



FY 2024 ANNUAL REPORT

*Empowering
Transformation*



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On the cover

Top: Client coaching session at IM Ready workshop

Second from top: Volunteers at the Sands for Singapore Charity Festival by Marina Bay Sands

Third from top: Participants of the Sew Can I workshop sponsored by Charles & Keith

Bottom: Client Noreen at the International Women's Day #IMbeautiful event sponsored by SHEIN

About Us

Image Mission Ltd is a registered IPC charity dedicated to helping the disadvantaged achieve economic independence by providing them with personalised coaching, support and professional attire to gain employment.

We manage Dress for Success[®] Singapore, an affiliate of international non-profit organisation Dress for Success[®].

Image Mission is a member of the National Council of Social Service (NCSS) and the Singapore Council of Women's Organisations (SCWO).

Our Vision

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

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.

Company Information

Incorporated in Singapore, a company limited by guarantee and not having a share capital.

Date of incorporation: 16 March 2015.

Image Mission has a Memorandum & Articles of Association as its governing instrument.

Registered Charity under the Charities Act: 26 August 2015

Approved Institution of a Public Character (IPC): 1 January 2022 – 30 September 2024.

UEN: 201506898W

Registered address: 254 Outram Road, YWCA of Singapore, Childcare Block Level 2 Room 10, Singapore 169051

Banker: OCBC Bank

Company Secretary: Lisin Commercial Services

Auditor: Tan, Chan & Partners

From our Chair

Dear Friends and Supporters of Image Mission

I am pleased to connect with you as I take over the reins as the Chairperson. It is a privilege to build upon the strong foundation laid by our esteemed Founder, Ms. Pang Li Kin, and former Board Chair, Ms. Elizabeth Chew, as we continue to drive our mission forward and realize our vision.

At Image Mission, we embrace fresh perspectives and continuous growth, which is why leadership renewal and succession planning are core to our strategy. While this transition ushers in new opportunities, our unwavering commitment to strong governance and transparency remains. I am proud to announce that we have received the Charity Transparency Award 2023, a testament to our dedication to accountability.

I want to take a moment to celebrate our amazing volunteers—the heart and soul of our organisation. Their unwavering passion and dedication fuel our success. Jointly with our committed community partners and generous donors, they empower our clients to pursue their ambitions and enable us to continue making a meaningful impact.

Over the years, I have been deeply inspired by the stories of our clients who have not only overcome challenges but also returned as volunteers and staff. Their journeys illustrate the profound cycle of support and transformation at the heart of our work. Be sure to read about the remarkable transformations of our featured client on page 12 and our spotlighted volunteer on page 15.

We are also proud of our "Sew Can I" initiative which encourages our clients to repurpose textiles and reduce waste. This initiative not only fosters environmental sustainability but also equips our clients with valuable new skills. As they showcased their unique creations, it was a powerful reminder of how a simple idea can spark creativity, unleash hidden talents, boost confidence, and open doors to new possibilities. Such moments reinforce my belief in the transformative power of the work we do together.



Cheryl Ong

Looking ahead, we are eager to unlock opportunities, explore innovative fundraising strategies, and strengthen our collaborations to address the evolving needs of our community. I extend my heartfelt thanks to everyone involved—board members, clients, staff, community partners, and donors—for your continued support and trust in our mission. Together, we have so much more to accomplish, and I am excited to continue the journey with all of you.

From our Executive Director

In FY2024, we continued to sustain and evolve our programmes to ensure they remain impactful and transformative for the diverse group of women we serve. Our commitment to being nimble allowed us to adapt our initiatives to meet the specific needs of our clients effectively. Our theme, Empowering Transformation, is a tribute to the often unseen, yet profound, changes our programmes inspire. We empower our clients by first building their confidence and then providing a robust network of support and resources even after they have gained employment.



Philomena Ang

Through our Dress for Success programme, we were able to reach more young women and girls, helping them regain their self-worth and confidence. Recognising that many clients needed additional support after being equipped with job search tools, we revitalized our mentorship programme with the objective of providing ongoing assistance, helping employed clients reintegrate into the workforce and thrive in their new roles. This initiative is a testament to our dedication to empowering our clients beyond their initial employment.

We also took significant strides in bridging the gap between job readiness and employment by setting up a process to match our clients with potential employers through our corporate partners. With a formalised programme, our volunteer career coaches will be able to guide our clients towards the right opportunities, reinforcing our commitment to their sustained empowerment.

