

10 YEARS OF FOSTERING GROWTH



CONTENTS

- 01 ABOUT US
- 02 CHAIR'S MESSAGE
- 03 EXECUTIVE DIRECTOR'S MESSAGE
- 04 BOARD & EXECUTIVE MANAGEMENT
- 06 HIGHLIGHTS
- 12 PROGRAMMES
- 16 CLIENTS
- 18 COMMUNITY PARTNERS
- 19 VOLUNTEERS
- 20 IN GRATITUDE
- 22 FINANCIALS
- 24 GOVERNANCE
- 27 ENVIRONMENTAL, SOCIAL & GOVERNANCE



CHARITY TRANSPARENCY AWARD 2024

We are honoured to once again receive the award from the Charity Council, affirming our commitment to good governance.



CLIENT SPOTLIGHT

Upskilling and confidence-building workshops provide a vital opportunity for personal growth and much needed "me-time" for clients like Helen.

ON THE COVER

Clients at our annual International Women's Day IMbeautiful event sponsored by SHEIN

CREDITS

Content: Philomena Ang
Photos: Jeremy Chen, Melvin Tan, Image Mission Team

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[®] Worldwide.

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 those in need to gain confidence and build a better future.

OUR MISSION

To promote the economic independence of the disadvantaged by:

1. Providing them with presentable attire for job interviews, work and special life events
2. Offering coaching services on interview skills, grooming and etiquette
3. Providing a network of support for 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 October 2024 – 30 June 2027.

UEN: 201506898W

Registered address: 254 Outram Road, #02-10, YWCA Outram Road Centre, Singapore 169051

Banker: OCBC Bank

Company Secretary: Lisin Commercial Services

Auditor: Tan, Chan & Partners

OWNERS
Phyllis Goh, SHEIN
Phyllis Goh, SHEIN
CREDITS
Photographer: Phyllis Goh
Photographer: Phyllis Goh, Melvin Tan, Image Mission Ltd

CHAIR'S MESSAGE

2025 marks the 10th anniversary of Image Mission. Over the past decade, we have laid a strong foundation and I am deeply grateful for the collective spirit that continues to shape our journey. This past year, in particular, has been one of remarkable growth, not just in statistics, but in the lives uplifted and the resilience demonstrated.

Behind every statistic is a story of a client taking a courageous step forward, a volunteer offering time and expertise, a donor investing in hope. I am constantly reminded of how fortunate we are to have a community of supporters - donors, partners, and volunteers, who believe deeply in our cause, and an exceptional Executive Team whose dedication propels us forward. Together, we have responded nimbly to the evolving needs of our client, delivering tailored programmes to empower women at diverse stages and circumstances of their lives.

As we step into our second decade of empowerment and transformation, we have charted a bold three-year strategic plan to expand our reach and deepen our impact. We have also welcomed new Board members to help fuel this roadmap, nurture meaningful partnerships, and invest in capacity-building that will sustain and amplify our efforts for years to come.

The true strength of our mission lies in the people who stand with us. On behalf of the Board, Executive Team, and every woman whose journey we are privileged to support, thank you for your enduring partnership and trust. I warmly invite you to celebrate this milestone with us, a tribute not only to every empowered woman, but also to every individual who made her journey possible.

Together, let us continue to be ripples of change for the next decade and beyond.



CHERYL ONG

EXECUTIVE DIRECTOR'S MESSAGE

FY2025 has been a year of growth — not just in numbers, but in the depth and breadth of our work.

We saw an increase in both the number of clients served and the sessions facilitated, a clear reflection of our growing relevance in the community. We also served a greater number of clients from vulnerable groups such as caregivers and women transitioning from incarceration, deepening our outreach to those who often face additional barriers to employment and reintegration.



PHILOMENA ANG

These milestones are a testament to what's possible when a small charity is powered by trust, generosity and shared purpose. We are deeply grateful for the continued support of our community partners, donors and volunteers — each one playing a vital role in helping our clients take meaningful steps towards economic independence and personal transformation.

2025 also marks Image Mission's 10th Anniversary. Since 2015, we've supported 1,332 unique women, many of whom have benefited from the range of pro bono services we offer. It is a milestone we hold with pride and we look forward to celebrating it through special events in the months to come.

