
The logo for World Vision Singapore, featuring the text "World Vision" in a bold, sans-serif font above the word "Singapore" in a smaller font. To the right of the text is a stylized orange and white graphic element consisting of a curved shape with a white starburst.

Singapore

A close-up photograph of three young children of Asian descent. In the foreground, a young boy with a wide, joyful smile is looking towards the camera. Behind him, another boy is also smiling broadly, holding a wooden block with the number "4" on it. In the background, a young girl is smiling softly. The children are dressed in casual clothing, and the setting appears to be an indoor space with natural light.

Oct 2010 - Sept 2011

**ANNUAL REPORT 2011**

## WORLD VISION

Registered as a Charity under the Singapore Charities' Act Registration No. 0377.

Incorporated under the laws of Monrovia, California, USA with limited liability, the Articles of Incorporation and bylaws being its constitutive documents and registered in Singapore on 6 August 1981 as a branch office of World Vision International under the Companies Act Registration UEN No:S81FC30ISE

### Bankers

DBS Bank, Standard Chartered

### Lawyers

Allen & Gledhill

### Auditors

Lo Hock Ling & Co.  
Certified Public Accountants

### Singapore Advisory Council

(with date of appointment)

#### Watt Santatiwat

(1 September 2006)

#### Andrew Goh, Chairman

(26 September 2003)

#### Liew Heng San, Vice Chairman

(26 September 2003)

#### Choo Cheh Hoon

(26 September 2003)

#### Foo Pek Hong

(3 August 2004)

#### Diana Chandra Oh

(3 August 2004)

#### Tan Chee Koon

(3 August 2004)

#### David Wong Cheong Fook

(1 September 2006)

**World Vision** is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people regardless of religion, race, ethnicity or gender. Our work extends to over 100 million people in nearly 100 countries.

## World Vision Singapore

currently supports 17 Area Development Programmes (ADPs) in 15 countries:

- Bangladesh
- Cambodia
- China
- Ethiopia
- India
- Jerusalem/West Bank/Gaza
- Laos
- Lesotho
- Mongolia
- Myanmar
- Philippines
- Sri Lanka
- Thailand
- Vietnam
- Zambia



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## CHAIRMAN'S MESSAGE

### We live in a world of flux.

The world economy takes a dive overnight. Political structures are challenged. Weather conditions have become increasingly erratic and destructive.

One thing remains sadly constant though – the ones who are most affected by these occurrences are the poorest of the poor.

But here at World Vision, we take heart that more than 13,103 child sponsors in Singapore recognise that fact and partner us in transforming the lives of children born into some of the neediest communities in the world through our flagship Child Sponsorship Programme. Through your partnership, we are able to improve living conditions in our 17 Area Development Programmes in 15 countries.

We are grateful for the child sponsors in Singapore who have sown more than \$8,506,586 into providing nutritious food, clean water, medical supplies and facilities, education and training, supporting a total of 17,064 needy children. Through your contributions, we are able to help 21.7% more children than we did in FY2010. More than 80 local supporters also joined us to visit the projects that are being implemented in nine different countries.

In addition, you have also helped to prevent the exploitation of children who are homeless, abandoned, or roaming in unsafe city corners. Through non-sponsorship projects such as our Street Children Transformation Centre in Cambodia, Blue Dragon Children's Foundation in Vietnam and Prince of Peace Children's Home in China, you provide a safe haven and refuge for another 10,859 otherwise vulnerable children.

Your contributions have also enabled us to send nearly \$1.7 million worth of food packs, mosquito nets, medicine, winter jackets and more, to benefit millions of children and their families through the annual Gift Catalogue.

We are also heartened by your outpouring of support when safe havens are rattled by natural disasters and when humanitarian crises spiral out of control.

The 9.0 magnitude earthquake that triggered a 30-foot tsunami on March 11 shook northeastern Japan and shocked the world. Students, corporations, and Singaporeans from all walks of life lent their support to those who had lost their loved ones, homes and entire community in an instant. You contributed almost \$915,000 to enable the relief and recovery work that World Vision Japan carried out to restore lives.

While the onset of some disasters are sudden and unpredictable, there are other emergencies that are chronic – like the food crisis experienced in the Horn of Africa. By July the United Nations declared famine in two regions in Somalia. Singaporeans heeded the call to send urgently needed food aid to the starving, emaciated children and promptly contributed more than \$432,790 in aid of 907,533 beneficiaries.

We would like to thank our corporate, school and media partners, and the government agencies that have supported our work over the years. Your helping hand has enabled us to focus on the goal of helping the world's most vulnerable children, and to meet our commitment to those we serve.

In a world fraught with much conflict and suffering, your support has brought much-needed strength, joy and comfort to destitute children, women and the disenfranchised, so that regardless of where they are born, they can experience life in all its fullness.

**Dr Andrew Goh**

Chairman, Advisory Council  
World Vision Singapore





# COMMUNITY DEVELOPMENT

## Building a better world for children through Area Development Programmes

When World Vision helps a child, the focus is always on helping the whole community.

**Area Development Programmes (ADPs)** ensure that the causes of poverty are addressed at the root over a 10 to 15-year period. In this way, World Vision empowers entire communities to help themselves. The process is integrated and transparent, involving the villagers right from the moment of the project's inception.

Through the ADPs, World Vision develops communities and helps needy children and families gain self-sustainability by providing them with access to five basic necessities of life:

1. Food
2. Clean water
3. Healthcare
4. Education
5. Economic opportunities

## BANGLADESH

**PROJECT:** Sunderban Area Development Programme

**COUNTRY:** Bangladesh

Sharifa Gazi, 13, currently attends Year 5 class at Rupsha Government Primary School. It is a blessing that she never fails to thank God for every day.

Recounting the past, Sharifa shares that a terrible flood had forced her family out of their village into the slums of Khulna, Bangladesh's third largest city. She remembers the big fire in the slum six years ago that destroyed everything her family had owned. With a meager daily earning of just Taka 65 (about SGD1) by her father, who was a labourer, Sharifa and her elder brother, Ariful, did not even dare to dream about going to school. The grim reality that her parents could barely put one meal on the table remained numbing to Sharifa; in fact, there were countless occasions where they had to get by without food, much less think about sending the children to school. Sharifa would roam the streets, scavenging for food scraps and waste materials or begging for money, until she was discovered by World Vision staff.

Now that she is enrolled at the primary school, Sharifa receives school uniforms, stationery, nutritious school lunch and even attends various enrichment programmes such as basic healthcare education. Ariful attends Year 7 at the same school and receives similar benefits as his sister.



In March 2011, Sharifa's mother, Mahinur, attended a tailoring and dress-making training which World Vision had organised to promote self-employment for women. After successfully completing the 3-month course, she received a sewing machine and started taking orders from her community. Sharifa's father, Shafiqul, was also provided utensils and tools to help him open a tea stall. Since then, the family's income rose four-folds and it made a huge difference to their lives. For one, they now have three stable meals a day. In addition, they can afford to pay for the children's educational expenses and other essential household items.

*“Now, we understand the importance of our children's education and the dignity of being self-reliant. Without World Vision giving us a hand-up, we never could have gotten out of our circumstance.”*

*Mahinur recalls with tears of joy in her eyes.*

Initially, Mahinur was worried for her children, especially for Sharifa, who has braved so many disasters and poverty at her young age. She is less worried now that she notices Sharifa becoming more confident and bubbly and even voicing out her ambition to be a doctor.

