise)
Director, Fund Development
Appointed 18 January 2020

Jen Kwong Hui served as Director, Partnerships from 31 August 2015 - 6 July 2019.

Lee Chek Chin (Dorine) served as Director, Programme Development from 1 December 2015 - 6 July 2019.

HIGHLIGHTS

500th Client

The highlight of FY2020 was achieving our 500th client milestone in June 2019.

Storm was a former brand ambassador seeking a new role in office administration. We coached her on preparing for the career transition and helped her find a new style for this fresh start.

“Before I came to Image Mission, I felt nervous as I did not know what to expect. But after the coaching and styling, I feel 100% confident and I love my new image! Now I know how to do my job search.”

Storm, 500th client





193

Women served



20

Active community
partners



54

Active volunteers
donating > 2,500
hours



404

Client sessions



9

Workshops
conducted for 121
participants



5

Locations
for styling clinics

PROGRAMMES

Dress for Success® Singapore

In FY2020, we served a total of 193 women, with 29% securing jobs.

Some 400 client sessions were conducted, with each client attending an average of 2 sessions, usually returning for employment styling and mentoring.

A total of 9 grooming, resume and interview skills workshops were conducted in collaboration with our community partners, attracting 121 participants, an increase of 27% from FY2019.

In FY2020, we also partnered with Workforce Singapore (WSG) in their mobile Career Connect On-The-Go (CCOTG) programme.

We set up styling clinics at 5 CCOTG locations in the heartlands, providing styling tips and interview outfits to female job-seekers.

This initiative is the beginning of a long-term partnership with WSG where we complement their programmes to support female job-seekers who are in need of styling services.

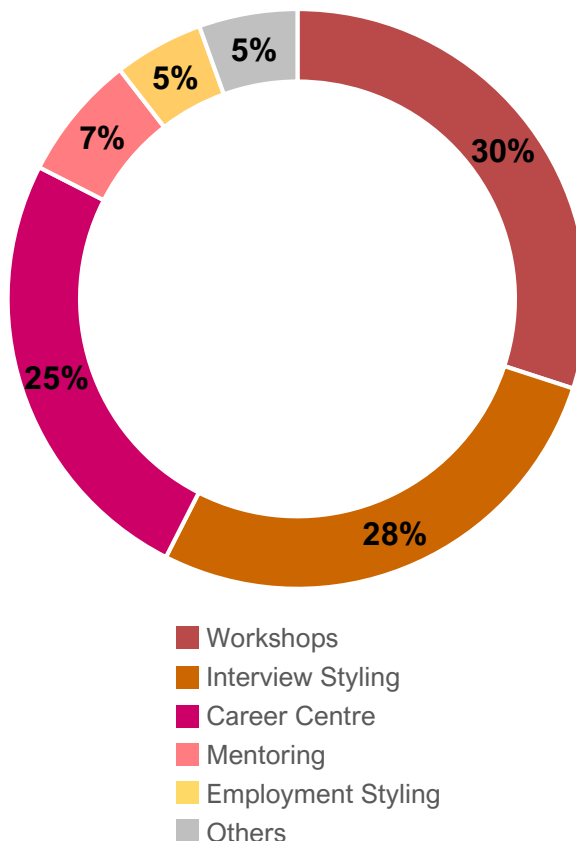


Career Centre / I M Ready Programme

A total of 64 women used our Career Centre services which includes I M Ready, a 6-week structured programme that identifies their core competencies, interests and motivations and equips them to be fully workforce ready.

Other Career Centre services include resume coaching, career planning and job search. 38% who used these services secured employment.

Client Sessions by Type



“I felt empowered by the support and encouragement which made me believe that everything is possible if you believe in yourself.

It was a fruitful journey and I picked up powerful tools, from writing my resume to looking my best for interviews. This earned me a compliment from the interviewer and General Manager of a hotel who offered me the job!”

Kalsom, client

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.

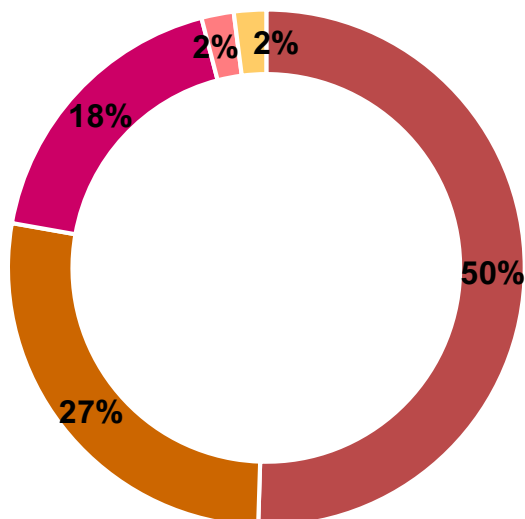
Profile (based on known data)

36% aged 18-24
32% aged 25-40
27% aged 41-50+

53% Chinese
32% Malay

21% mothers
53% single mothers (based on all mothers)

Clients by Referring Partners



- Organisations for Women & Girls
- Educational Institutes
- Community Service & Government Agencies
- Organisations for Mental Health
- Others



“Some of us have been at home for some time due to our issues. So I feel empowered when I see myself in nice clothes and visualise myself getting a job.”