Looking ahead, we will continue to refine and adapt our programmes to ensure they remain responsive to the evolving needs of both our clients and partners.

To deepen our impact, we are excited to explore new initiatives such as:

- Women Supporting Women — a peer support initiative where clients uplift one another by sharing their personal journeys and imparting skills to foster belonging and community.
- Community Give-Back — as we receive support, we also aim to give back by partnering with other charities to volunteer alongside our clients and volunteers, creating opportunities to support other disadvantaged groups.

We know that empowerment is not one-way. With your continued support, we will keep fostering growth, one individual and one journey at a time.

Thank you for walking this journey with us.

BOARD & 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



ONG SHWU-YNG SERENE

Director, Corporate Partnerships

Appointed 1 Nov 2024

Occupation: Founder, Phoenixus



RITIKA CABRAL

Deputy Secretary

Appointed 15 Jan 2025

Occupation: Senior Vice President, Citibank



FANG XIAO QING JENNY

Director, Operations

Appointed 13 May 2017 - 12 May 2024

Occupation: Assistant Director, Ministry of Health



PHILOMENA ANG

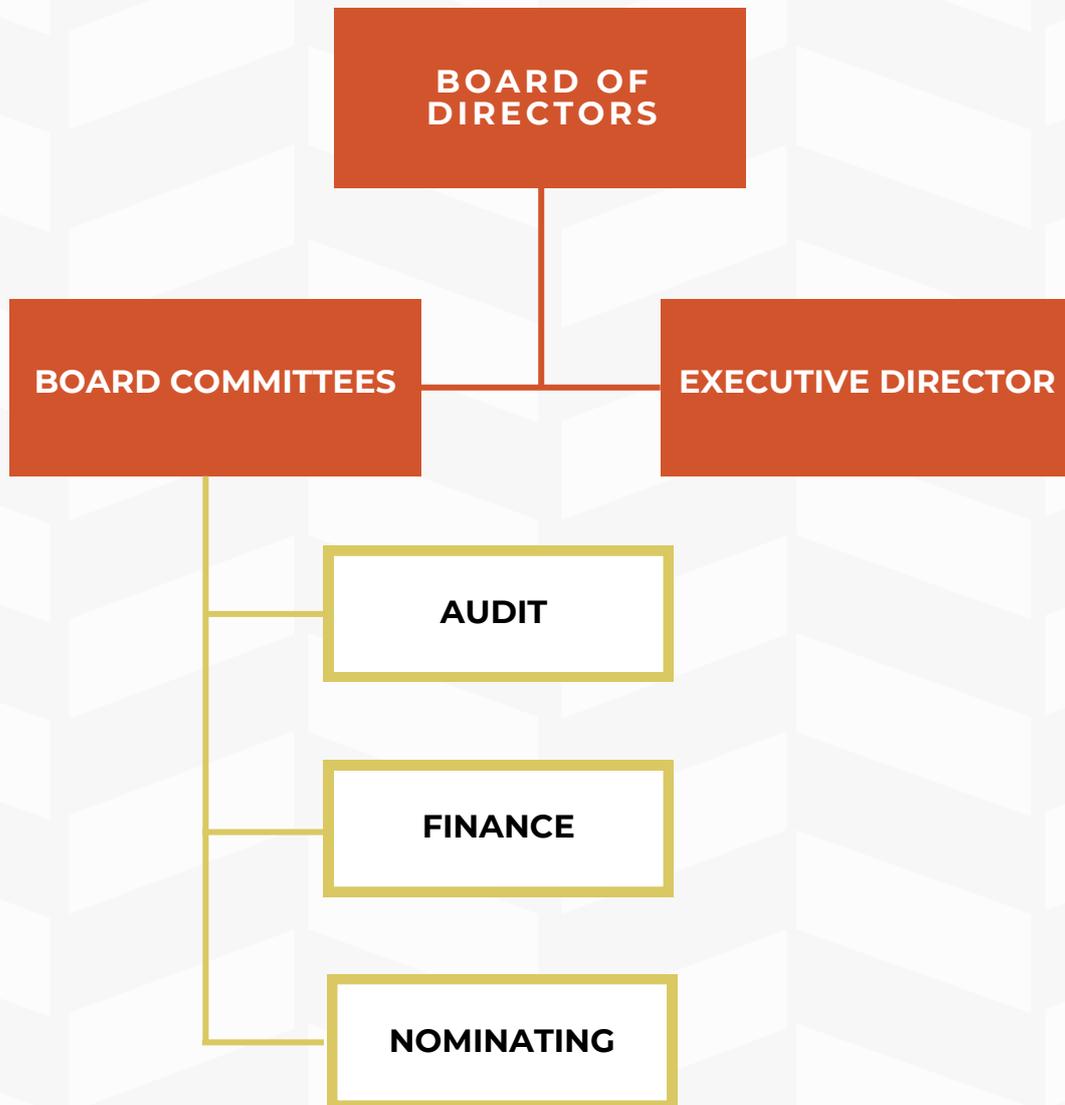
Executive Director

Appointed 15 Oct 2020

Past Appointment

- Director, Programme Development (28 Sep 2019)

BOARD & EXECUTIVE MANAGEMENT



HIGHLIGHTS

CHARITY TRANSPARENCY AWARD

We are honoured to once again receive the Charity Transparency Award from the Charity Council in 2024, following our recognition in 2023. The award recognises charities that demonstrate exemplary disclosure and transparency practices, as outlined in the Charity Transparency Framework. Receiving this recognition for two consecutive years affirms our ongoing commitment to good governance, accountability, and building trust with our stakeholders.



10 YEARS OF EMPOWERING, TRANSFORMING, INSPIRING LIVES

2025 marks a decade of Image Mission empowering women in their journey toward economic independence. Since 2015, we have supported 1,332 women, received over 1,500 referrals, and conducted more than 3,800 sessions — including styling appointments, coaching, and workshops. This journey would not have been possible without the dedication of nearly 370 volunteers who have contributed their time, skills, and heart to our mission.



FY2025 IMPACT



259 Clients



527 Client Sessions



16 Community Partners



15 Corporate Donors & Partners



110 Individual Donors



111 Volunteers



1867 Volunteer Hours

