

Annual Report 2022

Supporting and Motivating Individual Ladies with Empowerment

Project SMILE Charity Fundraiser Dinner 2022



PROJECT
SMILE

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CHAIRPERSON'S MESSAGE



SUCHITRA VIPIN CHANDRAN
Chairman

2022 was a challenging year despite the post pandemic recovery globally. In spite of this challenging environment, we at Project SMILE (PS) have overcome these difficulties and continued with our skills programme.

We have come a long way from our humble beginnings. In our 12 years of existence, we have learned a lot from our beneficiaries, volunteers, donors, and well-wishers.

Project SMILE is proud to be one of the few non-profits that function only with volunteers. We would not exist without the determination of our dedicated volunteers, who work tirelessly without expecting any kind of reward – financial or otherwise. All of them have had a huge positive impact on the lives of our beneficiaries. As American author Leo Buscaliga said, “Too often we underestimate the power of touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.” Our volunteers deserve the highest plaudits, and we salute them for their service.

We are always looking for more volunteers to help us in our mission. Visit our website <https://www.sgprojectsmile.org/> to know how you can change a life. I promise you this – nothing in life is as satisfying as voluntary service.

Where would PS be without our donors who have

opened their hearts and wallets for our beneficiaries? We wish to express our gratitude to all our donors – from large donors who have contributed thousands, to individuals who have contributed whatever they can. Team PS is grateful for your continued support and sincerely hope it continues. Each dollar is precious, and I assure you that not a single one is spent unnecessarily. Our team is very careful to ensure that our beneficiaries get the maximum benefit from your donations. We are also proud of our policy of transparency – you can check our financials in the latter part of this report.

Currently, we support around 36 families in various ways. We empower our beneficiaries through various skill training programmes. It is a proud moment for us when the products crafted by our beneficiaries are appreciated and valued by our patrons. Please do visit our website to know about our expanding range of products. We can also customize products according to your needs. Our patrons have gifted our products as wedding and party favours too!

This year, we experimented with a few other training programs like soap making, henna designing, decorative items for festivals, and new products made from recycled items. The initial response was encouraging, and we plan to expand this product range.

Our much-delayed 10th year celebration and Annual Fund-Raising event was held on the 9th of September at the Marriot. It was a wonderful

evening as we showcased our achievements to our guest of honour, Honourable Health Minister Mr Ong Ye Kang and other dignitaries, beneficiaries, donors, and well-wishers. As always, our volunteers worked around the clock to put this event together. Many of our products were auctioned, and I would like to express my gratitude to all the supporters for this amazing reception.

Our newer venture, SMILE Seniors, is also doing well, and I am proud that PS spreads smiles to another section of our society. Our active ageing programme has been well-appreciated, and I hope to bring in more innovations in this area in the coming years.

We are looking for a forever home for Project SMILE. The current premises is not accessible by lift and hence hinders the participation of people with challenges. We dream of having a premise that would be self-contained and accessible to everyone easily. We are also planning an ambitious venture – SMILE Café – which will give even more employment opportunities to our beneficiaries. We cannot achieve our dreams without your support. As actor Denzel Washington said, “At the end it is not about what you have or even what you accomplished. It is about who you have lifted up, who you have made better. It is about what you have given back.”

Join Project SMILE in our journey of giving back.

Yours in Service,

Suchitra Vipin Chandran

ABOUT PROJECT SMILE

Project SMILE (formerly Lisha Project SMILE), a Singapore-based Charity, was founded in 2010 by a group of like-minded women with a vision and desire to help underprivileged women. These women had a single motive – to provide assistance to women from disadvantaged backgrounds.

We are a volunteer-led organization deeply committed to empowering women and helping them lead a better life. Our volunteers are an eclectic group of people from different age groups and professions, united in our passion to give the very best to our beneficiaries.

Starting out with helping 10 women in 2010, we have now supported more than 100 women and their families, who benefit from our services such as emotional support, empowerment & training, financial assistance, social integration, referrals, and informational support.

As volunteers befriending and working alongside these women, we have witnessed so much strength and determination in them, though many of them have been through difficult challenges in their lives. It has been such an enriching experience for us, and we want to continue our efforts to reach out to more women in our society.

If we really wanted to make a difference, we needed to empower them with employable skills. We also had to help them to cope with psychological issues, self-esteem issues and social inclusiveness. Most of them were caregivers to the aged, infants and/or children and they needed to develop the resilience and emotional strength to cope with life's many challenges. To this end, we started a holistic programme that would make them financially independent and emotionally stable. Our identity was born!

DID YOU KNOW?

- In Singapore, despite the governmental and quasi-governmental organisations working for the betterment of financially and socially challenged women, a number of them still end up falling through the cracks.
- These are mainly single women with limited or no employable skills, low self-esteem, facing many psychological and financial challenges.
- They are often the primary care givers for invalid dependents and/or young children with minimal support system.

MISSION

To support and empower women with psycho-social needs through our programmes and services.

OBJECTIVES

1. To provide a platform for women facing adversity – to help them lead an empowered and dignified life.
2. To provide interim financial assistance to women facing difficulties either for themselves and/or their families.
3. To provide personalised and sustainable training to women who are looking for economic stability and social mobility.
4. To provide entrepreneurial opportunities to women through development of vocational skills and expertise.
5. To play an advocacy role for disadvantaged women at both the micro and macro levels.
6. To engage in fund raising activities that would facilitate provision of assistance and also help run training programmes for women.

OUR STRUCTURE

PS is a volunteer-run organization, and we depend entirely on our volunteers in all our activities. Our organization structure is fairly simple and linear.