Fundraising remains a challenge, and we are deeply grateful to our donors and supporters. Their financial contributions and pro bono services are vital and significantly impact the lives of the women we serve at Image Mission.

To our volunteers, your unwavering support is the cornerstone of our success. Without your dedication, we would not be able to deliver our programmes and services effectively. Lastly, I want to express my gratitude to our clients for believing in us and allowing us to be part of their journey towards economic independence.

Board and Executive Management



Ong Soh Wei Cheryl
Chair

Appointed 12 Dec 2023
Past Appointments

- Director, Stakeholder Relations (1 Dec 2019)
- Director, Finance (1 Dec 2015)

Occupation: Senior Manager, APAC Service Business, Align Technology



Elizabeth Chew
Secretary

Appointed 12 Dec 2023
Past Appointments

- Chair (18 Apr 2020)
- Director, Communications (31 Aug 2015)



Zulaifah Abdul Ghani
Director, Finance

Appointed 3 Jun 2023

Occupation: Former Regional CFO



Saim Yeong Harn
Director, Fund Development

Appointed 28 Jun 2023

Occupation: Director, Evolvx



Fang Xiao Qing Jenny
Director, Operations

Appointed 13 May 2017

Occupation: Assistant Director, Ministry of Health



Ian Feldman
Director, Corporate Fund Development

Appointed 19 Feb 2021 – 26 Jul 2023
Occupation: VP, Strategic Planning and Analysis, Marina Bay Sands



