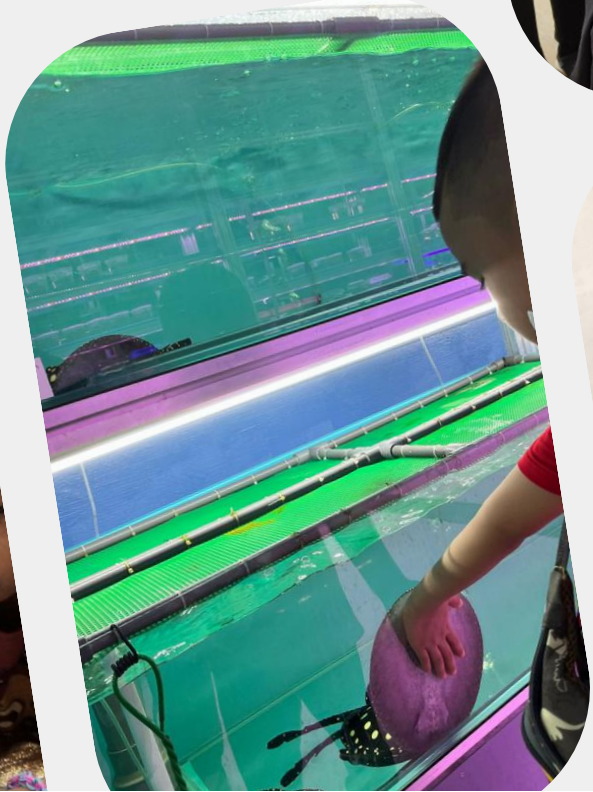
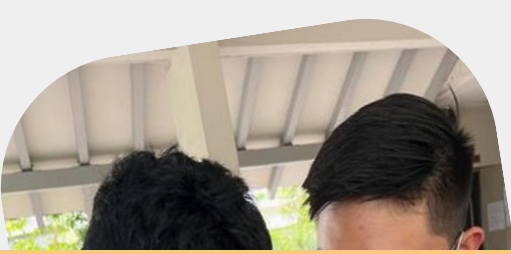


2022

ANNUAL REPORT

NEW LIFE STORIES



**BRIDGING
THE
GAP,
BREAKING
THE
CYCLE**



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Saleemah Ismail

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WORDS FROM OUR CEO

When I first started New Life Stories back in 2014, I never imagined the tremendous impact that our agency would have on our families. New Life Stories was my passion project, but has now grown to be a powerhouse in the fight against intergenerational incarceration. From 91 families and 364 service users in 2021, we now support 121 families and 425 service users! With many collaborations and projects in the works, we only expect the numbers to grow in the next few years.

Since fine tuning our Family Strengthening Programme last year, we continued to build on our systemic practice approach and extended our support throughout multiple layers of each family system. By supporting each child's educational and pro-social development, building the resilience and communication skills of their parents through in-prison workshops, and supporting caregivers and other family members, we've increased the depth of our social impact to ensure the lives we change stay changed. Since having this operating model in place, we have seen significant progress in the lives of our families. We are always listening and learning from our families to see what works best for them to thrive in our community.

We are very excited to share that we are the recipient for the Ministry of Home Affairs's recipient for the Ministry of Home Affairs's National Day (Home Team Partner) Award for Excellence for our Family Strengthening Programme, a testament to the impact we have made in our families. We are also the recipient for the Yellow Ribbon Advocate of Second Chances (Community Partner) Award for the advocacy work we do in raising awareness of the need to support families impacted by incarceration.



We could not do the work we do without our dedicated volunteers who visit our children every week during their befriending sessions. For the first time since the pandemic, we held our first face to face Volunteer Appreciation Day held in December where our volunteers came together to get to know other Learning Friends, sharing their experiences and reflecting upon what volunteering with the children means to them. Our Learning Friends are the eyes and ears of our agency. We are deeply grateful to our passionate volunteers who have selflessly put in the love, time and effort into making a positive impact on our children's lives.

At New Life Stories, we believe that we cannot exist alone. We work closely with partners to ensure that the families we serve continue receiving the support they need to rebuild their lives and rewrite their stories.

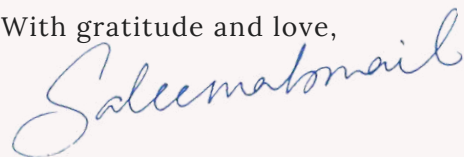
Our immense gratitude goes out to many of our partners, including Singapore Prison Services, National Council of Social Services, Tote Board, UOB, ST Logistics, Kewalramani Foundation, Amazon, NVPC, Endowus and the Netherlands Charity Association for continuing to believe in our agency and support our cause. We are very excited to welcome new partners like Murex, Odyssey The Global Preschool, Lancia Consult, Break the Cycle SG and My First Skool. We are grateful for their support and excited to continue working with them for the coming years! We would also like to thank our donors - individual women, men and children who have been supporting us to give back and serve our families. Each of their names are etched in our grateful hearts for their contributions to uplift our families. This past year, for the first time since the pandemic, we were finally able to bring our children out for learning journeys!

WORDS FROM OUR CEO

In September, we worked with the National Gallery team to tour the Children's Biennale Exhibition where the children got to explore many interactive stations during their visit. We also partnered with Wealth Allianz for Children's Day where our families got the opportunity to visit the Qian Hu Fish Farm - the kids especially loved longkang fishing! These out-of-school learning experiences have made a profound impact on the children, fostering personal growth and a love of learning that will last a lifetime.

I'd like to thank everyone who has enabled us to carry out our mission to be a beacon of hope for these families and to provide the love and support they need to overcome the challenges of incarceration. We hope to continue forging greater partnerships and collaborations with like-minded agencies, to further strengthen our families and continue empowering them in their journey to recovery. With many exciting new opportunities and plans for our future, we can find ourselves one step closer to reducing the recidivism rate not just for our families, but for our society. Most importantly, with your support, together we are preventing intergenerational incarceration and supporting these families to improve the quality of their lives.

