

INTERIM DONOR REPORT

FMAS TRAMPOLINE FUND

SEP 2020–MAR 2021



FINANCIAL
MARKETS
ASSOCIATION
of SINGAPORE
Affiliated to ACI FMA

MAJORITY.SG

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INTERIM DONOR REPORT

FMAS TRAMPOLINE FUND

SEP 2020—MAR 2021



This was previously the ACI Trampoline Fund which has been renamed to FMAS Trampoline Fund following the change of name of ACI Singapore to **Financial Markets Association of Singapore**. This was announced during the 47th Annual General Meeting held on 14 January 2021.

TMT GRANTS. 

FMAS TRAMPOLINE

Executive Summary

In partnership with FMAS, the FMAS Trampoline Fund **raised \$471,000** at ACI Live Aid — Financial Markets Give Back 2020, from **131 corporates, family offices, and individual donors**. 100% of funds raised have been committed to Education, Employment and Community projects. As of 31 Mar 2021 the Fund has worked with **15 grantees** who have reached **31,818 beneficiaries**.

Trampoline Highlights

Funds Raised

\$471K *

Funds Committed (FY2020)

100%

Total No. of Beneficiaries

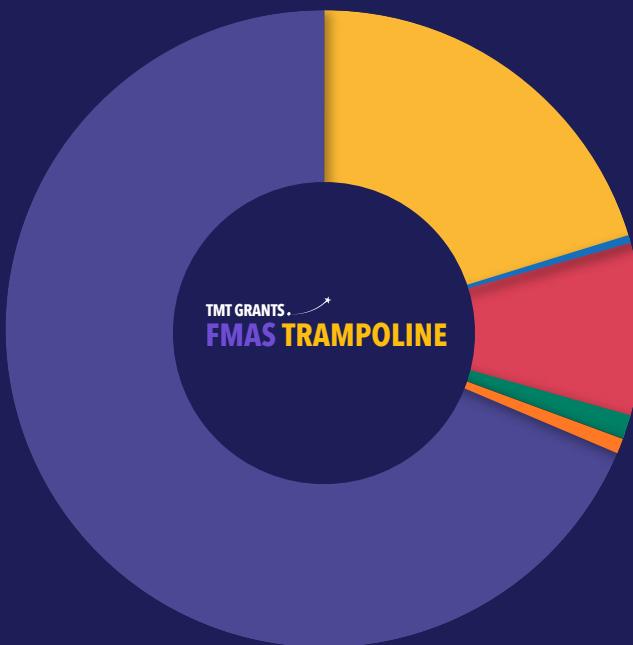
31,818

Total No. of Volunteers

1,405

*This excludes the additional \$150K matching funds received in 2021 from the Tote Board Enhanced Fund-Raising Programme.

As of 31st March 2021



Beneficiaries by target groups

● Children & Youth	2,933
● Vulnerable Adults	23
● Persons with Disability	158
● Seniors	22,183
● Community	6,506
● Families	15

Beneficiaries by Programme Type

● Programmes and Interventions

7,900
BENEFICIARIES

● Outreach and Awareness
23,903
BENEFICIARIES

LEGEND

Funds Committed

Total amount of grants approved by the respective grant panels

Programmes and Interventions

e.g. counselling, training

Outreach and Awareness

e.g. care packages, events, seminars

Families

Inclusive of parents

Vulnerable Adults

Affected adults <65 y/o, ex-convicts, displaced workers, other vulnerable groups

Frontline Workers

Caregivers, cleaners, healthcare worker

The FMAS Trampoline Fund draws inspiration (as well as its name) from Senior Minister Tharman Shanmugaratnam's "trampoline" idea — that social assistance should ultimately help those in need bounce back up.

Thus the Fund looks at supporting programmes that work with the vulnerable and disadvantaged to improve their capabilities to change their lives for the better.

The Fund supports programmes in 3 domains:

- 1** **Education:** working with children and youth to build key academic and interpersonal skills;
- 2** **Employment:** helping those from disadvantaged backgrounds find better jobs and build careers;
- 3** **Community:** improving our collective well-being, and communal ability to support families who are striving to do better.



"I believe in the notion of a trampoline [...] If you provide help for someone who is willing to study hard; if you provide help for someone who is willing to take up a job and

work at it [...] it transforms culture. It's not just about transactions. It's not just about the size of grants. It's about keeping alive a culture where I feel proud that I own my home and I earn my own success through my job. I feel proud that I'm raising my family. And keeping that culture going is what keeps a society vibrant."

Senior Minister Tharman Shanmugaratnam
St. Gallen Symposium, 2015

Regardless of age, everyone should have the opportunity to bounce back.

The FMAS Trampoline Fund covers a diversity of beneficiaries and clients, spanning children, youth, working adults, and the elderly. This allows the Fund to help people who play different roles in a family unit. Since everyone in a family is connected, helping even just one family member to bounce back can catalyse an overall improvement in the family's overall situation. In this sense, the Fund's diversity helps provide multiple opportunities for people to bounce back, no matter where they are in life.

As the FMAS Trampoline Fund was launched in the second half of 2020, it would be premature to report measures for the grants. TMT looks forward to reporting metrics in future reports. For this interim report we include key output metrics, as well as in-depth stories that show how grantees are creating long-term impacts for people across different ages and stages in life:

Tasek Jurong Limited: Gift of Reading +

Gift of Reading + is a theme-based programme that incorporates the use of 'Story Drama' to enable children aged 7- to 8-year-old from low-income families to be more comfortable and confident in communicating in English. It develops their language receptive ability and self-expression, helping to reduce the performance gap with their peers in school.

Beyond Social Services - Youth Want Work

Youth Want Work is a community-driven pilot programme that aims to build a community of youths from rental flat neighborhoods who are keen to build careers and find better employment. Together, the programme encourages community solutions to help the youths identify their strengths, what their needs are, and support for each other in their career journeys.

Image Mission Ltd - I'M Ready

I'M Ready workshops tap on managers and supervisors across a range of industries who coach unemployed and underemployed women on how to secure better employment.

