



Supporting and Motivating Individual Ladies with Empowerment



ANNUAL
REPORT
2021

CONTENTS

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CHAIRPERSON'S MESSAGE	4		
ABOUT PROJECT SMILE	6		
MISSION	7		
OBJECTIVES	7		
OUR CORE SERVICE AREAS	7		
OUR STRUCTURE	8		
OUR FAMILY	9		
OUR BENEFICIARIES	9		
BENEFICIARY INTAKE PROCESS	9		
BENEFICIARY SPEAK	10		
EXECUTIVE COMMITTEE (EXCO)	11		
EXCO MEMBER SPEAK	12		
OUR VOLUNTEERS	13		
PS VOLUNTEER VALUES	13		
VOLUNTEER SPEAK	15		
OUR DONORS	16		
DONOR SPEAKS	16		
PARTIAL LIST OF DONORS	17		
THE YEAR THAT WAS	18		
RENEWAL OF IPC STATUS	19		
EVENTS FOR BENEFICIARIES	20		
BENEFICIARY ORIENTATION	20		
INTERNATIONAL WOMEN'S DAY	21		
MOTHERS' DAY CELEBRATION	22		
DEEPAVALI CELEBRATION	22		
EMPOWERMENT TALKS	23		
HOW TO DEVELOP AN ATTITUDE OF GRATITUDE FOR EMOTIONAL HAPPINESS	23		
WORKSHOP ON 'SELF-CARE'	23		
BENEFICIARY ASSISTANCE & FESTIVAL GIFTS	24		
BURSARY TO SCHOOL- GOING CHILDREN	24		
TAMIL NEW YEAR GIFTS	24		
		HARI RAYA PUASA DONATIONS	24
		COMPUTERS FROM DONORS	24
		RATIONS AND VOUCHERS FOR DEEPAVALI	25
		PS GIFTS TO BENEFICIARIES FOR FESTIVE CELEBRATION	25
		FINANCIAL AID TO BENEFICIARIES	25
		REPORT ON SKILLS TRAINING - 2021	26
		ART TRAINING	26
		SEWING TRAINING	27
		COOKING CLASS - NEW INITIATIVE IN 2021	28
		"SMILE SENIORS" PROGRAMME IN COLLABORATION WITH C3A	28
		2021 SMILE WITH YOU PROGRAMME	29
		GRANTS & FUNDRAISERS	30
		SINDA COMMUNITY IMPACT FUND FOR PS	30
		OTHER FUNDINGS	31
		PROJECT EVERGREEN SMILE CHARITY DRIVE	31
		GIIS FUND RAISER	32
		FINANCIAL RESULTS	33
		THE WAY FORWARD	34
		GOVERNANCE	35
		CONFLICT OF INTEREST POLICY	35
		FINANCIAL MANAGEMENT AND INTERNAL CONTROLS	35
		RESERVES POLICY	35
		WHISTLE-BLOWING POLICY	36
		PERSONAL DATA PROTECTION ACT POLICY	36
		INTERNAL PROCESS CONTROLS	36
		INTERNAL AUDIT TEAM	36
		EXCO MONTHLY MEETING	36
		DISCLOSURE OF SPECIFIC REQUIRED INFORMATION	37
		CORPORATE INFORMATION	38
		GOVERNING BOARD MEMBERS / MANAGEMENT COMMITTEE	38
		ADVISORS	39
		EXCO MEETINGS FROM JANUARY 2021 - DECEMBER 2021	39
		ATTENDANCE	39

CHAIRPERSON'S MESSAGE



SUCHITRA VIPIN CHANDRAN

Chairman

The year 2021 was a difficult one not just for Project SMILE but for the whole world as the pandemic continued to rage.

Nevertheless, we continued to follow through with our commitment to serve underprivileged women. We supported our beneficiaries with financial assistance, skills training, and emotional support. We conducted regular classes in art and craft, recycling, sewing, and cooking. We believe that these skills have given our beneficiaries the self-esteem and confidence to start up their own business or at least to become more self-reliant.

The recognition we have received for the work we have been undertaking for the past 12 years has given us a much-needed shot-in-the-arm. It has added to our determination to do more by expanding our programmes.

We learnt to work and deliver despite supply-chain problems, pandemic restrictions, and our own anxieties regarding the pandemic. It is indeed a testament to our volunteers that they always found ways around the obstacles that appeared. During this difficult time the volunteers would go around to the homes of the beneficiaries to deliver materials to them so that they would have work to do and could thereby earn some money.

We were careful to conduct our training strictly following the Government regulations on contact tracing, temperature checks and safe distancing. We had to discontinue classes a few times due to the COVID restrictions but we overcame that by giving our beneficiaries work from home so production would continue, and the beneficiaries could still earn some money.

We managed to fulfil orders despite the volume of work. Our beneficiaries rose to the occasion and completed a mammoth order of 800 diyas and 400 bags - within a month. The diyas were intricately and carefully painted, delighting our patrons at the ICA.

2021 saw PS going international with an order from a Dubai based client. It speaks volumes about the work ethics of our volunteers that we managed to bag and fulfil this order - especially Rani (who also brought in the order) and Janaki - who trained the beneficiaries and ensured timely delivery of superbly crafted products.

Our Founder Uma Balji encouraged us to auction out some of the well-crafted products and we received a good response. Our beneficiaries were also encouraged by the higher prices commanded by their beautifully crafted products.

We launched a "SMILEs with You" programme in collaboration with Sree Narayana Mission. We conducted three sessions in the programme, starting from the 8th of December 2020 to 25th of October 2021. Each session comprised 12 classes and they were all conducted via Zoom. A big thank you to Janaki who conducted all the three sessions successfully despite it being a big challenge for all of us as we were not tech savvy. In total, we had 42 participants. Many of the participants were Chinese speaking but, as they say, art does not need a language. We also introduced Quilling art for the first time. After every session, we would also have an e-commerce session conducted by Uma. R, so participants could learn how to use social media to develop their business and how they could sell their products online.