OUR CORE SERVICE AREA

We train, we teach, we mentor, we befriend, we support, we spread SMILES!



Empowerment Programs
Training
Certification
Readiness for Employment



Emotional Support
Counselling
Home Visits
Case Work



Financial Support
Financial Assistance
Festival Allowances



Informational Support
Referrals to other agencies
Reading material
Educational/motivational Talks



Social Support
Reintegration to community through social programmes

OUR STRUCTURE

PS is a volunteer-run organization, and we depend entirely on our volunteers in all our activities. Our organization structure is fairly simple and linear.

TEAM PS

- Board of Directors consisting of 5 senior members



- Executive Committee consisting of Chairperson, Treasurer, Various Team Heads



- Full Committee consisting of all registered volunteers



OUR FAMILY



Our beneficiaries are women with psycho-social needs, not limited to the following areas:

- Low income with limited or zero social and employment opportunities.
- Divorced/separated.
- Single parent.
- Medically challenged.
- Abused (physically/emotionally).
- Shelter/housing issues.
- Any immediate family member with a chronic, life-threatening, or critical medical condition.
- Low functioning.
- Incarcerated.
- Ex-offenders.
- Loss of employment.
- Problem gambling.
- Other social issues.

PS identifies the beneficiaries through referrals from Family Service Centres and through applications from the general public. In most circumstances, the beneficiaries are provided with interim financial relief to manage their immediate requirements. Thereafter, we work together with the beneficiaries to look into other measures of long-term aid in the form of individualised training and/or upgrading skills.

BENEFICIARY INTAKE PROCESS



IDENTIFICATION

- Walk-Ins and referrals from the Family Service Centres.
- Tie-up with social organizations for referrals.
- Create awareness through media campaigns.



REGISTRATION

- Fill up a detailed form.
- Assessment of applicant done.
- If falls within criteria, social report is put up to Board



ALIGNMENT

- Post approval by Board, approved as beneficiary of PS.
- Alignment of beneficiary to the recommended skills training area



BENEFICIARY SPEAK

MS SITHRA – ART BENEFICIARY

It was around 2019. My eldest son had gone to IMH (Institute of Mental Health), and my two younger children were studying at ITE. After years of being a very busy mother, I suddenly had time in my hands. I felt that my life had no sense of purpose, and I was feeling very alone. I did not know what to do. It was around that time a friend spoke to me about the training offered by PS. I met the PS team and was accepted as a PS beneficiary.

I started attending the art sessions and learned acrylic painting. With practice, I became better in painting and started decorating diyas in class and as homework. All was well till the pandemic struck. In the initial months of the pandemic, I got a lot of emotional support from PS.

Unfortunately, I did not get the vaccine as I was scared of injections. Even though everyone around me tried to convince me, I couldn't get over my phobia and finally had to drop out of PS as per

their policy.

Eventually, I had to get the vaccine as it was a requirement to meet my son at the IMH. I was hesitant to re-approach PS, when luckily, I met Ms Rani and she encouraged me to re-join PS and I eagerly took the opportunity to continue my artistic journey.

Now, I have moved on to drawing mandalas and designs on larger items like trays and serving plates. I am grateful for the opportunity to use my time more fruitfully and have gained patience and a sense of fulfilment through my art. Additionally, I have met people who share similar struggles, allowing me to accept my situation and work on my issues one step at a time. I am excited to continue growing with the PS group and see where my artistic journey takes me.

EXECUTIVE COMMITTEE (EXCO)



Gunasundari d/o Sathu Nair aka Uma Balji
Founder



Suchitra Vipin Chandran
Chairperson



Uma Ranganathan*
Vice-Chairperson



Selvam s/o Varathappan
Director



Rajalaximi Rajaiya d/o Gurusamy
EXCO Member



Iru Barman
EXCO Member



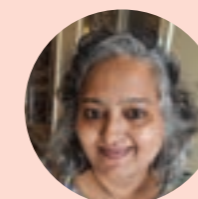
Rani Agnihotri
EXCO Member



Janaki Vishwanath
EXCO Member



Leena Dighe **
EXCO Member



Rashmi TK
EXCO Member



Karayamadam Sankaranarayanan Mridula
EXCO Member



Sujata Senan
Staff

*With effect from 1st October 2022
**Resigned February 2022

EXCO MEMBER SPEAK



In 2014, I was introduced to Project SMILE by a friend who volunteered as a skill development trainer. I liked the work and enrolled as a volunteer. I have always been interested in art and craft and I was happy to get a chance to use my passion for the benefit of others.

I went into PS every Saturday and as a volunteer in the art department, I helped design diyas and a few other products. With the increase in the number of trainees, we added additional classes on Mondays too.

I soon became a co-trainer in the arts department. We realized the need for processes, and we introduced a detailed curriculum plan for arts and crafts training. Art is universally recognized as a therapy tool and our beneficiaries really benefitted from the programme.

We facilitated their learning and skills in drawing, painting and understanding some painting

techniques, thus nurturing their creative potential. Our training skill is demonstrative, and we take them through a step-by-step process to guide them.

I am amazed at the progress of a few of our beneficiaries. Some of them are confident to develop their own designs and the end product is eye-catching. I am so proud that a few select items were auctioned and fetched higher prices, an endorsement to the skills of our beneficiaries!

It is very satisfying to understand the market needs and develop suitable products that will fetch higher revenue for the beneficiaries. We taught our beneficiaries to make pom-poms from wool, Deepavali décor, Diya holders, torans of different types and it is heartening to see them pick up the skills quickly.