VintageRadio.SG Ltd - Vintage Radio SG

VintageRadio.SG is an online media channel dedicated to helping seniors meet their emotional and mental health needs. The channel combines entertainment and easy listening, with encouragement and education for the elderly, for instance promoting financial literacy and better health.

About FMAS



**FINANCIAL
MARKETS
ASSOCIATION
of SINGAPORE**
Affiliated to ACI FMA

Formed in 1973, we are the standard bearer for financial markets' professionals in Singapore. Our history has been inextricably linked to Singapore's emergence as a leading financial centre in the world.

Formerly known as ACI Singapore – The Financial Markets Association, the Association was renamed to Financial Markets Association of Singapore on 31st March 2021, and is affiliated to ACI – The Financial Markets Association, the global body. This Paris-based global body, Association Cambiste Internationale (ACI), has more than 13,000 international members worldwide in more than 60 countries, making it the largest international association in the wholesale financial markets. It was founded in France in 1955 following an agreement between foreign exchange dealers in Paris and London.

FMAS is an active participant in the ACI Global arena and with the ACI FMA Standing Committees. Our Singapore members have been elected to various global committees over the years and presently to the ACI FMA, Board of Education. Since the end of 2009, FMAS in partnership with the Singapore Management University, had developed a Financial Markets training roadmap for Financial Markets professionals in the front, middle and back offices as a benchmark in training in that area. In the last couple of years,

FMAS has taken training these courses inhouse and now recognised as a leading Financial Markets Training provider in Singapore. This underpins the FMAS's commitment to the continuing education and professional development of our members and to the industry.

As the Industry representative for Financial Markets professionals, FMAS is also proud that for the past 27 years to have raised over \$12.6 million for the less fortunate in our society through our annual Charity Golf and Dinner event. This charity drive is now well recognised as a fixture in the annual calendar, and is widely and actively supported by our members, the dealing fraternity and financial institutions.

This year 2021, FMAS would be organising the Asia Financial Markets Forum 2021, an event especially relevant to the treasury and markets function in banks, financial institutions and corporates who faces major challenges in how to stay ahead of the ever-changing environment. COVID has further accelerated the transition towards a more digital ecosystem and workforce. FMAS hopes that by establishing this as an annual forum, it brings in the fraternity of top thought leaders and establishes lasting networking within our financial markets eco system.

About Trampoline

In partnership with FMAS, the FMAS Trampoline Fund was created to support non-profit programmes and initiatives that address the longer-term needs of vulnerable people in Singapore beyond the Covid-19 crisis, to provide a “trampoline” for these groups in uncertain times.

The Fund aims to create sustainable change in beneficiaries' lives e.g. empowering vulnerable workers through job guidance and skills training, and supporting disadvantaged children and youth in education.



GRANT PANEL



Mr Leng Hoe Lon
Chairperson of ACI
Live Aid Organising
Committee



Mr Samuel Koh
Deputy President,
FMAS



Ms Sabrina Tan
EXCO Member,
FMAS



Mr Kenneth Kan
EXCO Member,
FMAS and
Board Member,
The Majority Trust



Mr Martin Tan
CEO,
The Majority Trust

FMAS Trampoline Media Mentions

THE STRAITSTIMES



Guests attending ACI Singapore's fund-raising dinner via Zoom on May 29. The dinner raised over \$500,000 for a new fund for projects that meet the needs of vulnerable groups in society, even beyond Covid-19. PHOTO: ACI SINGAPORE



Theresa Tan
Senior Social Affairs Correspondent

PUBLISHED: JUN 9, 2020, 5:00 AM SGT



<https://www.straitstimes.com/singapore/charities-face-new-fund-raising-reality-amid-pandemic>



THE STRAITSTIMES

Radio app for seniors, presented by seniors

The free Vintage Radio SG app will stream classic pop tunes from the 1950s to 1970s and feature deejays with familiar voices



1 of 3. Online radio Vintage Radio SG will be anchored by multilingual presenters whose voices are familiar to seniors - singer Rahimah Rahim (above), broadcasting veteran Brian Richmond, singer and radio host P.N. Balaji Supramaniam and former Rediffusion DJ Patrick Kwek, also known as Guo Xianhua. PHOTO: BERITA HARIAN FILE

<https://www.straitstimes.com/lifestyle/entertainment/radio-app-for-seniors-presented-by-seniors>



Tatler

How Relevant are Charity Galas in Singapore, Now that Fundraisers are Held Online?



Genevieve Peggy Jeffs with President Halimah Yacob at Singapore Red Cross Benefit Gala 2019.



By Grace Ma/CNA Luxury
July 28, 2020

<https://sg.asiatatler.com/life/how-relevant-are-charity-galas-in-singapore-now-that-fundraisers-are-held-online>



ASIA RADIOTODAY

NEWS JOBS PEOPLE FEATURES EVENTS CALENDAR AIRPLAY CHARTS ABOUT US
Virtual Trade Exhibition Countries Technology International Hot off the Net

Former Singapore deejays launch radio app for seniors

Thursday 17 September, 2020

Former radio deejays Mark Richmond and Aloysius Tan unveiled a digital music service specifically for mature adults.

Called VintageRadioSG, the service is available online and via mobile apps, and presents Seniors with music from the 1950s to 1970s, as well as videos and old photographs, along with other curated content.

The combination of content and accessibility is to provide the reason and means to make it less intimidating for Seniors to transition into the digital space.



<http://www.asiaradiotoday.com/news/former-singapore-deejays-launch-radio-app-seniors>



FMAS Trampoline Grantees

The following summarises what our grantees are doing with the FMAS Trampoline grants. We invite you to learn more about our grantees on page 36-37.