With gratitude and love,



SALEEMAH ISMAIL
CHIEF EXECUTIVE OFFICER
NEW LIFE STORIES

ABOUT NEW LIFE STORIES

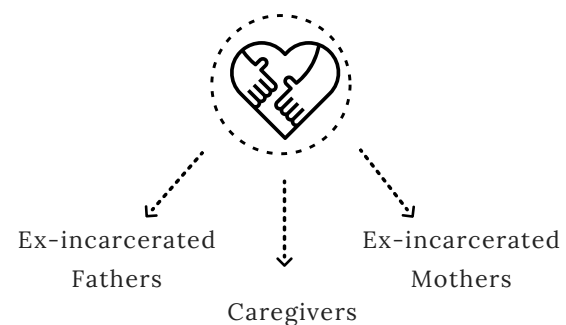


Our mission at NewLife Stories has always remained the same since our inception back in 2014 - to break the cycle of intergenerational incarceration. We believe that it is of utmost importance for our clients to understand the importance of familial relationships and that their actions can negatively affect their children. We work towards the belief that a holistic programme for the families can help improve their relationships and in turn prevent a similar future for their children.

In 2022, we welcomed new faces into our New Life Stories team to strengthen our programmes and reach out to more families. As our team continues to grow, we are looking to launch more programmes and events for our all our service users to provide them with additional support to ensure that they have a holistic experience with our team.

FUTURE PROJECTS

As part of the Desistor Network, we will be launching 3 support groups for our clients to provide them with a safe and supportive community to learn and grow with each other.



OUR WORK

Our Family Strengthening Programme is the core programme here at New Life Stories. Encompassing three essential pillars, we are able to have multiple touch points with every member in the household of the incarcerated, to ensure that they are all wholly supported to strengthen the entire family unit.

Our befriending programme, incare prison workshops and family care & advocacy are the three main pillars that make up the Family Strengthening Programme. Through these programmes, we apply a systemic practice throughcare approach to support the families on their journey to empowerment.

BEFRIENDING PROGRAMME



FAMILY CARE AND ADVOCACY



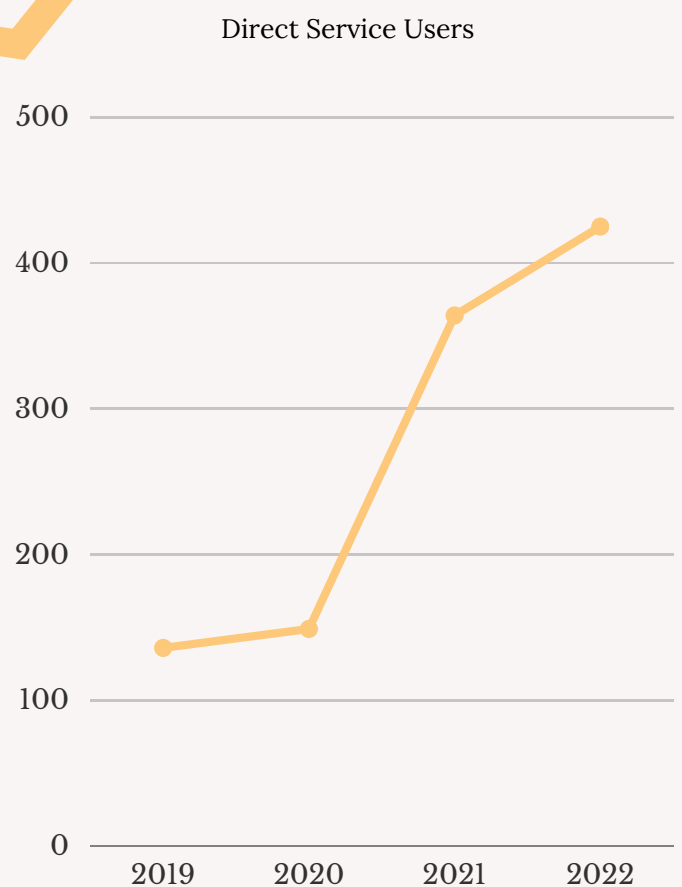
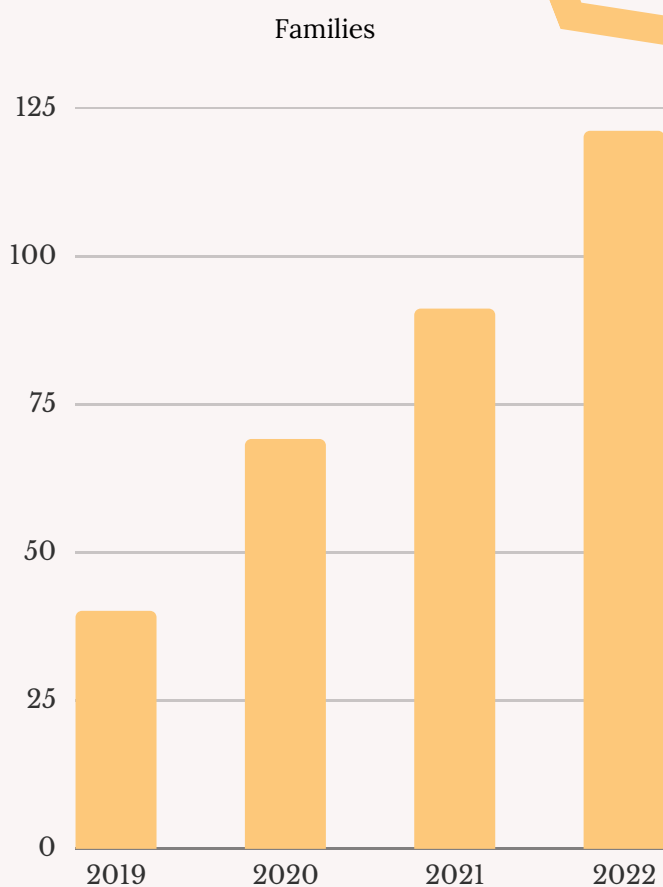
INCARE PROGRAMME



NLS IN NUMBERS

Here is an overview of how much we have grown over the years.