## CAMBODIA

**PROJECT:**  
Kirivong Area Development Programme

**COUNTRY:**  
Cambodia



Noy Kanha is 9 years old and has participated in World Vision's Child Sponsorship Programme for a few years. Noy lives with his father, mother and 4 other siblings in Srae Kaes village in Kirivong, a mountainous district close to the Vietnam border.

His father, In Thou, recalls the gripping fear that struck the entire village a few years ago when an alarming rate of children kept succumbing to diarrhoea and typhoid fever. No one knew how or had the knowledge or means to stop the diseases from spreading. "Before, my family was very poor and we lacked knowledge in proper sanitation and personal hygiene. The village had no latrine so we practised open defecation and we did not even have soaps to wash our hands."

That was until World Vision came.

Water and sanitation, and hygiene were key issues to be tackled. In Thou and his fellow villagers participated in meetings about these child sponsorship and community-led development projects right from the beginning. In fact, In Thou has been so passionate in his vision to transform his village that he has been made the leader of the sanitation active group by his community. He has received training from World Vision that has empowered him

to mobilise local resources and lead his fellow villagers in development activities.

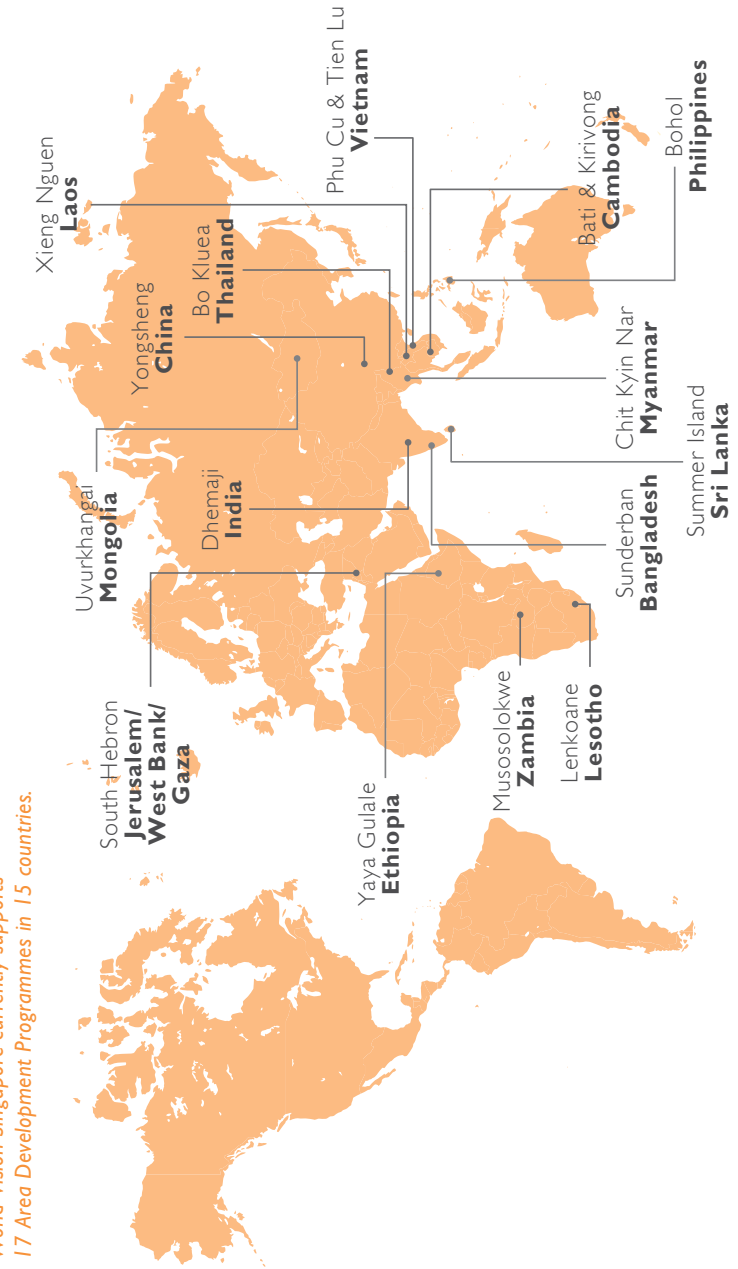
Today, 63% of the households in the village have a latrine in their homes, including In Thou's. Eight pumping wells were also installed and renovated for the people to have safe access to clean water for drinking and bathing. The villagers, especially children in schools, participate actively in hygiene and sanitation awareness campaigns conducted by World Vision where they learn to practise good hygiene habits such as proper hand washing and proper use of latrine.

Children falling ill to unknown sources are now a memory of the past. In Thou is grateful to World Vision for empowering and transforming his community. *"Without World Vision, the well-being of my family and my community would never be improved."*

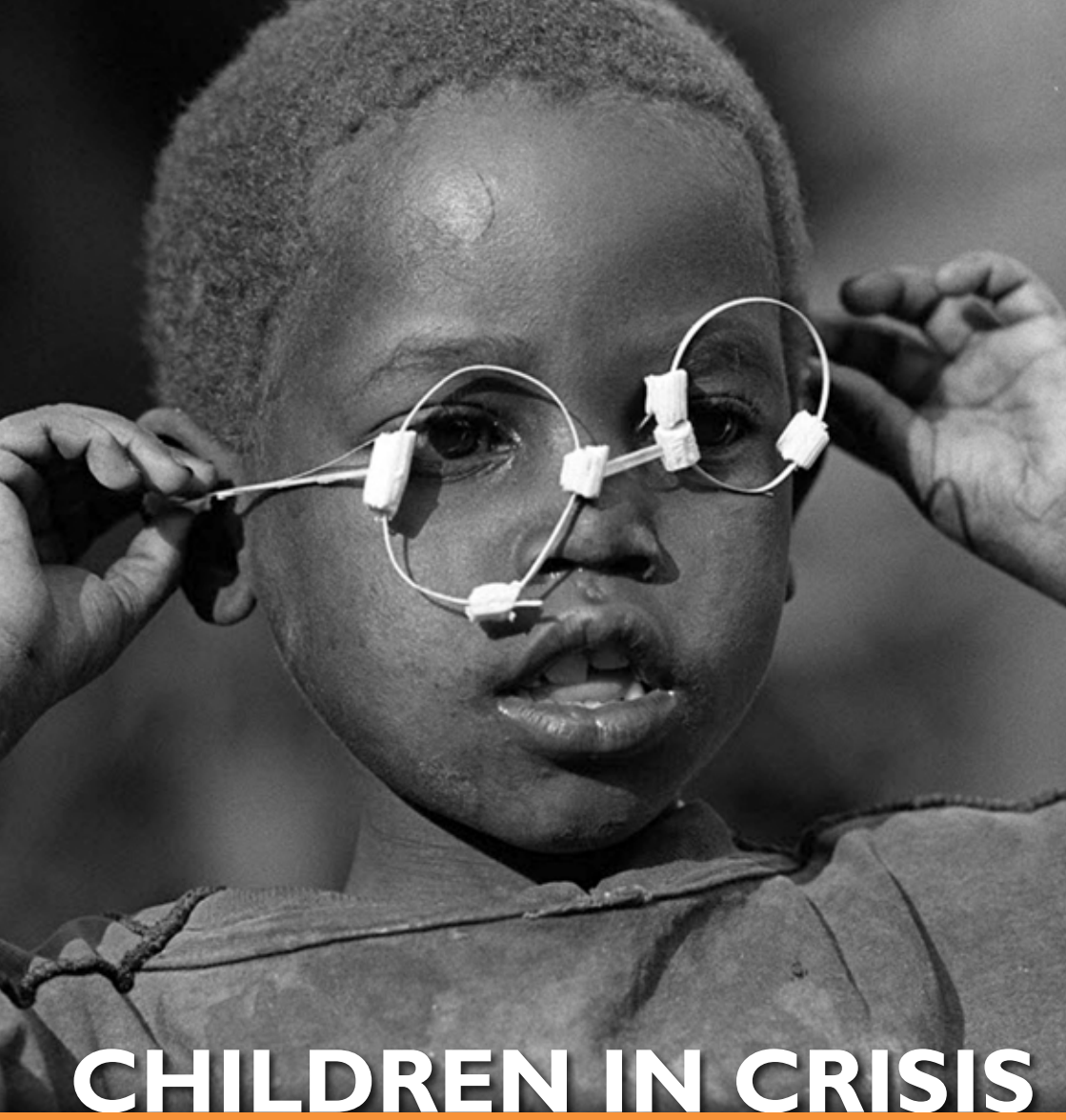
Noy counts herself very lucky to be able to study since her father registered her as a sponsored child with World Vision. She knows her fate will be very different if World Vision did not come to her village –she would either not be able to go to school like many girls who need to earn extra income for the family or she would fall to waterborne diseases. She is very proud of her father's achievements for their beloved village.