EDUCATION

- 13** Disabled People's Association
- 13** Tasek Jurong Limited
- 14** WILD RICE Ltd

EMPLOYMENT

- 15** Babes Pregnancy Crisis Support Ltd
- 15** Beyond Social Services
- 16** HCSA Community Services
- 16** Image Mission Ltd
- 16** Trybe Limited
- 17** Very Special Arts Singapore Ltd

COMMUNITY

- 18** VintageRadio.SG Ltd
- 18** Epworth Community Services
- 18** New Life Community Services
- 19** REACH Community Services
- 19** Singapore Anglican Community Services
- 19** Taman Jurong CCC CDWF

Metrics

We work with grantees on which metrics to apply. Only the metrics that are appropriate for that project are used.

OUTPUT METRICS/MEASURES

- A. Number of sessions/programmes
- B. Attendance/participant numbers
- C. Number of individual beneficiaries
- D. Number of beneficiary households
- E. Number of volunteers

OUTCOMES	METRICS/MEASURES
Improved employment	Employment rate Probability of staying employed after 3/6/12 months
Higher wages	Monthly wage
Improved educational outcomes	School attendance Academic scores Probability of graduation or obtaining qualification / certification
Improvement in resilience	Brief Resilience Scale (BRS) The Brief Resilience Scale (BRS) is a 6-item instrument that assesses the ability of individuals to bounce back or recover from stress. Respondents indicate the extent to which they agree with each statement on a 5-point scale (1= 'strongly disagree' to 5='strongly agree'). Examples of the items include 'I tend to bounce back quickly after hard times' and 'I usually come through difficult times with little trouble'.

CATEGORY

Education

Working with children and youth to build key academic and interpersonal skills

GRANTEES

01 Disabled People's Association (DPA) - DisOrdinary Love (DOL)

The DPA advocates on behalf of and with persons with disabilities (PWD) to engage with stakeholders, policy makers and other interested parties and ensure PWD are involved in the consultation, implementation and evaluation of policies and programmes that affect PWD.

The DisOrdinary Love provides a free and holistic sexuality education programme for persons with disabilities and their parents, with the aim of empowering them with a healthy view on sexuality and relationships. They go beyond the current syllabus taught in SPED schools, touching on topics like sexual abuse, puberty and sexual needs.

GRANT AMOUNT
\$27,300

BENEFICIARIES
30

NO. OF RUNS
2

02 Tasek Jurong Limited - Gift Of Reading +

STORY & INTERVIEW PG21

Tasek Jurong is a non-profit organization whose mission is to support and uplift beneficiaries who include, but are not limited to ex-inmates, youth at risk, single parents, the needy and disabled and their families.

Gift of Reading + supports children aged 7- to 8-year-old from low-income families, to reduce the performance gap between these children and their peer group and prepare them for their schooling years. Their theme-based programme incorporates the use of Story Drama to enable children to be more comfortable and confident in communicating in English and over time, develop an interest in reading that will help broaden their minds. It also develops the child's creative imagination, language receptive ability, clarity of speech, and expressive communication.

GRANT AMOUNT
\$50,000

VOLUNTEERS
8

BENEFICIARIES
34

NO. OF RUNS
16 Sessions

GRANTEES**03 WILD RICE Ltd - Singapore Youth Theatre**

WILD RICE is one of Singapore's leading professional theatre companies whose mission is to provide a forum for the shared experience of theatre.

The Singapore Youth Theatre programme is a year-long theatre-making programme for youths ages 13 to 17, providing young people with a platform to make and present theatre that speaks to and for people of their own generation. The programme is guided by experienced playwrights, directors and designers.

GRANT AMOUNT
\$50,000

BENEFICIARIES
16

NO. OF RUNS
7



CATEGORY

Employment

Helping those from disadvantaged backgrounds find better jobs and build careers

GRANTEES

04 Babes Pregnancy Crisis Support Ltd - Babes Bridging Programme

Babes was launched in 2005 as a programme under Beyond Social Services, providing a 24-hour SMS helpline and other resources for girls to seek help with issues regarding teenage pregnancy.

The Babes Bridging Programme equips and provides holistic casework support for pregnant teens who opt for parenthood with skills and knowledge required to gain employment and support their families.

GRANT AMOUNT**\$40,000****BENEFICIARIES****39**

05 Beyond Social Services - Youth Want Work

STORY & INTERVIEW PG24

Beyond Social Services is a charity dedicated to helping children and youths from less privileged backgrounds break away from the poverty cycle through providing guidance, care and resources. Youth Want Work is a primarily youth-driven pilot programme that draws together youths from rental flat neighbourhoods who have left school, are about to graduate or are currently seeking employment. It offers services to training, job-matching, internship opportunities, networking among peers and more.

GRANT AMOUNT**\$50,000****VOLUNTEERS****12****BENEFICIARIES****51**

GRANTEES

06 HCSA Community Services - #ICanStayOnCourse Training Allowance

HCSA Community Services originally started as a halfway house for recovering drug addicts and ex-offenders. Today, their work has expanded to include ex-offenders, teenage girls who have experienced the complex trauma of physical, sexual or emotional abuse, and single parents with limited support.

This initiative provides a training allowance for 59 vulnerable members enrolled in the HCSA Academy Culinary Training Centre course to keep them motivated to complete a 6 week culinary course and receive a WSQ Higher Certification in Food Services (Culinary Arts). This will subsequently open them to job opportunities from HCSA's F&B partners, enabling them to support themselves and their families.

GRANT AMOUNT

\$40,120

BENEFICIARIES

7

07 Image Mission Ltd - IM Ready

STORY & INTERVIEW PG28

Image Mission aims to promote the economic independence of the disadvantaged in Singapore, by providing them with career coaching, image services and presentable work attire for job interviews and career advancement. I'M Ready provides employment support for women who face unemployment or underemployment, cultivating a growth mindset to expand their career prospects.

GRANT AMOUNT

\$12,800

VOLUNTEERS

6

BENEFICIARIES

30

NO. OF RUNS

2 Workshops

08 Trybe Limited - Building Eco-Systems

Trybe is a social services agency that specialises in working with youth facing adversities such as substance addiction, delinquent behaviours and mental health challenges.

Building Eco-systems is an employment support intervention service, to provide employment support for youths who have dropped out of school and enhance companies' capabilities in training and development of young people. This opens sustainable successful opportunities and pathways for these youth.