Our Sewing team also did very well under Leena. We had a set curriculum and conducted classes three days a week. The sewing programme was conducted by our two qualified trainers, Vanee, and Sheetal.

We completed many products and fulfilled a few corporate orders as well. I am pleased to say that our beneficiaries showed a lot of skill and worked very hard to complete the orders. In this programme, we had a total of 30 beneficiaries, ranging from beginners to experienced ones.

We launched a cooking class for our beneficiaries, as there was a huge demand to learn the skill. But it was impossible to get the licensed kitchen, and rentals were too high. After a long search, we finally got Pek Kio Community Centre, who kindly agreed to let us conduct

classes there. The beneficiaries were thrilled, and we began them on a Food Hygiene course. Sadly, due to COVID restrictions, we had to stop the classes as the CC had to close. We hope to resume these classes once the situation improves.

We also have a Seniors programme, "SMILE Seniors" which is conducted in collaboration with C3A. The programme was conducted at our premises at Norris Road. We had a very good response from the seniors and the programme was conducted by a qualified trainer, Prema. The seniors had a good time doing the exercise with stimulating music numbers. Despite strong demand, we had to restrict the participants to 10 in each class because of the space constraint and the safe distancing rules. Prema also addresses issues on mobility, mental health and how to manage the risk of falling. Our Seniors enjoyed the entire programme which also included art and craft sessions and games. They also learned to make paper products and paper bags. It was nice to see the seniors helping each other the bonding among them.

In addition, we have also organised an outing for the seniors to Bishan Park for exercises and games there. Some of them really surprised us by participating in the games despite their age. It was heart-warming to see how much talent our seniors had. In future, we hope to secure a bigger space so that we could reach out many more seniors.

I must thank our volunteers who went out of their way to help our beneficiaries. Many of our beneficiaries were in dire straits during COVID-19 as they had lost their jobs. Our volunteers made sure to keep in touch with them and always gave them a listening ear. They never let our beneficiaries feel that they were alone in this struggle, despite the fact the volunteers themselves were battling their own crises.

Like all struggles and crises, we were confident that "this too shall pass" and things would gradually return to normal. So, it has been. We can now look forward to more normal times and to expand the good work we do so many more people can benefit.

Yours in Service,
Suchitra Vipin Chandran

ABOUT PROJECT SMILE

Project SMILE Ltd (PS) is a Singapore based charity which was started in 2010, by a group of like-minded women to raise funds, with a single motive: to provide assistance to women from disadvantaged background. We wanted to extend help to alleviate their situation, and initially we did that by providing financial assistance. Within a few months, we realised what they needed was a more sustained effort to improve their circumstances. Like the ancient Chinese proverb says,

“Give a person a fish and you feed them for a day; teach a person to fish and you feed them and their family for a lifetime.”

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, infirm 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 CORE SERVICE AREAS

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

- Training
- Certification
- Readiness for Employment



Social Support

- Reintegration to community through social programmes

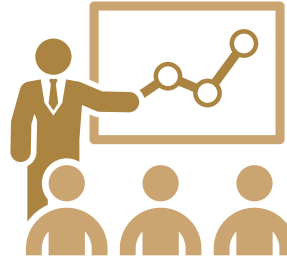
OUR STRUCTURE

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. We however realise the need for a structure for optimal functioning and have created various teams within the organization. The main teams are:



Team Befrienders

interacting with our beneficiaries; a voice for beneficiaries.



Training Team

developing and implementing all training programs, product management, inventory management.



Marketing & IT Support

fund raising, marketing, communication, sales, social media, IT infrastructure.



Finance & Internal Audit & Compliance

Money management, compliance management, administration
fund raising, marketing, communication, sales, social media, IT infrastructure.

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

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

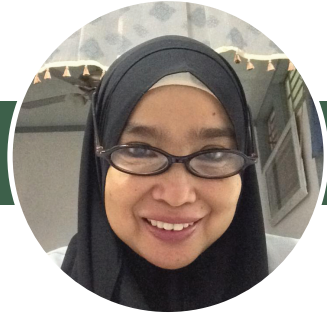
- Fill up a detailed form.
- Assessment of applicant done.
- If falls within criteria, social report is put up to Board



ALIGNMENT

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

BENEFICIARY SPEAK



MS. ROHAYA – SEWING TRAINEE

I heard from a friend that there's a free sewing class conducted by PS. I got very interested and registered for it. I was accepted not only as a student but also as a beneficiary. I started my sewing class with little knowledge of proper sewing & confidence. Class is fun, environment is comfortable. Fellow trainees, Teachers and Staffs are friendly and helpful. Even though the class duration is only two hours, PS provides lunch and give us transport allowance. This helps me to be punctual and regular for the class.

By looking after the needs of the family, PS helps us emotionally and financially. During pandemic and heightened Alert, schools conduct online 'zoom' classes. Understanding & aware of our situation & condition, PS distributed a few used laptops to beneficiaries with school-going children. My son was one of the many students who benefited from this gift. Apart from this, PS volunteers helped my son with school bursary from their sponsors. A big Thank you to team PS for this gist of education for my son – thus paving the path for his success.

Apart from classroom training, PS encourages us to take up sewing orders from the comfort of our homes. The "homework" really helps me with my finances. It does help to ease my burden on paying my bills. I'm glad I took it. Besides gaining knowledge, it helps to perfect my stitches. Practice makes perfect.

Classes are fun at PS. We get attached & connected easily & happily with each other. Regardless of race, language, or religion, we help & support each other. Thank you, PS, for giving me this opportunity!



MS. VADIVOO SUPPIAH - SMILE SENIORS

Though I could manage my daily activities, I noticed that it was getting difficult for me to climb stairs easily or lift a bag of groceries, etc. Small things that make a difference in the quality of life.