## Area Development Programme (ADP)

World Vision Singapore currently supports 17 Area Development Programmes in 15 countries.







# CHILDREN IN CRISIS

Many of the world's two billion children go through terrible hardships such as sexual exploitation, living on the streets, abandonment because of their disabilities, child labour and atrocities of all kinds. They have hopes and dreams just like our children. However, they are often powerless due to the impoverished and oppressive conditions entrapping them. World Vision established the Children in Crisis centres to protect and provide recovery for these vulnerable children by ensuring that they receive the basic needs of

life – food, healthcare, education and decent job opportunities. World Vision also aims to rebuild the confidence and self-worth of these children in crisis so that they can move forward with hope and be freed from the bondages of poverty.

World Vision also embarks on prevention measures such as advocacy for increased government accountability, law enforcement and compliance with international agreements that protect children.

## VIETNAM

**PROJECT:** Children in Crisis

**COUNTRY:**  
HaTay Province, Vietnam

# “Street kid then Scholar now”



Khanh

In 2007, Khanh and his family moved close to Chuong Duong Bridge. There, he met kids from the Blue Dragon Children's Foundation, a partner of World Vision's Children in Crisis outreach and they invited him to play football every Sunday at the centre. *“It was the first time I played on a proper football field! The staff were great, too; they supported and cared for me. The other kids were like me; they had similar backgrounds. I learned to accept myself for who I am,”* Khanh recalls fondly.

Khanh was born to a poor family in the Ha Tay province in 1991. After his parents' divorce, Khanh and his sisters lived with their mother and moved to Hanoi. His mother worked long hours, selling fruits and soup near Long Bien Bridge to support the family.

Unfortunately, the area near Long Bien Bridge was not a safe place to grow up at, as there were drug dealers and gangsters roaming around. Khanh's eldest sister became involved with drugs and died of AIDS in 2005. Khanh's impoverished situation led him to leave school and live on the streets to earn some money, so that he could take the burden off his mother.

Over time, staff from the centre learned of his situation and his dream to go back to school. Eventually, the foundation supported Khanh with his school expenses and provided his family with 20 kilograms of rice per month.

Today, Khanh excels in his grade 8 course in school. In the evenings, he works part-time at a local restaurant to earn more money for his family. He is very happy to be rescued from the streets and pursuing his education. He has also recently returned from a 6-month trip to New Zealand where he studied English through a scholarship he had won because of his outstanding academic performance.

# “A bright future for Physically Challenged Xinxin”



## CHINA

**PROJECT:** Children in Crisis

**COUNTRY:**  
Tianjin, China



Xinxin, a 2-year little boy, was abandoned by his parents at birth. He suffers from inguinal hernia and limbs deformity. Because of his special needs, he was sent to

Prince of Peace Children's Home (POPCH), a World Vision's Children in Crisis centre that provides holistic care and early intervention rehabilitation services in Tianjin, China in November 2010.

When Xinxin first arrived at POPCH, he could hardly turn his body with his poor head control and limited limbs movement. The rehabilitation teachers and caregivers worked together to strengthen his muscles and improve the mobility of his limbs functions.

Rehabilitation training was tough work for Xinxin and he cried every time during the stretching because of the discomfort. Rehabilitation teacher Ms Chen explains, *“from Xinxin's facial expression, we can also feel the pain he is suffering. However, we understand the importance of continuous rehabilitation training, so we insisted on stretching Xinxin everyday and tried to distract his attention by singing songs or chatting with him.”*

Special rehabilitation aids such as braces were also provided to prevent further deformities and to enhance limb function. POPCH also designed hand classes for Xinxin, where he practised grabbing things and stretching his arms through interactive activities.

After six months of training, Xinxin showed great improvement. Now, Xinxin can sit straight and roll his body independently. These are actions which require good head control and strong back muscles.

All the teachers and caregivers are proud of Xinxin. Their faces light up with big smiles whenever they talk about his achievements. *“We believe with the holistic care and rehabilitation services provided by World Vision, Xinxin will have a different life and a bright future,”* says Ms Chen confidently.



## DISASTER RESPONSE

**When a disaster strikes, World Vision staff can be on the scene within 72 hours, bringing urgently-needed food and supplies to people faced with a crisis.** World Vision is committed to responding swiftly and effectively to reduce the impact of humanitarian emergencies. We also work with communities to rebuild livelihoods in the short- and long-term, and to increase their ability to cope with future disasters. The Disaster Response Fund is designed to support this crucial work.





Starting a Child-Friendly Spaces at an evacuation centre in Minami Sanriku town.



## Japan Earthquake & Tsunami

### Safeguarding and protecting the interests of children after the massive disaster

Mr Asokawa, principal of Tokura Primary School was at his wits end after the tsunami washed away his school building in Minami Sanriku, Miyagi Prefecture. Most of his students were evacuated to Tome City where World Vision was running Child-Friendly Spaces for evacuated children. He never imagined that his school would soon resume, never mind that it was a month later than usual. In collaboration with World Vision, the community in Tome City cleaned up a premise in a former primary school where Mr Asokawa could hold his classes.

On 10 May 2011, the children returned to school with big smiles on their faces, carrying back-to-school kits provided by World Vision. The school also welcomed many new first-year students. During the enrolment ceremony, there were many parents shedding tears of joy that their children could go back to school.

*“This is a really big step for us in rebuilding our lives. We really appreciate World Vision for supporting us during these two trying months,”* said a grateful Mr. Asokawa.

Students were also given hot school lunches which World Vision coordinated with the government and catering companies to use centralised kitchens for preparation and distribution. In addition, World Vision also supported the running of school buses between Minami Sanriku and Tome City, so that students still living in Minami Sanriku can attend classes at the same school they were in previously.

Besides distributing emergency relief items such as food, water and blankets during the initial response stage, World Vision saw a gap in meeting the needs of children especially in terms of education and psychosocial support. Therefore, World Vision addressed these issues by establishing Child-Friendly Spaces in seven locations so that children have a safe learning and playing space to cope with the ill-effects of the catastrophe.