Through the years, we have increased the number of families that we serve by 33% and correspondingly by 17% for our direct service users. From 136 direct service users in 2019 to 425 in 2022, we have extended our reach to every family member living in the same household to work and support the whole family. Working with the family system and every individual is essential in our strategy to strengthen our families to improve their relationships and encourage healthier conversations.



IN 2022,

Our team works with all family members, volunteers and stakeholders round the clock to ensure that they receive the best care and support to ensure that their journey with us proves bountiful.

Every year we put more hours into servicing and supporting our families through home visits, befriending sessions and incare training. Our Family Strengthening Programme embodies all three elements to ensure that our families experience a holistic supporting system within our agency. The numbers on the right reflect the number of sessions we held in 2022.



42
IN-PRISON SESSIONS

613
HOME VISITS WITH
THE FAMILIES

1820
ONE-ON-ONE
BEFRIENDING SESSIONS

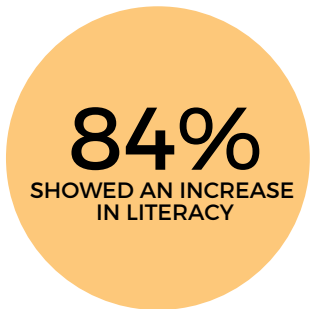
13,200
VOLUNTEERING
HOURS

BEFRIENDING PROGRAMME

The befriending programme is one of the core programmes that we provide for all children between 3-12 years.

Our children voluntarily participate in this programme, with consent from their caregivers to have volunteers visit their homes every week for at least 6 months to engage with them in reading and activities to build long-lasting relationships and improve their pro-social skills. This is to ensure that these children can have educational and emotional stability for a fairer start in school and are not left behind in their crucial early years of development.

LITERACY



We observed that 84% of our children had could read better compared to that in 2021. We measure the improved literacy of our children under the befriending programme to assess the effectiveness of our befrienders in enabling the children to excel not just socially but academically too.

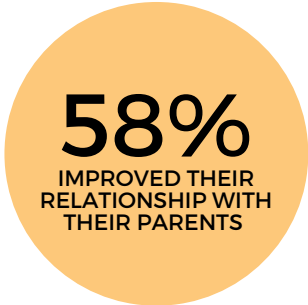


Our children have improved in their self-confidence by 72%. Building our children's self-confidence and pro-social skills are especially important to ensure that they are adept at coping with the challenges at home and at school. The befriending programme allows our children to express themselves creatively through art and activities prepared by our volunteers.

SELF-CONFIDENCE



RELATIONSHIP WITH PARENTS



We also assess if the children's relationship with their parents have improved after the sessions. We found that 58% of our children have better relations with their parents. Through these befriending sessions, our parents can also learn how to engage their children and in turn build closer family relations.



FEEDBACK FROM THE CHILDREN AND THEIR CAREGIVERS

We collect feedback from our children and their caregivers throughout our programme. Below, you can find some learning points and thoughts from them since being part of our programme.

"We do a lot of fun things together like reading, playing games and arts & crafts. We also go to the library together! The other day they took me out for breakfast at McDonalds before reading!"

"Jane (Learning Friend) is my best friend! I always look forward to seeing her every Saturday at home. We always have a lot of fun playing and reading together."

"It is very heartwarming to see how my child interacts with her Learning Friend. She used to be scared to be alone with her, but now, they are inseparable!"

PARENTING INCARE PROGRAMME

Our first points of contact with the families are through the parents in prison.

Over 20 weeks, parents who sign up for our programme are taught parenting tips and ways to strengthen their communication with their children. Through this programme, they are also encouraged to write a story to their kids and audio record themselves reading it. These will then be given to the children during the open visit at the end of the programme. This expression of love aims to provide their children with a gift direct from parent to child to restore their relationship.

PARENTING COMPETENCY

42%
SHOWED AN INCREASE IN PARENTING COMPETENCY

42% of our parents are observed to display an increase in parenting competency. This includes being able to connect and care for their child while still serving their sentence as well as providing their children and families with the much needed reassurance that they will be able to resume caregiving roles upon release.



While many of our parents still struggle to cope with the many challenges surrounding their own incarceration as well as their upcoming release, 46% of them showed an increase in self-confidence. Preparing for their parenting role generates a lot of stressors which might inhibit their progress especially right before their release.

SELF-CONFIDENCE

46%
SHOWED AN INCREASE IN SELF-CONFIDENCE

RELATIONSHIP WITH THEIR CHILDREN

35%

INCREASE IN STRENGTH OF RELATIONSHIP WITH THEIR CHILDREN

At the end of our programme, we assess if the parents observe an improved relationship with their children. Last year, 35% of our parents shared that they are able to communicate and connect with their children more effectively compared to before their enrollment.



FEEDBACK FROM THE PARENTS

Our parents share their feedback with us pre and post programme which we then use to assess their progress shared above. Below are some words from our parents after being part of our incare programme.

"I appreciate NLS for helping my girls to write e-letters to me. They wrote so much and update me on everything that's happening in their lives. I feel like I can support them better now, and I don't feel so alone anymore."

"This programme has put constant reminders into my mind. This is a very tough and lonely journey. It is not always easy to remain sane and cool at times. This course has provided me with relaxation tips and how to remind myself to stay focused. It really has helped me a lot."

"I am happy to be given the opportunity to share a bit about my life to others. Somehow, I feel as though a weight has been lifted off my shoulders. I feel very grateful for everything that has been done for me!"

ACHIEVEMENTS AND PARTNERSHIPS



We are deeply honoured to have been recognised for our work over the years.