After I joined SMILE Seniors in late February 2021, there has been a significant improvement in the overall quality of life – physically and mentally.

I enjoy the hour-long sessions on Thursdays with Ms. Prema – who takes us through a complete work-out suitable for our body and health. Starting with stretching, rotating, working on my arm, leg, core and back, there are also movement patterns like push, pull, body weight exercise such as squats foot raises. Trainer Prema also introduced Stretch Bands, Dumbbells, Chaptah, Paper balls and Music to compliment the exercise. This helped me achieve my fitness goals.

The group of friendly volunteers are always nearby with water, assistance, and guidance. There is a lot of variety in the programs. After the workout, we play Board games or learn some craft. I learned how to make lanterns and paper bags. It brings out the creativity, teamwork, and fun among us.

At SMILE Seniors programme I have made new friends. We motivate each other, enjoy the fun filled workout. The volunteers are very caring and kind. This programme improves our fitness level, energy, communication, eye coordination, teamwork, as well as our body and soul.

EXECUTIVE COMMITTEE (EXCO)



Gunasundari d/o Sathu Nair aka Uma Balji
Founder



Suchitra Vipin Chandran
Chairperson



Selvam s/o Varathappan
Director



Uma Ranganathan
Director



Vinita M Choolani
Director



Iru Barman
EXCO Member



Rajalaximi Rajaiya d/o Gurusamy
EXCO Member



Rani Agnihotri
EXCO Member



Janaki Vishwanath
EXCO Member



Rashmi TK
EXCO Member



Leena Dighe
EXCO Member



Ratna Nair*
EXCO Member



Anchanachi N S Sundaram**
EXCO Member



Sujata Senan
Staff

* Resigned March 2021
** Resigned May 2021

EXCO MEMBER SPEAK

MS RANI AGNIHOTRI



I moved to Singapore in 2014 and met the current Chairperson, Ms. Suchitra Chandran in an art class. We instantly connected and she asked me if I would be an art volunteer at Project SMILE!

This marked the start of my journey with Project SMILE, and I just did not realise how 8 years have gone by.

Volunteering was never my forte, so this was the beginning of a new experience! The objective was made clear on Day 1, and it was always to empower these women to become self-reliant and self-sufficient by utilising their own skills to earn a living.

Singapore, a red dot on the map, is said to be a fully developed country and it is very difficult to imagine that there are people out here who are financially struggling.

PS was the platform which made me realise that there are many women who need our help to look after themselves. I started off as a volunteer and slowly started learning about the struggle the beneficiaries face. Slowly I was inducted as a befriender. As a befriender, I have grown quite close to my beneficiaries and interact with them regularly. I joined the executive committee group a couple of years ago with additional responsibilities of being an Art team Head. Though quite challenging, it is very interesting to be involved in the activities like product planning, time management, sourcing, budgeting etc.

Through all these years, Project SMILE and the people revolving around it have become my second family. They are my comfort people, and I feel very happy to belong there. We are all VOPs (very ordinary people) trying to help out the VIPs (very important people).

Art is a very difficult skill, and many women were unaware of the different brush strokes, sizes or even how to hold it. From then to today, they have come a long way! Their handmade products are now being auctioned and sold globally.

Some of them are also selling their products through social media and earning some income on their own.

The beneficiaries feel immensely proud to see their products being displayed on the social media platform and it gives me a sense of satisfaction to see that pride and glow in their face.

I am so blessed to be a part of the Project SMILE family and now I only wish that we can empower more women on the way!

OUR VOLUNTEERS

“Everybody can be great. Because anybody can serve. You don’t have to have a college degree to serve. You don’t have to make your subject and your verb agree to serve. You don’t have to know the second theory of thermodynamics in physics to serve. You only need a heart full of grace. A soul generated by love.”

– Martin Luther King, Jr.

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.



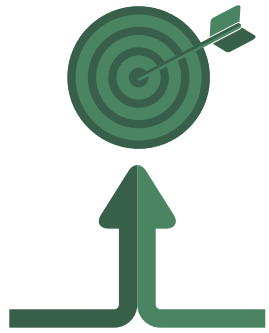
COMMUNICATE

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.



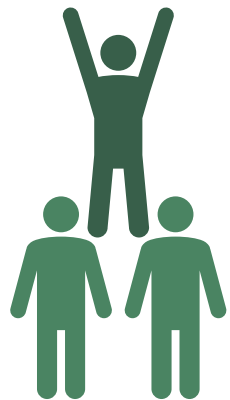
FIND COMMON GOALS

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



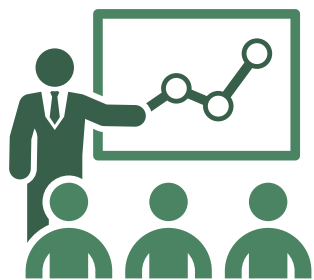
RECOGNISE ACHIEVEMENT

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.T. K.UMARDEVI



I started volunteering with PS almost a decade back. I wanted to help people and I found this group of wonderful women who were working with people who are less privileged. From the day I joined, I am proud to say I am one of the Befrienders. Befrienders are assigned to each beneficiary and our role is to be available for the beneficiaries when they need us. The work done by the Befrienders are not visible as we do more of backend work, such as talking to beneficiaries, checking in with them, linking them up with appropriate authority for further assistance, if required. Sometimes, they call us to talk to us about their problem. There were a few cases where the beneficiary, due to social isolation and feeling of worthlessness, had suicidal thoughts. Those are the times when a call from a befriender helps. We listen to them and offer positive encouragement, leading their thoughts away from negativity and to a more constructive thought process.