Yin-Fern Lim
Director, Communications

Appointed 8 Mar 2021 – 7 Mar 2024

Occupation: Deputy Director, Corporate Communications, Woodlands Health



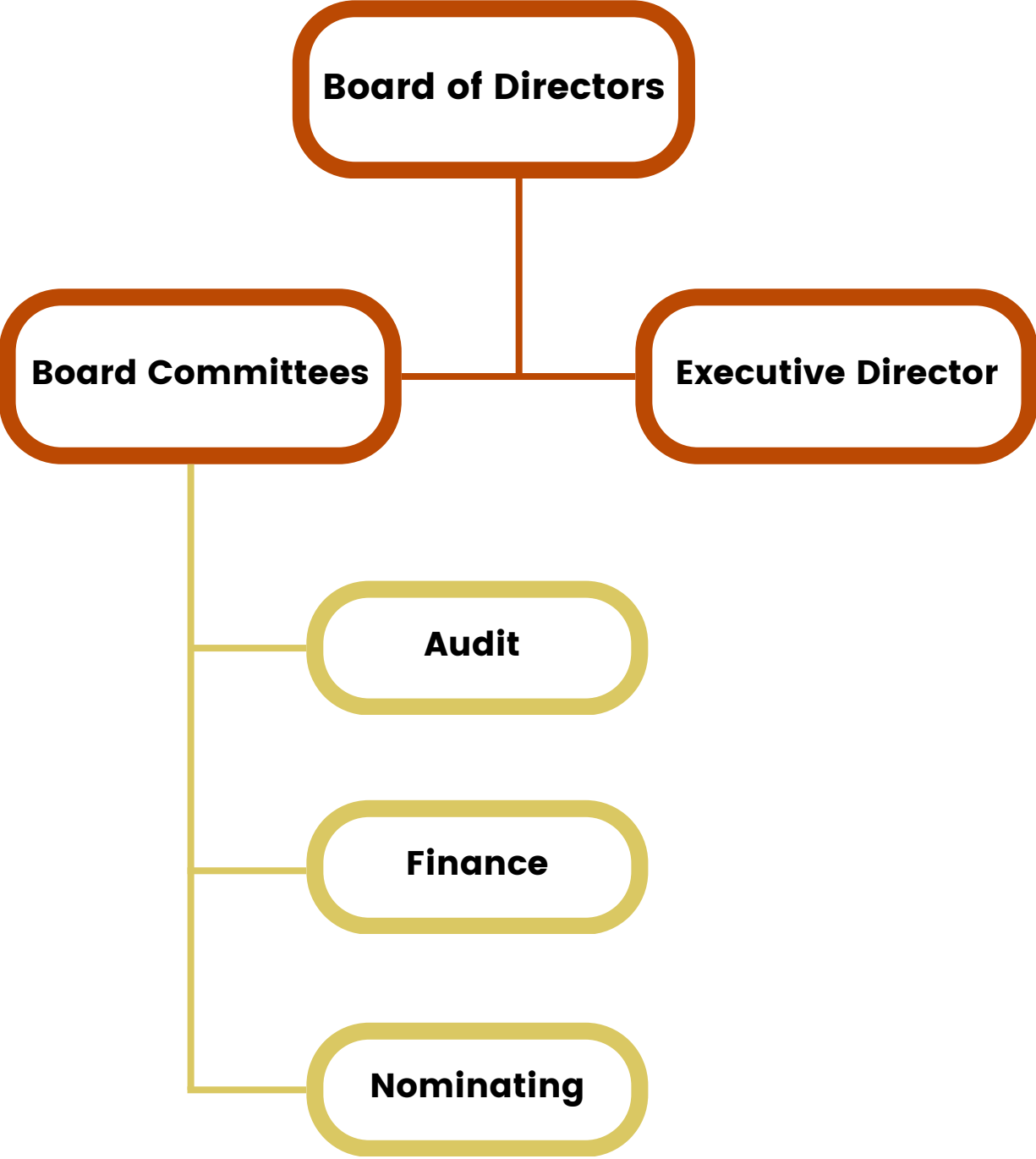
Philomena Ang
Executive Director

Appointed 15 Oct 2020

Past Appointment

- Director, Programme Development (28 Sep 2019)

Board and Executive Management



Highlights



Image Mission was awarded the Charity Transparency Award by the Charity Council in recognition of exemplary disclosure and transparency practices recommended by the Charity Transparency Framework.



181 Clients



362 Client Sessions



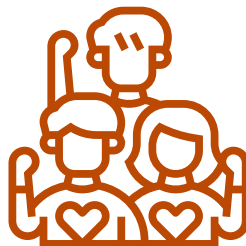
15 Community Partners



19 Corporate Donors & Partners



71 Individual Donors



78 Volunteers



2077 Volunteer Hours

Fundraising



Power Walk – August 2023



International Women's Day Campaign

- Virtual Power Walk in conjunction with Dress for Success (August 2023)
- Empower Her – Angels Giving Campaign (December 2023 – January 2024)
- International Women's Day Campaign (March 2024)

Stakeholder Appreciation – September 2023

The annual event allows us to thank our volunteers, partners and donors for their invaluable support, and gives them a chance to meet our clients.

Awards winners

- Community Partner of the Year 2023 – Daughters of Tomorrow
- Corporate Partner of the Year 2023 – 33 Talent, Marina Bay Sands
- Long Service Awards 2023 – Samn Scully, Ruchi Malhotra, Kirsty Nicholson
- Star Fundraisers 2023 – Joanne Ong, Cheryl Ong
- Founder's Award for Volunteerism – Ivy Long, Anja van Putten, Yin-Fern Lim
- IM Angels

Corporate (Platinum) – Marina Bay Sands

Corporate (Gold) – Align Technology

Corporate (Silver) – Castlake, Mus.za, Print & Media Association Singapore

Individual (Platinum) – Joanne Ong, Pang Li Kin, Joyce Sim

Individual (Gold) – Abhimanyu Gupta, Carmen Lee, Cheryl Ong, Choo Jun Ting, Juanita Brown, Karen Hean To, Vivian Sim

Individual (Silver) – Anita Teo, Austin Xu (Biye), Charmain Huet, Chiew Eng Ling, Gay Li Tan, Jen Wong, Patty Yu (Zheng), Pearline Teo (Yen Lin), Teck Chai Danny Lim, Yin-Fern Lim

Programmes

In FY2024, Image Mission continued to make a significant impact through our flagship programmes, Dress for Success and IM Ready. This year, we focused on evolving and refining these initiatives to ensure they meet the diverse needs of our clients. Thanks to the support from Charles and Keith, we continued our Sew Can I upskilling project, an innovative upcycling initiative that transforms used clothing into attractive and useful items. This initiative not only enhances our clients' skills but also promotes sustainability and helps us do our part for the environment.



Happy participants of Sew Can I showing off their completed projects



Eva (middle) - from a Sew Can I participant to a co-facilitator

Dress for Success Singapore

The Dress for Success programme provides the full gamut of interview and career services including professional styling and attire for job interviews and employment. The programme has been instrumental in empowering women by providing them with professional attire, career development tools, and a network of support.

This year, we introduced specialised workshops and one-on-one coaching sessions tailored to the needs of our community partners and clients. Additionally, the programme's popularity led us to offer it as a chargeable workshop for corporate companies and members of the public during various events. These workshops not only created awareness of our cause but also generated additional funds for the charity.

IM Ready

IM Ready is designed to help clients identify their core competencies, interests and motivations and equip them with the skills and resources to become workforce ready. It is offered one-to-one as well as in a workshop format.

