



# NEW LIFE STORIES

2021 Annual Report





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# WORDS FROM OUR EXECUTIVE DIRECTOR



**Saleemah Ismail**  
**Executive Director**

2021 was a year of transition. Not just for New Life Stories, but for the whole of Singapore. We found ourselves navigating the different phases, all while trying to provide the best possible care for our families. It wasn't easy, but we managed to pull through and come out stronger than ever. For this I am grateful to have a cohesive team who is nimble and ever ready to put our families and volunteers first.

As a charity, we are dependent on the generosity of our partners to allow us to continue reaching out to the families and making an impact.

We thank UOB for choosing to partner us for the fourth year running. Our Christmas campaign with local illustrator Jangandfox, allowed us to reach new audiences, while providing festive cheer to our families.

I am proud to say that we have also onboarded a few new faces this year. Our back-to-school campaign with ST Logistics was a success. With their generosity, we managed to prepare back-to-school giftboxes for 135 children packed with school necessities as well as some treats from brands popular with children.

My thanks also go to the Netherlands Charity Association, Endowus, and Klosh for coming forward as partners during the year-end period.

We pride ourselves on being ahead of the curve in adopting innovative operating models.

To ensure we provide a seamless experience for our families, we merged our Counselling and Social Work teams to form Family Advocacy and Care. We also now practise a systemic approach where we focus on the whole family system rather than individuals. Through this approach, we hope to effect change through relationships for the family.

2021 was also a year of many firsts for us. A key component of our Incare Programme is the creation of story booklets by the incarcerated parent for their children. This year, the team worked hard to compile 10 memorable stories to be published into our first ever self-published book "Love Beyond the Walls" (LBTW) which was launched by President Halimah Yacob in March at the Istana.



We also work hard to champion our cause to policy makers and key stakeholders in the government. As part of the government's call for recommendations from the public to improve gender equality, we submitted 10 of our recommendations in the form of our very first advocacy paper. We are heartened to note that some of them have been incorporated into the final White Paper!

In July, we clinched our first Mothership.sg article featuring Mr Zul, a father on our programme, and his journey caring for his son post-incarceration through the sale of curry puffs. The article was a runaway hit - garnering over 23,000 likes and close to 500 comments on the Facebook post, with many members of the public enquiring how to purchase curry puffs from Mr Zul.

On the volunteers' front, we held our first volunteer sharing circle on 30 September with 15 volunteers. During the sharing, volunteers met each other online for the first time. Conversation flowed, and many shared their challenges and best practices working with the children. Many were pleasantly surprised that the challenges they faced were not unique and were commonplace across the families.

Ultimately all our efforts are for the betterment of our families. We hope that our efforts today will morph into positive outcomes for the families in the long run.

I end my note with a piece of good news - Singapore Prison Service (SPS) has just reported that their 2-year recidivism rate has fallen to 20% - the lowest in 30 years. Kudos to SPS! I believe that this is in part due to its holistic efforts in rehabilitating its inmates and for their work in partnering community agencies such as New Life Stories to run family-based programmes.

We are excited to continue working with SPS, and many other like-minded agencies in the sector with us, to further reduce the recidivism rate.

*Saleemahmail*



# KEY HIGHLIGHTS

## Our families count grew by 31%

By end of 2021, we were supporting 91 families. This is an increase from 69 families at Jan 2020. By June 2022, we will be supporting 121 families.

## Our direct service users\* count grew by 205%

By end of 2021 we were supporting 455 individuals in their healing journey. This is an increase from 149 individuals at Jan 2020. This is also a result of our new holistic approach. By June 2022, we will be supporting 555 direct service users.

## Our people count grew by 260%

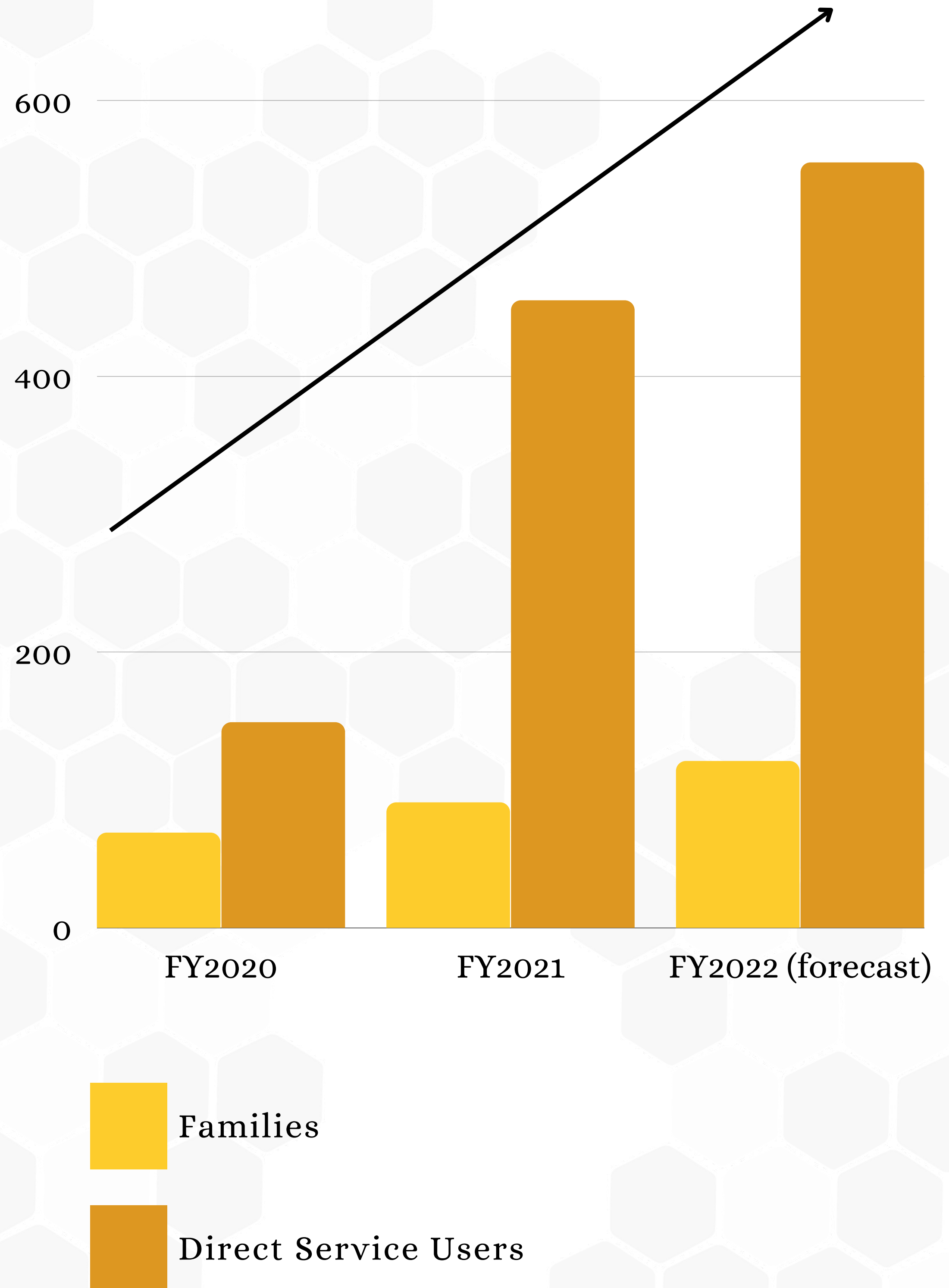
Our team strength grew from 5 full time employees at Jan 2020 to 18 as at Dec 2021. More than 70% of our staff are frontliners providing services such as counselling, play therapy, in-prison groupwork, case management and volunteer engagement.

## Our expenses grew by 90%

Our 2020 expenses was \$807,272 while our 2021 expenses was \$1,534,336.86

## Our income grew by 75%

Our 2020 income was \$840,665 while our 2021 income was \$1,472,569. We had a cash reserves of \$396238 at end of 2020.



\*Individual fathers, mothers, children and caregivers



# MEET THE TEAM

New Life Stories is as much about its families as it is about the people behind the scenes.

A diverse workplace is an important asset. We are proud to be an organisation that celebrates the different experiences and profiles of our people. We have welcomed individuals from corporate, public and social service sectors.

At the frontlines are our Family Advocacy & Care and Volunteer Relations teams, who tirelessly manage our families and volunteers respectively.

Equally important are our Corporate Services and Advocacy & Community Engagement teams. They keep our organisation running so that our frontliners can continue doing what they do best.



Family Advocacy & Care



Volunteer Relations



Corporate Services



Advocacy & Community  
Engagement





**FAMILY  
STRENGTHENING  
PROGRAMME**



# INCARE PROGRAMME

For 18 weeks, we enter prison and provide dedicated training to the fathers and mothers who enrol themselves in our Dear Papa or Dear Mama programme. During this time, we have witnessed such a drastic change in how they approach their problems and the way they communicate with their families, especially with their children.

The programme aims to provide these parents with the necessary tools to prepare them when they are back out in society. We also managed to hold virtual open visits where the children can have a private session with their incarcerated parents. This has helped to build on their relationships tremendously.



**102**  
families



**18**  
in-prison  
workshops



**1800**  
support hours



**3**  
virtual  
open visits





# INCARE PROGRAMME

This year, we have observed a huge difference in the attitudes of the mothers and fathers when compared to the surveys that they took before we started the session. There is a sense of hope and motivation to work on themselves so that they can be better parents while in prison, and eventually when they are released.

Through this, 80% of our parents find that they are able to better communicate with their children and have a healthier relationship with them, even compared to before they served their sentence!