As part of the "SMILE with You" project in collaboration with Sree Narayana Mission, I have held various training programmes for the participants. The Pandemic forced us to learn new techniques for teaching and along with my team, I designed Zoom workshops. Though challenging, it was extremely satisfying to run these programmes and teach participants to create products from recycled materials.

I was invited to be part of the Executive Committee in the beginning of 2021, and I quickly adapted to the role. It gives me an opportunity to contribute more to PS, as part of the core planning committee.

I started my role as a part time volunteer and today, I am proud to be an integral part of PS. I get inspired by my fellow volunteers, beneficiaries, and trainees.

I am grateful that I have an opportunity to play a small part in empowering women and change lives!

OUR VOLUNTEERS

"Volunteering is at the core of being a human. No one has made it through life without the help of someone else"
- Heather French Henry.

Project SMILE cannot exist without our family of 31 volunteers – people who help us spread smiles. Despite the situation and their personal challenges, they worked as one to lend a hand to our beneficiaries. Many of them adopted technology for the first time in their lives and invested in self-learning so that they can create maximum impact.

We are humbled by their spirit and energy as they came out with creative methods of training and selling. Our befrienders team did a stellar job keeping in touch with the beneficiaries, listening to them and encouraging them.

We treasure each of our volunteers and are highly grateful for their continuous efforts.



PS VOLUNTEER VALUES



SHOW RESPECT

VOLUNTEERS ARE GIVING UP THEIR OWN TIME TO HELP FURTHER OUR CAUSE AND SHOWING RESPECT IS AN INTEGRAL PART OF BUILDING TRUST AND EMPATHY WITH THEM.

COMMUNICATE

REGULAR MEETINGS ARE CONDUCTED TO GIVE OUR VOLUNTEERS A SENSE OF DIRECTION AND ALSO GIVE THEM A CHANCE TO HAVE THEIR SAY AND PROVIDE SUPPORT AND SUPERVISION.



OPEN-DOOR POLICY

WE ENCOURAGE VOLUNTEERS TO APPROACH THE EXECUTIVE COMMITTEE (EXCO) ANYTIME THEY NEED ANY ADVICE OR GUIDANCE.

FIND COMMON GOALS

EXCO WORKS WITH THE VOLUNTEERS TO ALIGN THEIR PURPOSE FOR VOLUNTEERING WITH WHAT IS MOST OPTIMAL FOR PS.



RECOGNISE ACHIEVEMENT

EXCO RECOGNISES AND APPRECIATES ALL THE EFFORTS PUT IN BY OUR FAMILY OF VOLUNTEERS.



BUILD TEAM SPIRIT

CREATING A SENSE OF COMMUNITY AND BONDING WITHIN OUR TEAM BY ORGANIZING PERIODIC GET TOGETHERS.



ENCOURAGE AND DEVELOP TRAINING

INVESTING IN PERSONAL DEVELOPMENT AND TRAINING FOR ITS VOLUNTEERS. THIS NOT ONLY GIVES THE VOLUNTEERS A BETTER UNDERSTANDING OF THEIR ROLE BUT MOTIVATES THEM TO BETTER THEMSELVES.



VOLUNTEER SPEAK

MS PUJA VELANKAR

I moved to Singapore in 2010, as a mother of a young child. Over the years, as my daughter grew, I was looking at contributing back to this wonderful society. It was during my search for a worthy endeavour that I came across Project SMILE.

I started my journey with Project SMILE in the year 2016. Together with other volunteers I would assist with the painting workshop. We would base paint the products and then help with the packing, photographing and then even volunteer for selling in the various Bazaars.

I soon became a Befriender and am honoured to be of service to the beneficiaries.

Over the years as my confidence grew, I was exposed to volunteering in other areas of PS. For example, I was part of the Active Aging Seniors' program, both with SNM and PS.

I also volunteered for the pilot cooking projects, where we would host classes in cooking for the beneficiaries.

When taking part in the Active Aging Seniors' Program, it is always satisfying to interact with our seniors and watch the glow of happiness on their faces as they enjoy themselves with their friends. Cooking is also such a therapeutic activity, and I find the process of working with various guests who would come and cook for the beneficiaries to be very satisfying.

Active Aging Seniors' Programs is my favourite among the PS activities, as it allowed me to express an outward side of my personality and enjoy the interactions with the elders. In addition, the networking, and the discussions with the crowd during the bazaars is also something I really enjoyed.

In all, this journey with Project Smile has been very enjoyable and fulfilling and I am grateful for the friendships that I have made along the way.

OUR DONORS

"If you knew what I know about the power of Giving, you would not let a single meal pass without sharing it in some way" - Buddha

Doing good is impossible without funds and resources. PS survives only because of the benevolence of our many donors who support our cause and cheer us on to spread more smiles. We are truly grateful to each and every donor.



DONOR SPEAK

**VISWA SADASIVAN, MANAGING PARTNER,
STRATEGIC MOVES, FORMER NMP**

Nobel Laureate Professor Muhammad Yunus, who founded the Grameen Bank believed in the germinating power of women and the impact this has on children and the community at large. This is what he said: ‘...money going to women brought much more benefit to the family than money going to men...women have plans for themselves, their children, their home. They have a vision..., so we changed our policy and gave a high priority to women. As a result, 96% of our four million borrowers in the Grameen bank are women...let the power of poor women prevail.’

Herein lies the power of Project SMILE. It focuses on women whose potential has been ignored; whose worth has been denied; and who are eager to serve their cause as daughter, wife, mother, and citizen. By doing so, Project SMILE creates the power to unleash latent energies to be channelled for

greater good. The smile is both cause and effect in the individual and the collective in the pursuit of doing good, better.