There are occasions when we are unable to respond to them on time, as we too have to juggle our work, personal life, and volunteering. It is a stretch, but not impossible. Giving a bit of ourselves is an unsurpassed feeling – making someone else happy just by offering a listening ear, even if we can't always solutions. After all, isn't that what life is about?

I feel that PS volunteers are like mothers – motivating their children to be a better version of themselves. I have seen beneficiaries lacking in self-confidence, when they first start with us, blossom into confident, independent women.

During COVID period, we went all the way out to raise funds and support our women, providing them funds as well as groceries – helping the beneficiaries to have food on their tables.

We also take pride in training our Beneficiaries. Some beneficiaries started with base painting or simple sewing. Today, I am proud to say that some of their creations are auction worthy! Their products help them in earning extra income too. Volunteers remain in the background, working hard to source the raw material, pack the products, source orders, market the products, etc.

We try and make learning fun. We create an atmosphere that encourages learning and create a safe space for the beneficiaries to learn and work. Volunteers are always looking for newer products and skills that help the beneficiaries grow.

It takes a special kind of person to volunteer, and my co-volunteers are amazing individuals who go above and beyond of what is expected from them. I have also grown as a person, interacting with beneficiaries and other volunteers.

I am indeed blessed to be part of the PS family!

OUR DONORS

"We know only too well that what we are doing is nothing more than a drop in the ocean. But if the drop were not there, the ocean would be missing something.

- Mother Teresa

Without the generosity of our patrons and donors, PS could not have existed. As the pandemic raged on for another year, as we learned to live a new normal, our patrons were there – lending a hand, opening their hearts and wallets. Their generosity in turn helped us make a tremendous difference in the lives of our beneficiaries. We thank each one of our donors for their munificence.

DONOR SPEAK

MR MANU BHASKARAN



It is a pleasure to be associated with Project SMILE. Working as an economist studying Asia has allowed me to see many varieties of social challenges and how they are addressed in different places. As a Singaporean with a strong interest in public policy, I have also observed the continuing existence of poverty in some segments of the society and how we, in Singapore have tried to address these issues in our own unique manner.

I like Project SMILE's approach of training beneficiaries so that they can become more independent over time.

Such an approach is empowering and aside from helping the beneficiaries overcome their immediate challenges, also gives them dignity. I am also overwhelmed by the extraordinary commitment of the volunteers who comprise Project SMILE. Their energy and devotion to the cause is uplifting and I though worthy of support. I wish Project SMILE all the very best as they expand their good work.

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 Ameerali 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 Bhaskaran | 23 Mr S Gopal Krishna Pillay |
| 9 Sri Veeramakaliamman Temple | 24 Chinmaya Seva Centre |
| 10 Sri Siva Durga Temple | 25 BinjaiTree |
| 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 Kunnasagaran | 29 Mr Abdul Aziz Bin Yusof |
| 15 Mr Rajan Menon | 30 Second Chance Properties |

THE YEAR THAT WAS

“Never doubt that a small group of thoughtful committed citizens can change the world: indeed, it’s the only thing that ever has.

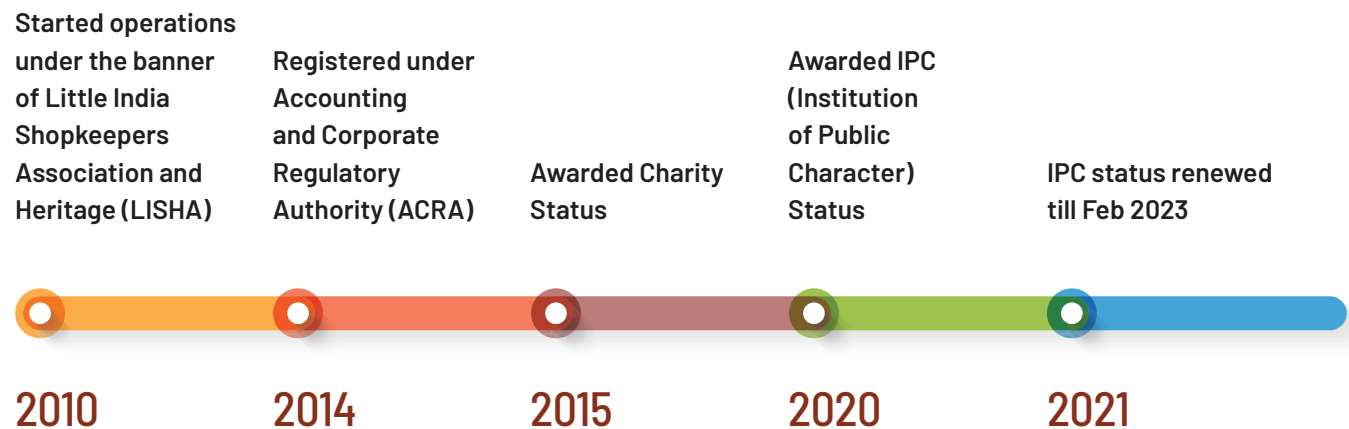
- Margaret Mead

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.

TIMELINE



RENEWAL OF IPC STATUS

Project SMILE obtained its IPC on 4 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 MCCY to inform us that our IPS status has been renewed for another one and a half years from 4th Aug 2021 to 3rd Feb 2023.



30 July 2021

Project Smile Limited
26 Norris Road
Singapore 208268

Attention: Selvam S/O Varathappan
Treasurer

Dear Mr Selvam,

**Project Smile Limited (“The Charity”)
Application for Extension of Approval as an Institution of A Public Character
 (“The Application”)**

We are pleased to inform you that the Charity has been approved as an Institution of a Public Character (“IPC”) under the Charities Act (Cap. 37) (“the Act”) for one year and six months with effect from 4 August 2021 to 3 February 2023.

EVENTS FOR BENEFICIARIES

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BENEFICIARY ORIENTATION – JANUARY 3

We welcomed our new beneficiaries with a formal meeting on January 3rd 2021. This meeting also helped the older beneficiaries revisit the objectives of PS.