The following are feedback we gathered from the parents at the end of the programme:

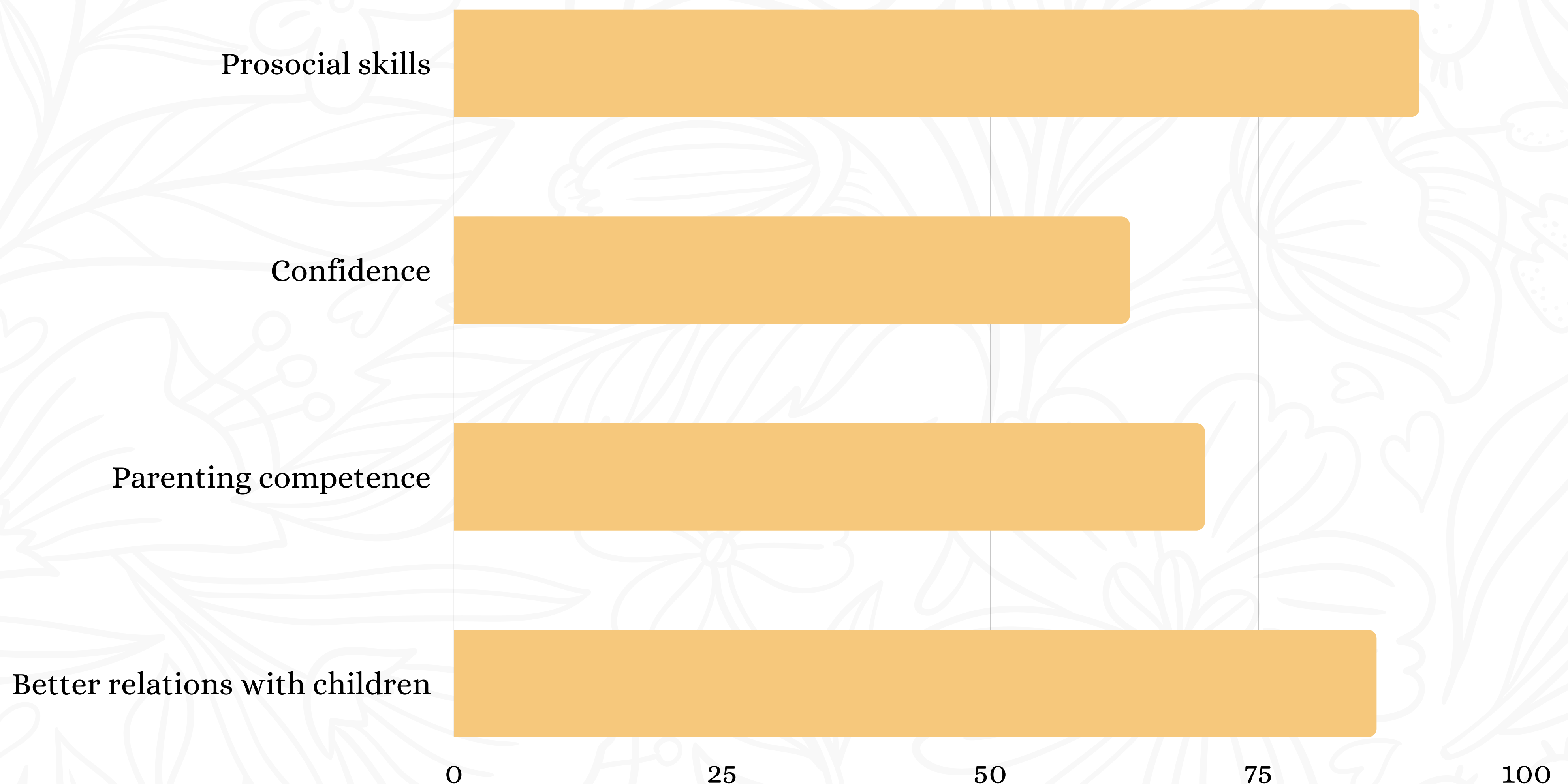
I appreciate NLS helping my girls write e-letter to me. They write to me a lot and tell me what's going on in their life. I can support them and also don't feel so alone

- Father 3

By constantly having forbearance in mind. This is a very tough and lonely journey. It is not always easy to remain sane and cool at all times. This course encourages relaxation techniques and self-talk.

It really has helped me a lot.

- Mother 2

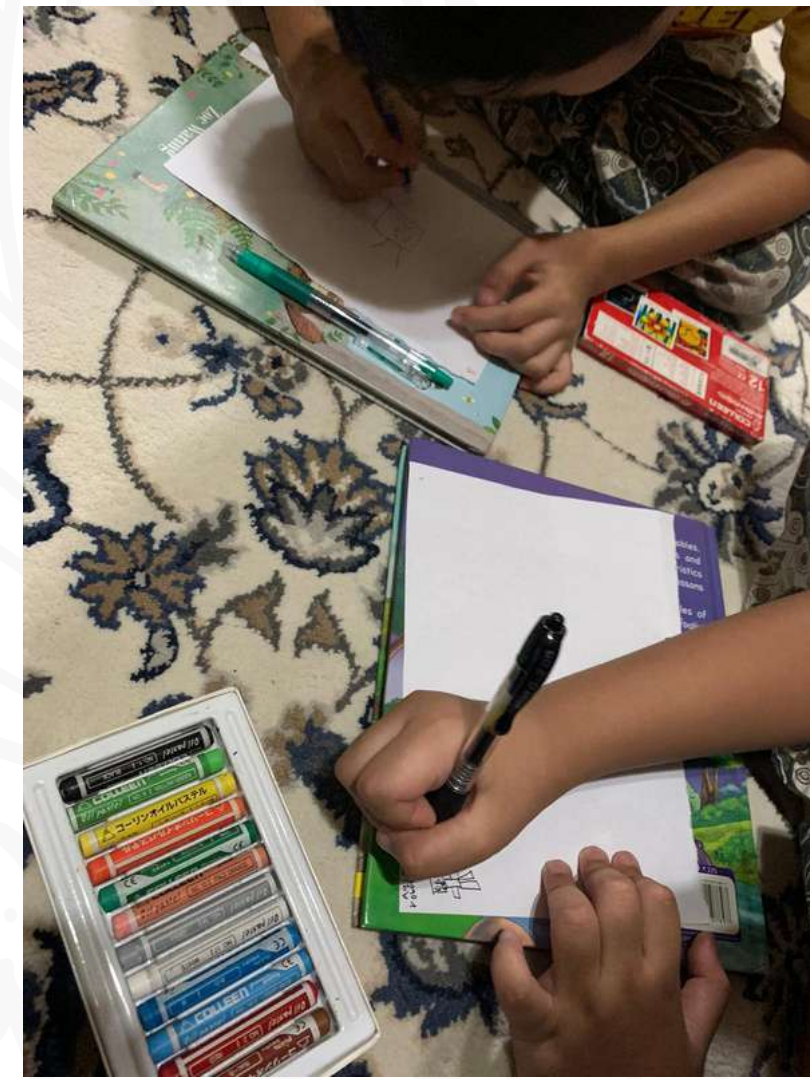




# FAMILY THERAPY SESSIONS

To mitigate the negative impact of incarceration on the family, our team provides one-on-one counselling to repair and maintain family ties during incarceration, and at re-entry.

In 2021, we piloted the Family Play Therapy, an initiative to help incarcerated parents reintegrate into family life via meaningful and positive engagements through games and play.



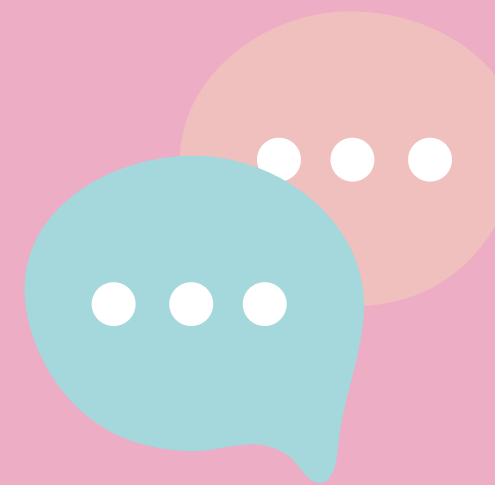
**220**

**Family Play Box  
sessions**



**4780**

**support hours**



**2370**

**family counselling  
and engagement  
sessions**



**2190**

**home visits/  
assessments**





# FAMILY THERAPY SESSIONS

Through these sessions, many of our families found that they enjoyed competing with each other and also working together to solve the puzzles in front of them. We also observed that the children are able better able to communicate their wants and needs to their parents more clearly which helps both of them to understand each other better.



I am happy I can talk to my mom. If not for this programme, I won't get to talk to my mom at all  
- Daughter of incarcerated mom

I feel this time he is more serious about change. He talks a lot more about the children, what he wants to do and cares more about me.  
- Caregiver Mom with son now in WRS

Cousins were involved. All of them shared that they had fun and were able to praise as well as remark on each others' strengths and weaknesses during play.

'John' (aged 8) shared that he enjoyed learning how to play the new games and in challenging himself.

(Prior to joining NLS programmes, 'John' hardly spoke to anybody except for his mother. The mother is very happy that he is opening up & becoming more independent.)

- Caregiver Mom with incarcerated Husband

I am now more willing to let her speak to her children. I can see how important it is for them and for her.

- Caregiver sister's children who was initially unwilling for children to have contact with her sister.



# BEFRIENDING PROGRAMME

In 2021, we expanded the number of children in our Befriending programme from 79 to 143. Each child will be paired with their very own Learning Friend to ensure that they have a mentor that can journey and guide them to improve their social and reading skills. All our Learning Friends are paired with children in their community to encourage volunteering within their neighbourhood.

With the increase in number of children we support, our Learning Friends are encouraged to reach out to our Volunteer team if they ever need support anytime during their volunteering journey.



**143**  
children



**13000**  
volunteering  
hours



**234**  
volunteers



**4200**  
support hours





# BEFRIENDING PROGRAMME

We have found that many of our children have made marked improvements in their reading and confidence levels! Many of them have bigger aspirations than before - one of our children aspires to be the President of Singapore in the future!

Our children have build empowering relationships with their Learning Friends and look forward to every session with them. We are very blessed to have such passionate and supportive Learning Friends in our team - they climb mountains for our children!