In FY2025, we supported a total of 259 women, a substantial increase from 181 in FY2024. This growth reflects the rising demand for our services and demonstrates that our outreach efforts are on the right track. It also speaks of the strong trust and confidence our community partners have in our expertise and the meaningful impact of our work.

We conducted 25 workshops (up from 21 the previous year), reaching 217 participants (vs. 157 in FY2024). These sessions, held in partnership with corporate and community organisations, covered a range of job readiness topics including professional grooming, resume writing, interview preparation, and other essential skills.

Demand for professional styling services also grew, with 199 styling sessions conducted, compared to 138 in FY2024. These sessions were held one-on-one and across various outreach events, including job fairs and partner initiatives —further expanding our reach and enabling us to boost clients' confidence through personalised support.

Our Career Centre also furthered its reach, with 108 coaching sessions conducted (compared to 60 in FY2024). These sessions offered personalised guidance on career planning, resume development, job search strategies, and more.

In total, we delivered 527 client sessions across all services (up from 362 last year), clearly indicating a growing need for targeted, empowering support for women on their career journeys.

This upward trajectory across all programmes reaffirms the relevance of our mission and the value of our partnerships. As we continue to evolve and expand our efforts, we remain committed to walking alongside women as they work toward financial independence and brighter futures.

CLIENT SESSIONS BY TYPE	
WORKSHOPS	217
STYLING	199
CAREER CENTRE	108
MENTORING	3
TOTAL	527

FUNDRAISING

Fundraising remains essential to sustaining Image Mission's work and impact. We are grateful for the generous support received throughout the year, including donations received through three key campaigns that were matched under Tote Board Singapore's Enhanced Fundraising Programme:

1. *Empower Her: Be our Image Mission Angel (Jun - Sep 2024)*
2. *Empower Her Journey Towards Economic Independence (Nov 2024 - Jan 2025)*
3. *International Women's Day Campaign (Feb - Mar 2025)*



OFFICE MOVE

We are thrilled to make a long-held dream come true — moving to a new office closer to the city. Being located in Outram Road not only improves accessibility for our clients and partners, this space also represents growth, not just for us as an organisation, but for the women whose lives we touch every day. It is a safe haven for transformation, a place where women can find support, build confidence, and equip themselves for brighter futures.