In FY2024 the programme expanded its reach by incorporating feedback from clients and partners, leading to the introduction of modules that better suited clients' needs. For example, we adjusted the programme for young women job seekers aged between 18-21, incorporating elements such as the importance of personal branding, social media presence and interview techniques suited to entry-level positions. These enhancements have enabled us to better prepare our clients for the dynamic demands of today's job market.

By continually adapting our programmes, we remain committed to supporting the varied profiles of our clients, helping them to achieve their career goals and improve their lives.



IM Ready workshop facilitated by JP Morgan



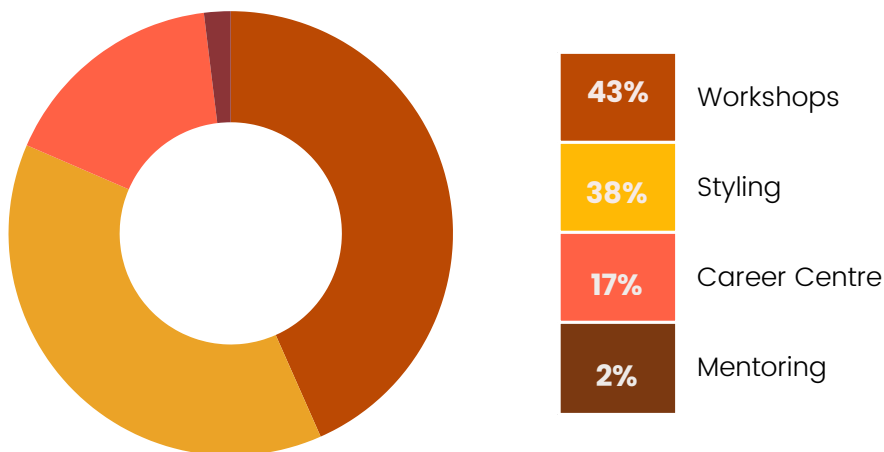
Preparation for professional photoshoot as part of the IM Ready programme

Career Centre

In FY2024, 51 women utilised our Career Centre services (46 in FY2023), and our volunteer coaches conducted 60 career coaching sessions (76 in FY2023).

Other Career Centre services include resume coaching, career planning and job search as well as mentoring. 31% of those who used these services secured interviews or employment.

Client Sessions by Type



Impact

In FY2024, we served a total of 181 women (220 in FY2023). Of these, 66% were new clients referred through our active outreach efforts and community referrals. The significant increase in new clients highlights the success of our outreach strategies and the growing recognition of our services within the community.

A total of 21 grooming, resume, interview skills and upskilling workshops were conducted in FY2024 (23 in FY2023). Workshops conducted in collaboration with our community and corporate partners attracted 157 participants (230 in FY2023).

We held 138 styling sessions in response to the demand for such services at our community partner events (159 in FY2023). Some of these sessions were conducted during events such as job fairs in collaboration with grassroots women's networks in the heartlands, complement our partners' services by enhancing their clients' self-worth and confidence. This collaboration significantly boosts our outreach efforts.

In total, we conducted 362 client sessions (466 in FY2023) this financial year.

Clients

A significant number of our clients come to us through referrals from social service agencies that offer various forms of support. Our clients include single mothers, survivors of domestic abuse and marginalised groups. In FY2024, we also supported transnational wives as part of their integration process and ex-offenders as part of their rehabilitation programme.

Many of these women lack work experience or have been out of the workforce for many years due to their unique circumstances.

Age	%*	Ethnicity	%
Below 18	3	Chinese	40
18 – 24	7	Malay	40
25 – 30	4	Indian	14
31 – 40	24	Others	6
41 – 50	18		
50+	15		

*does not total 100

Client Spotlight

Seema Nirwal
 Employment Outreach & Programme
 Development Manager, Image Mission Ltd



“As the daughter of a retired Indian diplomat, I have lived and studied across various countries. With over 15 years in online product development and project management, I relocated to Singapore in 2003 and assumed a senior management role by 2008. However, in 2014, a cancer diagnosis forced me to take on a less stressful role.

After I was retrenched in 2018, I took a one-year break from full time employment to re-focus on my health and family. I started part-time consultancy work and volunteered at a Parents Support Group at my daughter’s school.

Seeking full-time employment subsequently proved challenging, despite my extensive experience. It was during this period that I discovered Image Mission’s transformative programmes, which rekindled my self-confidence and provided invaluable guidance. From resume and interview skills workshops to personalised 1-to-1 career coaching, Image Mission’s support was instrumental in my journey. In February 2024, I embraced a full-time opportunity at Image Mission, aligning with my passion to make a positive impact on disadvantaged women, drawing from my own experiences of unemployment and health challenges.”