The beneficiaries were introduced to the key people behind PS and were taken through the operational details. The importance of training and the various opportunities available for beneficiaries were also explained in detail. The session included information on Finance and entrepreneurship.



INTERNATIONAL WOMEN'S DAY – MARCH 8

Each year, on IWD, PS celebrates the success of women in general in every field and in particular our own beneficiaries who have shown resilience in the face of adversity. This year, our celebrations were limited to small, decentralised meetings with treats of pizza, cakes, and beverages on the training days (8,10 and 11 March 2021) offered in bento sets. Though a small gesture, it went a long way to reinforce the feeling of sisterhood among the PS family.



MOTHERS' DAY CELEBRATION – MAY 9

We believe in acknowledging and commemorating the mother in all of us. Even with the pandemic, we recognised the efforts of our in-training beneficiaries with a gift bag containing a box of Merci chocolates and a packet of Kangaroo Honey Cashew nuts and a pack of disposable masks. In addition, the beneficiaries were treated to a MacDonald's set meal (both vegetarian and non-vegetarian) on their training days, i.e., Monday, 3 May, Wednesday, 5 May, and Saturday, 8 May. We thank the kind patrons who made this possible.



DEEPAVALI CELEBRATION – OCTOBER 23

With the pandemic, our usual celebrations were limited to sharing gifts with our beneficiaries. A lot of planning went in to ensure pandemic protocols and beneficiaries were allotted time slots.

No mingling was allowed, and they were also advised to leave as soon as they picked up their items.

EMPOWERMENT TALKS

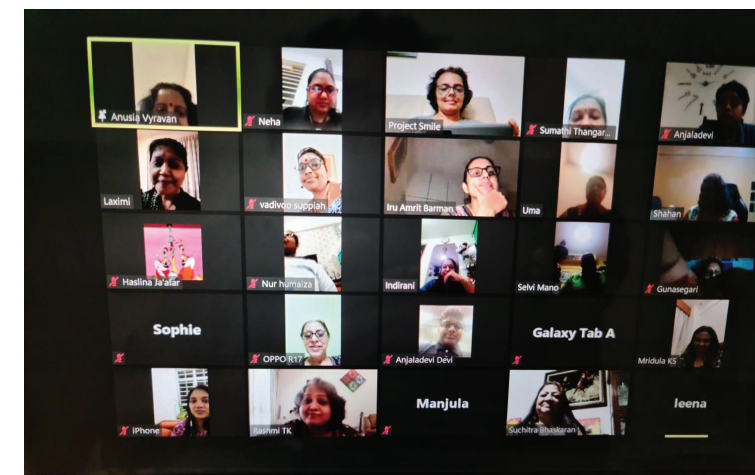
HOW TO DEVELOP AN ATTITUDE OF GRATITUDE FOR EMOTIONAL HAPPINESS – MARCH 7

No of participants: 18

This Zoom workshop was conducted by our long-term overseas volunteer, Ms Rashmi, a certified Personal Mastery Coach. The interactive workshop soon drew in even the shyest of attendees and there was a lot of mutual learning on finding happiness in everyday life.

Due to overwhelming participation the short workshop, came to an end at 9:15pm instead of the scheduled 8:30pm end.

This workshop was an eye opener to many volunteers as it showed that our beneficiaries are capable and far ahead when it comes to technology.



WORKSHOP ON 'SELF-CARE' – AUGUST 14

No of Participants: 19

The Zoom workshop on 'Self-Care' was presented by Ms Shailesh Naidu, an experienced motivational speaker.

With the pandemic raging on, there are lesser avenues for people to socialise. Our beneficiaries, already burdened by life's hard knocks feel the pinch even more. We, at PS realise the importance of emotional well-being in the overall health of an individual. We also realise that many of our beneficiaries are so busy caring for their families that they have very little time and strength to focus on themselves.

This workshop was an effort to give them tools to manage their circumstances effectively.

It was wonderful to see how participative the beneficiaries were. We also discovered some innate talents in them. Some beneficiaries said that they were looking forward to Project SMILE resuming training sessions as they felt alone, and Project SMILE gave them an opportunity to learn and at the same time to mingle.

BENEFICIARY ASSISTANCE & FESTIVAL GIFTS

BURSARY TO SCHOOL- GOING CHILDREN

Mr Ameerli of MKAA donated \$100/ worth of bursary to every school going child (kindergarten to institution of higher learning) of our beneficiaries. The amount totalled to \$4000, for 40 students. The event was held on the 9th of January 2021 at our Norris Road Home. As restrictions were in place due to COVID, they were given out with safe distancing in place and no children were allowed to attend this function.

TAMIL NEW YEAR GIFTS

On the occasion of Tamil New Year, many of our donors sponsored goodie bags and vouchers for our beneficiaries. A few of them include:

- Mr Abu Bakar Ibrahim - goodie bags
- Ms Gillian Rice and \$20/voucher.
- The organization LISHA - goodie bags

HARI RAYA PUASA DONATIONS

Muslim Kidney Action Association delivered rations to all our beneficiaries in lieu of Hari Raya Puasa on 8 May 2021.