I admire the drive and determination of the leaders and volunteers of Project SMILE. The discipline and integrity with which they go about their duties inspire confidence. Their humility and respect for those they serve – their dignity – it gives faith. There is a special charm in how they touch the lives of their beneficiaries with simplicity and sincerity. It is personal. Project SMILE continues to demonstrate that you don't have to be a large organisation with big budgets to make a difference.

This is why I support Project SMILE. I say to the leaders and volunteers – you are doing God's work. Bless you.”

PARTIAL LIST OF DONORS

A big thank you to the following organisations/donors that have contributed to Project SMILE over the years.

- | | |
|--|---|
| 1. Hindu Endowments Board | 16. Kamala Club |
| 2. Singapore Indian Development Association (SINDA) | 17. Mr Ameer Ali Abdeali |
| 3. Little India Shopkeepers & Heritage Association (LISHA) | 18. Mohamed Mustafa & Samsuddin Co. Pte Ltd |
| 4. Ms Urumila Ramanathan | 19. Loyang Tua Pek Kong |
| 5. Agrocorp International Pte Ltd | 20. Zimplistic Pte Ltd |
| 6. Goldbell Towers | 21. Credit Suisse AG Singapore |
| 7. Mr Tow Heng Tan | 22. Omni United (S) Pte Ltd |
| 8. Mr Manu Baskaran | 23. Mr S Gopal Krishna Pillay |
| 9. Sri Veeramakaliamman Temple | 24. Chinmaya Seva Centre |
| 10. Sri Siva Durga Temple | 25. Binjai Tree |
| 11. Sri Thendayuthapani Temple | 26. Ms Sarala Menon |
| 12. Trident Trust Company | 27. Mr Shekaran Krishnan |
| 13. Mr Viswa Sadasivan | 28. Sree Ramar Temple |
| 14. Mr Chinniah Kunnasagan | 29. Mr Abdul Aziz Bin Yusof |
| 15. Mr Rajan Menon | 30. Second Chance Properties |

THE YEAR THAT WAS

“What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal”.
-Albert Pike

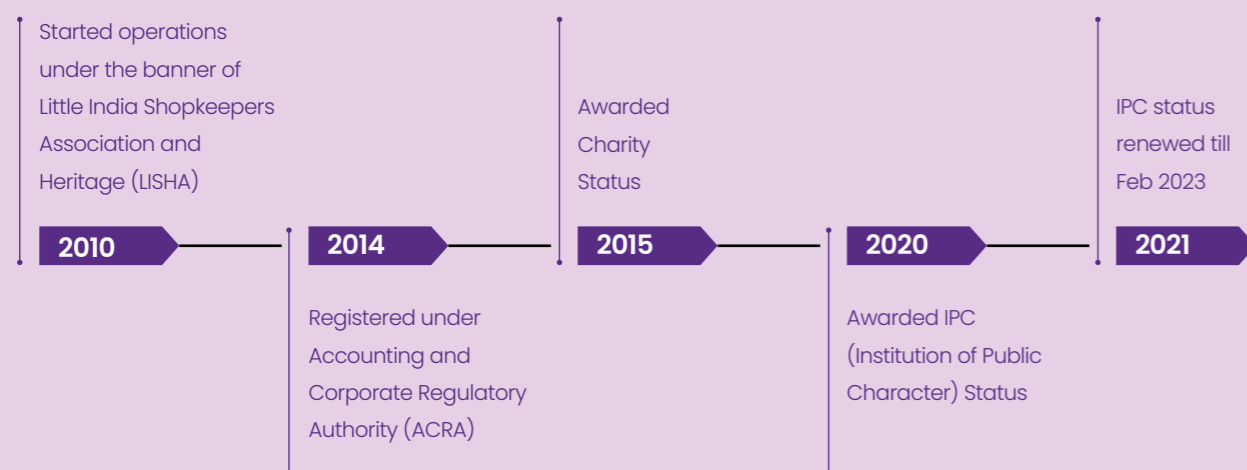
Our journey started in 2010 when a small group of women took the first step towards helping other women in need. Functioning under the banner of Little India Shopkeepers Association and Heritage (LISHA), they raised money and distributed to those in dire need. They quickly realised that for the recipients to become self-reliant, they needed to be employable. The founders also felt the need to be more structured and organised.

The first step was to register Project SMILE Ltd as a non-profit company limited by guarantee under ACRA on the 7th of March 2014.

We set up internal guidelines and processes and ensured transparency in all our dealings. We applied for charity status, which would help us grow our operations. We ensured that we met with all the necessary criteria, and we were awarded the Charity Status on the 3rd of September 2015. Our next milestone was to get the IPC status. We knew that getting the IPC was not going to be easy. We had to observe proper governance and all our procedures and guidelines needed to be documented. We started doing all these things diligently for the next few years, at the same time building our image and getting more beneficiaries. Our hard work bore fruit when we were awarded the IPC status on the 4th of August 2020.

The approval for this IPC status was for a year from 4 Aug 2020 to 3 Aug 2021. We had to submit our application for renewal at least 3 months before the expiry of the IPC status. There was considerable work which went in to get the extension. Our accounts were audited stringently and once we cleared the audit, we filed the accounts and our annual report together with the governance checklist in the charity's portal. The application process for extension was lengthy and there were many exchanges of mails with the concerned authorities. Once they were satisfied with our responses, we were awarded the extension. We received an email from Ministry of Culture, Community and Youth (MCCY) informing us that our IPS status has been renewed for another one and a half years from 4th Aug 2021 to 3rd Feb 2023.