STAKEHOLDER APPRECIATION & HOUSEWARMING (SEPTEMBER 2024)



Our annual appreciation event is a meaningful opportunity to thank our volunteers, partners, and donors whose support makes our work possible, while also giving them the chance to meet the clients they help empower. This year's event was especially memorable as it also marked the housewarming of our new, centrally located office at Outram Road—a space that brings us closer to the communities we serve.

Award winners:

- **Community Partner of the Year 2024** – HCSA Community Services
- **Corporate Partner of the Year 2024** – Marina Bay Sands, SHEIN
- **5-Year Long Service Awards 2024** – Gemma Hills (Career Coach), Kasumi Muto (Career Coach, Stylist & Workshop Facilitator)
- **Star Fundraiser 2024** – Juanita Ingram
- **Founder's Award for Volunteerism** – Anja Bruinsma van Putten (Stylist & Workshop Facilitator), Gayathri Menon (Stylist & Workshop Facilitator), Lilis Tan (Sew Can I Trainer)
- **IM Angel**
 - Corporate (Platinum)** – Marina Bay Sands, SHEIN
 - Corporate (Gold)** – Align Technology, Femvestorsglobal Pte Ltd
 - Corporate (Silver)** – Treasury Wine Estates Asia (SEA) Pte Ltd, Lewis Public Relations Pte Ltd
 - Individual (Gold)** – Carmen Lee, Cheryl Ong, Joyce Sim, Elizabeth Chew, Kelvin Poh, Dr Daisy Wee
 - Individual (Silver)** – Thi Ngoc Minh Le, Chiew Eng Ling, Gay Li Tan, Pang Li Kin, Lee Koon Lim, Jun Ting Choo, Zulaifah Abdul Ghani

IMbeautiful IN CONJUNCTION WITH INTERNATIONAL WOMEN'S DAY



IMbeautiful, Image Mission's annual International Women's Day makeover event, was sponsored by SHEIN this year. 34 clients took part in a day of self-care and transformation, supported by nearly 25 volunteer stylists, makeup artists, and photographers — including volunteer hosts from SHEIN.

PROGRAMMES

In FY2025, Image Mission continued to strengthen our impact through our cornerstone initiatives—Dress for Success and IM Ready. Over the year, we enhanced these programmes to better respond to the evolving needs of our beneficiaries.

With continued support from Charles & Keith Foundation, we ran our ‘Sew Can I’ upskilling initiative, a creative upcycling project where participants turn pre-loved clothing into functional creations. Beyond skills-building, this programme fosters environmental consciousness and supports our sustainability efforts. This year, we facilitated 6 workshops for 37 clients who created 40 bags made from upcycling old clothing from our boutique.

In addition to our core programmes, we expanded our upskilling efforts with the support of dedicated volunteers, who led workshops such as effective communication which covered topics such as writing with clarity, personal expression, and leveraging AI tools for productivity. These sessions were designed to equip clients with relevant skills that enhance both their confidence and employability.

DRESS FOR SUCCESS SINGAPORE

Our Dress for Success programme remains central to our mission, offering a holistic suite of support services to help women prepare for employment. These include professional styling, suitable work attire, interview coaching and career preparation tools; all aimed at boosting confidence and employability.

This year, we continued to offer targeted workshops and personalised coaching sessions tailored to the specific needs of our partners and clients. We also sustained our initiative to run fee-based workshops for companies and members of the public—an effort launched in 2024 to raise funds and increase visibility for our cause. These sessions have not only helped generate vital support for our programmes but have also served as meaningful outreach opportunities to educate and engage the broader community.



We are especially grateful to the volunteers who generously give their time and expertise to facilitate these workshops, making it possible for us to deliver quality experiences while managing resources effectively.

To further enrich the client experience, our Dress for Success workshops were also enhanced to include hands-on makeup sessions, allowing participants to learn and practise professional makeup techniques in a more engaging, interactive format. While this enhancement required additional resources, it has proven to be a success. Clients have responded enthusiastically and these sessions have become a highlight of the programme.



IM READY

IM Ready equips women with the clarity and confidence to re-enter the workforce by helping them identify their strengths, interests and motivations. Delivered through both one-on-one sessions and group workshops, the programme focuses on building practical skills for job readiness.