## Horn of Africa Drought

World Vision provided life-saving food such as wheat, pulses, maize and sorghum to more than 200,000 beneficiaries across the Horn of Africa. The provision of food had been crucial in meeting the immediate survival needs of the most affected communities where malnutrition and mortality rates were alarmingly high in many parts of the region.

Besides life-saving interventions to restore the health of vulnerable women and children, livelihood protection and disaster risk reduction measures were also employed to facilitate the recovery and rehabilitation in the affected areas. The snippets below highlight some of these interventions in the countries affected by the catastrophe:

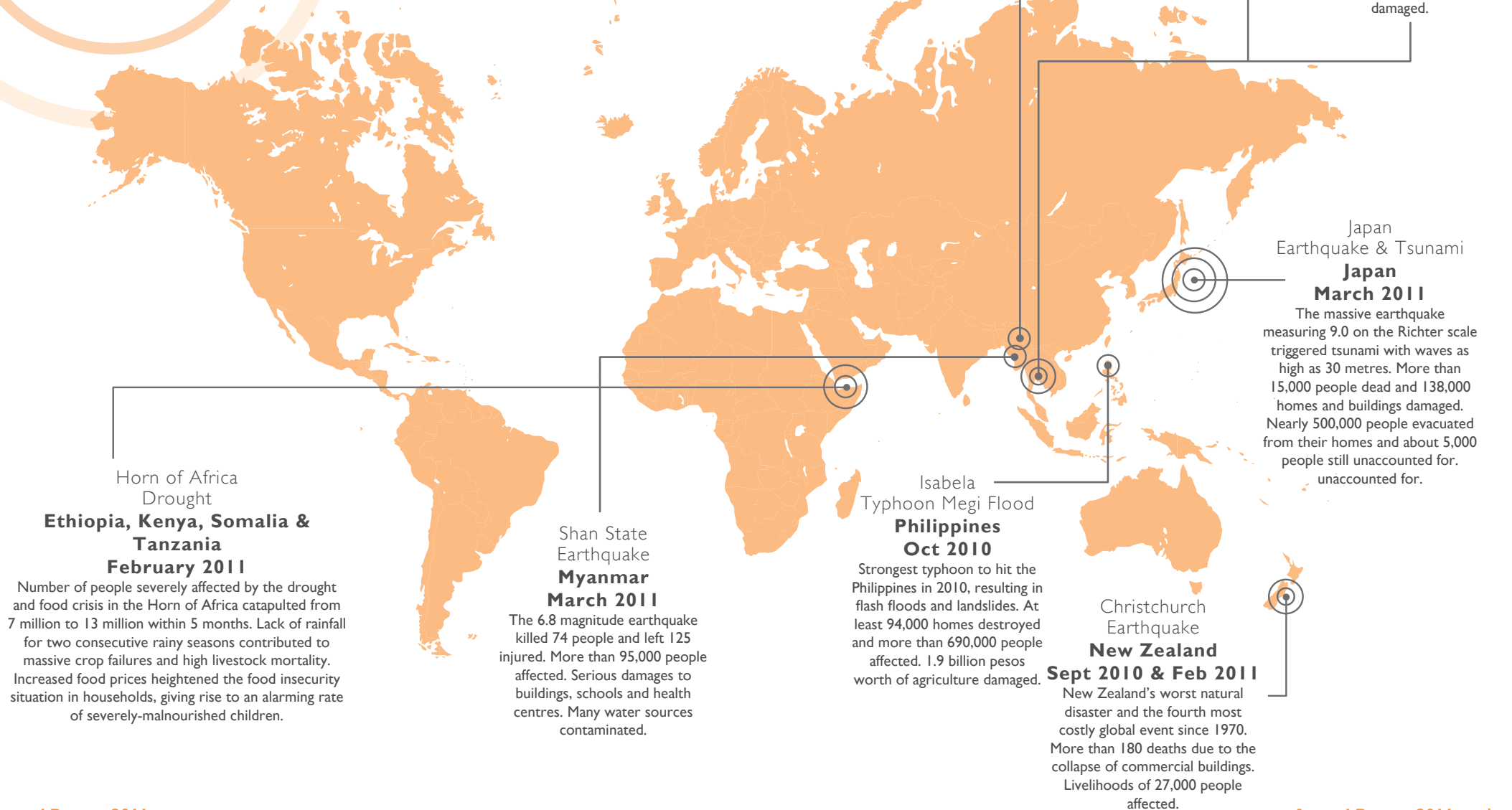
- In Kenya, water pipelines were constructed to shorten the distance covered by women and girls in search of water. The rehabilitation of boreholes and the deployment of water trucks to households as well as schools were also undertaken to provide the affected communities with adequate safe and clean water.

**World Vision responded to the most affected communities as the world’s worst humanitarian crisis escalated.**

- Mobile clinics were set up to distribute essential drugs and conduct vaccinations against diseases such as malaria in Somalia and Tanzania. Children were also screened for malnutrition and identified cases were treated under the supplementary feeding programmes which included feeding them with the therapeutic plumpy nut and vitamin A supplements. Similar health screens were also conducted for pregnant women and lactating mothers, with breastfeeding and other health education trainings being carried out by health workers for them.
- The livelihood and agriculture interventions in Ethiopia included support of 794,800 kilograms of seeds, provision of planting tools and supplementation of livestock. 400 farmers have also been successfully trained on community management of malnutrition to mitigate the risks against future droughts.



**Overview of disasters World Vision Singapore responded to in FY2011:**



Horn of Africa Drought  
**Ethiopia, Kenya, Somalia & Tanzania**  
**February 2011**

Number of people severely affected by the drought and food crisis in the Horn of Africa catapulted from 7 million to 13 million within 5 months. Lack of rainfall for two consecutive rainy seasons contributed to massive crop failures and high livestock mortality. Increased food prices heightened the food insecurity situation in households, giving rise to an alarming rate of severely-malnourished children.

Shan State Earthquake  
**Myanmar**  
**March 2011**  
The 6.8 magnitude earthquake killed 74 people and left 125 injured. More than 95,000 people affected. Serious damages to buildings, schools and health centres. Many water sources contaminated.

Yunnan Earthquake  
**China**  
**March 2011**  
Over 344,000 people affected and some 130,000 buildings and infrastructure damaged by the 5.8 magnitude earthquake.

Thailand Central Region and Bangkok Flood  
**Thailand**  
**July 2011**  
Total of 13.6 million across 65 provinces affected by the flooding which claimed 815 lives. More than two million hectares of crop field damaged and 94 million livestock destroyed.

Southern Thailand Flood  
**Thailand**  
**March 2011**  
More than 1.4 million people affected by the heavy rain and flash flood. Thousands of homes and property were severely damaged.

Japan Earthquake & Tsunami  
**Japan**  
**March 2011**  
The massive earthquake measuring 9.0 on the Richter scale triggered tsunami with waves as high as 30 metres. More than 15,000 people dead and 138,000 homes and buildings damaged. Nearly 500,000 people evacuated from their homes and about 5,000 people still unaccounted for.

Isabela Typhoon Megi Flood  
**Philippines**  
**Oct 2010**  
Strongest typhoon to hit the Philippines in 2010, resulting in flash floods and landslides. At least 94,000 homes destroyed and more than 690,000 people affected. 1.9 billion pesos worth of agriculture damaged.