Time Line



EVENTS FOR BENEFICIARIES

INTERNATIONAL WOMEN'S DAY – MARCH 5

This event was celebrated on Saturday 5 March 2022

A total of 41 beneficiaries and volunteers, as well as 16 guests and well-wishers attended the event held at Sree Veeramakaliamman Temple. The event was full of fun with games, dance shows and food.

We also used this occasion to showcase the achievements of our beneficiaries in the following categories:

- Improvement in their chosen skills – Haslina, Shalini, Premavadi and Vadivukkarasi.
- Having resilience and overcoming odds and sharing their experience with fellow Beneficiaries – Sangeethapriya & Saraswathi S.
- For contribution to sports – K Jeyamani

The achievers were gifted vouchers worth \$50, and Ms Saraswathi received an Art piece.

29 beneficiaries received \$50/ worth of vouchers that amounted to \$1,450/ from PS.

All the beneficiaries were gifted goodie bags, courtesy a well-wisher.



MOTHERS' DAY CELEBRATION – MAY 7

This year, the celebrations at Group Up Initiative at 91 Lorong Chencharu was different. We took 36 of our beneficiaries and volunteers on an excursion to a farm. This is a volunteer driven non-profit community that values connecting with the land. We were excited about this different kind of celebration.



We were divided into 3 groups and taken for a tour of their 3 popular stations.

1. Woodwork

Wood used here is all from recycled wooden furniture. They are recreated into beautiful stools, tables and toys.

2. Baking in Earth Oven

They have 2 earth ovens built by their volunteers. The volunteers bake pizzas and bread here.

3. Vegetable Farm

They are vegetable farms that are cultivated without any chemical fertilizers. The small amount harvested is sold to visitors, if available. They also have fish farm and many types of fruit trees growing in their natural habitat.

The whole trip was a good lesson on sustainability and recycling.

It ended with Mother's Day Cake cutting and a yummy lunch from McDonald's.

DEEPAVALI CELEBRATION – OCTOBER 15

This was a colourful and joyous occasion held at SIFAS. Our seniors from 'SMILE Seniors' too were invited to participate and enjoy the occasion. A total of 70 Beneficiaries, Seniors and Volunteers were present.

We had a short cultural programme put up by our Beneficiaries, Seniors and SIFAS. PS gave our beneficiaries and seniors a very good platform to showcase their talents. Their performances were mind blowing.

In keeping with the festival tradition, PS spread light and joy to all our beneficiaries by gifting:

- A festive pay out to all Hindu beneficiaries amounting to a total of \$3400/
- Saree vouchers worth \$25/ each
- Bonus of \$150 to 39 beneficiaries received a bonus of \$150/ each, amounting to \$5700/.

In addition, all our beneficiaries received the following from our partners and well-wishers:

- Goodie bags from Lisha, Sinda and Mr Shahrhan Babu
- Savoury and sweets from Perumal Temple.

The celebration ended with a sumptuous lunch sponsored by PS.



EMPOWERMENT TALKS

POSITIVE PARENTING – MARCH 5

This talk by Mr Pugazhenthil of Sinda was held in conjunction with IWD celebrations. Most of our beneficiaries are parents and face parenting challenges.

Mr Pugazhenthil stressed the importance of proper communication and mutual respect between parents and children. The Q& A session that followed gave a chance to the participants to share their stories and clarify doubts.



SMART MONEY PARENT – MAY 14

We, at PS, realize the struggles faced by our beneficiaries in handling their finance. Financial management is the cornerstone of empowerment and towards this, our donor partner Gold Tree facilitated a talk. The 19 participants who attended the event learned the importance of starting financial education at a young age. The talk focused on raising financially smart children.



BENEFICIARY ASSISTANCE & FESTIVAL GIFTS

INTERNATIONAL WOMEN'S DAY

29 beneficiaries were given \$50/ NTUC Vouchers totalling an amount of \$1450. Additionally, 6 beneficiaries were awarded \$50 voucher each, in recognition of their progress in their skills.

HARI RAYA PUASA FESTIVE PAYOUT

Muslim beneficiaries who had completed 6 months of training and had 75% of training attendance were given a festival pay-out of \$200 each, totalling to \$1000.

DEEPAVALI PAYOUTS

Hindu beneficiaries who had completed 6 months of training and had 75% of attendance were given festival pay-outs. 13 beneficiaries with families received \$200 each, 8 single beneficiaries received \$100 each. This also included 4 Christian beneficiaries at their request.

23 Hindu beneficiaries received saree vouchers worth \$25.

In addition, all beneficiaries except two new beneficiaries were given a bonus of \$150. The two new beneficiaries received a bonus of \$75. The total amount disbursed was \$5,700.

FINANCIAL ASSISTANCE TO BENEFICIARIES

- After a fall leading to hospitalization left Selvi with limited mobility, she could not attend training since September 2021. In consideration of her health, she was moved to Charity, and she was given an aid of \$300 per month, paid every three months.
- Haslinah was given a one-time payment of \$300 on the 14th of February 2022, after testing positive for COVID-19.
- Our long-term regular attendee, Sangeethapriya was on a long medical leave due to multiple health issues. She was given \$300 as aid for the months of March & April 2022.

REPORT ON SKILLS TRAINING – 2022

ART TRAINING

After the disrupted classes in 2020 & 2021, we resumed classroom training in 2022. We had new trainees joining the programme. Apart from our normal curriculum, we taught new painting techniques like shading, stencilling, dotting etc. Our trainees were quick to learn these skills and produced some works of art. We also introduced new products like bangle diya holders.

Various exhibitions, open houses and our annual event helped us display and sell our products. It was heartening to see the enthusiastic response from the public.

Our Chinese New Year themed candle holders, Christmas themed candle holders, lanterns and jewellery boxes were well received. Our team produced 1000+ diyas in 2022!