Sylvie, single mother

COMMUNITY PARTNERS

We work with community partners, such as women's organisations, to help their beneficiaries secure employment and become financially independent.

In FY2020, we had 20 active community partners onboard with us, referring some 180 women to us.

We also conducted 9 workshops in collaboration with partners such as Daughters of Tomorrow (DOT), YWCA Empowering Mums and NUS Centre for Future-ready Graduates.



Professional grooming workshop for NUS graduating students.

“The two workshops have been very meaningful and the students shared that they really gained insights and had many takeaways (literal ones, too) to help them navigate the working world. We look forward to future sessions!”

Wen Yi See, NUS Centre for Future-ready Graduates



Interview coaching workshop in collaboration with DOT.



Sharing styling tips at a workshop with YWCA.

VOLUNTEERS

As a volunteer-based charity, we rely on a pool of dedicated and committed volunteers to run our programmes and help realise our mission of empowering women to achieve economic independence.

In FY2020, we had 54 active volunteers, donating some 2,500 hours of their time and expertise. Our volunteers serve as board members, coaches, mentors, stylists, event organisers and more.



“What I love the most is to see a client blossom and become self confident after I’ve given her style advice on how to present herself and look her professional best!”

Anja, Boutique Management Lead



Volunteers and event partners at PowerPiece Night fundraiser.



33 Talent, our CSR partner, at a workshop.

FUNDRAISING EVENTS

FY2020 saw our fundraising efforts gaining traction, notably the 3rd Power Walk for Dress for Success, PowerPiece Night fashion sale and auction and EmpowerHer online campaign.

Our appointed Ambassador Joanne Ong also helped raise contributions significantly.



3rd Power Walk at Car Free Sunday.



Ambassador Joanne Ong.



Online fundraising campaign on giving.sg.



PowerPiece Night in conjunction with Dress for Success #PowerPiece.

DONORS

We are grateful to individual and corporate donors who provided financial, in-kind and pro-bono support to us in FY2020.

Funding Partners



J.P.Morgan



Giving Hope. Improving Lives.

Donors



CORPORATE PARTNERS



The Mindful Company donated bracelets to inspire our clients.



Senreve luxury handbags for auction at our PowerPiece Night fundraiser.

We would like to acknowledge corporate partners who supported our programmes and fundraisers, sponsored products and offered pro-bono services in FY2020.

33 Talent
ANZA
By Peapods
DGA Threads
FA8
Frasers Hospitality
Marymond
Matter
Meta
Novotel Singapore Clarke Quay
Salesforce
Senreve
Spendless Cosmetics
The Fashion Pulpit
The Fifth Collection
The Mindful Company
URA
W Comms Pte Ltd

Boutique Partners

Charles & Keith
Pedro Group Pte Ltd
The Amber Loft
The Fifth Collection
Wing Tai Holdings Ltd
Zalora

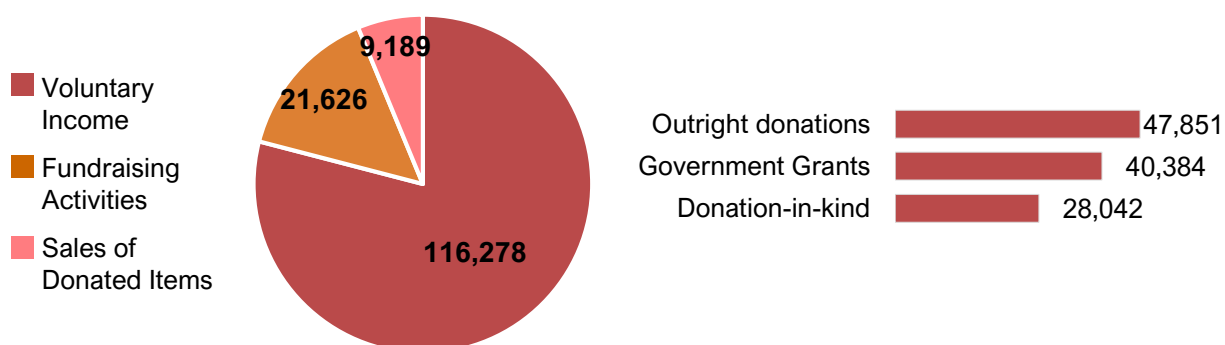
FINANCE

Income

Total income for the financial year increased 61% to \$147,093 (\$91,536 in FY2019). The main contribution to the increase came from outright donations, pop-up sales, government and corporate grants. The main contribution from government grants came from the Community Chest Charity Support Fund.