Christchurch Earthquake  
**New Zealand**  
**Sept 2010 & Feb 2011**  
New Zealand's worst natural disaster and the fourth most costly global event since 1970. More than 180 deaths due to the collapse of commercial buildings. Livelihoods of 27,000 people affected.

# ONE LIFE FUND

**World Vision's One Life Fund is an educational bursary scheme launched in 2008 that benefits children and youth in Singapore living with HIV/AIDS or whose parents are afflicted with the disease.**

This is the first programme in Singapore that specifically addresses the educational needs of these children. The bursary supports a child's school fees, textbooks and uniforms, as well as allowance for transportation and meals. The programme is administered by Patient Care Centre (PCC), under the Communicable Disease Centre of Tan Tock Seng Hospital. In 2011, there were 145 beneficiaries from all levels of education, from kindergarten to university.

There is a 10% increase of newly-reported HIV-infected cases each year and the PCC projecting 30 to 50 new applications; World Vision is looking to greater support from individual donors and corporate partners like M.A.C. Cosmetics and Shangri-La's Rasa Sentosa Resort. Other partners who have supported the programme through their marketing campaigns and corporate activities include The Face Shop, Credit Suisse and the Pedro Group, with their Pedro Fights AIDS Campaign running for the third consecutive year now.



**One Life Fund**

**A partnership between World Vision Singapore and Patient Care Centre**



**“Bursary helps HIV-affected student stay in school.”**

Rani\* was 28 years old when she was first diagnosed with HIV. She was tested after her husband was found to be infected. He passed away in the late 1990s, leaving behind their 3-year-old son. Rani struggled to cope emotionally and financially after her husband's death. However, her love for her son gave her strength and courage to brave the days ahead. She was recommended to work at Tan Tock Seng Patient Care Centre under the Sponsored Patient Worker Scheme and received about \$450 a month. To make ends meet, she also worked as a part-time cleaner to bring home an additional income of \$100.

Today, 16 years later, Rani's son is a student in a local polytechnic. Rani was very happy when she learnt about One Life Fund in 2009. They had been struggling to cope with his educational expenses but she did not want to deprive him of the opportunity to further his studies as he was doing well in school.

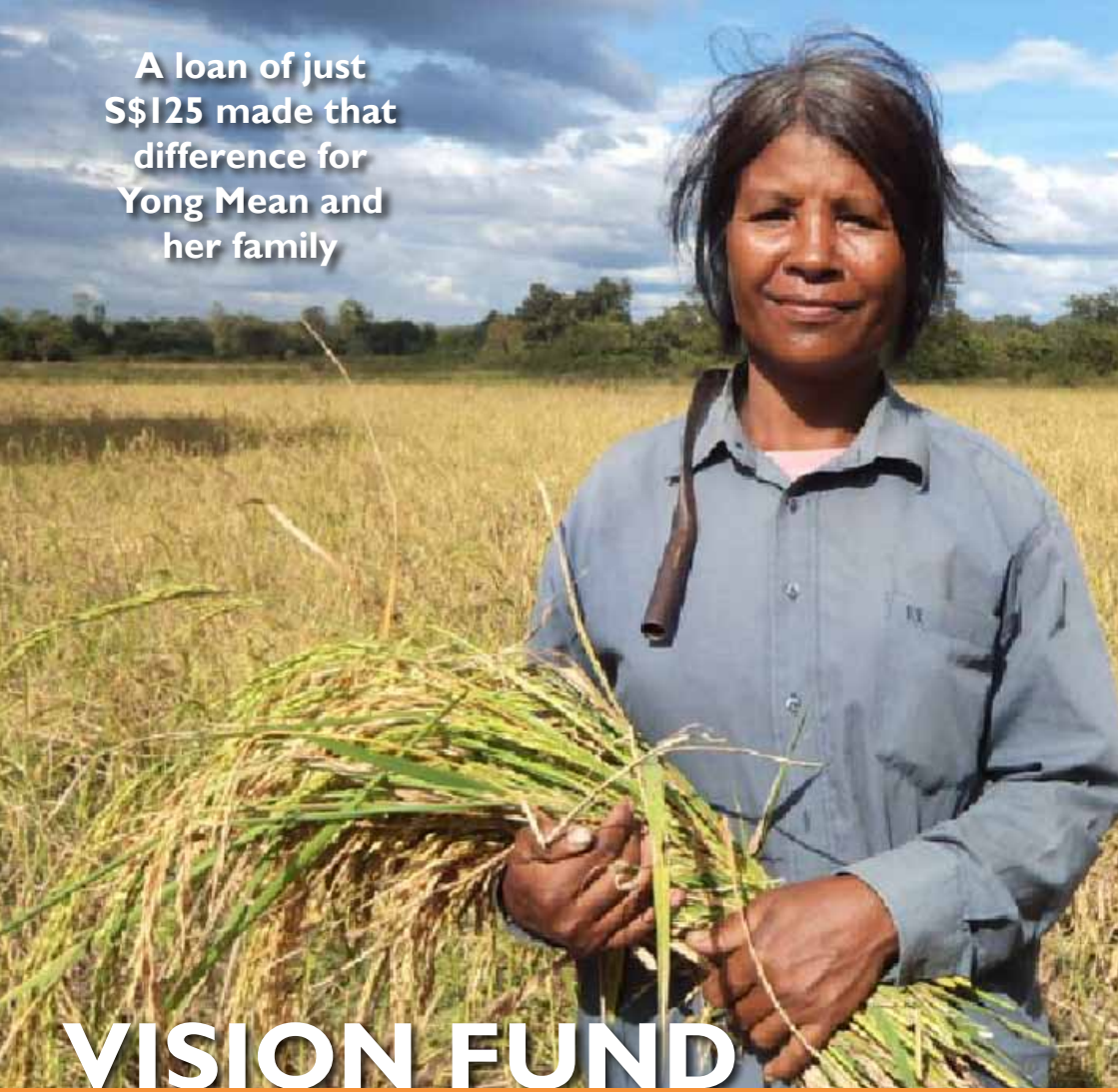
*“Without this bursary, life was very hard. I am very happy he received the money when he started school, so he can use it for school expenses and transport fare,” Rani shared.*

Rani and other recipients agree that the funds have made a big difference to help them cope with their children's educational expenses. They thank World Vision and the donors for making it possible for them to see their children complete their studies.

\* Name has been changed to protect the person and her family's identity.



A loan of just  
S\$125 made that  
difference for  
Yong Mean and  
her family



**VISION FUND**

**Lending expertise to empower communities**

**VisionFund, World Vision's non-profit microfinance subsidiary, specialises in training and equipping the economically-active poor and focuses most of its micro-lending in areas where World Vision has ongoing Area Development Programmes. In essence, VisionFund uplifts the socio-economic status of the poorest households through improving their access to financial services to build sustainable income-generating livelihoods.**

VisionFund has a strong team of veteran members in its Bankers with Vision programme acting as coaches and consultants for VisionFund's overseas country directors – all at no cost. Anchored by board member Jon Hartley and veteran credit risk expert Richard McCrohan, Bankers with Vision now has more than 500 supporters and many of them are esteemed volunteers ready to take on assignments in the field.

For example, VisionFund has been an influential instrument for poverty alleviation in Cambodia, reaching out to over 80,000 clients in half of the country through effective project planning and implementation. Traditionally, many villagers especially in the remote areas relied on sources of credit such as merchants and moneylenders who charge extremely high 15-20% in interest per month. With VisionFund however, entrepreneurs like rice farmer Yong Mean not only get access to quality and affordable financial services, but also professional advice and technical support on their businesses. Not surprisingly, their access to better health care, nutritious food, clean water and higher education for their children was also paved.