SEWING TRAINING

Under the guidance of our trainers Vani and Sheetal, our sewing team produced some excellent products – tote bags, aprons, table runners and some of them even made women's tops. The trainees learned how to select materials and also colour coordinate to design different products. The Saree bags were a big hit and orders poured in from satisfied customers.

Our proudest moment was when our trainee Sabura who suffers from short-term memory, made a beautiful tote bag. This was possible due to the gentle guidance of our volunteer Ms. Anchanchi.



COOKING CLASS

After a trial run in 2021, and with the removal of pandemic restrictions, we continued with the cooking classes in a Licenced Kitchen at Pek Kio CC. Most of the trainees were from SNM and came from different ethnicities. The programme received an overwhelming response and we moved from one to two classes a week.

The Tuesday classes started from 22 Feb 2022 with 8 of our own beneficiaries, with 19 beneficiaries from SNM joining the batch from 22 March 2022.

The second class was run on Saturdays from 19 March 2022 with 24 SNM beneficiaries.

In the month of April, we also held three meal preparation classes for the beneficiaries of SINDA.

We are proud to announced that 56 beneficiaries completed this programme. As with most of our programmes, this too was managed and run by PS volunteers.



E-COMMERCE CLASS- NEW INITIATIVE 2022

With a view to help the cooking class trainees sell their products, our volunteer Uma Ranganathan conducted an online E-Commerce class. The participants learned how to set up their online platform and advertise and sell their products.

RECYCLED PEN MAKING

Our volunteer, N.Sarojini, introduced a new product – recycled pens and taught Seniors the skill of making these pens. Despite the fact that this required a lot of physical strength, quite a few of our Seniors managed to master the skill.

This pen had a refill that was rolled in magazine paper and the top was filled with some vegetable seeds for planting, before being sealed. The cover of the pen was also of paper. Finally, to give it a classy look, a glossy paper was pasted on its long body.

These pens have been marketed in bazaars together with art and sewing products.



“SMILE SENIORS” PROGRAMME IN COLLABORATION WITH C3A

Our SMILE Seniors programme continued with great enthusiasm in 2022. This programme aims to educate seniors on active aging and our weekly programmes covers all areas related to this objective.

We have various trainers and volunteers who facilitate this programme. This covers age-appropriate exercises, educating them on health-related topics. To keep their mind and body active, they are taught art and craft. This year, we introduced products made from recycled materials. They learned to make lanterns, balls, bags, and pens.

To break the monotony, we took them out to the park for exercise and encouraged them to participate in events organized by Project SMILE and other organisations.

This year, we collaborated with SIFAS, whose trainers shared their expertise with our Seniors. Seniors were also exposed to Indian Classical Dance and Instruments like Tabla, Veena, Mridangam and Sitar. They also had an opportunity to learn painting in canvas, Paper Quilling. SIFAS also helped us by giving us space to conduct our programmes in their premises. This helped us to bring in more participants. Otherwise, we had to restrict the number of participants due to space constraints at our office.

From August 2022, we moved to an even larger space to PGP Hall, with the permission of HEB. We are proud to have 50 Seniors in our weekly programmes.

As with our other programmes, this would not have been possible without the help of our volunteering team.



CORPORATE VOLUNTEERING

18TH NOVEMBER 2022, LINKEDIN

Project SMILE welcomed 30 volunteers from LinkedIn on the 18th of November, who helped us with by doing base painting of our products, to get them ready for the design painting by our beneficiaries at the art team.

PS is grateful to Sara Campbell, Senior Workplace Leader, APAC Fernando Marzuki, Enterprise Account Executive (Indonesia Market), Lisa Mudge, Vice President, Employee Communications for taking the lead and choosing PS as on of the social enterprises for their Community Day effort.

The 2-hour volunteering session was jam packed - with people (quite literally as our Project SMILE centre is of very modest size), loads of fun, laughter & learnings!



GRANTS & FUNDRAISERS

FUND RAISING DINNER AT MARRIOTT ON FRIDAY, 9 SEPTEMBER 2022

Our much-awaited 10th anniversary event was finally held in its 12th year of existence. The event took a lot of planning and re-planning.

As always, our volunteers rose to the occasion and ensured that the event was a big success.

It was an evening to remember. Our Honourable Health Minister Mr Ong Ye Kang was the guest of honour and we had 380 guests from various walks of life. Our beneficiaries, Seniors, volunteers, donors were all part of this glittering evening. We took our guests through our 12-year journey, and we gave them a glimpse of how PS operates.

We recognized the contributions and achievements of our volunteers and beneficiaries.

Our Iron Lady, Selvi, given the title because of her grit, shared her experience with PS and spoke about her journey. By the time she finished, there was not a single dry eye in the audience. Selvi epitomizes PS values of courage and determination.

This was also the evening to recognize and honour our various contributors and beneficiaries. 8 beneficiaries, 1 trainer, 3 volunteers and 2 youth volunteers received tokens of appreciation from the Honourable Minister.

The highlight of the event included a special auction where our guests opened their hearts and wallets generously. PS also put together a string of entertainment to regale our guests.

Our efforts were rewarded as we raised a net amount of \$120,000, which would help us in our future plans.





MEDIA COVERAGE

20TH JUNE 2022, VASANTHAM CHANNEL

SMILE Seniors was covered in the programme Thalam, India Beats.



12TH JULY 2022, VASANTHAM CHANNEL.

Project SMILE was covered in the Singaporean Tamil reality home makeover programme, **Udayam**.

Project SMILE was invited to teach a skill to the show participant, thus enabling them to start a small home-based business. Our volunteer Rani Agnihotri trained the participant to make candle holders with bangles.