COMPUTERS FROM DONORS

With online classes, computers are now essentials for students. A few of our donors graciously donated working computers to PS. Distribution was done starting with those in higher Institution of Learning to those in Secondary and finally Primary School. A few of the donors include:

- 10 computers donated by Engineering Good Singapore were given out in January 2021.
- 5 Computers donated by Deepa were given out in March 2021
- 3 Computers donated by a friend were given out in June 2021



RATIONS AND VOUCHERS FOR DEEPAVALI

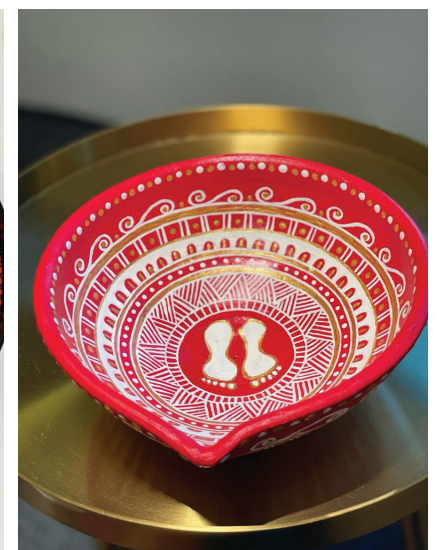
- Lisha donated 38 goodie bags to all beneficiaries on 22nd December 2021
- Donor Sharan Babu did contactless delivery of rations for Deepavali to all of our Beneficiaries on 31st October 2021.
- Chinmaya Mission and some of our volunteers donated \$2400/ worth of vouchers to our beneficiaries celebrating Deepavali.

PS GIFTS TO BENEFICIARIES FOR FESTIVE CELEBRATION

- Seven beneficiaries under Charity were given cash amount of \$50 each for Tamil New Year - as they could not avail other donations.
- For Hari Raya Puasa, 5 Muslim Beneficiaries who had achieved 75% of attendance for their skills training were given a festive pay-out of \$100 or \$200, depending on the number of family members.
- For Deepavali, 22 Hindu beneficiaries who had achieved 75% of attendance for their skills training were given a festive pay-out of \$100 or \$200, depending on the number of family members.
- All beneficiaries were awarded \$100/ cash bonus in October & a bento box of Biryani.
- PS gifted all Hindu beneficiaries with a new saree for Deepavali.

FINANCIAL AID TO BENEFICIARIES

- Selvi d/o Maniam was given \$300/ on 13/7/2021.
- Shalini was given a one-time payment of \$200/, for COVID Recovery on 30th Oct 2022.



REPORT ON SKILLS TRAINING – 2021

ART TRAINING

2021 was a very disruptive year for classroom trainings. We managed to have regular sessions from January to May but had to halt in-person classes till August. Classes were again discontinued from September and were resumed only in December. Teaching new techniques and skills were hugely challenging. The training team was also keenly aware of the emotional challenges due to the pandemic and hence we handled the trainees very gently. We encouraged trainees to earn by taking on homework projects and these were monitored for quality.



A FEW MAJOR ORDERS

End of September, we procured an order for 800 diyas from ICA – with a steep deadline of 25th October. Though, the training team was tempted to refuse the order, we took it as a challenge, as this was an earning opportunity for our trainees. We planned the work schedule and closely monitored it and ensured on-time delivery! We commend the efforts of our trainees and volunteers.

We created a product catalogue to attract orders and we snagged a huge order from a Dubai based customer. Again, the team rose magnificently to the occasion, and we achieved delivery of quality products.

SEWING TRAINING

The sewing training programme was better than the 2020 programme – as we had more in-person training sessions. These sessions were held thrice a week on Mondays, Wednesdays & Saturdays. A comprehensive curriculum was established at the beginning of the year and classes were conducted by three qualified Trainers. Unfortunately, the curriculum could not be completed due to the pandemic restrictions.

We had 30 trainees with different skill sets, ranging from beginners to experienced individuals.

PRODUCTS & ORDERS

During the year, many new products were introduced and prepared by our trainees. These included items such as:

- 1) Table Runners
- 2) Puja Aasans
- 3) Roti Cushions
- 4) Potlis (Brocade / Cotton)
- 5) Cushion Covers
- 6) Tablecloth

We received very good feed-back on the quality of products prepared, which furthered the confidence of our trainees and trainers. We also managed to complete a few Corporate Orders in a short span of time. Our trainees demonstrated good skill and ensured a timely completion to meet the customer's needs (e.g., 600 Masks in two weeks, 400 Brocade Potlis in two weeks, etc.).



COOKING CLASS - NEW INITIATIVE IN 2021

There has been a constant request for Cooking Class from beneficiaries for some time, but we were unable to start one as it was difficult to get a licenced kitchen. The rentals for a kitchen were prohibitively high. Eventually, to our delight, Pek Kio CC recognising our charity, offered us their kitchen. We booked the kitchen for 3 months starting from September 2021. In preparation, we sent 4 of our beneficiaries and 2 trainers for Food Hygiene Course. The cost was absorbed by PS. Two other beneficiaries had acquired this certificate on their own at an earlier date. We started the class on 7 September 2021 with 2 trainers and 6 registered beneficiaries. The class went on well for 3 weeks. However, due to the rise in the number of COVID cases the CC had to close the kitchen and classes were discontinued till the end of the year. We hope to revive it in 2022.



“SMILE SENIORS” PROGRAMME IN COLLABORATION WITH C3A

It is a simple programme with about 1 hour of light exercises by a qualified trainer with talk on the impact of these on seniors. She focuses on exercises that improve mental health, reduce the risk of falls, and improve overall mobility. These exercises are a hit with our seniors.

This is followed by 45 minutes of games/handicrafts to engage the mind and hands of our seniors. Games such as charades, passing the parcel, bingo and so on brought fun and laughter to the group. They have also tried making lanterns, paper bags and so on. To break the monotony, we managed to have one outing to Bishan Park.

The volunteers enrolled got the opportunity to assist in organising the weekly activities. They also gave a helping hand to the seniors while exercising and doing handicraft. Most of them got their first experience of volunteering

through this programme.

We started this programme again at our very own SMILE Home on 18th February 2021. However, due to COVID 19, restrictions and constant closure of premises, we were not able to run our programme smoothly. Moreover, due to space constraint, we had to restrict the number of seniors to 10. This number allowed us to conduct this meaningful activity with safe distancing measures in place.