As a small agency in the field with big players, we are honoured to be recognised for our work and the impact that we have made on our families. These awards not only reassures us that we are impacting the lives of our families, but also that our services are making waves in the sector. We hope to continue on our journey to touch many more lives and strengthen our collaboration with other agencies in the rehabilitation network.

AWARDS IN 2022

In 2022, we were recognised by both the Ministry of Home Affairs and Yellow Ribbon for our work in supporting the incarcerated and their families.

With these recognitions, we hope to continue onward to provide high quality support to all our service users and their families to ensure that reincarceration rates within the ex-incarcerated remains low, and empower them to eventually graduate from our programme.

MINISTRY OF HOME AFFAIRS NATIONAL DAY AWARD (HOME TEAM PARTNER) FOR EXCELLENCE

This was awarded to us in view of our performance in supporting and rehabilitating the incarcerated through our incare programme. We are humbled to have received this award as it is a testament to the hard work we put in to support all our families.



YELLOW RIBBON AWARDS SINGAPORE 2022 - ADVOCATES OF SECOND CHANCES (COMMUNITY PARTNER)

We are honored to have received this award for our advocacy efforts in policy change and raising awareness for families impacted by incarcerations. Our clients were also awarded at the event, one of our fathers received the Advocate of Second Chances (Overcomer) in Silver and our mother received a similar one in Merit!

CORPORATE PARTNERS

Corporate donations and fundraising are integral for the sustenance of our agency. We work closely with our partners to ensure that their social responsibility needs are met through supporting our programmes.

Our corporate partners support the funding of our programmes through various means - charity runs, in-kind donations and art projects. All money and donation items are used to fund our programmes and given directly to our families respectively. Over the years, we have strengthened our relationships with our long-standing partners and created new relationships with other corporate partners.



DONATIONS

Aside from receiving donations via our platforms such as our website and giving.sg, we also have dedicated partners over the years who believe in our cause and help support our programmes.

Through our corporate donations we can expand our reach and impact by launching new programmes and initiatives that address emerging needs in the community. This also helps to build relationships with our partners and further our mission to prevent intergenerational incarceration within our families. All donations go towards funding our programmes and ensure that we can continue to make a positive impact in the lives of our families.





As part of **Amazon's** Peak Giving Campaign, more than 40 volunteers from Amazon teamed up with us this year to wrap 159 STEM-related gifts for our to brighten up their holidays! All the gifts were wrapped with recycled materials to encourage sustainability this festive season. Amazon also sponsored school bags for children under our befriending programme filled with drawing materials, stationery and assorted snacks to support their befriending sessions. We also received \$55,400 as part of their fundraising campaign!



We are proud to be partnering with **ST Logistics** again this year and would like to express our sincere appreciation for the support they have given us over the years and the passion they share for our cause. This past year, they generously donated \$38,000 to fund our Family Strengthening Programme, ensuring that our families will continue to receive the help they need.



Kewalramani Foundation has generously donated \$35,000 to support our befriending programme. Under their welfare & protection for children and women, the foundation supports agencies that provide opportunities for both women and children to thrive. We are very grateful to be able to work together with the KRF community to provide equal learning opportunities for our children.





The **Netherlands Charity Association (NCA)** and Holland International School collaborated to create a magical Christmas for our children, as part of NCA Care Week. Through their Shoebox Appeal initiative, the school lovingly wrapped and decorated books and toys in repurposed shoeboxes, which were gifted to each of the children at New Life Stories. In addition, NCA wrapped and presented more than 200 extra books for our children, and provided a generous aid of \$5,000 to support our children and their families.



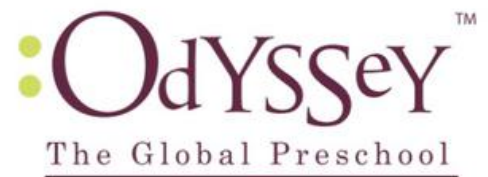
During the festive season of giving, we were privileged to have **Murex Southeast Asia** join us as a valued partner. Through a heartwarming initiative, the Murex team banded together to fulfill the Christmas wish lists of our children, even taking the time to wrap each present with care. We are deeply appreciative of Murex's efforts to cultivate a culture of generosity within their organization and for making our children's dreams come true.



FUNDRAISING

Many of our partners have also supported us through running fundraising campaigns both internally with their own teams and externally with the general public.

Fundraising efforts provide us with not only an avenue to build on our relationships with our partners, but also provides more awareness on the work that we do. We are always very grateful to both existing and new partners for their support of our programmes. Through such efforts, we can not only reach new audiences, but also use such funds to improve the quality of our services leading to more effective programmes to better meet the needs of our families.





During the first two weeks of December in 2022, **UOB** invited us to partner with them for the fifth consecutive year of their Gift for Good campaign, a campaign where UOB staff participate in gift-giving for our children during Giving Week. Through the generosity of everyone at UOB, we were able to purchase educational science kits for all 127 children in our care, raise \$20,000 in matching donations and we even received an extra \$9,567.54 in aid of the children and families we serve!



Every year, **Odyssey** selects one charity to be its benefactor from its Colours of Odyssey Art Exhibition. Students from all its campuses created art works using a variety of mediums and materials. There were paintings, sculptures and mixed medium art created by these 3-6 year olds. The artworks are then put up onto a virtual exhibition where their parents can purchase the artwork. \$25,000 collected from the proceeds of the artworks were then donated to New Life Stories to support our children.



5 students from **Hwa Chong Institution** approached us to be a beneficiary for their project, Project Liberi. The students aim to spread awareness on the emotional turmoil that children with incarcerated parents face and how the community can better support them. They put up a showcase for students from HCI to attend - proceeds from ticket sales go to support New Life Stories cause. Through their efforts, they have managed to raise over \$6,000 to support our Family Strengthening Programme!