GRANT AMOUNT

\$50,000

BENEFICIARIES

3 out of 8

GRANTEES

09 Very Special Arts Singapore Ltd - VSA(S) Visual Arts Track

Very Special Arts (VSA)'s mission is to provide access and opportunities for people with disabilities through the arts. They have also established pathways for persons with disabilities to progress and excel in their fields and pursue a career in the arts. This initiative focuses on the Visual Arts Track that has 3 building programs to help PWDs achieve their aspiration and earn a living through the arts and creative trade

GRANT AMOUNT**\$26,897****VOLUNTEERS****6****BENEFICIARIES****143**

CATEGORY

Community

Improving our collective well-being, and communal ability to support families who are striving to do better

GRANTEES**10 VintageRadio.SG Ltd - Vintage Radio SG**

STORY & INTERVIEW

PG31

VintageRadio.SG is a newly founded non-profit organisation that seeks to create a multimedia channel, including a radio station, to provide curated content specifically targeted to fulfill the emotional and mental health needs of seniors. The multimedia channel is also a mobile app that is designed to encourage and make it easy for seniors to go digital.

GRANT AMOUNT**\$50,000****BENEFICIARIES****21,903 UNIQUE LISTENERS****11 Epworth Community Services**

Epworth Community Services is a social service agency that reaches out to help at-risk children and youth from disadvantaged families with literacy skills, providing foster care and trauma therapy programmes.

GRANT AMOUNT**\$24,000****VOLUNTEERS****700****BENEFICIARIES****732****12 New Life Community Services**

New Life Community Services is a social service agency that serves the community and mentors the next generation through education and youth engagement programmes.

GRANT AMOUNT**\$12,000****VOLUNTEERS****208****BENEFICIARIES****2790**

GRANTEES

13 REACH Community Services

REACH Community Services seeks to support vulnerable people and families in community through a range of family, youth, senior and counselling services.

GRANT AMOUNT**\$12,000****VOLUNTEERS****435****BENEFICIARIES****3774**

14 Singapore Anglican Community Services – St Andrew's Nursing Home (Taman Jurong)

St Andrew's Nursing Home (Taman Jurong) aims to provide long-term support, nursing care and rehabilitation for the elderly, people with dementia and mental health issues.

GRANT AMOUNT**\$21,600****VOLUNTEERS****30****BENEFICIARIES****280**

15 Taman Jurong CCC CDWF – Taman Jurong Cares

Through the launch of Taman Jurong Cares, they have been able to provide Taman Jurong residents with food vouchers and support for daily expenses of residents whose jobs or income have been affected by Covid-19.

GRANT AMOUNT**\$4,000****BENEFICIARIES****2000**

FMAS Trampoline Stories

- 21** [Tasek Jurong](#)
- 24** [Beyond Social Services – Youth Want Work](#)
- 28** [Image Mission – IM Ready](#)
- 31** [Vintage Radio](#)

FMAS Trampoline Grantee

Tasek Jurong

Gift of Reading+ (GoR+) is a programme catering to Primary One and Two children in vulnerable and disadvantaged families. The programme integrates storytelling and drama to help children build strong habits in how to listen carefully and how to express themselves with ease.





Many children from disadvantaged homes struggle with the language barrier when taught in English in school, as English is often not the language spoken at home. GoR+ lessons seek to build up English speech and language skills, and also to take development in the child one step further, in teaching values and boosting their confidence in self-expression through "Story Drama". Jamie, the programme manager of GoR+ believes that "every child regardless of their background should have the same opportunity to develop their abilities for self-expression."

Developing confidence in expression through Story Drama

Each week, in the "Story Drama" segment, stories in books are used as a springboard for children to explore beyond the actual text. The stories are brought to life with facilitators who dress-up and role-play the characters to interact with the children. During these sessions, facilitators look to support the social and emotional wellbeing of these children.

Through positive reinforcements and personal attention, the children gain the confidence to express themselves. Over the sessions, for instance, one of the girls showed growth in her confidence – from shyly sitting in a corner at the back to eventually moving to the front, enthusiastically participating in their activities.

Drama creates a fictional context for the children to feel safe and facilitates deeper discussions" as they figure out their own situations through these fictional stories and characters. They often pose more complex questions such as "What do you think is this character's relationship with their family like?

Nicole, Community Facilitator

Community facilitators Nicole, Wilfred and Celine are passionate final year polytechnic students who help to run and develop monthly themes for the programme. With their background in psychology and drama, Nicole shares that “Drama creates a fictional context for the children to feel safe and facilitates deeper discussions” as they figure out their own situations through these fictional stories and characters. They often pose more complex questions such as “What do you think is this character’s relationship with their family like?”

Everyone has a story to share

Celine shared how she once approached a child with special needs when he appeared upset. He told her about a fight that had happened in school and was

worried he would be blamed. Coincidentally, a young girl who heard him share his story then remarked “Teacher Celine, I also have a story to tell.” The boy expressing his thoughts and feelings led to the girl opening up about her own experience of being excluded in school. Often these stories are left suppressed because of the barriers in communication and lack of acceptance at home, or in school. With no other safe avenue for self-expression, a child’s developmental growth and learning of social skills are inhibited.

As Wilfred has learnt, the programme acts like a “simulator” for the students to “recognise social cues” that they can share their experiences and to learn how to express themselves around people.



FMAS TRAMPOLINE GRANTEE — TASEK JURONG

FMAS Trampoline Grantee

Beyond Social Services — Youth Want Work

Youth Want Work (YWW) started amidst the pandemic, seeing a need to provide youths from 16 to 25 years old from underprivileged backgrounds with employment support. Many of them lost their jobs during the peak of the Covid-19 pandemic.