There are more Seniors waiting to join this group but are kept on hold due to space constraint. Meanwhile we are trying to get alternate venues that can accommodate a bigger number. If we succeed, more can benefit from this meaningful programme.

2021 SMILE WITH YOU PROGRAMME

The SMILE with You (SWY) programme in collaboration with SNM through Zoom lessons started on 7th December 2020 and ended on 25th October 2021. During this period, we had 3 sessions each comprising of 12 classes.

- Session 1 : 7th December 2020 to 1st March 2021, 16 participants.
- Session 2 : 26th April 2021 to 19th July 2022, 14 participants.
- Session 3 : 2nd August 2021 to 25th October 2021, 22 participants.
- Session on E-Commerce : 20th November 2021



GRANTS & FUNDRAISERS

SINDA COMMUNITY IMPACT FUND FOR PS

Project SMILE was awarded SINDA's Community Impact Fund in 2020. As part of their charity programme, SINDA awards grants of up to \$25,000 to charities that can impact a large number of beneficiaries and make a real difference at the grassroots level.

The main objectives of this Community Impact Fund are:

- To provide a platform for women facing adversity – to help them lead an empowered and dignified life.
- To provide entrepreneurial opportunities to women through development of vocational skills and expertise. PS plans on utilizing this fund to help our beneficiaries develop high level skills in the following areas:
 - Art & Craft
 - Creative Art & Recycling Project.
 - Block Printing.
 - Sewing.
 - Raising awareness on mental health.
 - Basic knowledge of e-commerce – how to sell their products online.
 - Motivational talks.

Each beneficiary will be assessed and will have the option to choose either the Art & Craft or Sewing classes. The classes will be practical, application-oriented and focused on imparting skill sets and knowledge to enable the beneficiaries to be self-reliant. After the completion of their relevant course, they will be required to undergo another course on e-commerce to learn the ropes of showcasing and selling their products online. In addition, we will also focus on raising awareness on mental health issues. We hope to reduce social isolation and stigma around this through interactive sessions, motivational talks, coaching and counselling, if needed.

Going forward, all these activities will help PS to fulfil our vision to Engage, Encourage and Empower women. One of the key requirements for this fund is that we should have trained at least 80 beneficiaries during the course of this programme. We are confident that we will be able to achieve this. Although the actual cost of running these programmes is expected to be more than \$50,000, we are confident that we will be able to get donations from well-wishers to achieve this target. With our proven track record and a new location to call our home we hope to reach out to many more beneficiaries.

OTHER FUNDINGS

During the year, Project SMILE also applied for the Bicentennial Community Fund (BCF). The Bicentennial Community Fund (BCF) has been set up to encourage all to embrace the spirit of SG Cares by giving back to our community as part of the Singapore Bicentennial commemoration.

From 1st April 2019 till 31st December 2020, donations to Institutions of a Public Character (IPCs) will be matched dollar-for-dollar through the BCF, up to a cap of \$400,000 per IPC. This is subject to eligibility conditions.

The aim BCF was to provide greater support to more than 600 registered IPCs to-date. It also encouraged IPCs to engage potential donors and volunteers and encourage more people to be a part of their service journey. The IPCs can then better meet diverse needs of the community, regardless of race, language, or religion

Since Project SMILE was awarded its IPC on 4th September 2020, all donations received from 4th September 2020 to 31st December 2020 were eligible for this dollar-for-dollar matching. Since this was the COVID 19 period, Project SMILE ran a few fund-raising campaigns to try to get the maximum benefit from this Fund.

Our request for the Fund was finally granted in July 2021 and we received a total amount of \$212,173 from BCF. This fund was indeed very useful for helping our beneficiaries.

PROJECT EVERGREEN SMILE CHARITY DRIVE

Team GreenWave held a charity drive 'EverGreen SMILE' on 27 January 2021 at Global Indian International School. (Team leader - K.M.Vaishnavi, members - Afifa Saniya Khan, Prarthana Rao, Sai Harshitha Kanikisetty). A wide range of products were sold, such as, trinket boxes, key holders, masks, candle holders and many more. Students, teachers, and school staff were attracted to the beautiful items and made purchases, donated, or spread the word to their social circles.

All the funds raised by GreenWave from the sale of their items were handed over to Project SMILE.



GIIS FUND RAISER

Global Indian International School, Smart Campus, Singapore, and Project SMILE, partnered to inculcate the spirit of giving and sharing by holding an exhibition at GIIS, Punggol Campus to sell PROJECT SMILE's charity products. This exhibition was hosted by Omkar Sankar along with Prarthak Sharma, Sainath Ananthalingam and Divyansh Tomar with volunteers Ruchir Choudhary and Abhishek Prasad. The exhibition was a grand success with sales of \$1400, comprising around 150 items and prices ranging \$3 - \$60. The items included masks, candles, ornamental boxes, all designed by PS beneficiaries



FINANCIAL RESULTS

The COVID-19 pandemic greatly disrupted our daily lives. With face-to-face interaction severely limited, many of our events and programmes were postponed or cancelled. As a result, we were unable to reach out to as many beneficiaries as we did in the past years.

New ways of working and staying connected were adopted. This was important as the change in circumstances brought about by the pandemic had made the challenges faced by our beneficiaries particularly acute. A surge in demand for assistance was recorded.

We continued to engage our beneficiaries through our befrienders to understand their needs and extend our help. We started online classes for our beneficiaries. With the easing of the COVID restrictions, some of our programmes were either conducted in smaller groups in adherence to safe distancing measures or continued to be held online.

Our total collections for FY 21 were around \$374K. This was mainly due to the Bicentennial Grant received for \$212k. In addition, we also received a generous donation from a donor - Mr Tow Heng Tan for \$50k. Although, the activities were limited due to the restrictions imposed for COVID 19, we managed to raise about \$33k from the sale of our art and sewing items, murukkus and masks. Although we started the SMILEathon in Dec 2020, we collected about \$4,500 in Jan 21 for this event.