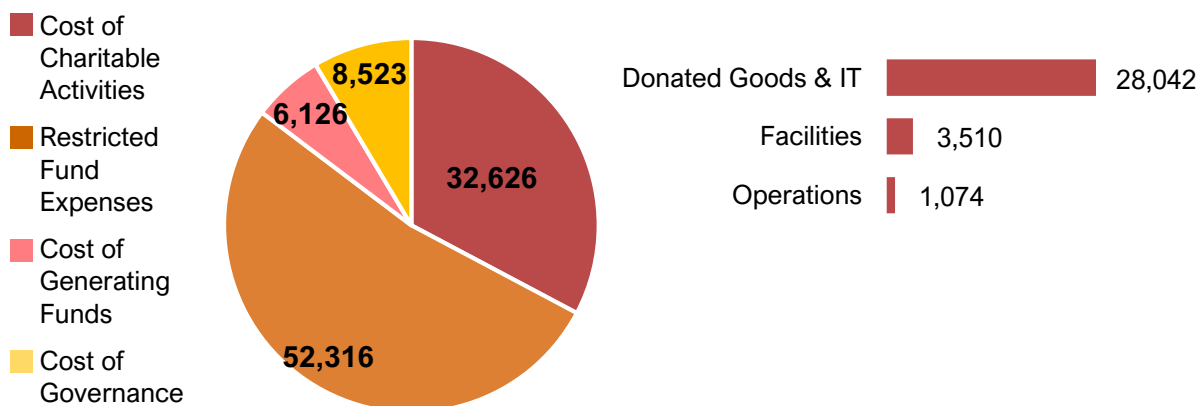
Total expenditures increased to \$99,591 (\$75,739 in FY2019) due to the hire of 1 part-time staff and programme expenses. This resulted in 3.5 times increase in net income of \$47,502 (\$13,778 in FY2019).

Fundraising activities also include donations-in-kind (\$2,306).



Expenditure

Total fundraising expenses excluding donations-in-kind for the financial year is 13% (25% in FY2019) of the total income from fundraising activities.



GOVERNANCE

Board Meetings and Attendance

A total of 4 Board meetings and 1 AGM were held during FY2020. Attendance at the meetings was as follows:



BOARD MEMBER	ATTENDANCE (%) DURING TERM OF SERVICE
Pang Li Kin	100
Chew Peck Ling Elizabeth	75
Ong Soh Wei (Cheryl)	100
Fang Xiao Qing (Jenny)	75
Ang Lin Choo Philomena	100
Long Hai Lian (Ivy)	100
Huiheng Lin Courtney (Elise)	100
Jen Kwong Hui	100
Lee Chek Chin (Dorine)	100

Disclosure of Remuneration and Benefits received by Board Members

No Board members were remunerated for their Board services in FY2020.

Reserves Policy

The charity has a reserves policy to ensure stability of its operations and programmes. We intend to maintain our reserves at a level which is at least equivalent to 6 months of operating expenses.

	FY2020	FY2019	% INCREASE/DECREASE
Unrestricted Funds (Reserves)	\$79,351	\$31,848	149%
Restricted / Designated Funds	-	-	-
Endowment Funds	-	-	
Total Funds	\$79,351	\$31,848	149%
Ratio of Reserves to Annual Operating Expenditure (Cash)	0.8	0.7	10%

Conflict of Interest Policy

The company has a conflict of interest policy in place.

All board members / directors of Image Mission Ltd in FY2020 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 2019 to 31 March 2020, there was no transaction with a corporation in which board members / directors had any financial interest.

FUTURE PLANS

- » Appoint a part-time **Executive Director** to manage the charity and ensure excellent delivery of programmes
- » Build **stakeholder relations** with community partners, donors and corporate partners to create sustainable growth of the charity
- » Enhance our **virtual services** to female job-seekers
- » Develop a **network for employed clients** to support their career advancement
- » Strengthen online **fundraising** and grant application capabilities



We thank you for a wonderful FY2020. See you next year!

IMAGE MISSION LTD

MANAGING  **DRESS FOR SUCCESS®**
SINGAPORE

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