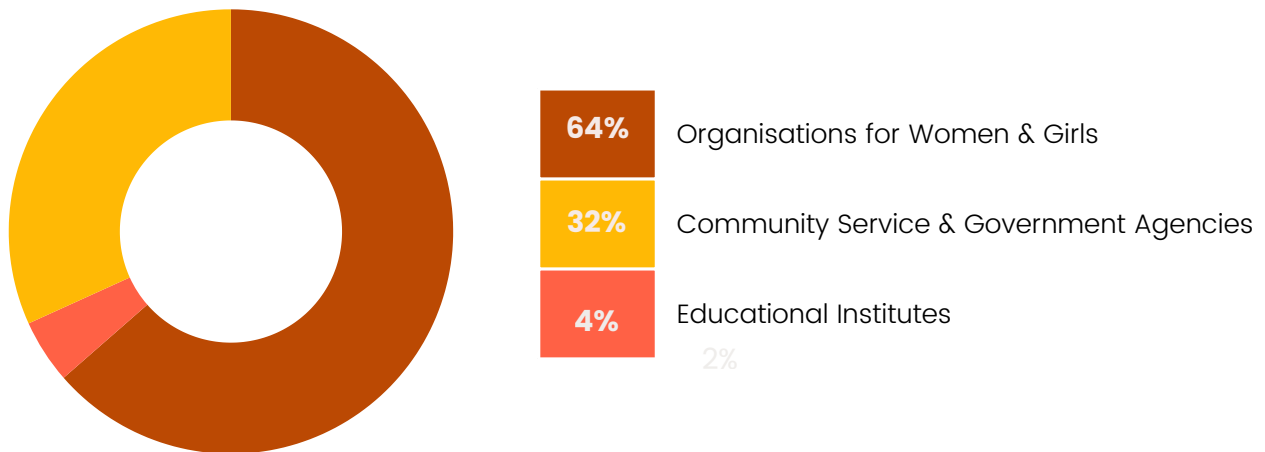
Community Partners

Our community partners are pivotal to our cause. We collaborate closely with them to provide complementary services that enhance the personal development of their clients. These include job readiness programmes and styling and grooming programmes designed to boost confidence and self-esteem.

Our community partners include charities and non-profit organisations such as social service agencies, family service centres, community organisations, and agencies that provide employment training and job matching services.

In FY2024, we had 15 active community partners who referred 129 women to us (16 partners referred 154 women in FY2023). Of these women, 120 were new clients. This network of partners is essential in extending our reach and empowering more women through our transformative programmes.

Clients by Community Partners



Community Partner Spotlight

Cheong Jun Jie
Community Engagement Manager,
HCSA Dayspring SPIN



"Image Mission has partnered with HCSA SPIN of HCSA Community Services to support our single mothers to increase their employability. This is done by Image Mission's specially curated programmes to impart resume writing and interview skills to our beneficiaries, with one-to-one follow up sessions for them to further hone their interview skills.

This year, many of HCSA SPIN's single mothers have indicated that they would like a grooming and self-confidence workshop. There are no better partners that I could think of besides Image Mission to collaborate with. My team and I look forward to sustaining and scaling up our partnership with Image Mission and its exceptional team of volunteers."



Supporting the YWCA Empowering Mums programme



Dress for Success workshop in collaboration with Daughters of Tomorrow

Volunteers

Our volunteers' contributions of time and expertise have been crucial in empowering the transformation of women in our community.

In FY2024, 78 volunteers (34 in FY2023) dedicated some 2,077 hours to support our Dress for Success and IM Ready programmes. From personal styling sessions and career coaching to facilitating job-readiness workshops, mock interviews and mentoring sessions, their commitment has been instrumental in helping our clients build confidence and achieve their career goals.

Our volunteers serve as board members, career coaches, mentors, stylists, administrative support personnel, event organisers and more.



Volunteers helping out at our Boutique Sale



Volunteer photographer selecting photos with a client

Volunteer Spotlight

Gayathri Menon
Professional Hair & Makeup Artist and Stylist



"Dress for Success (DFS) has been a lifeline for me for more than a decade. When I was unable to find work in New Zealand, the organisation became my sanctuary, offering me a renewed sense of purpose and direction. Volunteering my time and expertise at this incredible organisation has blessed me with lifelong relationships and unforgettable experiences. As such, when I moved to Singapore, I knew I wanted to do the same at Image Mission which manages Dress for Success Singapore.