**Yong Mean, 49**, lives with her husband and four children in a village located in Ang Kanh village, 80 kilometres away from the provincial town of Siem Reap.

Before the loan from VisionFund, Yong Mean worked for others at the rice field and earned a meagre S\$1.50 per day. She could afford only two meals per day for her family, mainly just rice with salt and fish paste. Beyond food, she could not afford to buy other household necessities much less send her children to school.

*“In 2009, I applied for my first loan of S\$125 from VisionFund to set up my own rice farming business. My income increased when the harvests bore fruits. I could finally afford to buy some basic household necessities for the family,”* she explained. After repaying her loan fully in just a year, Yong Mean took up another loan of S\$350 in 2011 to extend her farmland to three hectares.

Today, her daily income has doubled.

*“My family and I are living better now. I own a wooden house with one bed and one table. We are eating more nutritious food every day. And my youngest daughter, 9, is studying grade one in school,”* Yong Mean shared her achievements proudly.

Yong Mean hopes that her daughter could study until she graduates from university. She also dreams of expanding her farmland by another two hectares and planting one hectare of bananas for diversification.

## STRATEGIC PARTNERSHIPS WITH INDIVIDUALS

Often, individuals help needy children emerge from poverty without expecting any returns or rewards. World Vision Singapore recognises two of the most outstanding individuals who have helped vulnerable children and communities in need to defy the historical burden of economic poverty and define new destinies for their lives.

**Ms Sophie Koh**, an IT manager with a telecommunications company, made waves when local newspapers picked up the story about her footing the entire cost of building a hospital in Ethiopia. She first chanced on the urgent need in World Vision's Christmas gift catalogue in 2010. Her generosity of SGD72,000 was the largest contribution made by an individual to World Vision Singapore through the Life Changing Gift Catalogue 2011/2012.



Ms Sophie Koh

## MORE THAN WORDS



"More Than Words" A Photographic Journal by Mr Edward Eng

It was not an easy decision for her to part with her life savings which she had been accumulating for the past 12 years. At that time, she was juggling her full-time studies and caring for her nine-year old daughter. Yet, despite all the considerations, she came out more determined than ever to plug in the gap for the 75,000 Ethiopians living in Yaya Gulale, who never had a healthcare facility within their community. Her passion for improving healthcare in vulnerable communities also saw her collecting funds for the renovation of a hospital in Sri Lanka.

Sophie has been sponsoring two children from Myanmar and Mongolia under World Vision's child sponsorship programme since 2005. In addition, she also volunteers her time and energy at World Vision's Tree of Life in an attempt to raise awareness about the works of World Vision during the Christmas festive season.

**Mr Edward Eng** was only 16 years old when he published a book called "More Than Words" in 2011 in support of World Vision. The young and well-travelled photographer is known for his awe-inspiring portraits that capture the indescribable essence of humanity, and his debut contained the best of his works.

Having won several awards including the prestigious Singapore Young Photographer Award in 2010, young Edward feels passionately for children who are impoverished and trapped in oppressive conditions such as child labour and sexual exploitations. Through the support of his family and friends, 500 copies of his photographic journal have been sold. Proceeds of the sale of the photographic journal went towards World Vision's Children in Crisis centres to provide food, healthcare, education and decent job opportunities to such vulnerable children. Edward hopes to rebuild their confidence and self-worth so they can be freed from poverty and move forward with hope.





Rai



Jack

## STRATEGIC PARTNERSHIPS WITH **GOODWILL AMBASSADORS**

### Jack and Rai

Starting off as solo acoustic musicians more than a decade ago, Jack & Rai came together in 2002 to form an acoustic duo with a chemistry that borders telepathic. Their easy-going and engaging nature makes any audience feel right at home when watching them. Since then, they have been lending their voices to appeal for support World Vision's cause.

As goodwill ambassadors since 2007, the fabulous duo performs at two of World Vision's biggest annual events - Child Sponsors Celebration and 30 Hour Famine Camp. Recently, they even tried their hands at voice animation for World Vision's Christmas campaign 2011. The fabulous duo sponsors a child from Vietnam whom they visited in November 2010.

Jack & Rai have built their presence not only at their regular night gigs at bars, but also at numerous public and corporate events in Singapore and in the region. They have also earned themselves Elle Magazine's Musician's of the Year in 2009, as well as M:Ida Youth Choice's 'Band I Wanna throw myself at' in 2010 and 2011.



### Melody Chen

Born of English/Thai and Chinese parentage, Melody Chen began her acting career as a teenager in 1995 and is now an accomplished Singaporean actress and presenter with an impressive portfolio of television, film and hosting experience. With a spunky and fun-loving personality, hosting became a natural progression for Melody as she began presenting kids television programs, sports and lifestyle programs and online travel interactives.

Melody's spontaneous and vibrant flair for hosting has also seen her emcee many successful events and product launches, both in Singapore as well as abroad. Not surprisingly, the audience was charmed by her sincerity and down-to-earth candor when she hosted World Vision's Child Sponsors Celebration at Furama Riverfront Hotel in December 2010 and 30 Hour Famine Camp in Ngee Ann Polytechnic in June 2011.

Melody is a caring sponsor of a teenage girl in Bangladesh, whom she visited in May 2010 for the very first time.



### Danny Yeo

Danny Yeo is a well-established media personality in Singapore, having accumulated years of rich experience in various fields starting as a radio presenter in 1990 and eventually pioneering a radio station as its Creative and Music Director. Since 2004, Danny has been a media lecturer at Ngee Ann Polytechnic.

In 2004, Danny first went on a specially-arranged trip to Malawi, South Africa, with 77th Street's Elim Chew to visit HIV-positive children under the care of World Vision, during which he served the Singapore team as a photojournalist. Subsequently, he wrote articles and published photo stories about his experience. In 2009, Danny was appointed World Vision's Goodwill Ambassador and went on a child sponsor trip to Mongolia. He also hosted the 30 Hour Famine Camp in Ngee Ann Polytechnic in June 2011.

Today, Danny is proud to be a World Vision Child Sponsor with two kids in the Philippines and two kids in Mongolia. Besides being a much sought-after event emcee and voice talent, Danny is also a columnist for several newspapers and magazines. In 2010, he received a Life Theatre Awards Best Director nomination for *Bondage*, his directorial debut.

## STRATEGIC PARTNERSHIPS WITH VOLUNTEERS

**Our silent hero-volunteers devote their time and energy selflessly in whatever ways they can to lend a helping hand to World Vision. We highlight a few of the most dedicated volunteers here.**

**Blueskyvers** is a group of 22 people who sponsor kids in Mongolia. They were then strangers to each other when they went on a child sponsors trip to Mongolia in August 2009, but they bonded and fostered their friendship during the trip. After witnessing the transformation in the lives of Mongolian children and families under World Vision's care, the group wanted to do more for World Vision in terms of raising awareness and advocacy.

Calling themselves the "blueskyvers", to remember the beautiful land of blueskies that Mongolia is known for, the group has supported and sponsored many of World Vision's events. One of them was the Mongolian Child Sponsors Gathering in June 2011. The group shared stories from the beautiful land they have grown to love in the hope of encouraging child sponsors to continue supporting the cause of child sponsorship. Blueskyvers also enriched the cultural atmosphere at the recent Child Sponsors Celebration by setting up a booth to showcase a wide array of souvenirs and mementos of Mongolia which the group has been lovingly collecting.





