



***Changing Image • Empowering Lives***

**ANNUAL REPORT FY 2015/16**

# Image Mission Ltd

(Incorporated in Singapore, a company limited by guarantee and not having a share capital)

## FOR YEAR ENDED 31 MARCH 2016

Date of incorporation: 16 March 2015

Unique Entity Number: 201608698W

Registered Charity under the Charities Act:  
26 August 2015

Registered Address:

8 Burn Road #11-05 Trivex Singapore 369977

## Governing Board Members

Name	Position	Date of Appointment
Pang Li Kin	Chair, Director	16 March 2015
Jenna Lea Nagy	Director, Operations/CRM	31 August 2015
Jen Kwong Hui	Director, Partnerships	31 August 2015
Chew Peck Ling Elizabeth	Director, Communications	31 August 2015
Ong Soh Wei	Director, Finance	1 December 2015
Leong Lai Yee	Director, Fund Development	1 December 2015
Lee Chek Chin	Director, Programme Development	1 December 2015

Ann Yom Steel served as Director from 16 March 2015 to 31 August 2015.  
Lim Ann Nee served as Director from 16 March 2015 to 30 November 2015.

Banker: OCBC Bank

Company Secretary: D&I Corporate Services Pte Ltd

Auditor: Gabriel Ng & Co.

# Vision & Mission

## Vision

*To **empower** men and women in need  
to gain **economic independence** and  
break out of the poverty cycle.*

## Mission

*To promote the economic independence  
of the **disadvantaged** in Singapore,  
by providing them with coaching, image services  
and presentable work attire for job interviews and  
career advancement.*

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# Chair's Message



There is an African saying that goes:

*"If you want to travel fast, go alone. If you want to travel far, go together."*

I started this charity alone as I wanted it fast! In three months, I wrote a business plan to bring Dress for Success® to Singapore. It was an ambitious business plan and I'm glad I now have a wonderful team of board members and volunteers to take us far.

The past one year would not have been possible without the thousands of dedicated hours from volunteers; the thousands of fabulous clothing donated by individuals and corporate clothing drives; and the contributions in cash and kind by individuals and corporate partners.

Albeit it did not go as fast as I wanted it to, we are on the right track. With this financial year completed, we will go for the next important milestone of achieving the Institutions of a Public Character (IPC) status. With IPC status, we can push ahead with the ambitious goals of serving 400 clients in the next FY, hiring staff and setting up a networking support group for our clients, to empower them to not only achieve economic independence but also advance further in their career.

To your success,

A handwritten signature in black ink, appearing to read 'P. Li Kin'.

Pang Li Kin  
Founder & Chair



# 1st Year in Review

## Highlights

### 2015

- |           |  |
|-----------|--|
| 16 Mar    | Incorporated as a Public Company Ltd by Guarantee  |
| Jun-Jul   | <ul style="list-style-type: none"> <li>• Setting up of office and boutique at Trivex</li> <li>• Clothing donation drive</li> <li>• Recruitment and training of volunteers</li> </ul> |
| 26 Jun    | Awarded software donation from NetSuite.org and pro-bono support to implement the cloud-based system   |
| 26 Aug    | Obtained Registered Charity status under the Charities Act of Singapore  |
| 31 Aug    | Appointment of 3 Board members to oversee Operations, Partnerships and Communications  |
| 1 Sep     | Opened Dress for Success Singapore to clients  |
| 25-26 Oct | Founder attended Dress for Success conference in North Carolina, USA.  |
| 11 Nov    | Official opening of Dress for Success Singapore and volunteer appreciation ceremony  |
| 1 Dec     | Appointment of 3 Board members to oversee Programme Development, Finance and Fund Development  |

### 2016

- |     |                                   |
|-----|-----------------------------------|
| Mar | #Dare2Dress fundraising challenge |
|-----|-----------------------------------|



## 1st Year in Review

### In the News

#### 2015

- 12 Nov Berita Harian – Bergaya untuk berjaya (“Stylish success”)
- 15 Nov Berita Minggu – Iltizam berwaja di hati wanita; Bantuan beri nafas dalam hidup (“With commitment and strength, support helps to give a new lease on life”)
- Nov issue Bamboo Telegraph (American Women’s Association of Singapore) - Dress for Success Singapore
- 3 Dec 938Live “On the Job” interview
- 11 Dec The Straits Times Causes Week – Helping women with low incomes dress for success
- 18 Dec Lianhe Zaobao – Tips for women rejoining the workforce

#### 2016

- 23 Feb The Straits Times Recruit Advertorial - #Dare2Dress to empower women who are less advantaged
- 11 Mar Lianhe Zaobao – Tips for maintaining work-life balance

# Programmes



Dress for Success® Singapore is our signature programme which aims to empower women with economic independence.