In 2022, we forged a meaningful partnership with **LanciaConsult**, who organized their annual 10/10 Run, a fundraising event committed to creating a lasting social impact on communities. With a remarkable show of support from the LanciaConsult team across 13 countries, 124 participants ran an impressive 1,650 kilometers and raised a total of \$6,184 for New Life Stories. We are humbled to be a part of this impactful initiative and look forward to continuing our collaboration in the years to come!



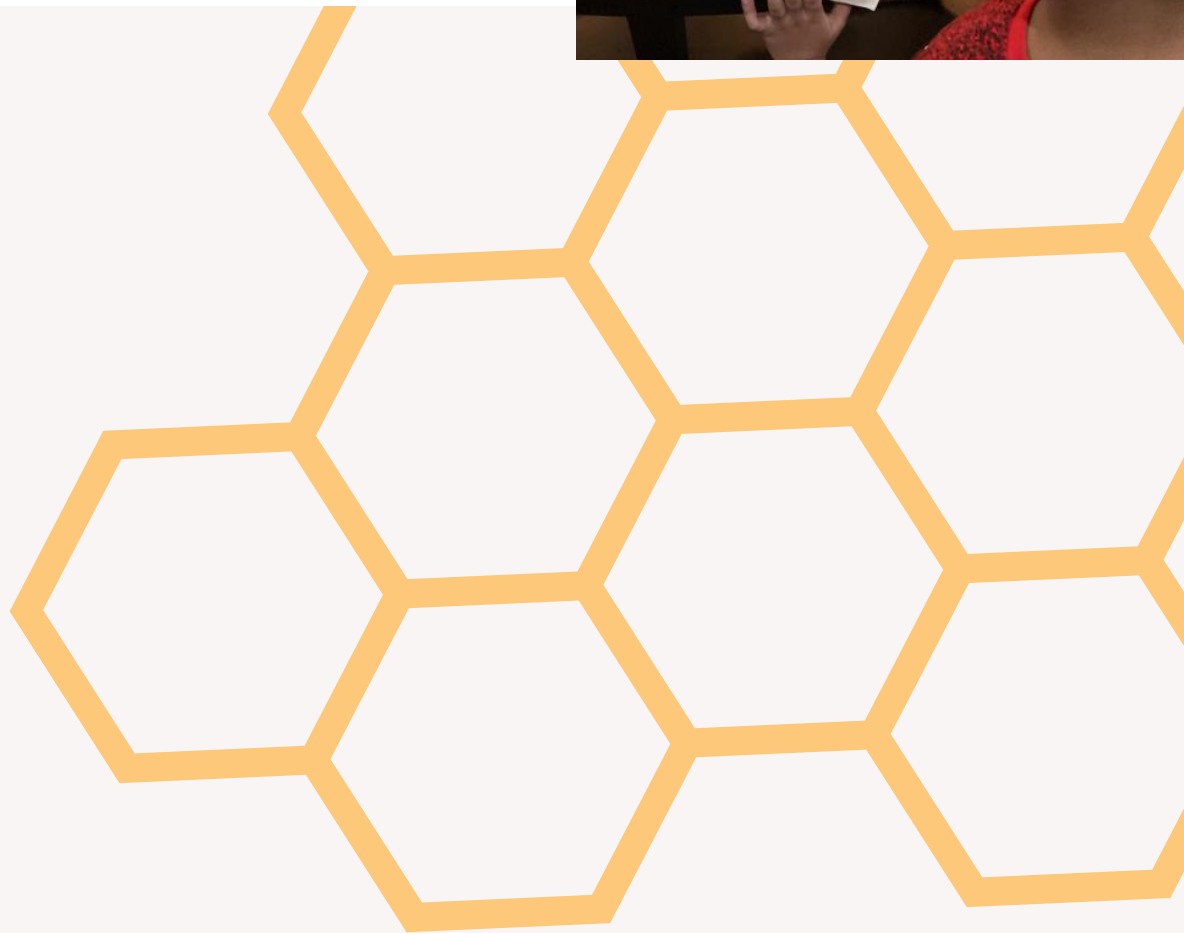
Endowus partnered us once again this year for their annual Giving Machines campaign. 20 vending machines filled with donation items were placed all around Singapore to allow the public to make their donations by purchasing cards to provide much needed items for our families. This year, donors can purchase art materials, science kits and drawing tools for our children to support them during their befriending sessions. With over 66 cards sold and through online donations, they managed to raise \$2,420 to support our programme!



Students from **Ngee Ann Polytechnic** organised Project Smiles, a programme to promote our fundraising campaigns. Aside from a virtual walkathon, the students also organised an online programme to engage 20 of our children in storytelling and online games to support their learning and development. Through this initiative the students raise \$1,375 to support our programmes!



We were the beneficiary for **My First Skool (MFS) Punggol's** Art Fiesta held between 13-17 June! Tote bags designed by children from the preschool and our befriending programme were put on sale during the fiesta. Our children were encouraged to explore dot art and were provided with the necessary materials from the preschool. Through this campaign, MFS Punggol managed to raise \$640 to support our charity.



VISITS TO NLS

Hosting partners at our office space serves to deepen our relationship and learn from each other about how we can support the community better.

Our new office space in Haji Lane has been a conduit for shared knowledge and new partnerships with many social service agencies. Through these visits, we learn more about how to work collaboratively and share industry knowledge with each other.

NATIONAL COUNCIL OF SOCIAL SERVICES

National Council of Social Services Chairperson Anita Fam together with the senior management team came down to our office to discuss some ways on how we can improve our service model to better serve more children and their families through our programme.



FITRAH SINGAPORE

The team from Fitrah Singapore dropped by our office to share on their programmes for the year and how we can collaborate better to serve our target demographic.

SELARANG HALFWAY HOUSE

We were pleased to host the team from Selarang Halfway House to learn more about how we can support each other to provide our services to the men under their programme.