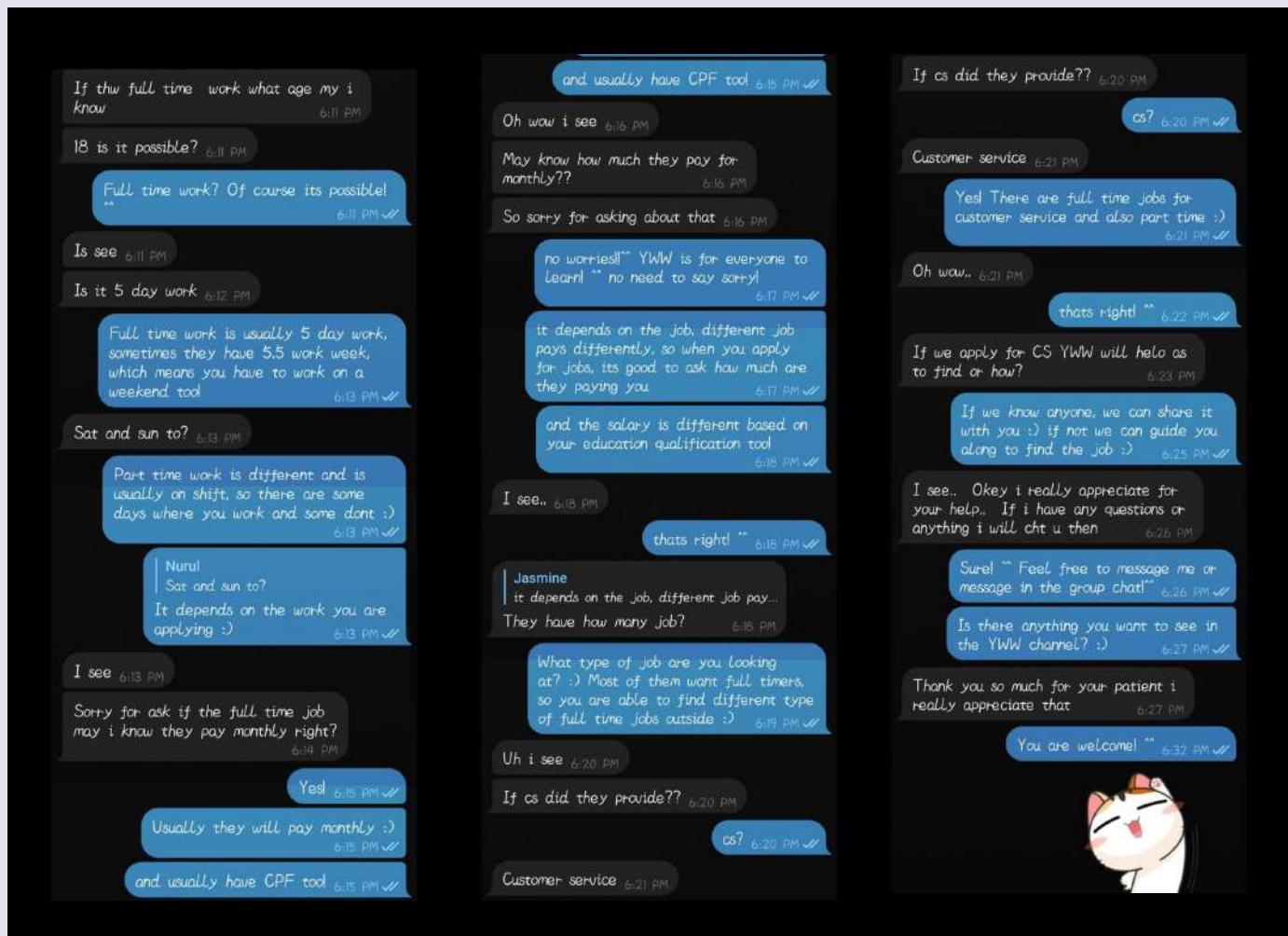


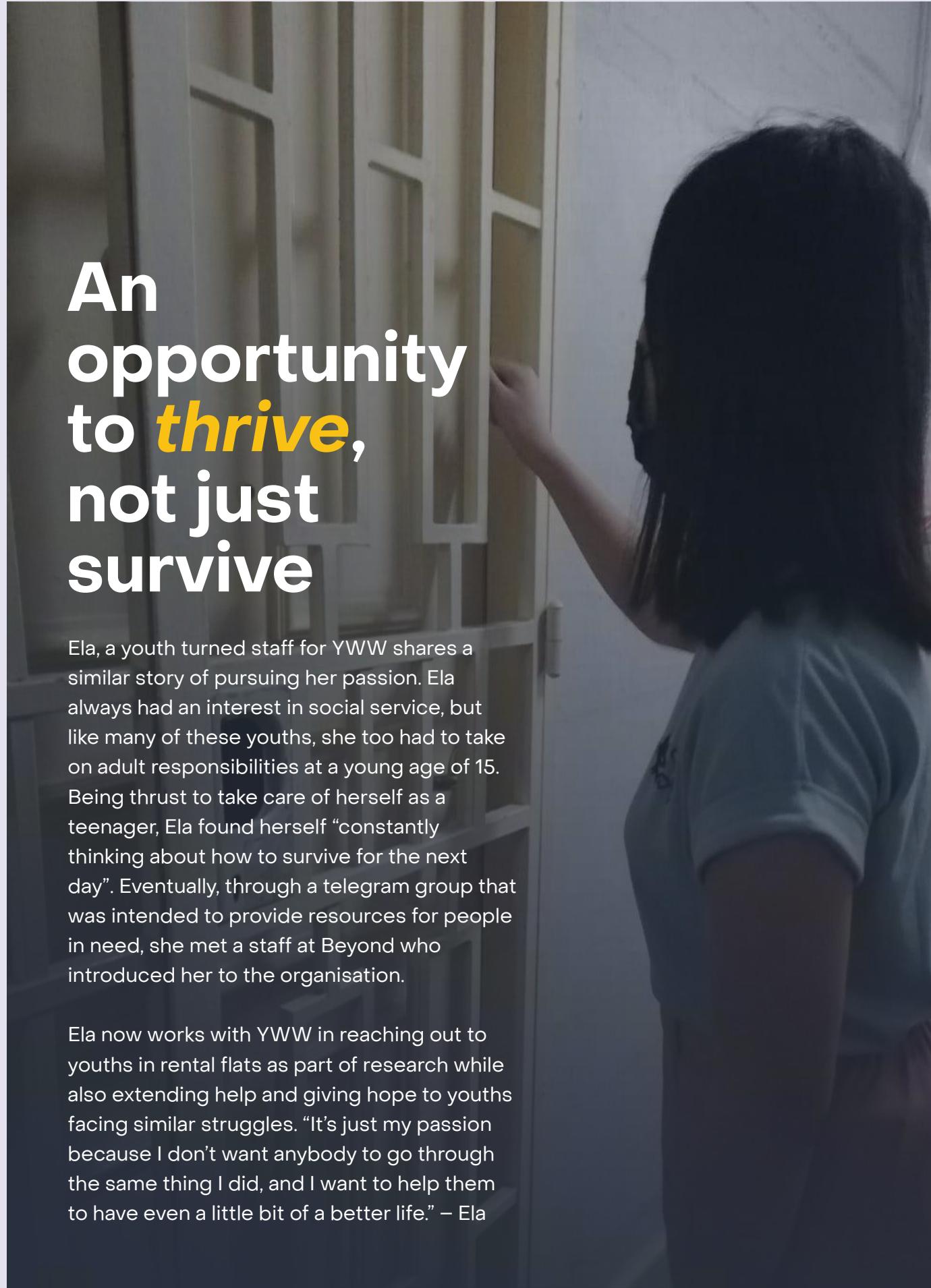
These youths who worked in ad-hoc jobs in F&B and retail also found themselves facing unemployment. Following the Personal Mobility Device ban in Singapore last year, many who relied on their part time work with food delivery services to support their families were left with fewer opportunities for employment.