**Ms Chi Pin Lay** is the co-founder of OURF Consultancy. She is an experienced teacher and a confident speaker who firmly believes in helping people increase their capacities and reach their potentials as individuals. Her passion for social causes saw her organising many fund collecting events for World Vision and other charities.

A child sponsor with World Vision since 2009, with a child from Zambia and another in Cambodia, Pin Lay volunteered as a trip leader to many communities under World Vision's care such as China, Cambodia and India. In addition, she would share her testimony as a child sponsor regularly during child sponsors gatherings. Each time she was invited to speak, World Vision observes a higher number of inquiries and sign-ups. Whenever there is an opportunity to advocate about World Vision, be it with friends or in public settings such as on Radio 93.8 Live, she would willingly take up the challenge despite her busy schedule.

Pin Lay's care also extends to World Vision staff. Pin Lay would represent OURF Consultancy to conduct free workshops and share her knowledge so to enhance the skills sets and competencies of our staff.

## STRATEGIC PARTNERSHIPS WITH COMPANIES

### Our Major Corporate Supporters in FY2011

- Barclays Capital
- BP Singapore
- Charles & Keith
- Chuan Teng Petroleum
- Crystal Jade Culinary Concepts Holding
- Dimension Data
- DHL
- Estee Lauder Cosmetics
- Food for Thought
- Gloria Jean's Coffee
- Jebsen & Jessen (SEA)
- Johnson & Johnson
- Knowledge Universe
- Gain City Best-Electric
- GDS Services International
- Gold Guarantee
- Park Hotel Group
- Pedro
- Procter & Gamble
- Terrapinn
- The Face Shop Singapore

**World Vision is encouraged that corporations are stepping up to look beyond the dollars and cents of business, and starting to examine the heart behind the organisation and its impact on communities around the world. Key partnerships with responsible organisations like Crystal Jade and Park Hotel Group make a great deal of difference to enable the work that World Vision does.**



## Crystal Jade's 20th Anniversary Celebration with World Vision

To celebrate Crystal Jade Culinary Concepts Holding's 20th anniversary, the award-winning home-grown restaurant chain held its very first Culinary Carnival on 5 – 7 August 2011. The carnival featured a wide range of Crystal Jade dishes, cooking demonstrations, quizzes and competitions. It was also a carnival with a cause because profits from the event were contributed to World Vision's One Life Fund and community development projects in Vietnam.



This event marks the launch of a three-year partnership between Crystal Jade and World Vision. As part of Crystal Jade's focus on corporate social responsibility, the restaurant chain is giving back to the community by partnering World Vision to support not just local causes but also World Vision's work in overseas communities.

Crystal Jade has also been a firm supporter of World Vision's annual 30 Hour Famine Camp for some years now, and even sent a group of chefs to Thailand to cook for the children recently.



## Park Hotel Group adopts World Vision as its official supported charity

In conjunction with Park Hotel Group's 50th anniversary celebration, the hospitality group embarked on a 6-month fundraising campaign which began in June 2011. For every room booking made from all the Park Hotel Group of properties including those in Singapore, China, Japan and Hong Kong, US\$1 will be contributed to World Vision. Room guests were also provided with a platform to showcase their generosity with a nominal contribution for every room booking.

The funds collected went towards the building a 3-storey girls' dormitory for Songping Secondary School which is located in the remote mountainous area of Yongsheng County, Yunnan Province. One of Asia Pacific's fastest expanding hospitality groups, this is part of Park Hotel Group's corporate social responsibility initiative continued commitment to return to the community, making positive contributions to world's less privileged as well as sound long term investments for the next generation.

This dormitory will benefit the secondary school girls and the community in the years to come, giving them a better living and studying environment and eventually, a brighter future. Park Hotel Group also intends to send staff to Yongsheng for continuous community engagements after the completion of the dormitory.

## Edelman offers PR expertise pro-bono

World Vision International (Singapore) is privileged to be appointed as the official charity partner of Edelman, the leading independent global PR firm and also awarded the Edelman Community Investment Grant of US 2,500. Edelman provides World Vision with their PR and consultancy services on a pro-bono basis with the aim of helping struggling communities worldwide get a chance to life's basic needs.



## STRATEGIC PARTNERSHIPS WITH YOUTH AND SCHOOLS



### Hungry for a Better World at the 30 Hour Famine Camp 2011

About 2,000 youth from various secondary schools, junior colleges and polytechnics got a taste of hunger when they went without food for 30 straight hours on 17-18 June 2011. Adding to the challenging condition, youths also had to participate in activities that replicated the environments and experiences of underprivileged people living in impoverished communities.

World Vision's 30 Hour Famine Camp, the world's largest youth movement, is an experiential programme where the youth learn about poverty, hunger and injustice. In the 26th year running in Singapore, the camp was held at Ngee Ann Polytechnic and led by some 120 facilitators who had been interviewed, shortlisted and trained intensively.

The youth experienced other deprivations of their senses at the Dialogue in the Dark exhibition, the polytechnic's unique learning facility which employs the visually impaired. For example, they were navigated through simulated environments in complete darkness to perform simple daily tasks like crossing a bridge or buying drinks at a café. They also took part in a three-month social entrepreneurial project called Fish to Infinity to do something tangible to help vulnerable children and communities trapped in poverty.

Launched by Danny Yeo to mark the start of the fast, the youth were also treated to a concert at the final 30th hour by Jack and Rai, Melody Chen and Jill-Marie Thomas.

Those who were unable to join the camp contributed by being involved through a Famine Lifesaver Kit that allowed them to fast on their own with their colleagues, friends or family to raise support for the hungry.

After going 30 hours without food as a mark of solidarity against these global issues, the youth agreed they were transformed and empowered to make the world better. They were also inspired to turn compassion into action.

“About 600 million children in developing countries live on less than US\$1 a day.”

That's 120 times of Singapore's total population, each surviving on SGD 1.26 daily. That can buy you one cabbage in Singapore. At most, two lemons.

Hear what our outstanding participants & volunteers from Ngee Ann Polytechnic have to say:



Dawn Peh

*“During the 30 Hour Famine Camp, I met youths who are passionate in shaping the world to a better place. This camp provided the great platform to raise awareness about global issues. It also allowed us to reflect and share ideas on creating a better future for children.” ~ Dawn Peh*



From left: Grace, Sharon, Sylvia, Dawn

*“I believe we all have the potential to make a difference. The 30 Hour Famine Camp not only provided us the chance to make that difference but it also developed our confidence in ourselves and in the hope for the future.” ~ Sylvia Kwa*



Cheong Nianting

*“I have learnt so much right from the start. From planning to leading and executing, the 30 Hour Famine Camp journey has been nothing short of awesome. I enjoyed it thoroughly and am very glad to be part of this mega youth global movement!” ~ Cheong Nianting*



Flea market carnival at Brighton Community Church

## STRATEGIC PARTNERSHIPS WITH CHURCHES



The Korean Church in Singapore

In 2011, **Brighton Community Church** organised a working-adults zone outreach with the theme “Ending the year with a worthy cause”. World Vision was one of three causes that the church members had chosen to support after we presented on our mission and our works. The zones were then split into teams according to the cause they wished to support through a month of raising awareness and support.