10TH SEPTEMBER 2022, VASANTHAM CHANNEL

The annual fund-raising event was covered in the news on Vasantham Channel. A few of our volunteers, beneficiaries and donors were interviewed.



14TH OCTOBER 2022, VASANTHAM CHANNEL

The annual fund-raising event was covered in the news on Vasantham Channel. A few of our volunteers, beneficiaries and donors were interviewed.

FINANCIAL RESULTS

Our total collections for FY 22 were around \$245,000. The bulk of our collections of \$146,000 came from our charity dinner fund raising event. We managed to raise about \$27,000 from the sale of our art and sewing items, murukkus, and masks.

Our total expenditure for FY 22 was about \$217,000. We incurred expenses of around \$42,000 for the fund-raising dinner. Office rental, staff salary, training and transport allowances and purchase of materials also contributed significantly to the overall expenditure. The total office rental for FY 22 was \$30,000. Our expenses for full-time staff remuneration for the year was \$12,000. We incurred about \$18,000 for the purchase of the materials for art, sewing and other programs. We paid more than \$48,000 to all our beneficiaries for the transport allowance, festival allowances, financial aids, homework, etc.

Overall, we made a net surplus of about \$27,000 in FY 22. This is a significant drop compared to net results of FY 21 which amounted to \$227,000 because in FY 21, we received a one-off Bi-centennial grant of \$212,000.

THE WAY FORWARD

We are planning the following new classes:

- Patchwork Class – We have identified the trainer and weekly training sessions will start from early 2023. This project is part of our attempt to introduce more recycled and upcycled products.
- Soap Making – The success of our pilot classes has encouraged us to introduce these products on a larger scale. This activity will be on an ad-hoc basis, before bazaars, exhibitions, and in-house sales. We hope to get bulk orders from corporates.
- Henna – These short-term courses (4-5 weeks) would be conducted 3 or 4 times a year, depending on the demand. We plan to work closely with SNM and Sinda for this programme.
- Recycled Products – We are experimenting with various products made from recycled materials and hope to introduce a wider product range in 2023.

We are increasing our collaboration with SNM, pending approval of funding. We plan to start Handicraft classes and Healthy Cooking classes for Seniors.

As our volunteer family grows, we need to introduce them to our culture and ensure bonding between the teams. We plan to have regular workshops for volunteers.

In an effort to ensure regular income for our beneficiaries, we aim to start our own social enterprise – SMILE Café. We envisage a 10-seater café to be staffed by our beneficiaries. This café would sell snacks, masalas, pickles etc. made by our beneficiaries. The staff would have flexible working hours, as we understand their time constraints. We are currently in the planning stage and would need funding at a larger scale for our dream social enterprise.

GOVERNANCE

Based on the last evaluation, Project SMILE Ltd has complied fully with the applicable guidelines of the Code of Governance Checklist for Institutions of Public Character. This is available at www.charities.gov.sg.

Team PS believes in proper governance and controls. There are various policies in place to prevent any misappropriation of funds and resources.

We have tasked our lawyer volunteer to highlight the salient points that are in the Charities Act so that we do not infringe any of the sections. PS practices proper governance under the Charities Act and adheres to all recommended protocols.

CONFLICT OF INTEREST POLICY

Project SMILE Ltd has a Conflict-of-Interest Policy and operating procedures are in place to manage and avoid situations of actual or perceived conflicts of interest. The Policy is read and acknowledged by each member of the PS Board and EXCO upon appointment and annually thereafter during the term of office. In the event a conflict-of-interest situation arises, full disclosure must be made, and the interested member must abstain from any discussion and voting on the matter. All employees are also required to make declarations of conflict of interest at the time of hiring – annually or as soon as such conflict or the possibility of such conflicts arises to ensure that all parties will act in the best interest of PS. In order to avoid any conflict of interest or any conflict in roles, employees of PS are not allowed to be members of the Board and EXCO. In addition, members of the PS Board are not paid for their services.

FINANCIAL MANAGEMENT AND INTERNAL CONTROLS

The Board reviews and approves the annual budget at the beginning of the financial year. The management account is reviewed and compared to the budget during the monthly EXCO meetings.

Any deviations are explained in the meeting and reasons are recorded. PS is committed to disclose audited statements which give a true and fair review of PS's financial statements to ensure that they are in accordance with the requirements as specified by the regulatory bodies.

RESERVES POLICY

The Primary objective of Project Smile's reserves policy is to ensure that our level of reserves is adequate to sustain PS for a few years ahead, giving sufficient time to rebuild an alternative source of income. Project Smile targets to maintain an optimal level of accumulated fund equivalent to at least 2.5 years or 30 months of its operating expenditure based on last year's actual operating expenses. EXCO will review its reserves policy on a yearly basis when approving the following year's budget to ensure that this is followed. Any excess cash can only be invested in fixed deposits with a local bank.

WHISTLE-BLOWING POLICY

Project SMILE Ltd is committed to high standards of corporate governance and compliance with all laws, regulatory requirements, and internal policies. Project SMILE does not condone any malpractice, impropriety, or statutory non-compliance by anyone in the course of their work. In line with this commitment, PS has put in place a Whistle Blowing Policy. The Whistle Blowing policy aims to ensure strong corporate governance and promotes an open and transparent culture, where employees, vendors, clients, and other stakeholders are provided an avenue to express concerns on any serious wrongdoing/malpractice in particular or in relation to fraud, controls, and ethics. This policy will also offer assurance that they will be protected from reprisals or victimisation for whistleblowing in good faith. PS's Whistle-blowing Policy is available on our website for reference.