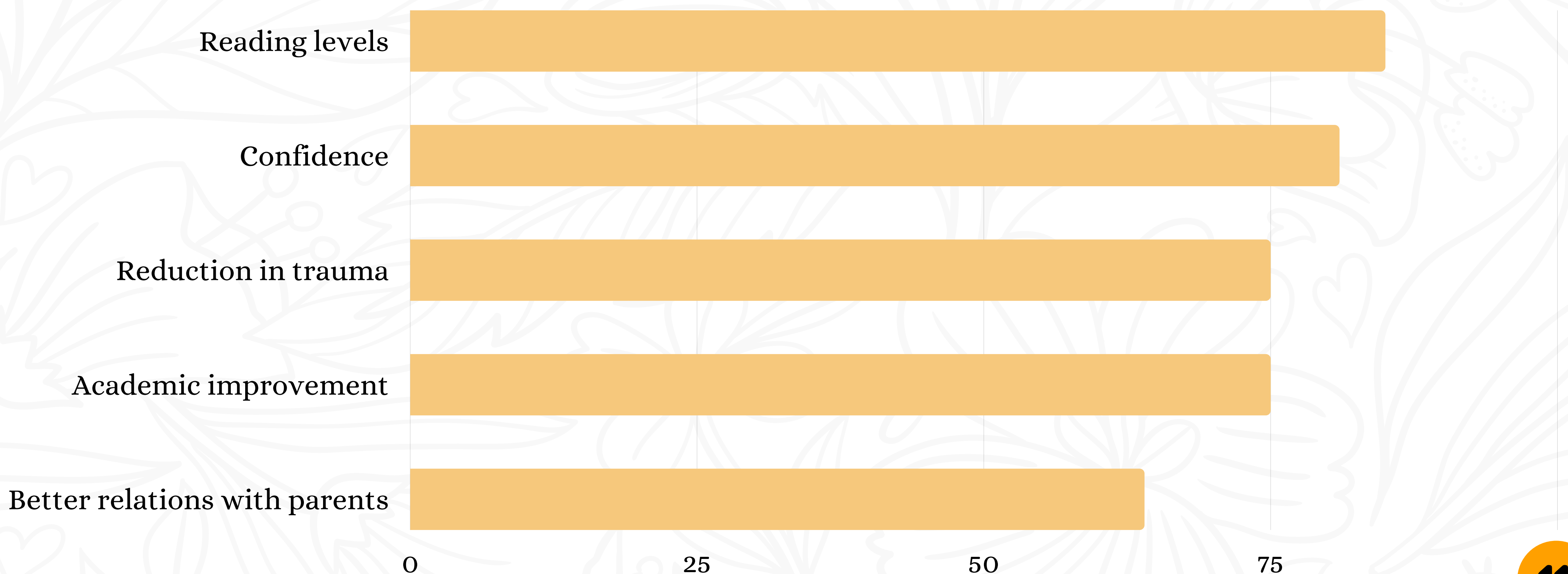
The highest praise comes when the children tell us they look forward to seeing and enjoy the company of their befrienders. These are actual feedback from the children:

We do a lot of fun things; reading, play games, do art & craft. We also go to the library. The other day they took me out for breakfast at McDonalds before reading.

- Johan\*, 8

On the day our teacher (Learning Friend) come, we get up early & get ready and wait for her (as in keeping vigilant of the lift- their flat overlooks the lift lobby lobby). It's so much fun with Teacher Jeanette.

- Pauline\*, 9 and Rachel\*, 6







# VOLUNTEER-LED PROGRAMMES:

## JUST KID DREAMING

Students from **SMU's Just Kid Dreaming** team came up with a programme to engage our children through a virtual learning journey. Through 3 areas, speech and drama, values & dreams and art & creativity skills, they hope to instill critical thinking, creativity and creativity in our children.



20 of our children participated in the 2-day programme where they were taught how to use their creativity to come up with their own toys and games through activities such as making their very own toy car, how to have a treasure hunt at home and also doing zumba with the family!

## 32 PAGES

15 of our children took part in **NUS 32 Pages'** 3-day programme during the September school holidays to enrich their socio-emotional development. Through this programme, they hope to enable our children to communicate their emotions and feelings with their loved ones more effectively.

The children were taught how to identify their feelings using the emotion wheel and how to deal with negative emotions. 32 Pages also encouraged the parents to be part of the session where they can share their gratitude and what they appreciate about each other. The children were also given a terrarium making kit to work on with their parents to encourage communication and how to work together as a team.