Nothing brings me greater joy than helping a woman reclaim her place in the workforce. I firmly believe that every woman deserves the dignity and empowerment that comes with having a job, no matter its scale. As women, it is our duty to uplift and support each other, fostering financial security and freedom. This is one of the most powerful ways to truly empower women."

In Gratitude

Financial support from our corporate and individual donors is crucial in ensuring the continued impact of our programmes. These contributions enable us to enhance and expand our initiatives, empowering women to achieve economic independence and thrive in work and life. The impact of these donors is transformational as it empowers the women we support in countless ways, driving meaningful change in their lives and uplifting their families and communities.

Funding Partners

CHARLES & KEITH
GROUP FOUNDATION

SG ECO
Fund

 *Social Impact*
ORACLE + NETSUITE

THE
Majurity
TRUST

tote
board

SINGAPORE
S
POOLS

Giving Hope. Improving Lives.

Donors

- Femvestorsglobal Pte Ltd
- Grace by Nature LLP
- Invisalign Singapore Pte Ltd
- Lewis Public Relations Pte Ltd
- Mahesh & Co Pte Ltd
- Marina Bay Sands
- Print & Media Association of Singapore
- PSP Investments
- SHEIN
- Treasury Wine Estates Asia (SEA) Pte Ltd

Corporate Partners

We are thankful to our corporate partners who support our programmes and fundraisers by sponsoring products and offering pro-bono services.

- 33 Talent
- Athena Visual Media
- Bynd Artisan
- Charles and Keith
- Cold Press Index
- Dexterre Asia
- JP Morgan Chase
- Love, Bonito
- Paramount
- Salling Search
- Tenzing Communications
- The Fashion Pulpit

Corporate Partner Spotlight

Ellain Legaspi
MD (Asia), Salling Search

"We had the privilege of collaborating with Image Mission for an HR workshop, where our team provided insights on maritime-related interview skills and CV preparation. Our goal was to empower women by providing them with the right support and potentially, job opportunities. Collectively, we are creating a transformational impact in the lives of women seeking to chart a course towards economic independence. Thank you for letting us be a part of this journey."



IM Angels Giving Programme

Corporate Angels



Platinum Angel
\$10,000 and above



SHEIN



Gold Angel
\$2,000 and above



Silver Angel
\$1,000 and above

TEAM LEWIS



Individual Angels



Gold Angel
\$1,000 and above

- Carman Lee
- Cheryl Ong
- Dr Daisy Wee

- Elizabeth Chew
- Joyce Sim
- Kelvin Poh



Silver Angel
\$500 and above

- Chiew Eng Ling
- Thi Ngoc Minh Le
- Gay Li Tan
- Li Kin Pang

- Lee Koon Lim
- Jun Ting Choo
- Zulaifah B Abdul Ghani



IM Angels

Finance

Income

Total income for the financial year was \$171,050, a decrease from FY2023 (\$212,796) due to a decrease in campaign donations in view of the general economic sentiment.

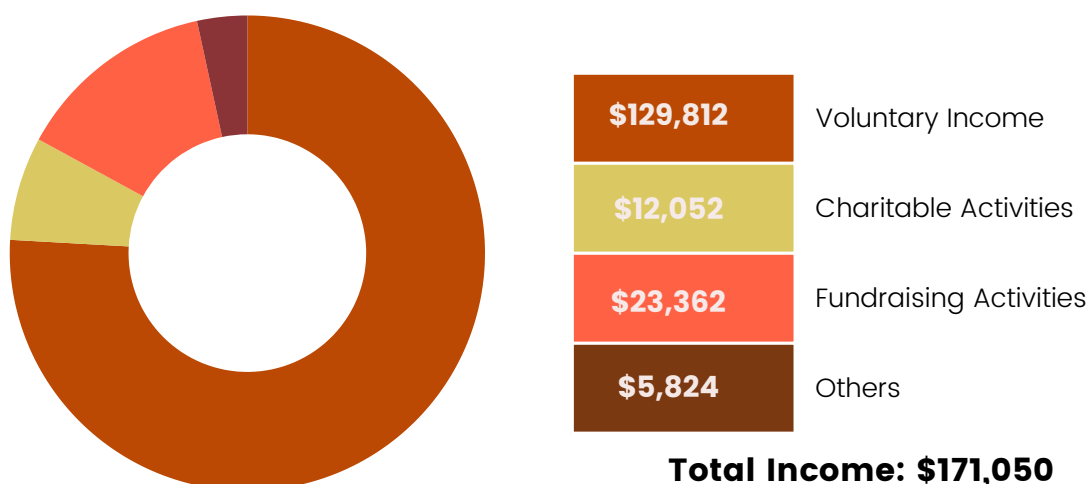
The main contributors of income were voluntary income \$129,812 (76%), sales of donated goods \$29,085 (17%) and income from charitable activities \$41,137 (7%). Voluntary income came from outright donations, government grants and corporate donations.