PERSONAL DATA PROTECTION ACT POLICY

Project SMILE Ltd has implemented processes to comply with the Personal Data Protection Act 2012 (the PDPA). We view our responsibilities seriously and are committed to protecting the privacy of our employees, beneficiaries, and donors. The information we collect is strictly for the purpose of operating PS and not used for any commercial purpose.

INTERNAL PROCESS CONTROLS

Project SMILE places great emphasis on proper governance in running our charity. To ensure that we are operating from a formalised and coordinated process not only increases productivity but also reduces the risk of errors. The best way to ensure this is through standardization of the operating procedures and document them. Standard Operating Procedures (SOPs) are the documented processes that we have in place to ensure that our services are performed consistently every time. These SOPs are finalised after careful consideration of all known parameters. This is work-in-progress and as of year-end 2020, we had finalised SOPs on Beneficiary Assessments, Financial Assistance and Volunteer Management.

EXCO MONTHLY MEETING

An EXCO meeting is normally held every month to review the management accounts and all financial decisions are made at this meeting. All decisions made are recorded in the minutes and filed. Details of upcoming events are also discussed. EXCO also discusses the progress report of the beneficiaries and decides if the beneficiary should be upgraded to a higher level, or even told to leave if their attendance or attitude is not up to the required standard. EXCO reviews and approves the annual budget at the beginning of the financial year. The management accounts are reviewed and compared to the budget during the monthly EXCO meetings. Any deviations are explained in the meeting and reasons are recorded. PS is committed to disclose audited statements which give a true and fair view of PS's financial statements to ensure that they are in accordance with the requirements as specified by the regulatory bodies.

DISCLOSURE OF SPECIFIC REQUIRED INFORMATION

1. No Board members are remunerated for their Board services in the financial year 2020.
2. There are no board members who have served for more than 10 years. The Board is looking into succession planning and the 2 current founding members will continue in their roles until suitable persons are identified.
3. Project SMILE does not have any staff who receives more than \$100,000 in annual remuneration individually
4. The charity has no paid staff who are close family members of the EXCO, who receive total remuneration of more than \$50,000 during the year.

CORPORATE INFORMATION

Project SMILE Limited was established as a “Limited by Public Guarantee,” under ACRA, on 7 March 2014. On 3rd September 2015, Project SMILE Ltd obtained the “Charity,” status under the Charities Act. On 4th August 2020, Project SMILE Ltd obtained the status of Institute of Public Character (IPC). We renewed our IPC status on 4th August 2021, and it was renewed till 3rd February 2023.

Project SMILE Ltd is governed in accordance to Project SMILE’s constitution, rules and regulations and guidelines set out by the Office of the Commissioner of Charities (COC), NCSS and the Ministry of Social and Family Development (MSF) for our charity activities.

Unique Entity Number - 201406530G

Registered Address - 26 A Norris Road

Email - contact@sgprojectsmile.org

External Auditor - MGI N Rajan Associates Public Accountants and Chartered Accountants, 10 Jalan Besar, #10-12 Sim Lim Tower, Singapore 208787.

Principal Banker - OCBC Bank.

GOVERNING BOARD MEMBERS / MANAGEMENT COMMITTEE

Name	Designation	Date of Appointment
Gunasundari d/o Sathu Nair aka Uma Balji	Founder	7 Mar 2014
Suchitra Vipin Chandran	Chairperson	11 May 2017
Uma Ranganathan	Vice-Chairperson	1 Jan 2019
Selvam s/o Varathappan	Director	7 Mar 2014
Rajalaximi Rajaiya d/o Gurusamy	EXCO Member	7 Oct 2016
Iru Barman	EXCO Member	8 June 2014
Rani Agnihotri	EXCO Member	March 2020
Janaki Vishwanath	EXCO Member	January 2021
Leena Dighe*	EXCO Member	January 2021
Rashmi TK	EXCO Member	February 2021
Karayamadam Sankaranarayanan Mridula	EXCO Member	October 2022
Sujata Senan	Staff	1st Oct 2020 - date

* Resigned February 2022

ADVISORS

Name	Designation
Akila Vijay Iyengar	September 2020
Juthika Ramanathan	September 2020

EXCO MEETINGS FROM JANUARY 2022 – DECEMBER 2022

Project SMILE Ltd had eight EXCO meetings in FY 2022. 7 were physical meetings and 1 was a hybrid meeting.

15 January 2022	28 May 2022	4 June 2022	18 June 2022
9 August 2022	25 September 2022	9 October 2022	19 November 2022

ATTENDANCE

Name	Designation	Number of Meetings
Gunasundari d/o Sathu Nair aka Uma Balji	Founder	8
Suchitra Vipin Chandran	Chairperson	8
Uma Ranganathan	Vice-Chairperson	5
Selvam s/o Varathappan	Director	6
Rajalaximi Rajaiya d/o Gurusamy	EXCO Member	7
Iru Barman	EXCO Member	6
Rani Agnihotri	EXCO Member	6
Janaki Vishwanath	EXCO Member	5
Leena Dighe*	EXCO Member	1
Rashmi TK**	EXCO Member	2
Karayamadam Sankaranarayanan Mridula***	EXCO Member	2
Sujata Senan	Staff	5

Attendance of these members was less than 50% for the following reasons:

*Leena Dighe resigned from PS in February 2022.

**Rashmi TK is an overseas volunteer and does not reside in Singapore.

***Karayamadam Sankaranarayanan Mridula is part of the EXCO from October 2022.

SOME OF OUR PRODUCT RANGE



Designed by: Anish Chandra
manidasa@sgprojectsmile.com

PROJECT
SMILE

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