In FY2025, we deepened our collaboration with community partners by integrating personalised coaching sessions into their existing programmes. For instance, we partnered with New Hope Community Services to support their Employability Retreat, where we provided one-on-one resume reviews and career coaching. These highly personalised sessions offered participants valuable, tailored guidance for their job search journeys. We engaged 17 volunteer career coaches for the 2-day retreat, extending our reach and impact through their professional expertise.

We also maintained a regular partnership with Selarang Halfway House, where we conducted monthly IM Ready workshops designed specifically for their clients. This collaboration enabled us to customise our content according to the unique profiles and needs of participants, whether in terms of background, employment barriers or career goals, ensuring they receive relevant and focused support.

Our ability to tailor workshop content based on audience needs continues to set us apart from other career coaching services and reinforces our commitment to empowering each client with practical, actionable guidance.



CAREER CENTRE

Our Career Centre saw increased use in FY2025, with 84 women accessing our services; up from 51 in FY2024. This growth reflects a stronger awareness of the support we offer and the continued need for personalised career guidance among women seeking employment. These sessions were delivered by our dedicated volunteer coaches and provided focused support in areas such as résumé reviews, competency assessments, job search strategies, and interview preparation.

This increase may be attributed to our approach of integrating one-on-one career coaching sessions to our workshops, making the content more relevant and immediately applicable to participants' job search journeys. By providing practical, personalised guidance within a supportive workshop environment, we were able to engage more clients meaningfully.

Importantly, approximately 30% of clients who engaged with our Career Centre successfully secured job interviews or employment, demonstrating the continued effectiveness of the personalised, practical support we offer through this service.



CLIENTS

Many of the women we serve are referred through our network of social service agencies, who provide a wide range of support to vulnerable individuals. Our clients include single mothers, survivors of domestic violence, and individuals from marginalised and underserved communities. Many have limited or no work experience or have been out of the workforce for an extended period due to their personal circumstances.

In FY2025, we deepened our engagement with Selarang Halfway House, where we delivered monthly IM Ready workshops to 52 clients as part of their Mandatory Aftercare Scheme (MAS). This initiative supports the rehabilitation and reintegration of individuals into the community upon their release from prison. Our ability to customise the workshop content based on the specific profiles and needs of the residents allows us to provide targeted, relevant guidance that enhances their chances of successful reintegration.

We are also seeing a growing number of caregivers accessing our programmes. Often overlooked, these women dedicate themselves to caring for family members—be it children, elderly parents, or loved ones with special needs—and may struggle with isolation, burnout, or loss of confidence. For many of them, employment is not an immediate priority but upskilling and confidence-building workshops provide a vital opportunity for personal growth. These sessions serve as “me-time”, a rare chance for caregivers to focus on themselves, explore their interests and reconnect with their sense of identity outside of their caregiving roles. We believe in affirming their worth and creating safe, supportive spaces for them to learn, reflect and recharge.

AGE GROUP	%*
BELOW 18	7
18-24	11
25-30	3
31-40	20
41-50	16
ABOVE 50	15

ETHNICITY	%
CHINESE	48
MALAY	35
INDIAN	9
OTHERS/ UNKNOWN	8

**does not total 100%*

"Today's 'Sew Can I' workshop was more than just a challenging learning experience; it was a heartwarming connection with inspiring people. First of all, thank you for your patience and kindness in introducing sewing machine techniques to someone like me who has never used one before... For 15 years, I have raised a daughter with special needs, which has sometimes been very lonely and challenging. To my surprise, there were others in the class today who had similar experiences. I don't know why I suddenly wanted to learn sewing, but it made me realize that sometimes God has plans for us that we're not aware of."

Helen, Sew Can I workshop participant



COMMUNITY PARTNERS

Our community partners play a vital role in extending the reach and impact of our work. We work closely with a diverse range of agencies to provide complementary services that support their clients' personal and professional development.

Our partners include charities and non-profit organisations such as social service agencies, family service centres, grassroots organisations, and employment and training agencies.