**The Korean Church in Singapore** also supported World Vision by embarking on a Love Loaves Campaign in June 2011. The funds collected went towards a water project in Cambodia. In addition, the church also raised support for child sponsorships and the general childcare fund.

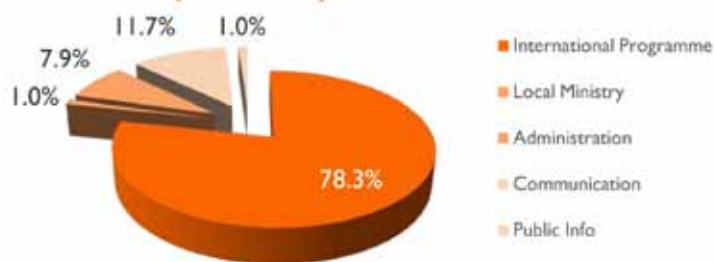
In particular, the church’s young adult group decided to collect funds for World Vision’s Life Changing Gift Catalogue by organising a flea market carnival. The carnival was named “Care-nival 2011: Shop for a worthy cause this Christmas” and it was held at T-Net Club@Macpherson on 3 December 2011. Friends and family generously contributed clothes, food and drinks, and other goods such as electrical appliances to be put on sale. All proceeds went to World Vision.



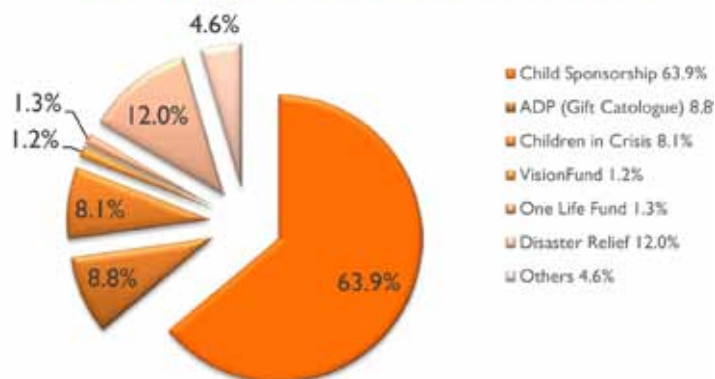
# 2011

As a foreign charity registered in Singapore, contributions to World Vision Singapore do not benefit from tax exemption or deductibles. Without a valid permit from the Commissioner of Charities, World Vision Singapore is also not permitted to actively solicit for funds from the public. We are grateful that such limitations have in no way hindered our supporters from contributing generously to the work that we carry out.

## Analysis of Expenditure in FY2011



## Analysis of Total Income in FY2011



### Income

We thank God for increasing World Vision Singapore's total income by **15%** from \$11.5 million in FY2010 to \$13.3 million in FY2011. This growth in income has transformed the lives of some 225,989 children and beneficiaries of all our projects all over the world.

"And God will generously provide all you need. Then you will always have everything you need and plenty left over to share with others." 2 Corinthians 9:8 (NLT)

Income increase from 2010 to 2011

**15% growth**

**2011**  
\$13.3 million



### Expenditure

According to Singapore's charity regulations, the total expenses incurred due to public fundraising appeals in a financial year must not exceed 30% of total contributions collected through the public appeals in that year. At World Vision Singapore, the total expenditure of the Support Office for FY2011 comprising administration, communication and public information was \$2.5 million or 18.7% of total contributions. This was slightly over last year's office expenditure of \$2.1 million or 18.5%.

### Disaster Relief

In FY2011, your contributions enabled World Vision Singapore to send timely aid to 13 disaster and emergencies around the world, helping some 2.4 million survivors, refugees and internally-displaced people overcome the trauma of loss and destruction.



Wattanapong Santatiwat



Andrew Goh



Liew Heng San



Diana Chandra-Oh



Tan Chee Koon



Choo Cheh Hoon



David Wong



Foo Pek Hong

## WORLD VISION SINGAPORE ADVISORY COUNCIL

### Wattanapong “Watt” Santatiwat Regional Leader of East Asia, World Vision International

Prior to joining World Vision in 1976 to coordinate relief and development work, including refugee programmes and child-focused development in Thailand, Watt worked as a landscape architect for a U.S. firm. He was appointed Field Director of World Vision Foundation of Thailand in 1982, with responsibility in strategic direction, government relations, programme quality and financial accountability. In 1989 he was promoted to Regional Director for East Asia. In 1991 Watt was appointed Regional Vice President for Asia Pacific Region, a position he has held until being selected as Senior Vice President at WVI in September 2002.

### Andrew Goh Chairman

Andrew is the founder and publisher of Christian magazine Impact and has written several books for both secular and Christian audiences. He is also a renowned corporate trainer and an elder at RiverLife Church.

### Liew Heng San Vice-Chairman

Heng San headed Singapore’s Central Provident Fund as CEO before retiring in 2010. He is currently on the Board of Singapore Bible College and Casino Regulatory Authority. He worships at Telok Ayer Chinese Methodist Church.

### Diana Chandra-Oh Member

Diana is a professional counsellor and works for a local VWO. She has had wide international exposure having lived in Europe, the US and Australia. She currently worships at Riverlife Church in Pasir Ris.

### Tan Chee Koon Member

Chee Koon recently retired as CEO of the National Volunteer & Philanthropy Centre. In addition to the local committees she sits on, she was also the volunteer chairperson for the organising committee for the 21st International Association for Volunteer Effort (IAVE) World Volunteer Conference held in Singapore in January 2011. She is married with two children and serves in Hing Hwa Methodist Church.

### Choo Cheh Hoon Member

Choo Cheh Hoon is currently a Senior Director(Design Cluster) at Ngee Ann Polytechnic (NP). As the founding director of NP’s School of Humanities & Social Sciences, she has set up an innovative social enterprise, Dialogue in the Dark (DiD) which specifically employs the visually impaired as exhibition guides and workshop facilitators, working alongside with sighted staff. Cheh Hoon also serves as a member of several professional and community committees.

### David Wong Member

David is currently the chairman of the Local Church Executive Committee at Wesley Methodist Church and a board member of the Methodist Welfare Services. He is a chartered accountant by training and is on the boards of several companies/organisations such as United Engineers Ltd, LMA International NV, the National Environment Agency and the Energy Market Company.

### Foo Pek Hong Member

Pek Hong worked in the financial sector for about 30 years with the last eight years as the former managing director of HSBC Asset Management Singapore. Upon her retirement from 2003 to 2006, she took up the responsibility of heading Singapore Children Society’s fundraising department, raising funds for disadvantaged and needy children in Singapore. She was also a trained teacher before she joined the financial sector. Pek Hong presently holds the position of CEO of the Kidney Dialysis Foundation. Married with two children, she serves at Zion BP Church as a treasurer and a committee member for their kindergarten.





Our vision for every child, life in all its fullness  
Our prayer for every heart, the will to make it so.

## WHO WE ARE

### Where we work

We serve close to 100 million people in nearly 100 countries around the world. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

World Vision Singapore currently works in 15 countries, supporting 17 Area Development Programmes (ADPs) and 11 non-sponsorship projects.

### Our vision

Our vision for every child,  
life in all its fullness;  
Our prayer for every heart,  
the will to make it so.

### Our Mission

World Vision is an international partnership of Christians whose mission is to follow our Lord and Saviour Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice and bear witness to the good news of the Kingdom of God.

### Our Core Values

- We are Christian
- We are committed to the poor
- We value people
- We are stewards
- We are partners
- We are responsive

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