ENGAGEMENT WITH MOS FAISHAL IBRAHIM

Minister of State for the Ministry of Home Affairs, Assoc Prof Dr Muhammad Faishal Ibrahim has been a strong supporter of New Life Stories over the years.

We have had the honor and privilege of having MOS Faishal attend our events as well as engage with our families in 2022. MOS has met many of our families during both our virtual and physical open visits, as well as gave us the opportunity to be involved in grocery and Korban distributions for our families. Below are some of our engagements with MOS in 2022.

NLS OPEN VISIT AT CHANGI PRISON

MOS Faishal engaged with our families who attending our Open Visit held in Changi Prison. These open visits are held at the end of our 20-week incare programme and gives our families the opportunity to meet with their loved ones face to face in prison.



NLS VIRTUAL OPEN VISIT

Before the official lifting of visitations by SPS, we held virtual open visits for our fathers to interact with their families for 1 hour at our office space. These sessions were extremely precious to our families allowing them to have a private uninterrupted session with their loved ones in prison.

OUR KAMPUNG GELAM GIVES BACK

NLS was one of the beneficiaries for Our Kampung Gelam's grocery drive which enabled our families to pick food items generously sponsored by Lazada. 20 of our families came down to collect an assortment of fruits, vegetables and event meat at the drive!



MOS MEETS NLS VOLUNTEERS

Serena and Jeanette, two of our long-term volunteers had the opportunity to share their volunteering experience with MOS at our office. During the session, they also got to share what they learnt from befriending with our children, and what it means to give back to their community.

RAMADAN MEET THE FAMILIES SESSION

For two years now, MOS Faishal makes it a point to visit 2 of our families every Ramadan to deliver over \$200 worth of grocery items. This year, both families, residing in the Nee Soon GRC, shared their hopes for their families' futures and sought his advice on some of their challenges.



KORBAN MEAT DISTRIBUTION

NLS was one of the beneficiaries of MMO Rehabilitation Network 's Korban distribution drive. 10 volunteers from F1 Singapura came down to collect and deliver 2kg of meat to 26 of our families all over Singapore.

PARTNERSHIPS

Partnerships are essential for small agencies such as New Life Stories to improve our services and achieve greater impact to help support our families and community.

Through working with other organisations we are able to reach a wider audience and and share about our programmes with new communities. These partnerships also enable us to learn best practices from industry experts and establish new relationships with other agencies.



SINGAPORE UNIVERSITY OF SOCIAL SERVICES SERVICE-LEARNING & COMMUNITY ENGAGEMENT

We were invited to attend SUSS Partner Appreciation and Dialogue session where we also given a booth to recruit volunteers for our befriending programme. We were heartened to have so many students register their interest to volunteer with us!

BREAK THE CYCLE APPRECIATION DINNER

Our Advocacy and Community Engagement team attended an appreciation dinner with the Break the Cycle team to share more about our programmes with the team. As the chosen beneficiary for their year-end cycling fundraiser, we were honoured to have had the privilege to meet the team of dedicated and passionate cyclists.

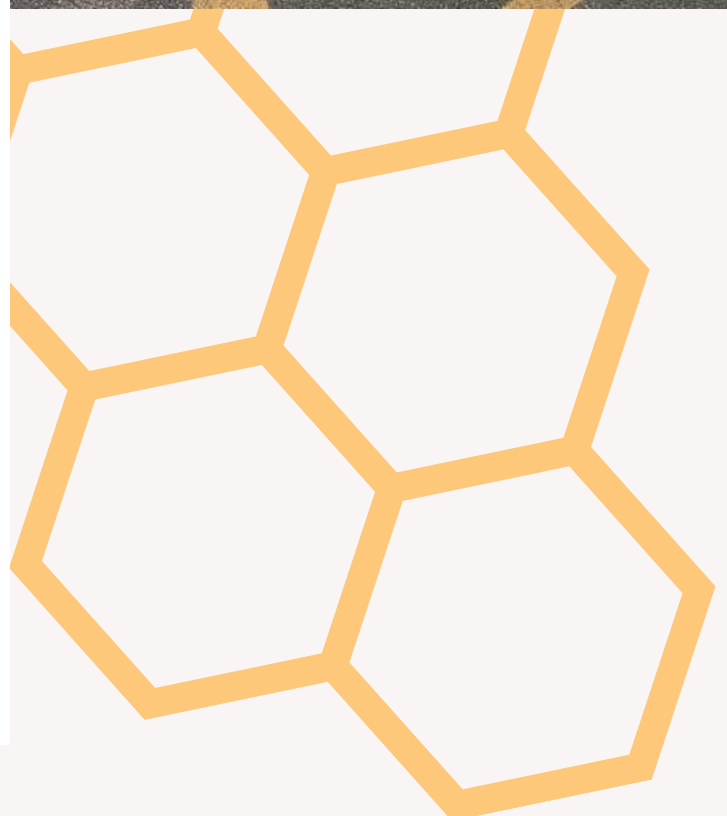


EVENTS AND PROGRAMMES



Every year we work with various agencies to supplement our core programme with activities and support to provide our families with a holistic learning experience.

Through our learning journeys and events, we are able to learn more about our families through their interactions with one another. With the help and support of our partners, we are able to expose our children to more experiences to enjoy with their whole family.



FOR OUR CHILDREN

Our children is at the heart of everything we do. By providing them with the best possible learning experiences, we believe that we can help them develop into well-rounded individuals.

These learning journeys enable our children to have new experiences and explore their creativity outside of their homes and school. We hope to expose our children to even more opportunities in the coming years!



NATIONAL GALLERY GALLERYKIDS

We brought over 30 of our children to National Gallery's GalleryKids to bring art to life. With wide imaginative play spaces, tactile features and interactive exhibitions, our children had a ball of fun unleashing their creativity in the various spaces! The children really enjoyed the 'Because it Makes Me Feel' exhibition where they got to 'live in' lifesized houses filled with pillows and art activities such as origami and still life paintings! Volunteers from RSVP Singapore also came down to mind the children during the tour!