In FY2025, we collaborated with 16 active community partners who referred 200 women to us, of whom 189 were new clients. This marks a significant increase from the previous year (15 partners referred 129 women in FY2024), and reflects the growing trust placed in us by our partners to support their clients.

We are deeply grateful for this trust, and as we look ahead, we are committed to deepening these partnerships and working hand-in-hand to complement the services they provide to strengthen the support system for those most in need.

The diversity of our referral sources also reflects the broadening scope of our work.

Clients were referred to us from:

CLIENTS BY COMMUNITY PARTNERS	
ORGANISATION FOR EX-OFFENDERS	52
ORGANISATIONS FOR WOMEN & GIRLS	50
ORGANISATION FOR CAREGIVERS	48
EDUCATIONAL INSTITUTES	24
COMMUNITY SERVICE & GOVERNMENT AGENCIES	19
ORGANISATION FOR MENTAL HEALTH	3
OTHERS	4

"The IM Ready workshops have received positive feedback from our clients. The personalised coaching is invaluable — and the interview styling sessions are often a welcome surprise. For many, it's their first time experiencing such attention, and it makes a lasting impression as they prepare to return to the workforce."

Selangor Halfway House

VOLUNTEERS

Our volunteers are at the heart of what we do. Their generous contributions of time, skills, and passion have been vital in supporting our mission and empowering the women we serve.

In FY2025, we were supported by 111 volunteers, a 42% increase from 78 in the previous year. Together, they contributed a total of 1,867 hours. This growth reflects the increasing awareness and resonance of our cause, with more individuals stepping forward to offer their time and talents in support of women striving to transform their lives.

From personal styling, career coaching, and workshop facilitation to interview coaching, mentoring and back-end support, our volunteers are involved in every aspect of service delivery. Many also serve in governance, administration and fundraising roles, ensuring our small team can operate with both reach and impact.

As a small charity, we rely heavily on the commitment and generosity of our volunteers to bring our programmes to life. Their dedication not only expands our capacity but also enriches the experience for every woman we serve. We are deeply grateful to each one of them for walking alongside us in this mission.

"I truly believe in Image Mission's goal of empowering women with dignity and confidence. What keeps me committed is the organisation's personalised approach—every woman is seen, heard, and supported in a way that's meaningful to her journey."

Veronica Yeo
HR Professional and Image Consultant
Volunteer Stylist and Career Coach since 2015



IN GRATITUDE

We are deeply grateful to our corporate and individual donors whose financial contributions make our work possible. Securing consistent funding is not always easy, yet it is essential to sustain our operations and continue providing pro-bono support to the women who need it most.

Every donation, big or small, enables us to keep our programmes running, expand our reach, and ultimately empower women to transform not only their own lives but also those of their families and communities. Your support drives lasting change and we couldn't do it without you.

One of the ways we honour our supporters is through our Angels Giving Programme, which recognises individuals and organisations who have made significant contributions during the year. We are proud to acknowledge and thank the following donors whose commitment fuels our mission:

ANGELS GIVING PROGRAMME FY2025

CORPORATE

Platinum Angels (\$10,000 and above)

Align Technology
Charles & Keith Group Foundation
Marina Bay Sands
SHEIN

Gold Angels (\$2,000 and above)

LeChelle Petite
Maybank Singapore Limited
Pacific Life Re Services Singapore Pte Ltd

Silver Angels (\$1,000 and above)

Meraki M Pte Ltd
Phoenixus Pte Ltd

INDIVIDUAL

Gold Angels (\$1,000 and above)

Celina Low
Cheryl Ong
Christine Tse Li Yen
Chien Ling Fiona Lee
Elizabeth Chew
Josephine Low Kwai Sim
Maheshwari Sulata
Pang Li Kin
Thijs Sommen

Silver Angels (\$500 and above)

Anita Teo
Kelvin Poh Guan Hai
Sujata Kumar
Thi Ngoc Minh Le
Yeong Harnng Saim
Yi Jian Chew
Yim Ling Sum