The main contribution from government grants came from SG Eco Fund (\$7,998), Tote Board Singapore (\$4,420) which matched campaign donations dollar for dollar, and NCSS support grants (\$6,763).

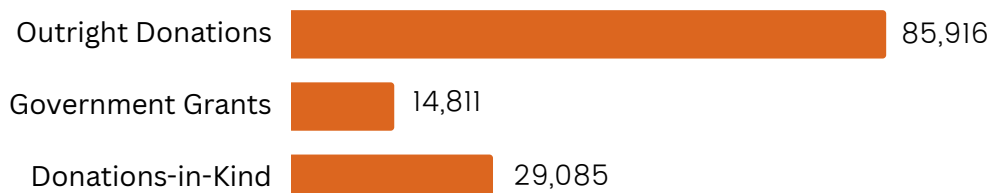
The main contribution from corporate donations came from SHEIN (\$25,000) and Marina Bay Sands (\$20,000), while Foundation grants from The Majority Trust Fund (\$7,632) supported the IM Ready programme.

Total funds at the end of the financial period was \$187,291 (\$220,614 in FY2023).

Total Income (\$\$)



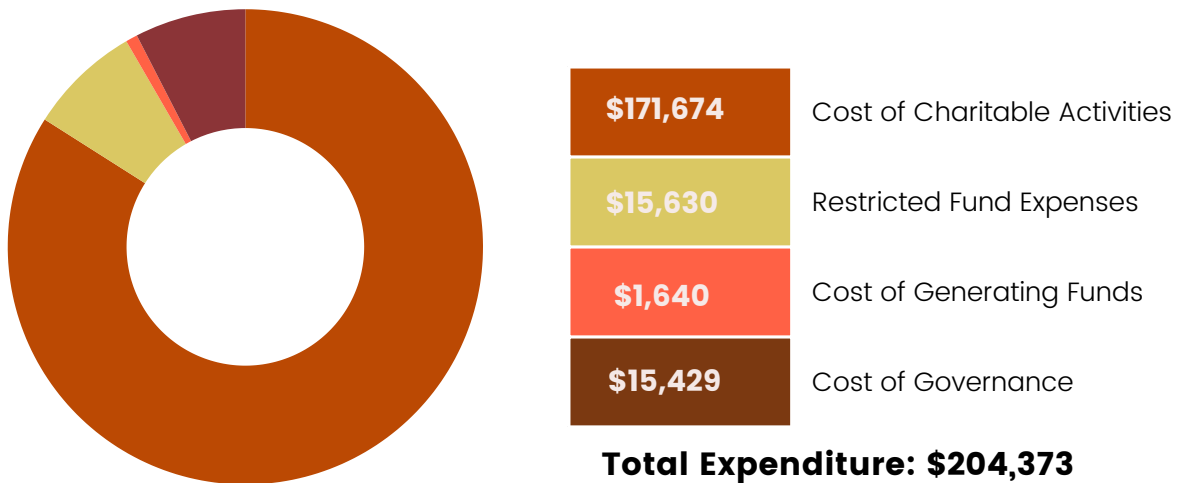
Voluntary Income (\$\$)



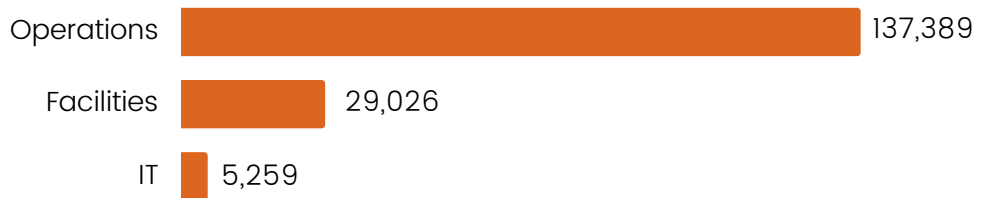
Expenditure

Total expenditure was at \$204,373 (\$149,582 in FY2023) due to the hiring of a part-time staff and the subsequent replacement of this position with a full-time staff in February 2024.