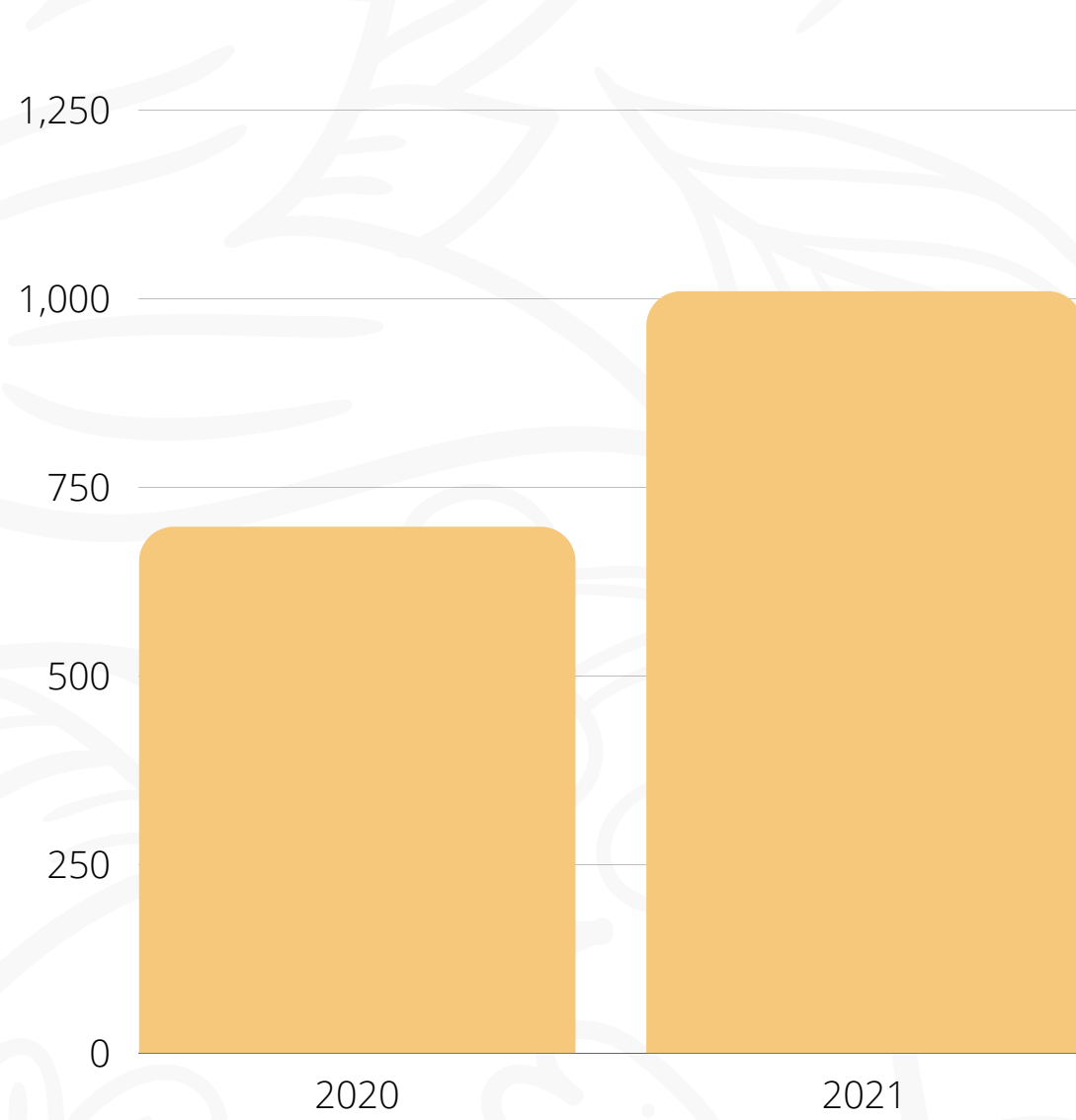




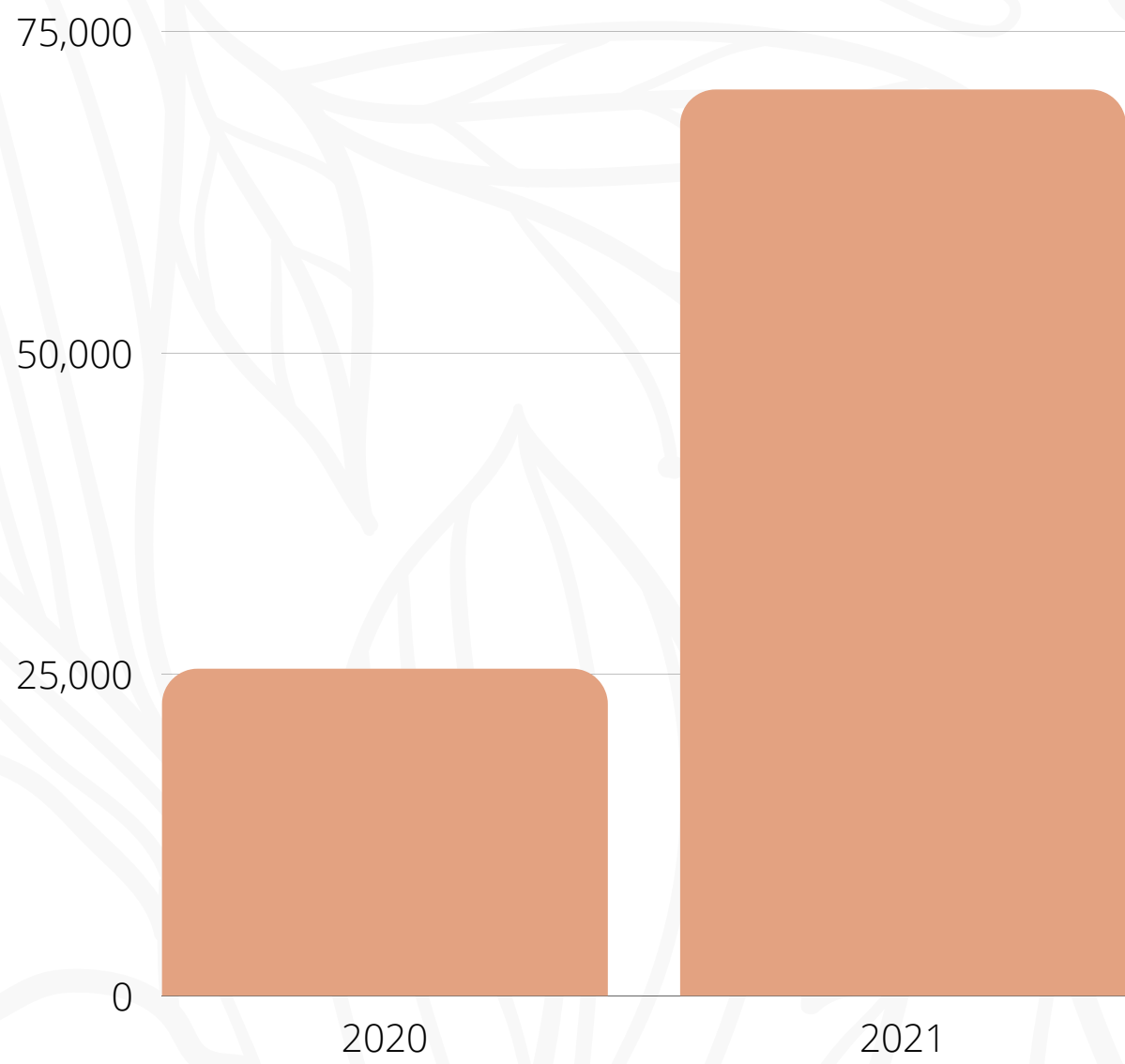
**NLS  
ONLINE  
AND IN THE  
MEDIA**



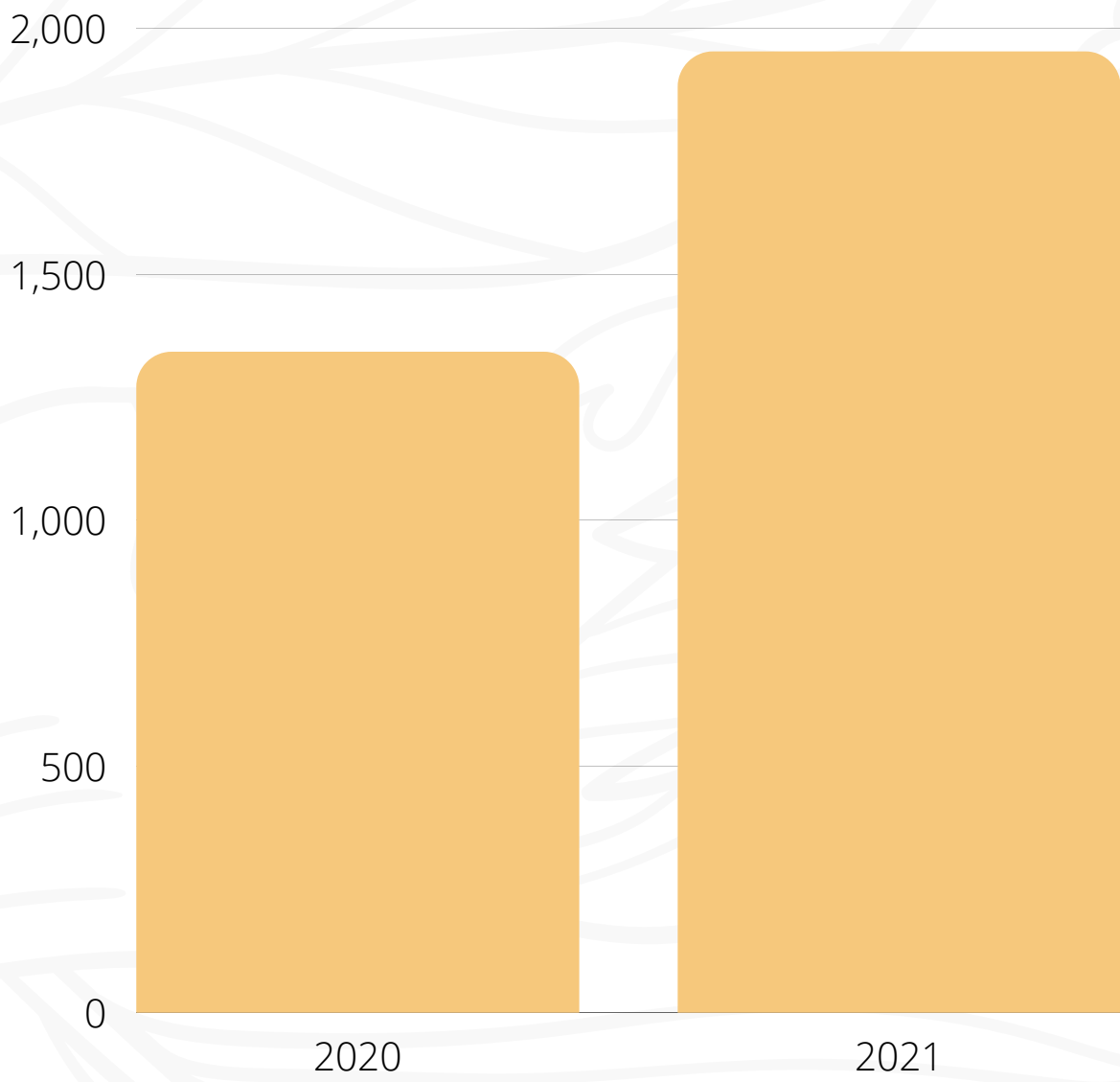
# NEW LIFE STORIES ONLINE



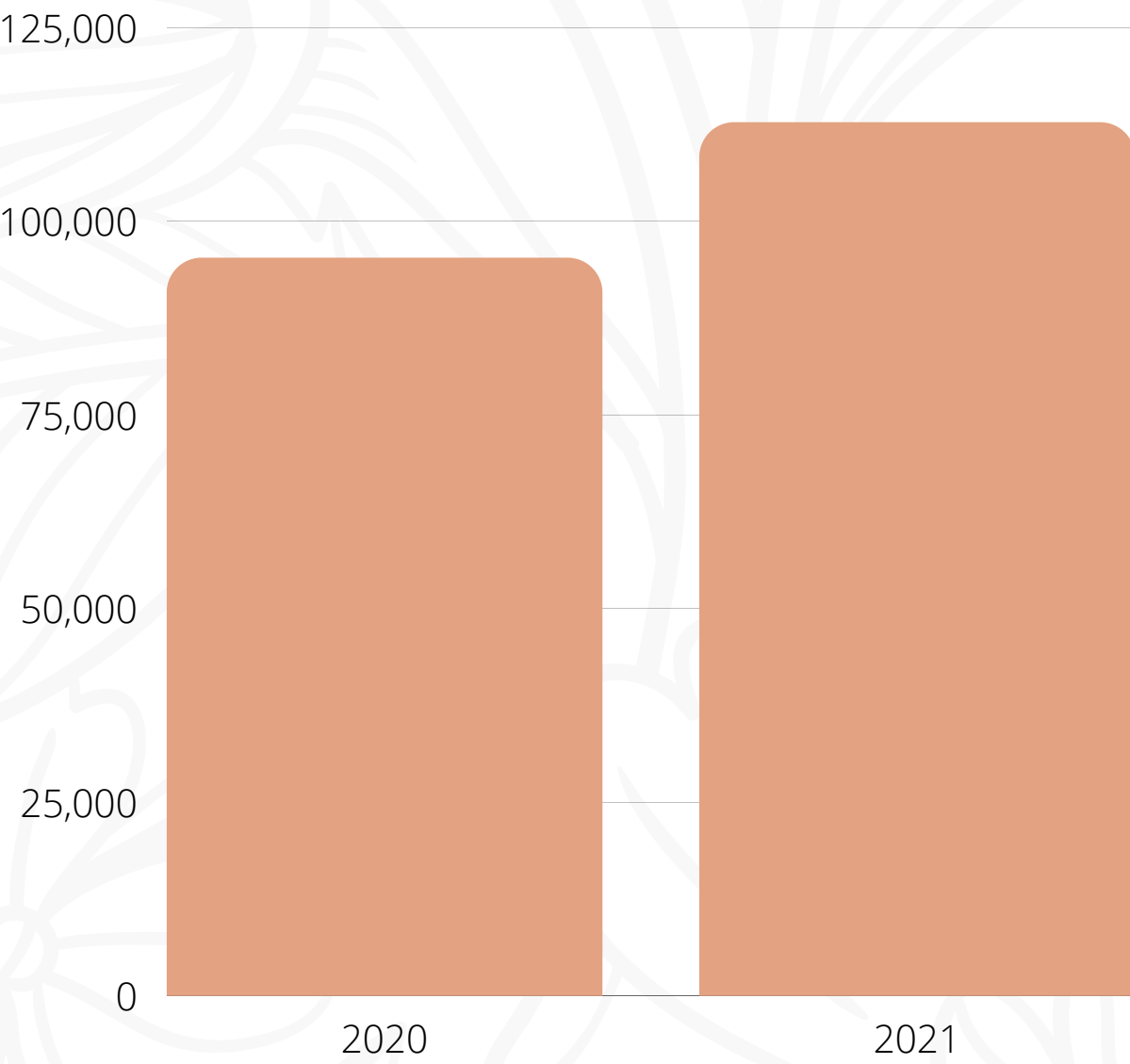
Followers



Impressions



Followers



Impressions





# MOTHERSHIP

## SHARING BY ONE OF OUR FATHERS, MR ZUL



Mothership did an article on Mr Zul\*, one of the fathers under our programme.