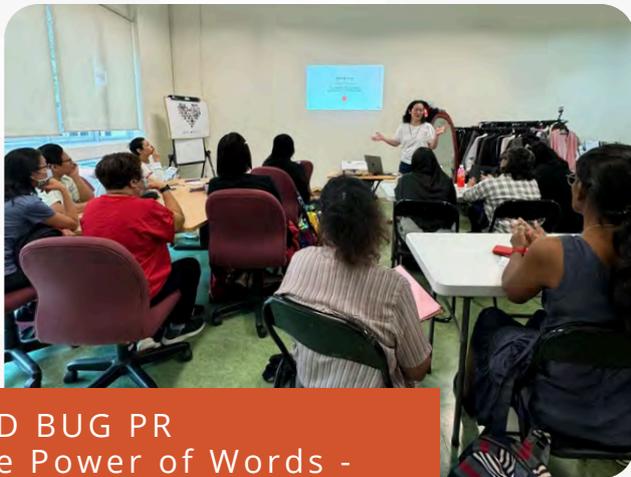
CORPORATE PARTNERS

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

- 33 Talent
- Charles and Keith Foundation
- Oracle Netsuite
- Red Bug PR
- Salesforce
- Sunnystep
- The Fashion Pulpit



SALESFORCE SINGAPORE
Job-Readiness Workshop



RED BUG PR
The Power of Words -
Writing with Clarity
Workshop



CHARLES & KEITH FOUNDATION
Sew Can I Workshops

FINANCIALS

INCOME

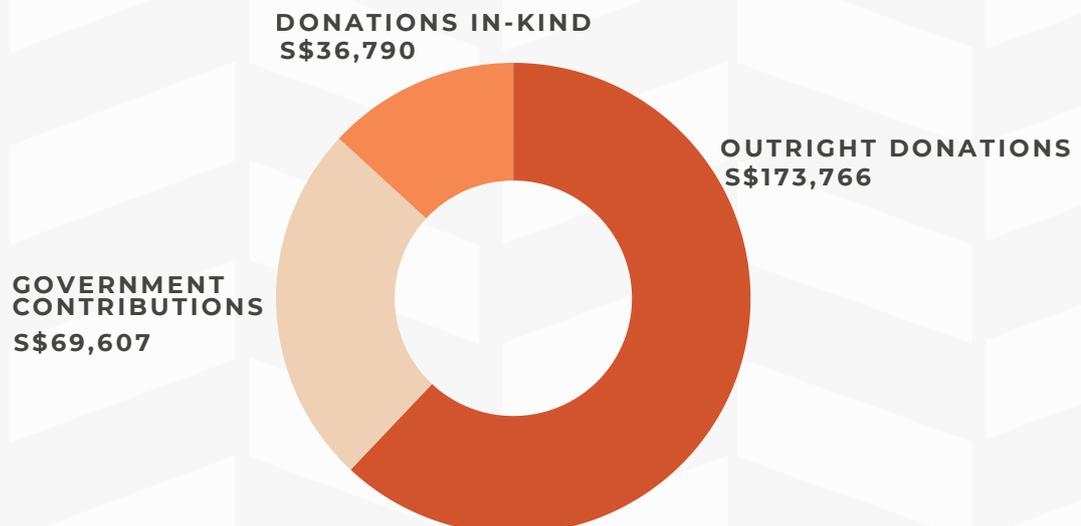
In FY2025, our total income of \$290,080 shows a significant increase from \$171,050 in FY2024. This encouraging growth reflects the generous support of our funding partners, donors and supporters, whose belief in our mission enabled us to strengthen our operations and sustain our impact during a time of rising demand.

The largest contributor to income was voluntary income, which accounted for \$280,163 (96% of total income). This includes outright donations, corporate and government contributions, as well as donations in-kind.