QIAN HU FISH FARM

14 families took a trip down to Qian Hu Fish Farm to celebrate Children's Day organised by Wealth Allianz. The families went on a guided tour and took part in longkang fishing as part of the experience. They were also treated to a magic show performed by the one and only Mystifying Imran! The children also had the opportunity to ride on Spyderys, managed by volunteer riders!



FOR OUR FAMILIES

Our work involves supporting the entire family system - we believe that by providing all members in the family with opportunities to thrive, we can reduce the risk of reoffending and ultimately prevent the risk of intergenerational incarceration.

By providing opportunities for our families to thrive, we can not only enrich our families but safeguard the future of our children.



COLOURS OF ISTANA LAUNCH

Elmelda was invited to attend the launch of Colours of Istana an animated book by Istana. President Halimah Yacob hosted the event which was attended by families involved in the production of the book, including Elmelda, her mother Suriati, and their NLS Social Worker, Juline.

SPEAKING OPPORTUNITIES

We have had the pleasure of speaking at various dialogues and seminars in 2022.

Our CEO, Saleemah Ismail has shared her knowledge and our programmes with major players in the rehabilitation and social service networks to not only share best practices but to also learn from one another.

MAJORITY ROUNDTABLE

At the first Majority Roundtable discussion, our CEO, Saleemah, was one of three guest speakers invited to share on how

As a small agency with limited resources, it was heartwarming to hear the



NATIONAL YOUNG LEADERS FELLOWSHIP

Halogen Foundation Singapore invited our CEO, Saleemah, to be one of their guest panellist at the National Young Leaders Fellowship induction programme for 2022. These initiatives are important to us to engage our youths to be even more involved in social change.

CARE NETWORK SUMMIT

The New Life Stories team was invited to attend the Care Network Summit hosted by Yellow Ribbon Singapore. Our CEO, Saleemah, and Soraya our Senior Psychotherapist shared on the importance of a throughcare approach when working with complex families.



NLS ONLINE

Our online presence has been steadily growing since we first started our page. Our platforms help us to share our stories candidly with a larger audience to bring more awareness onto the plight of our families.

We have also had the privilege of working with partners such as Yellow Ribbon, NCSS and Amazon, to not only share the stories of our families and volunteers, but to also highlight their strength and resilience.

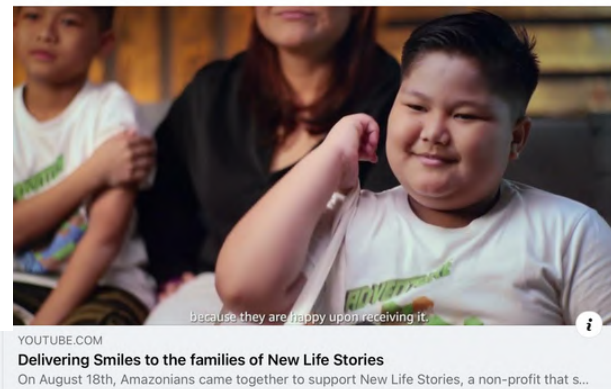
NCSS - INTERNATIONAL VOLUNTEER DAY SPECIAL

Two of our volunteers along with our Volunteer Relations & Engagement Senior Manager, Noorfaiza Hassan were asked to share about their volunteering journey and processes.



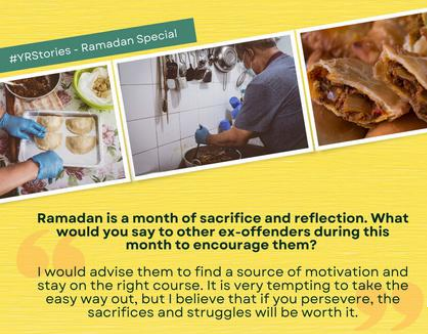
AMAZON GIVES BACK

One of our families, Salmah and her two kids, Rifdi and Rafiq were interviewed by Amazon to share on how their relationship has been affected by incarceration. In this heartfelt video, the love in the family, as well as the support from New Life Stories can be clearly felt.



A CATALYST FOR CHANGE

Curry puffs for a brighter future
Featuring Zul



YELLOW RIBBON - A CATALYST FOR CHANGE

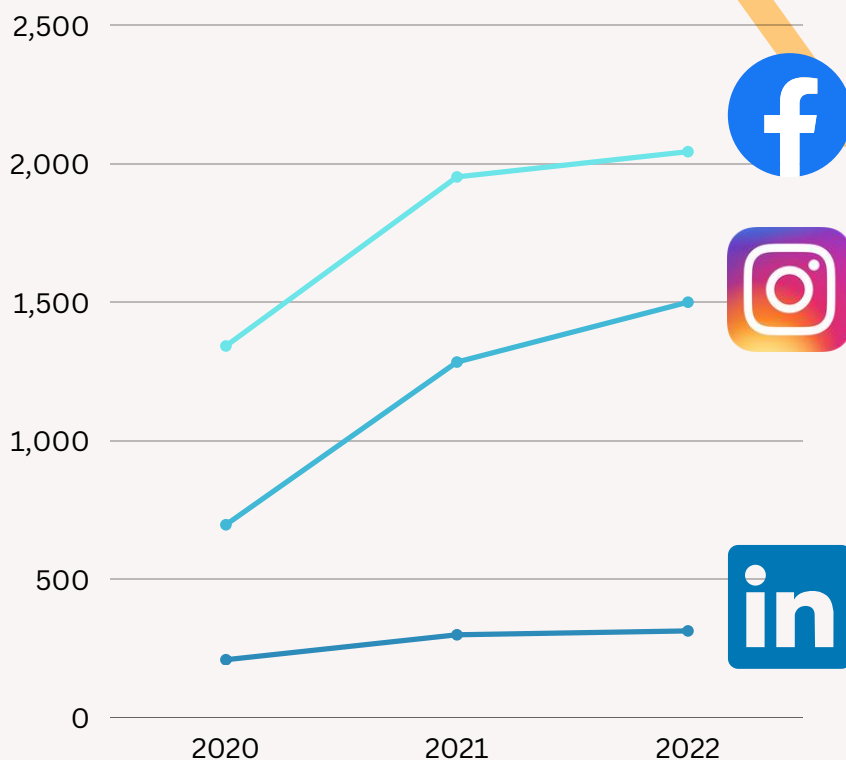
Mr Zul was featured on Yellow Ribbon's social media during Ramadan to share on how his son helped him to overcome his inner demons and changed the trajectory of his life. The story is full of hope and resilience through never-ending challenges

SOCIAL MEDIA

Our work revolves around building a community and strengthening our society. Social media helps us communicate with the larger community about the work we do and give our families and volunteers a voice.