The article shared Mr Zul's struggles and challenges being a single father raising his son while trying to manage his home-based business. The article was published on Father's Day and received an overwhelming response.

After the article was published, we received many requests from the public who would like to support Mr Zul and purchase his curry puffs. The team created an order form to manage the outpouring of support from the community.

After 2 weeks, we had to close the form as we had received more than 350 separate orders. Mr Zul was very shocked by the response and did not expect the amount of love and support towards his story.

Many also expressed interest to support him in other ways by donating money and cooking appliances to aid Mr Zul's business.

We then handed over the management of Mr Zul's orders to **Suchi Halal Avenue**. Thank you to the team for helping us manage the orders and delivery for Mr Zul.

### 64-year-old ex-convict & single father sells curry puffs from home to raise son

*Stories of Us: As an ex-convict and single father to a young son, Zul faces many challenges. He talked to us about how his journey would not have been possible without the help of volunteers.*

Jason Fan | © July 04, 2021, 03:02 PM





# THE STRAITS TIMES

## THE WORK OF NLS AND SHARING BY OUR MOTHER, RISA

Kids of convicted offenders: Charity programmes help them break cycle of crime



A study found that children whose parents were convicted offenders are three times as likely to be convicted themselves of an offence. PHOTO: THE NEW PAPER.

S'pore landmark study finds children of convicted offenders more likely to get into trouble with the law



The research paper said: "International research has found that crime runs in families." PHOTO: ST FILE.

The Straits Times has been a huge supporter of New Life Stories mission to prevent the cycle of intergenerational incarceration.

Two articles on the MSF and NCSS landmark study which shared that the probability of children following their parents incarceration journey increases by three fold. Daughters and children of drug abusers are at a higher risk to be part of the criminal justice system.

This is evident in many of our families where multiple generations are incarcerated, and it has become a norm for many of them.

ST interviewed one of our mothers, Risa, who was released in late 2020 to share her journey and the importance of family and community support to stay on the right path.

Risa shared that her mother and uncle were heavy drug abusers, and that she was constantly exposed to it in her childhood. In her teens, she experimented with drugs with her friends so that she can share this experience with her mother. Risa moved to drug trafficking in her early twenties when she found that her mother was prostituting herself to fund her drug habit. This eventually caught up with her and she was sentenced three separate times.

Risa has been clean for a year now and recently completed her diploma. She is very motivated to start a new life for herself and her two children, and would hope that the intergenerational incarceration that runs in her family stops with her.





# **CORPORATE PARTNERSHIPS**



# ST LOGISTICS

## BACK TO SCHOOL GIFTBOX



This year, we welcomed **ST Logistics** as a new corporate partner to provide 135 of our children with back to school packs in time for the start of the new school year!

With ST Logistics' generous donation of **\$37,125**, we were able to fill backpacks with over \$200 worth of school necessities as well as treats from brands popular with children, including Smiggle, Decathlon and even cookies from Famous Amos.

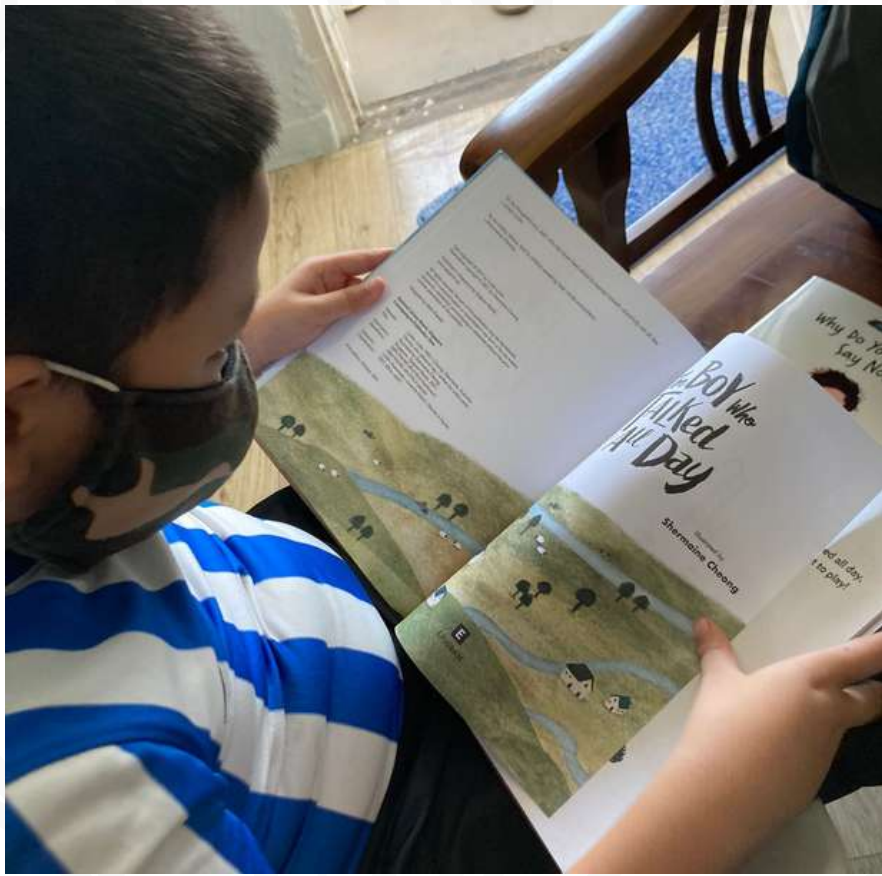
Thanks also to volunteers from **RSVP Singapore**, who helped packganise all 130 for distribution to the families in two weeks.

Our families were so excited to receive the packs! The children jumped at the sight of the colourful stationeries and new materials that they can use for school.

Thank you to ST Logistics for your support and for getting our children excited to go back to school!



# UOB GIFT FOR GOOD CAMPAIGN POSTCARDS FOR OUR CHILDREN



We are grateful for UOB for coming on board to support us for their annual UOB Gift for Good campaign for the fourth year. This year, **UOB** brought in popular local illustrator **JangandFox** to design limited edition postcards on Kindness and Bravery to support our families.

Donors can purchase bundles of postcards, the Love Beyond the Walls book and toys for themselves, their loved ones or opt to gift them to our families so they can use them to communicate with their families who may be incarcerated.

Through this campaign, we managed to raise **\$14,435** and sold 347 bundles in 3 weeks.

We specially packed and sent the bundles to all our families before the Christmas period so that they can use these gifts for themselves and their loved ones.

Through this, we hope to encourage our families to prioritise family play time and to communicate with each other, not just through their actions but also by sharing words of encouragement and love with each other.



# CLOSE THE GAP CAMPAIGN

## CLEAN AND DIRTY



This is the second year that we worked with **Marshall Cavendish** and local author, **Ming Tan**. **Clean and Dirty** is the sequel to her first book, **Near and Far**, launched last year. Clean and Dirty tells the story of a little boy learning about how to keep clean and have good hygiene by observing the animals around him.

Through this book, Ming hopes to highlight the importance of keeping clean and to practise proper hand-washing techniques especially amid the pandemic.

We managed to raise **\$1,420** from this campaign. With the help of Temasek Foundation, we were able to purchase additional materials to give to 135 of our children.

Each pack contained the Clean and Dirty book, a DIY soap-making kit and art and crafts materials. Through art and play, we wanted to instill curiosity in our children to discover new and fun ways to design their own soap. Our children had a lot of fun coming up with very unique and colourful designs.

Volunteers from **Grab** also pitched in to help with the delivery of the packs to the families. With their support, we delivered all the packs to our children all over Singapore.



# ENDOWUS CHRISTMAS GIVING MACHINE

We were one of the charities selected for **Endowus'** pilot Giving Machine programme. Members of the public can donate by purchasing gifts such as colouring materials, books, vouchers and DIY science kits for our beneficiaries via vending machines located in high traffic areas around Singapore.

From this campaign, we raised **\$3,567** via the vending machines and on Giving.sg.



## NETHERLANDS CHARITY ASSOCIATION SINGAPORE CHRISTMAS CAMPAIGN

**The Netherlands Charity Association of Singapore** (NCA) generously donated books, handmade toys and handwritten letters specially put together by their children to our families as part of their Netherland's Care Week. In addition, they raised **\$5,000** during their swimming competition in support of our programme.

Our children were impressed with the letters and toys, and were touched when they read messages left by the NCA children. Thank you to NCA's team for their generosity and for working with us to support our families.







**EVENT  
HIGHLIGHTS OF  
2021**



# LOVE BEYOND THE WALLS BOOK LAUNCH BY PRESIDENT HALIMAH

13 March 2021



President Halimah Yacob invited 20 children and 5 mothers from our programme to tour the Istana Gardens to mark the launch of our first self-published book, **Love Beyond the Walls**.

All 10 stories in the book were written by mothers during our incare programme sharing messages of hope and love for their children.

During the visit, President Halimah read the story, *Together We Grow*, written by Rhianna, which tells the story of a little seed needing the sun and rain to survive, metaphors she used for her children.

After the storytelling session, our families were then led out to the Function Lawn for the Gratitude Trail @ The Istana. There, they were taken on a tour to explore the huge variety of flora and fauna and to note down the sights and sounds that they encountered.

Thereafter, the families were invited back to the main hall to share what they found while on the tour.

Rhianna shared that this was a major accomplishment in her life, having one of her stories read out loud by President. This gave her more resolve to work hard so that she can eventually create a new life for herself and her family.