TOTAL INCOME

INCOME	S\$
VOLUNTARY INCOME	280,163
FUNDRAISING ACTIVITIES	6,237
OTHERS	3,680
TOTAL INCOME	290,080

VOLUNTARY INCOME



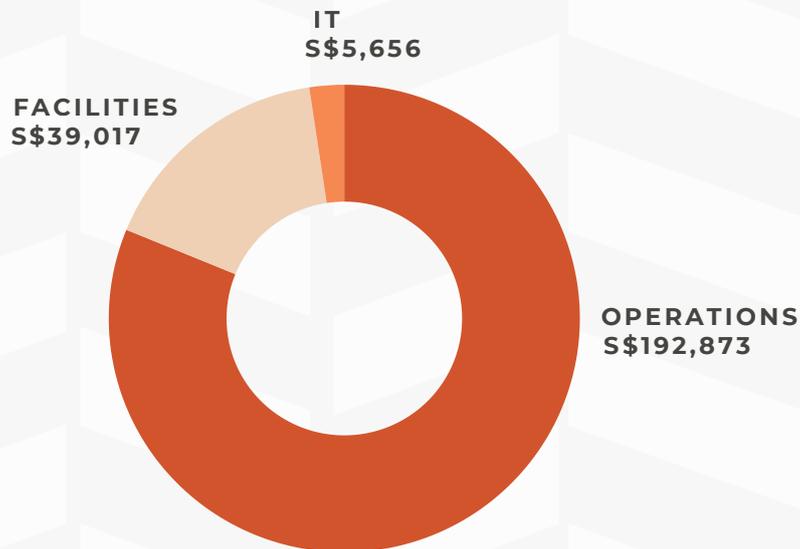
EXPENDITURE

Total expenditure was at \$261,127 (\$204,373 in FY2024) – the bulk of it attributed to staff costs.

TOTAL EXPENDITURE

EXPENDITURE	S\$
COST OF CHARITABLE ACTIVITIES	237,546
COST OF GENERATING FUNDS	7,862
COST OF GOVERNANCE	15,719
TOTAL EXPENDITURE	261,127

COST OF CHARITABLE ACTIVITIES



FUNDRAISING EFFICIENCY RATIO

Income from fund-raising activities in FY2025 was \$6,237 (\$23,362 in FY2024). As we did not organise fundraising events during the year, total fundraising expenses for the financial year was \$16 or 0.26% of total income from fundraising activities (6% in FY2024).

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 & ATTENDANCE

Board meetings are held quarterly. A total of 4 board meetings, 1 AGM and 1 EGM were held in FY2025.



BOARD MEMBER	ATTENDANCE DURING TERM OF SERVICE
ONG SOH WEI (CHERYL)	4/4
ELIZABETH CHEW	4/4
ZULAIFAH ABDUL GHANI	4/4
SAIM YEONG HARNG	4/4
ONG SHWU-YNG SERENE	1/1
RITIKA CABRAL	1/1
FANG XIAO QING (JENNY)	0/1

DISCLOSURE OF REMUNERATION AND BENEFITS

No Board Members were remunerated for their Board services in FY2025.

No paid staff is involved in setting his/her 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 oversees financial reporting, disclosure and adherence of accounting policies and principles to the relevant accounting standards. It also facilitates the external audit of the charity.

Chair: Elizabeth Chew

Member: Zulaifah Abdul Ghani

FINANCE

The Finance Committee oversees and reviews the financial performance of the charity, 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)

Members: Elizabeth Chew, Susan Vaughan

RESERVES POLICY

The charity has a reserves policy to ensure stability of its operations and programmes. We have close to one year of operating expenses kept as reserves for FY2025. The reserves level is reviewed by the Board yearly to ensure that the reserves are adequate for the Charity to fulfil its continuing obligations.

	FY2025	FY2024	% INCREASE/ DECREASE
UNRESTRICTED FUNDS (RESERVES)	213,942	184,989	15.65
RESTRICTED/DESIGNATED FUNDS	2,302	2,302	0
TOTAL FUNDS	216,244	187,291	15.46
RATIO OF RESERVES TO ANNUAL OPERATING EXPENDITURE (CASH)	0.96:1	1.05:1	

CONFLICT OF INTEREST POLICY

The company has a conflict-of-interest policy in place.

All board members 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 of Image Mission Ltd in FY2025 have read and signed the conflict-of-interest policy and declaration.

During the fiscal year 1 April 2024 to 31 March 2025, there was no transaction with a corporation in which board members had any financial interest.

ENVIRONMENTAL, SOCIAL & 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 standards of governance.

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

- Collaborate with community partners to provide complementary services and support to clients
- Complement employment support initiatives to plug access gaps to the disadvantaged
- Provide easy access to our pro-bono programmes to build confidence and motivate them to re-enter the workforce
- Mobilise skills-based volunteerism in the areas of career 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 the website, Annual Report and social media

GOVERNANCE

- Winner of Charity Transparency Award 2023 and 2024
- 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