Our total expenditure for FY 21 was about \$123K. The office rental constituted most of the expenditure. The total office rental for FY 21 was \$30,000. We also had a full-time staff and the total remuneration for the year was \$12k. We incurred about \$15k for the purchase of the materials for art, sewing and other programs. We also paid more than \$40k to all our beneficiaries for the transport allowance, festival allowances, financial aids, homework, etc. We intend to relook at the payment of allowances to all our beneficiaries in the coming year to consider the rising cost of inflation.

Overall, we made a net surplus of about \$250k in FY 21 mainly due to the donations and the BCF that we had received.



THE WAY FORWARD

We have expanded our training programme to five days a week now, after moving into our new premises. We plan to increase our sewing and art classes to six days a week.

With our own premises we have more space and can accommodate a lot more beneficiaries. We hope to expand our beneficiaries base to 100 trainees.

We launched our new cooking project at the Pek Kio Community Centre which is a licensed kitchen. In our cooking classes there, we have more than 40 trainees. We hope to have a kitchen of our own by 2025 so a lot more beneficiaries can be accommodated.

To ensure that there is maximum earnings potential for our beneficiaries, we will upgrade our training programmes to suit market demands. We will introduce new programmes covering pottery, Henna, recycling, yoga and meditation.

We plan to partner with certified training institutions where skills like computer usage, marketing of products on social media, and basic money management can be taught.

Our Befrienders play a very important role in keeping up the morale of our beneficiaries, we hope to work with wellness coaches and mental health experts. We plan to conduct regular sessions on mental and physical health, exercise sessions and provide them with all the information required.

PS focuses on training and skills programmes for our beneficiaries. We also realised that we could play a larger role in the community. To that end, we have introduced a Seniors programme, so that the Seniors are involved in community-based projects. We plan to expand our Seniors programme to let more seniors' benefit.

We need to go beyond individual support and secure the active support from corporates. We plan to approach the corporate social responsibility divisions of firms to help us to roll our new projects.



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. The team is self-monitoring and regular checks are done by our newly formed Internal Audit team.

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 minuted. 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 total expenditure that is budgeted and authorised to be incurred for the following year should not be more than 50% of the current year's reserves. This is to ensure that the level of reserves is adequate to sustain PS for a few years ahead, giving sufficient time to build an alternative source of income. EXCO reviews the number of reserves 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.

INTERNAL AUDIT TEAM

The Internal Audit ("IA") team consists of two independent volunteers who are not part of the day-to-day functioning of PS activities. Their role is to provide independent assurance that PS's governance and internal controls are operating effectively. The IA team has been set up to ensure that whatever has been agreed to in the SOPs is adhered to. They have access to all documents held by the respective team heads. The IA team have a duty to provide an unbiased and objective view. Any deviation from the SOP will be reported to the team head, who will report to the EXCO in the monthly meeting. Their role is also to advise the project teams in areas that they feel are prone to risk of manipulation or if the current controls are lax. The IA team also monitors payment to beneficiaries based on their attendance and performance.

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 minuted. 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.

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
Selvam s/o Varathappan	Director	7 Mar 2014
Uma Ranganathan	Director	1 Jan 2019
Vinita M Choolani	Director	9 Oct 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
Rashmi TK	EXCO Member	February 2021
Leena Dighe	EXCO Member	January 2021
Ratna Nair*	EXCO Member	January 2021
Anchanachi N S Sundaram**	EXCO Member	January 2021
Sujata Senan	Staff	1st October 2020 - date

* Resigned March 2021

** Resigned May 2021

ADVISORS

Name	Date of Appointment
Akila Vijay Iyengar	September 2020
Juthika Ramanathan	September 2020

EXCO MEETINGS FROM JANUARY 2021 – DECEMBER 2021

Due to the COVID protocols, Project SMILE Ltd had only eight EXCO meetings in FY 2021. These were a mix of offline and online meetings.

2nd January 2021	13th February 2021	21st March 2021	10th April 2021
27th April 2021	6th August 2021	1st October 2021	27th October 2021

ATTENDANCE

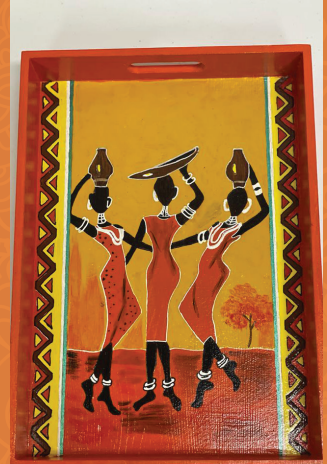
Due to the COVID protocols, Project SMILE Ltd had only eight EXCO meetings in FY 2021. These were a mix of offline and online meetings.

Name	Designation	Attendance (Out of 8 meetings)
Gunasundari d/o Sathu Nair aka Uma Balji	Founder	8
Suchitra Vipin Chandran	Chairperson	8
Selvam s/o Varathappan	Director	6
Uma Ranganathan	Director	8
Vinita M Choolani*	Director	0
Rajalaximi Rajaiya d/o Gurusamy	EXCO Member	8
Iru Barman	EXCO Member	8
Rani Agnihotri	EXCO Member	8
Janaki Vishwanath	EXCO Member	4
Rashmi TK	EXCO Member	5
Leena Dighe	EXCO Member	7
Ratna Nair*	EXCO Member	3
Anchanachi N S Sundaram*	EXCO Member	1
Sujata Senan	Staff	8

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

- Vinita M Choolani had been busy in her business and therefore was unable to attend the EXCO meetings.
- Ratna Nair resigned in March 2021.
- Anchanachi N S Sundaram had health issues that prevented her from attending 4 meetings.

SOME OF OUR PRODUCT RANGE



Designed by: Manish Shrivastha
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