# LOVE BEYOND THE WALLS BOOK LAUNCH BY PRESIDENT HALIMAH

Media Coverage

## 女释囚将改过自新经历写成儿童故事

来自 / 联合早报  
文 / 林益歌 摄影 / 蔡家增  
发布 / 2021年3月14日 3:30 AM



约30名女释囚和孩子们昨天参观总统府，哈莉玛总统在大厅内朗读一则由女释囚蔡家增创作的儿童故事给孩子们听。（蔡家增摄）

**14 Mar 2021: Lianhe Zaobao**

'Released female prisoner writes children's story about her rehabilitated experience'

Female ex-inmates and their children visit Istana grounds in first garden tour since Covid-19 pandemic hit



On March 13, President Halimah Yacob read the story to a group of 28 former female inmates and their children at the Istana. PHOTO: LIANHE ZAOBAO

**13 Mar 2021: the Straits Times**

'Female ex-inmates and their children visit Istana grounds in first garden tour since Covid-19 pandemic hit'



# MOS FAISHAL IBRAHIM VISIT OUR FAMILIES FOR RAMADAN

16 April 2021



**Minister of State for Ministry of Home Affairs, Assoc Prof Dr Faishal Ibrahim** has been a huge supporter of New Life Stories since he was introduced to our agency in 2020.

This year, MOS wanted to do something special for two of our families by delivering over \$200 worth of groceries and food to help them as they break their fast.

During the visit, our families were so excited to be able to meet MOS Faishal to share their achievements and struggles with him. MOS offered words of advice and encouraged them to continue working on themselves not only for their own personal growth but for their family.

MOS Faishal and his team also dropped by for a visit to our office where he met Mdm Junayna and her husband. Mdm Junayna shared her incarceration journey and how much her life has changed since she turned over a new leaf. She credits the New Life Stories team and her dedicated volunteers from Hwa Chong for always staying by her side and supporting her at her lowest!



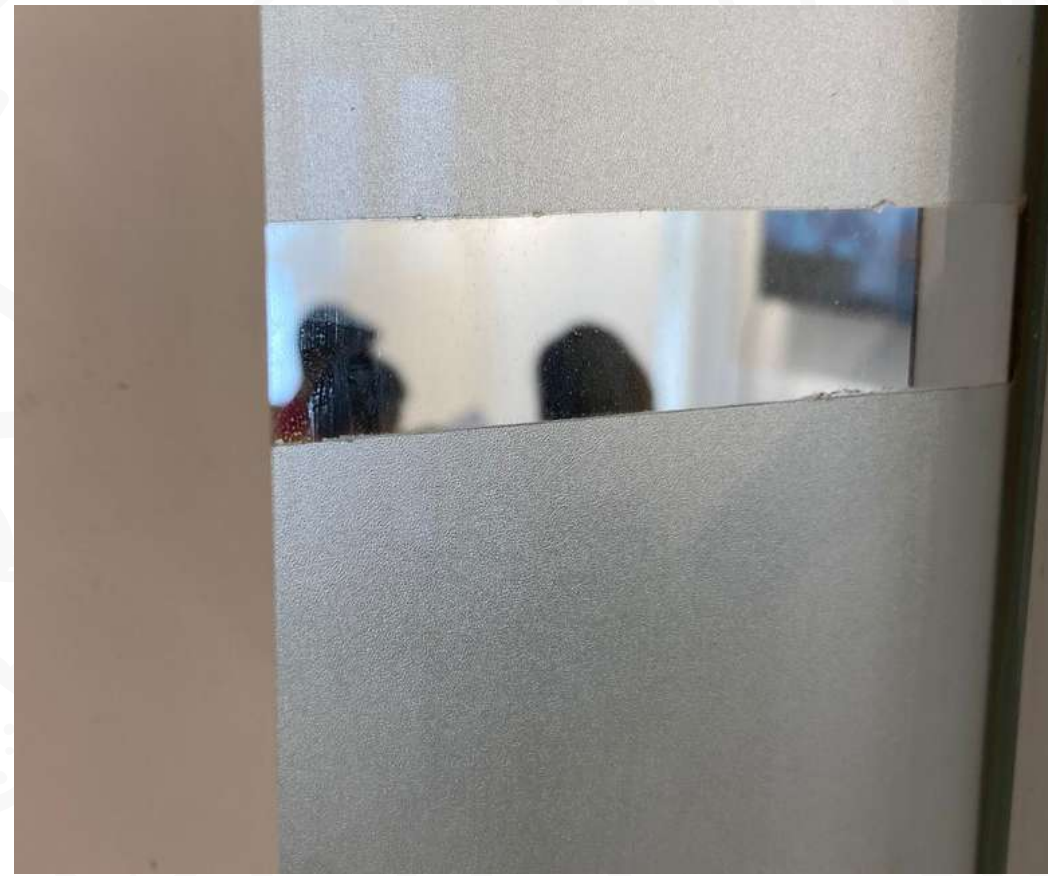
Assoc Prof Muhammad Faishal Ibrahim

May 13, 2021

The significance of family ties comes to the focus during this period of Ramadan when Muslims practice forgiveness and strengthen family bonds. The value of str... See more



# VIRTUAL OPEN VISITS



At the end of our 18-week incare programme, we hold open visits for the incarcerated to have a private 1-hour session with their families to mark the end of the programme. During this time, we encourage the incarcerated to practise all that they have learnt during the programme to be better communicators and rebuild their relationships with their families.

This year, we held 3 open visits for 20 incarcerated parents to meet their loved ones. During the session, many of our families shed tears of joy at being able to have this one-on-one time with their loved ones.

All of the families were grateful for this opportunity to spend time with their loved ones and shared that because of this programme, they are better at expressing their emotions with their children.

One of the fathers even learned a Tiktok dance with his twin daughters during the session.

In addition, the Straits Times published an article on one of the open visits, sharing about how the programme has motivated a lot of the incarcerated to want to change for the better.

Dads in prison get help to improve ties with their kids

New Life Stories, a charity, extends scheme for incarcerated mothers to male prisoners



Ebrahim, 40, talking to his family via Zoom in April. The visit took place over Zoom due to precautionary measures taken because of the Covid-19 pandemic. PHOTO: SINGAPORE PRISON SERVICE

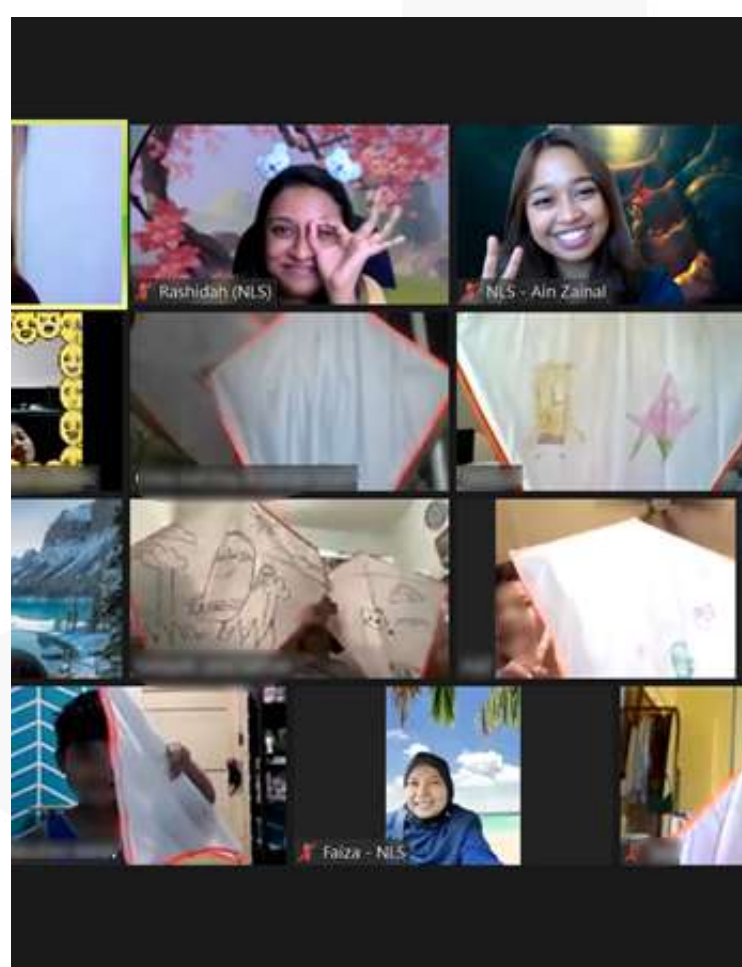


# VIRTUAL EVENTS: CHILDREN'S DAY EVENT

9 October 2021

To celebrate our children, we hosted a virtual children's day event with 20 of our beneficiaries. We sent over a goodie bag with snacks, toys and arts and crafts materials for the design-it-yourself kite activity.

The theme for the event is Cartoon Mania where our children were quizzed on their favourite cartoon characters and movies. Our kids were very excited to start designing their kites with the materials we provided. At the end of the event, we had each child share their designs with us - many of them shared designs of their favourite cartoon characters!



## YOUTH PROGRAMME

28 August 2021

This year, we piloted our very first virtual youth programme to reach out to the teens. There is an urgent need to support the youths from 13 to 18 years old as they are the most vulnerable group and are usually exposed to many vices at this age. Through this, we hope to build stronger relations with the youths from our existing pool of families to enable the youths to interact with each other and build inter-group rapport.

We held an online session with our families where we played pictionary and trivia for 6 of our youths. After the session, they got to enjoy a McDonald's meal to thank them for their participation. It took some time for us to warm the youths up, but once we got into the thick of things, they really enjoyed themselves!





# VOLUNTEER SHARING CIRCLE

30 September 2021



We organised our very first volunteer sharing circle, '**Partnering our Befrienders towards a Sustainable and Impactful Journey**' for our volunteers to share their experience befriending with us and the challenges they faced along the way. Through this session, our volunteers shared their experiences with each other and learn how to better manage volunteering with our families. Our volunteer relations team shared tips and activity ideas on how to engage with the families as well as gathered feedback on what could be improved.

Many of our volunteers shared that the session was beneficial and would love to attend the next one!





# **COMMUNITY ENGAGEMENTS**



# SINGAPORE PRISON SERVICE

## 75TH ANNIVERSARY

1 December 2021



Singapore Prison Service has been a strong supporter of our mission since our inception back in 2014. We started our incare programme with the incarcerated women back in 2016 and have since been invited to conduct more programmes for the men too! We are very grateful for all the opportunities that SPS has given to us, and for trusting us to support the families.