These youths are primarily concerned with ensuring they can afford everyday expenses for themselves and their families. They therefore adopt a very practical approach to their job search, focusing on what is easy to find and can immediately address their needs. For them, pursuing their dreams, like becoming a doctor or a dancer, takes a backseat as their main focus is to survive. Some of these youths have also had to stop school in order to support their families. YWW helps them to identify their strengths and opens different pathways of opportunities for them to build a career in their areas of interest.

"This project means a lot to me because it's something that even I would want for myself. If I were in that stage right now, I want someone to tell me 'You know you can actually get the job that you want.' So, I just want them to see the possibility of having it. I just want them to be successful."

— Ela





An opportunity to *thrive*, not just survive

Ela, a youth turned staff for YWW shares a similar story of pursuing her passion. Ela always had an interest in social service, but like many of these youths, she too had to take on adult responsibilities at a young age of 15. Being thrust to take care of herself as a teenager, Ela found herself “constantly thinking about how to survive for the next day”. Eventually, through a telegram group that was intended to provide resources for people in need, she met a staff at Beyond who introduced her to the organisation.

Ela now works with YWW in reaching out to youths in rental flats as part of research while also extending help and giving hope to youths facing similar struggles. “It’s just my passion because I don’t want anybody to go through the same thing I did, and I want to help them to have even a little bit of a better life.” – Ela

Giving youths the right push

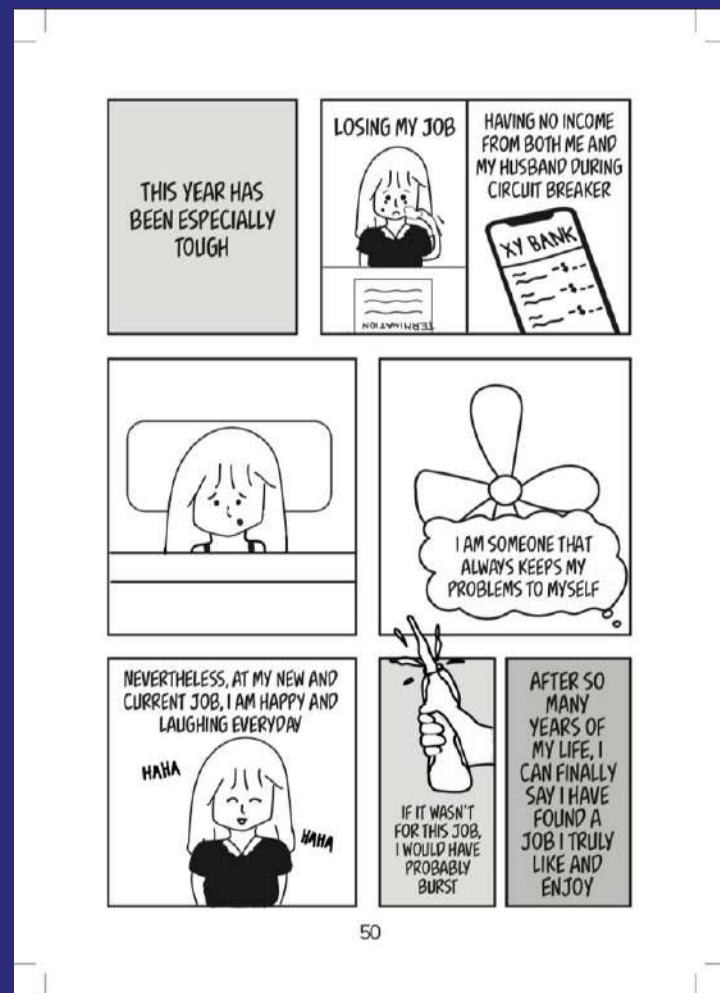
The programme involves practical skills like resume and cover letter writing workshops, personality test workshops and mentoring programmes that tailor a pathway to the youth's specific area of interest.

With Beyond's help, one of the youths with a passion for digital Mass Communication was able to connect with a polytechnic student group to be a youth graphic designer and illustrated a book. Through these opportunities, the youths are able to

build their portfolio and get a taste of pursuing their passions as a career.

The youths that YWW reach out to "fear not being able to be successful" because of the discouragement and discrimination they often experience. YWW helps them to believe in themselves, giving them a push in the right direction to help make their dreams a reality. Jobs then become a means to achieve their dreams, not just a means for survival.