By raising awareness of our cause and sharing our stories, we get to amplify our reach and touch more lives in the process. Sharing our stories allows our families to not only be seen and heard, but to hopefully be understood by the public.

WE ARE SLOWLY BUT STEADILY INCREASING OUR FOLLOWERS OVER THE YEARS



IN 2022 WE HAD:

TOTAL FOLLOWERS

3.9K

NEW FOLLOWERS

376

PAGE/PROFILE REACH

74K

GOVERNANCE

All our charity information including donations, fundraising and grants are kept transparent to demonstrate our commitment to accountability and good governance.

The Board maintains oversight of the financial position, reviews the performance of programmes and services and ensures ethical standards are enforced.

ACRA Unique Entity Number (UEN): 201411304Z

Current IPC Status: 27 April 2023 to 26 December 2024

Registered Address: 73 Haji Lane, Singapore 189266

Auditor: True Assurance PAC, Singapore

Main Bank: DBS Bank Limited

NLS was incorporated as a Company limited by guarantee from 17 April 2014.

NLS was registered as a Charity under the Charities Act from 16 April 2015.

NLS was accorded an Institution of Public Character (IPC status) from 1 July 2016.

NLS has a Memorandum and Articles of Association (M&AA) as the governing instrument.

Management of Conflict of Interest

During the current and previous financial year, none of the Board members received any remuneration from the Company. Board and Management members are required to disclose any interest that they may have whether directly or indirectly, that the Company may enter into or in any organisation that the Company has dealings with or is considering dealing with; and any personal interest accruing to him as one of the Company's supplier, user of services or beneficiary. Should there be any potential conflict of interest, the affected members may not vote on the issue that was the subject matter of the disclosure. Detailed minutes will be taken on the disclosure as well as the basis for arriving at the final decision in relation to the issue. The Charity has no paid staff, who are close members of the family of the Executive Director or Board members.

THE BOARD



Graham Kelly
2015



K. Veerapandiyar
2015



Su Czheng Ong
2016



Abdul Majeed Maiden
2017



Azmeen Moiz
2022



Zakiah Halim
2022

BOARD MEETINGS

The Board of Directors met 6 times and held an AGM in 2022. All board members were present.

*Remuneration:

- No board members are remunerated for their board services in the financial year.
- No staff are involved in setting their own remuneration.

THE BOARD



Graham Kelly

Graham has been the Executive Creative Director at some of the world's leading advertising agencies including Ogilvy, Saatchi & Saatchi, BBH and TBWA. Graham's work has achieved international recognition across all media, winning major awards for his works. Graham is also a regular speaker at key events, such as The Asia Pacific Advertising Festival, AdAsia, The Media Spikes and The One Show.



K. Veerapandiyan

K. Veerapandiyan is an educator with more than 15 years of experience. He teaches students from the ages of 13-18 in subjects including Knowledge & Inquiry, Media Literacy, Design Thinking and Project Work. Furthermore, he worked with the United Nations Mission in Kosovo and led a team in registering and organizing the first post-conflict elections.



Su Czheng Ong

Su-Chzeng has more than 30 years of experience in diverse corporate and cross-cultural environments, having worked for more than a decade each in London, then in Tokyo and now in Singapore. In these countries, she has held various business leadership roles at senior management level, including director, vice president, at JPMorgan Chase Bank, Jardine Fleming Asia, Collins and Macmillan Publishers..



Abdul Majeed Maiden

K H Majeed is an experienced counsellor at the Singapore Prison where he has been counselling inmates for over 15 years. He is an accredited asatizah with MUIS and an accredited mediator at the Syariah Court. In addition to his role as Head of Welfare at SKML, he initiated the Marriage Preparatory Course as well as the Jenazah Services.



Azmeen Moiz

Azmeen heads the Field Compliance at the Office of Ethics and Compliance in SAP, in Asia Pacific and Japan. She is deeply passionate about the role of civil society, and has worked on projects including with Convention on the Elimination of all Forms of Discrimination Against Women, Trafficking, Foreign Brides and Sex Tourism, and Family Services Centres and other NGOs.



Zakiah Halim

Zakiah Halim has over 30 years of experience in the media and broadcasting Industry with professional expertise in programming, editorial, training, events and promotions. Under Zakiah's stewardship, Suria's commissioned programmes won International Awards including Asian Television Awards and New York Festivals.

THE BOARD



Saleemah Ismail

Saleemah is an international development professional, social entrepreneur, and gender equality & diversity advocate. She started her career in the private sector before moving to work for UN Women and UNDP in Asia and South America for over 15 years. Saleemah is the Chief Executive Officer for New Life Stories and co-founded Aidha, a business school for migrants and low-income communities in 2006.

BOARD MEETINGS

The Board of Directors met 6 times and held an AGM in 2022. All board members were present.

***Remuneration:**

- CEO was on the Board until 12 Aug 2022, and was remunerated for her service.
- No other board members are remunerated for their board services in the financial year.
- No staff are involved in setting their own remuneration.
- No staff earned more than \$100,000/year.