Executive Director, Saleemah Ismail was invited to attend SPS75 Virtual Commemorative Event where President Halimah Yacob graced the event as the Guest-of-Honor. President Halimah shared her words of appreciation and launched a set of commemorative stamps at the end of the event.

The four stamps feature the main facets of SPS' work to achieve their mission and to pay tribute to the men and women who have been an important part in SPS's transformation journey.

One of our beneficiaries, Mr Faizal, his wife and son starred in SPS' #CaptainsOfLives commemorative video where they featured rehabilitated men and women who have successfully found their path amidst the tough journey post release. Mr Faizal and his family were very touched to have had this opportunity to share their story to give hope to other families going through similar struggles.

Our very own Family Social Advocate, Jeremy Roy was also part of the video where they were all invited to be part of SPS' rendition of 'The Road Ahead'.



# YELLOW RIBBON WEBINAR

28 May 2021



Executive Director, **Saleemah Ismail** was invited as a guest speaker for Yellow Ribbon's webinar on the role of families in the reintegration journey of the incarcerated. Over 300 participants across Singapore's correctional rehabilitation and research fields took part in the webinar.

During the webinar, Saleemah shared on New Life Stories programmes and how we aim to empower families while supporting them through a whole-of-family approach. Saleemah also emphasised the importance of familial relations and how better communication within the family can help the incarcerated chart a better path for themselves.

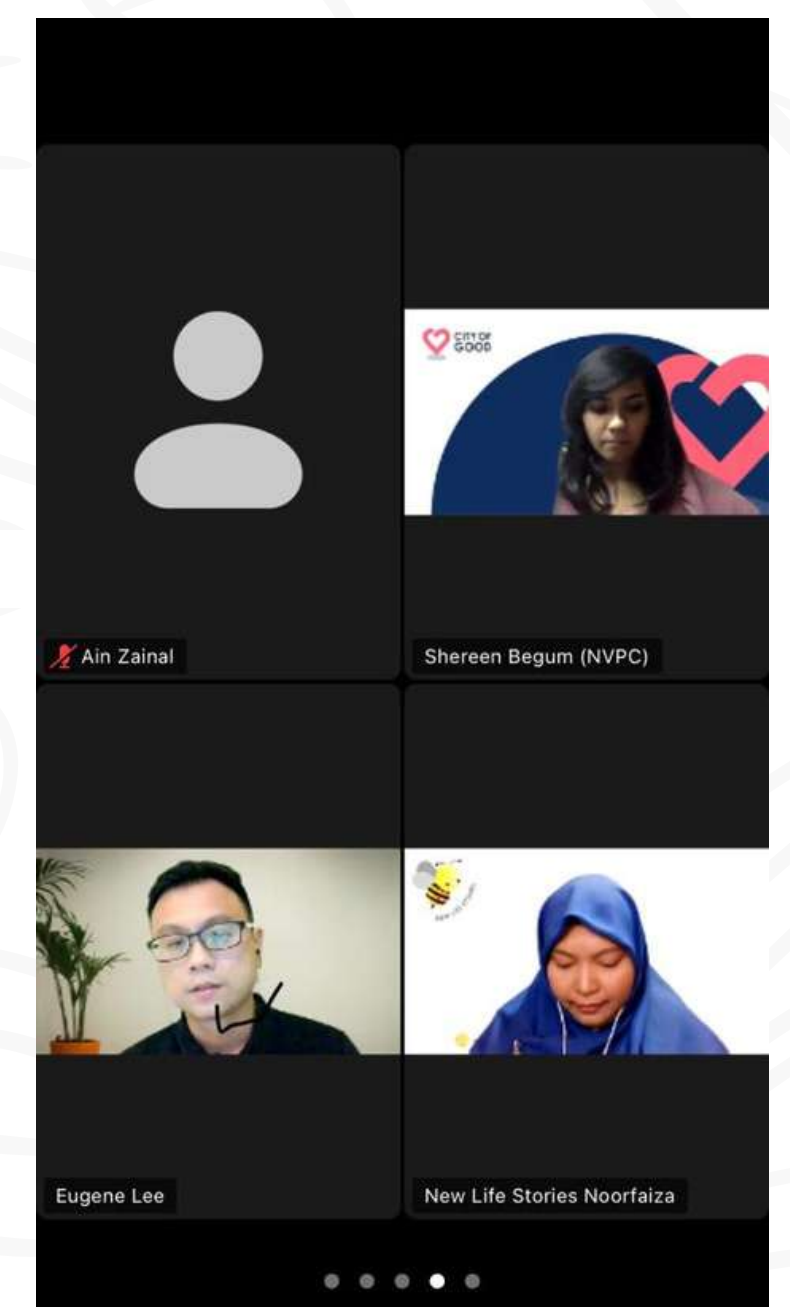


## NVPC COMMUNITY LEADERSHIP SERIES: THE COMMUNITY JOURNEY

19 May 2021

Our Manager for Volunteer Relations, **Noorfaiza Hassan**, was one of three guest speakers for NVPC's Community Leadership Series. She shared on the recruitment, training and journey that our Learning Friends (volunteers) go through.

Noorfaiza shared on how we selected the volunteers, and on the orientation training programme we provide for all volunteers upon confirmation. The participants were very excited to hear Noorfaiza's sharing and had many questions about our befriending programme. We were very thankful to have been part of this session.





OPEN BORDERS  
Stories has no boundaries  
FEATURED STORYTELLERS



# MIGRANT WRITERS SINGAPORE: MENTAL HEALTH FESTIVAL

25 April 2021

Saleemah Ismail was invited to be part of The Migrant Writers Singapore's Mental Health Festival where she spoke on the importance of mental health awareness and shared about how the lesser known mental health issue - substance abuse. Saleemah explained that many of our families are prisoners in their own lives and are inflicted with many Adverse Childhood Experiences so they turn to drugs to escape.

The session was attended by other guests including those from Philippines, Bangladesh and Indonesia.



## NGEE ANN POLYTECHNIC: DIALOGUE FOR THE EX-OFFENDER COMMUNITY

29 November 2021

**Nur Rashidah Khalid**, Manager for Partnerships, and **Soraya Begum**, Senior Therapist, attended Ngee Ann Polytechnic's dialogue session with selected students on the work we do with the incarcerated and their families. Rashidah shared on New Life Stories' core programmes and what we aim to achieve with the work that we do.

Soraya shared more on the work that the therapists and social workers do with the therapist. Soraya also talked about some of the challenges that the families face and how more community support can be given to these families to help them with their reintegration.





# OUR BOARD



**Abdul Majid Maideen**  
Board Director since  
17 Oct 2017



**Graham Kelly**  
Board Director  
since 11 Sep 2015



**K. Veerapandiyan**  
Board Director  
since 11 Sep 2015



**Su Czheng Ong**  
Board Director  
since 19 Sep 2016

The Board of Directors held 6 meetings and an AGM in 2021. The meeting attendance are as follows:

Abdul Majid Maideen - 6 meetings

Graham Kelly - 6 meetings

K. Veerapandiyan - 6 meetings

Su Czheng Ong - 6 meetings

## 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. No Board Members were remunerated.



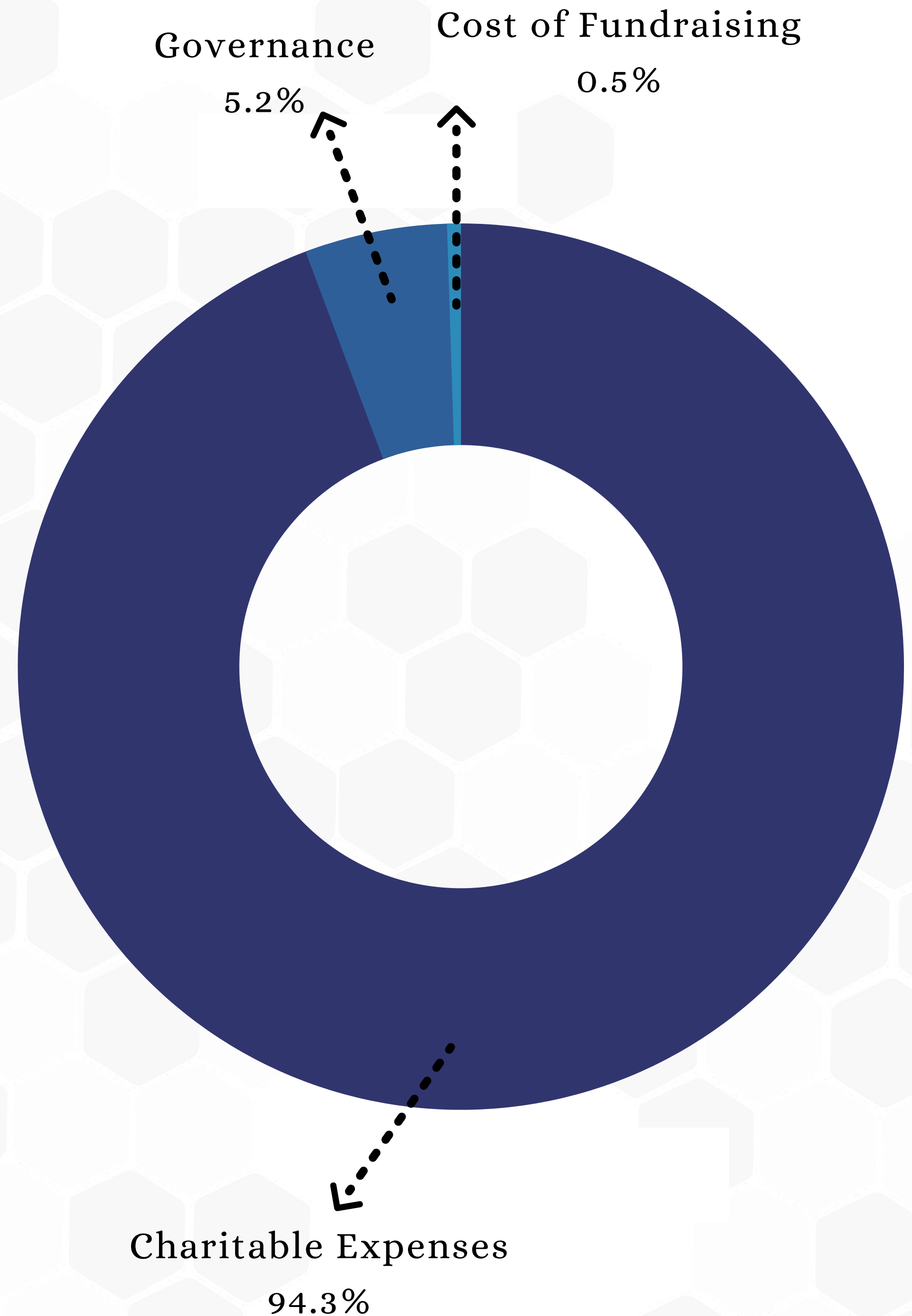


# **FINANCIAL HIGHLIGHTS**



# KEY HIGHLIGHTS

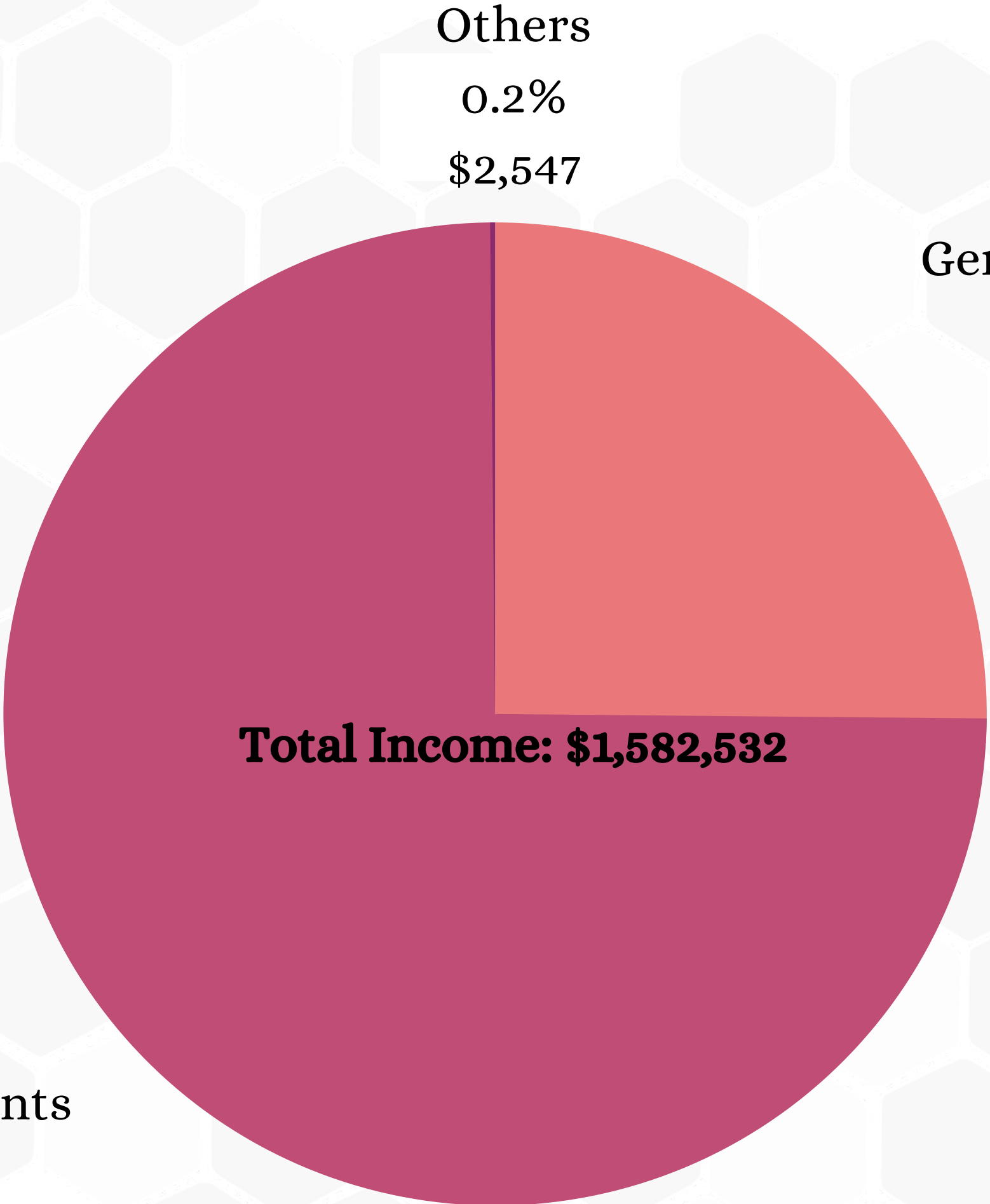
- 94.5 cents out of every dollar donated goes directly to charitable activities and services supporting families such as in-prison parenting workshop, therapy, case management, family & children workshops.
- 5 cents out of every dollar donated goes to governance cost such as audit fees, corporate secretary and financial management.
- 0.5 cent out of every dollar donated goes to cost of fundraising such as fundraising staff, advertising on social media, website hosting cost and bank charges for online donations.
- FY2021 Full Expense totals \$1,534,336.86





# KEY HIGHLIGHTS

## Income



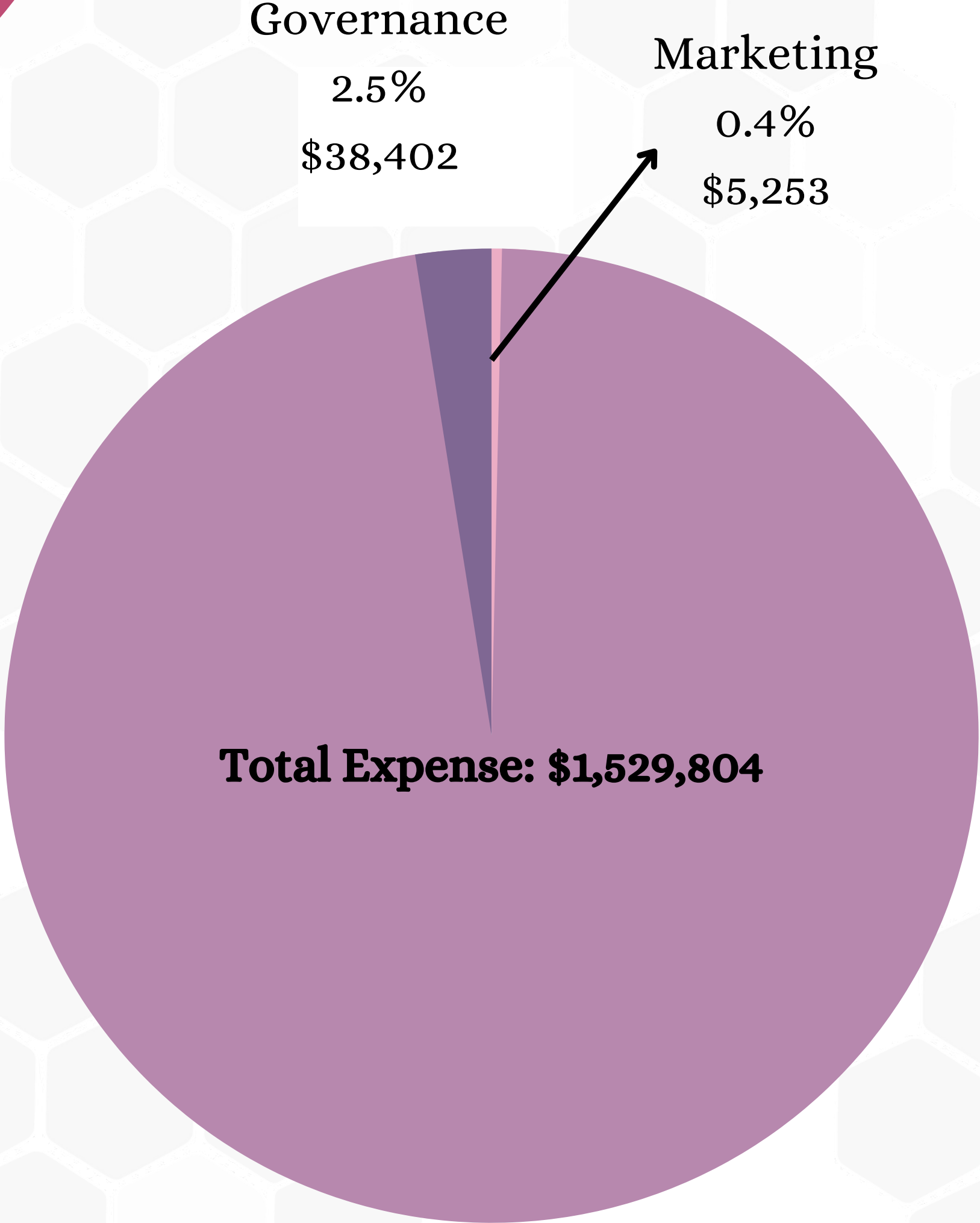
Government Grants  
74.7%  
\$1,182,087

General Donations  
25.1%  
\$397,897

Others  
0.2%  
\$2,547

**Total Income: \$1,582,532**

## Expenses



**Total Expense: \$1,529,804**

Governance  
2.5%  
\$38,402

Marketing  
0.4%  
\$5,253

Charitable Activities  
97.1%  
\$1,486,149

\*Individual fathers, mothers, children and caregivers



# STATUTORY INFORMATION

ACRA UEN: 201411304z

Registered Address: 73 Haji Lane, Singapore 189266

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.

Current IPC status - from 27 April 2021 to 26 April 2023

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

Main Bank: DBS Bank Ltd

Account Number: 288-901500-0

Pay Now code: 201411304zNLS

Auditor: True Assurance PAC, Singapore