Below A sneak peek into the illustrated book done by a youth helped by the organisation



FMAS Trampoline Grantee

Image Mission — IM Ready



Whereas some organisations offer essentials such as food and money, founder of Image Mission, Pang Li Kin, seeks to provide a different essential: confidence. Image Mission is a community of women from all walks of life and backgrounds, coming together to support, encourage and uplift one another. The organisation helps women to build lifelong skill sets to help them as they transition into their next stage.





Image Mission's *I M Ready* programme, is a four-week course covering everything you need to know about job search, applications and entering the workforce.

With the help of volunteers experienced in the fields of HR, communications and image coaching, ***I M Ready*** provides each participant with a mentor and personalised advice on everything from resume writing and interviews, to dressing up for work.

Most importantly it's about participants, many of whom come from difficult circumstances, 'learning to speak up and speak confidently about themselves' says Engie, a dedicated volunteer who is a HR practitioner.

Seema was made redundant from her senior role in 2018 when the company she had worked for, for 19 years shut down. After a few unsuccessful months of job searching, Seema decided to take a short break. The Covid-19 pandemic further exacerbated the difficulties faced in her job search and led to a loss of confidence and motivation.

Participating in ***I M Ready*** was a much needed 'refresher' for Seema and it helped her to regain her confidence. The personalised coaching and sense of community, knowing that there were many others in similar positions, helped Seema to gain a new perspective. Seema is now 'super busy' working part time at a start-up.

Identifying new strengths

The sense of community, letting women know that they are not alone, plays a huge role at Image Mission. Sharifah, an energetic mother of young children participated in the I M Ready programme in preparation to re-enter the workforce.

With family disapproval of her return to work, Sharifah turned to Image Mission for support and guidance. Originally intending to get a job in administration for the regular hours, Image Mission helped her to look more towards jobs that she would truly enjoy. Part of the I M Ready course helps women to identify their strengths and open their eyes to new possibilities and avenues that they may not have considered.



Sharifah, a real people person, was able to recognise her talents and she is eager to enter the F & B or customer service industry and contribute further to supporting her children. Sharifah describes I M Ready as a 'small guidebook to start a new job' and she enjoys sharing this 'guidebook' with her friends, helping more women to pursue their careers.

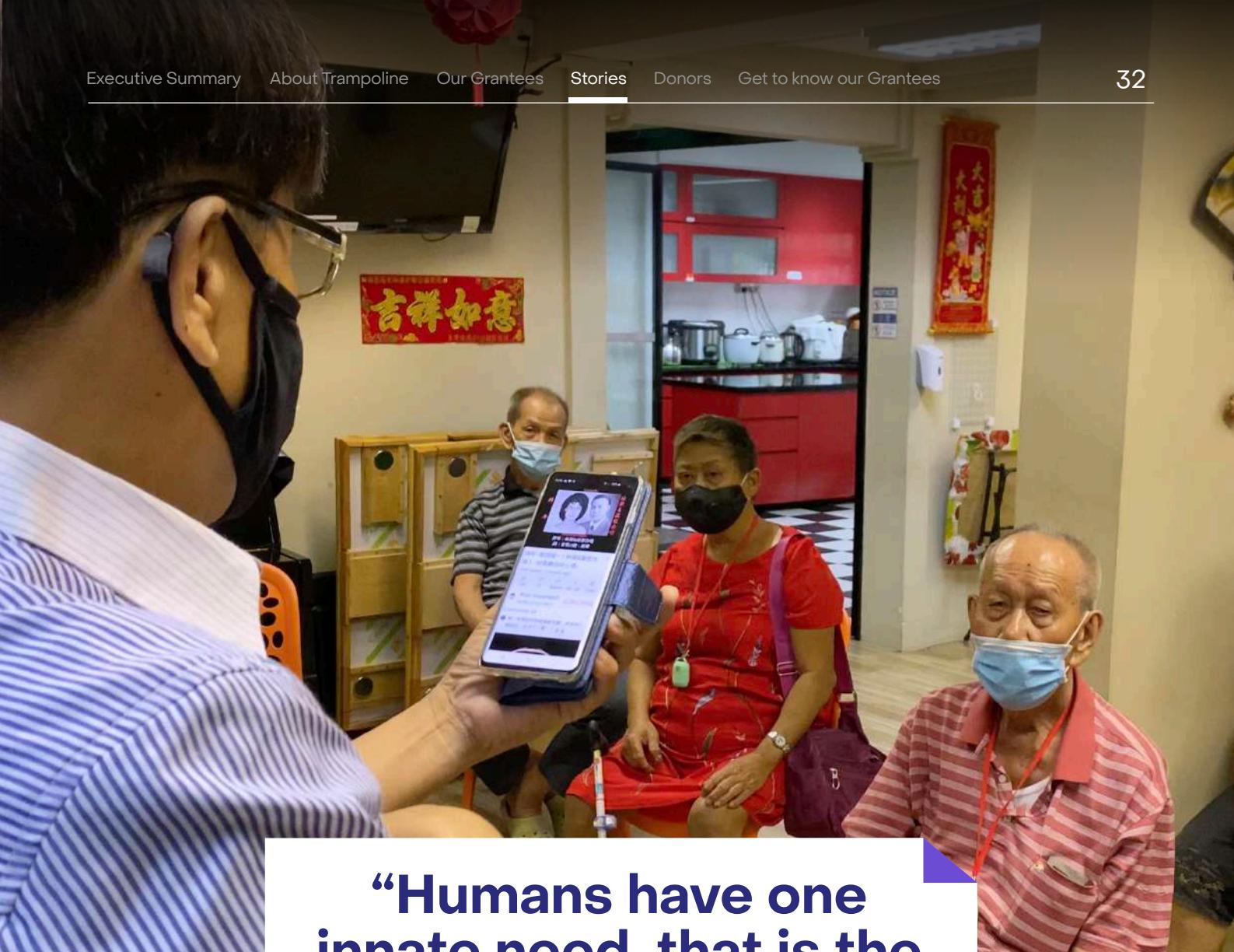
Image Mission provides women with the skills and confidence they need to start a new stage in their lives, to build a better future for themselves and their families. Image Mission encourages women to be bold and courageous, take control of their lives while teaching them skills that they can carry forward for life.