Total Expenditure (\$\$)



Cost of Charitable Activities (\$\$)



30/70 Fundraising Efficiency Ratio

Income from fund-raising events in FY2024 was \$23,362 (\$13,387 in FY2023). Total fundraising expenses for the financial year was \$1,478 or 6% of the total income from fundraising activities (11% in FY2023).

Fundraising events	\$\$
Income	23,362
Cost	1,478
Fund-raising efficiency ratio	6%

Governance



The Board provides strategic direction and oversight of Image Mission’s programmes and objectives and steers the charity towards fulfilling its mission through good governance.

Board Meetings and Attendance

Board meetings are held quarterly. A total of 4 board meetings and 1 AGM were held in FY2024.

Board Member	Attendance
Elizabeth Chew	4/4
Ong Soh Wei Cheryl	4/4
Fang Xiao Qing Jenny	2/4
Ian Feldman	1/2
Yin-Fern Lim	3/4
Zulaifah Abdul Ghani	3/3
Saim Yeong Harn	2/3

Disclosure of Remuneration and Benefits

No Board Members were remunerated for their Board services in FY2024.

No paid staff is involved in setting his own remuneration.

None of the charity's paid staff received more than \$100,000 each in annual remuneration.

Term Limit

To enable succession planning and renewal, the Board has a term limit of ten years. The Finance Director can only serve a maximum of four consecutive years.

All governing board members submit themselves for re-nomination and re-appointment at least once every three years.

Board Committees

Audit

The Audit Committee facilitates the external audit of the organization, oversee financial reporting, disclosure and adherence of accounting policies and principles to the relevant accounting standards.

Chair: Elizabeth Chew

Member: Zulaifah Abdul Ghani

Finance

The Finance Committee oversees and reviews the financial performance of the organisation, budget and financial reports, as well as ensures regular and accurate monitoring and accountability of funds.

Chair: Zulaifah Abdul Ghani

Member: Philomena Ang

Nominating

The Nominating Committee identifies potential board candidates and makes recommendations to the Board for their appointment. It also leads succession planning and reviews Board effectiveness.

Chair: Ong Soh Wei (Cheryl)

Member: Elizabeth Chew

Reserves Policy

The charity has a reserves policy to ensure stability of its operations and programmes. We have one year of operating expenses kept as reserves for FY2024. The reserves level is reviewed by the Board yearly to ensure that the reserves are adequate for the Charity to fulfil its continuing obligations.

	FY2024	FY2023	% increase/ decrease
Unrestricted Funds (Reserves)	\$184,989	\$218,312	-15%
Restricted/Designated Funds	\$2,302	\$2,302	0%
Total Funds	\$187,291	\$220,614	-15%
Ratio of Reserves to Annual Operating Expenditure (Cash)	1.05:1	1.46:1	-

Conflict of Interest Policy

The company has a conflict of interest policy in place.

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.

All board members/directors of Image Mission Ltd in FY2024 have read and signed the conflict of interest policy and declaration.

During the fiscal year 1 April 2023 to 31 March 2024, there was no transaction with a corporation in which board members/directors had any financial interest.

Environmental, Social and Governance

Image Mission takes into consideration ESG factors when conducting its activities, striving to keep our activities environmentally friendly and sustainable, maintaining good relationships with our stakeholders and upholding high governance standards.

Environmental

- Mindful practice of 3Rs (reduce, reuse, recycle) in our daily operations and conscious energy consumption
- Digitalisation of documents and records through electronic file management
- Extending the life of pre-loved work-appropriate clothes by passing them on to clients to wear at job interviews and employment and selling non work-appropriate clothing to give them a new lease of life
- Repurposing used garments to make functional items such as bags through our Sew Can I project

Social

- Work hand in hand with community partners to provide complementary services and support to clients
- Complement employment support initiatives to plug access gaps to the disadvantaged
- Mobilise skills-based volunteerism in the coaching, image consultancy, communications and finance professions among others
- Regular volunteer and donor engagement and appreciation
- Regular outreach and feedback with community partners
- Transparency in disclosure of information to stakeholders on communication platforms such as website, Annual Report and social media

Governance

- Winner of Charity Transparency Award 2023
- Compliance with the Code of Governance for charities and Institutions of a Public Character and all relevant legislations and regulations




Managing



 www.imagemission.org

 <https://singapore.dressforsuccess.org/>

 @imagemission

 @dressforsuccesssingapore

 www.linkedin.com/company/image-mission-ltd

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