FMAS Trampoline Grantee

Vintage Radio

It's hard to put a price to connection, but it is the very thing we need to thrive individually and as a community. Vintage Radio is not just an online platform but a community for seniors to experience connection with their peers and also with their loved ones. The vibrant community of listeners get to enjoy familiar songs from the 50s to 70s, which are no longer on the public airwaves, share personal anecdotes, and gain access to curated resources to meet their needs.





“Humans have one innate need, that is the need to *communicate*.”

— Aloysius Tan, Co-founder of Vintage Radio

Bringing the past to the present

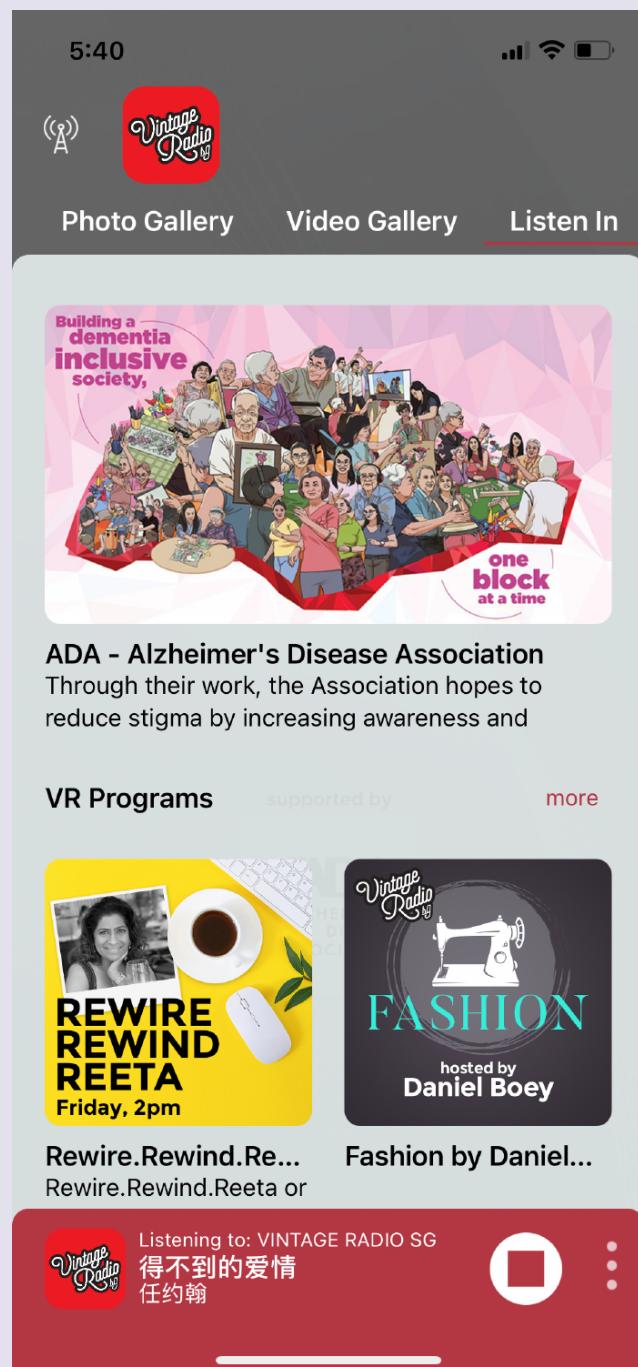
This idea birthed during the Circuit Breaker at a chance meeting between media personality Mark Richmond and former radio presenter, Aloysius Tan, while they were cycling.

Both had identified a need to bridge the digital divide and to provide play for seniors. With their wealth of experience in radio, Tan and Richmond recognised a gap in

availability of music that specifically catered to seniors. Current channels only stream songs up to the 80s. For older seniors in their 70s and above, this means that their world of entertainment and music has been erased from the public sphere that they have been familiar with.

With the rapidly changing world, our pioneer generation is left unengaged and isolated from a society that they are finding difficult to relate to.

Vintage Radio serves as a “means for conversation” – a bridge to connect the seniors amongst themselves, their community and their families, especially through music. Richmond shares, “Music is a means of an entrance to a conversation for a senior. When they hear a particular song they'll be saying, “Hey, I remember the song, this disco was where I actually listened to the song for the first time.” Often seniors “recollect stories” from the past through the music they listen to.



A last chance to be heard

One of their programmes 'Music & Me' is a segment where palliative care patients are invited to the show, sharing their top 10 songs and memories related to them. The first guest on the show was Mr See, a palliative care patient who only had a month left to live. Tan and Richmond visited him in the hospice centre, where he shared his stories and love for his family. Upon knowing he only had a few months left to live, Mr See felt depressed coming face-to-face with his mortality. However, 'Music & Me' gave him the "best day of his life", as he could "publicly thank and show love to his wife, daughter, and grandkids".

A listener reached out to Vintage Radio with stories her grand uncle wanted to share about the Japanese occupation. As a 90-year-old, he recounted his experience of being a soldier on air. Recalling how he was recruited to serve in the Japanese army and separated forever from his family. All of these stories that would otherwise have

been undocumented, now have a chance to be heard, because of 'Music & Me'.

Another listener shared how Vintage Radio helped her as a daughter and a caregiver to her father who suffered from a stroke. Unable to communicate with him, she constantly played the top 10 songs every day, not knowing what his favourite songs are. Since Vintage Radio, she observed him perking up to exercise whenever a new song plays and identifies his favourite songs from his reactions. "Now I get to know a lot more about my dad who can't communicate with me what songs he needs to exercise to or what songs he likes."

Vintage Radio opens up a new world of opportunities for these seniors to be heard and to connect with the younger generation through the digital world. This chance for connection, be it a simple conversation, an opportunity to share their story, or reviving cherished memories from a favourite song, Vintage Radio is a meaningful and powerful way to help them feel they belong.



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