Image Mission manages the programme as an affiliate of international non-profit organisation, Dress for Success® Worldwide. Established in 1997, it currently has almost 150 affiliates in 21 countries.

# 8,800

**Women** in Singapore are **unemployed** and living in households with **< \$2,000** monthly income

Through Dress for Success Singapore, we want to reach out to some 8,800 women in Singapore who are unemployed and living in households with less than \$2,000 monthly income.

## Programmes



79

Total sessions

37

Styling & coaching sessions

33%

Secured a job

Our service is free and personalised to suit the needs of a diverse range of clients who are referred to us by charities and non-profit organisations such as voluntary welfare and social welfare organisations, as well as educational institutions.

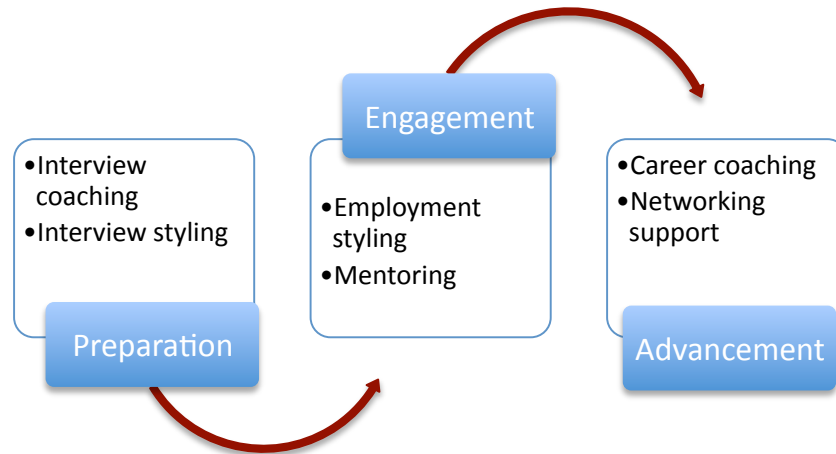
In FY 2015/16, we conducted 79 sessions for individuals and groups, 37 of whom attended styling and coaching for interview and / or employment, 39 attended grooming workshops, and 3 mentoring / other coaching.

At the time of reporting, 4 out of 12 (33%) interview coaching clients had secured a job.



# Programmes

We provide clients with a continuum of services:



## Programmes

*I haven't been able to secure a job for the past two and a half years... After two sessions at Dress for Success I got a job! The grooming programme helped boost my confidence and I learnt how to present myself at interviews... I hope this programme will reach out to other women who were in a similar situation as me.*

**Marlina**

Clients recognised positive change in themselves even if they did not secure employment immediately. Their self-esteem rose and they said they felt more confident in their appearance and ability to present themselves well at an interview.

We are committed to empowering more women in the next year and supporting them on their journey to economic independence.



*I realise that confidence is one of the most important things when going for an interview. To look confident, you need to dress well, otherwise you give the impression that you don't care enough about the job. Dress for Success really helped me understand more about what I should wear to an interview and to work.*

**Winnie**

# Clients



Our clients are referred to us and typically come from low income households or are disadvantaged in other ways. They include single mothers, victims of domestic abuse, troubled teens, those recovering from illness, and the marginalised.

Graduating students from low income families are also part of our target group as they have the potential to help their families break out of the poverty cycle.



In FY 2015/16, we served a total of 73 clients, 47% of whom are below 25 years old (being residents of girls' homes and bursary graduates), 28% are aged 25-40 years (being mostly single mothers) and about 8% above 40 years.

Jobs that our clients apply for include positions in administration, retail, services and management, in industries such as education and finance.

# 73

Clients

# 66%

are singles/single mothers



# Referral Partners

# 14

Referral partners

# 9

Referral partners referring more than 1 client



We regard referral agencies as our partners and welcome the opportunity to work together to help their beneficiaries gain employment and become economically independent.

We accept referrals from all non-profit organisations that offer charitable services or financial assistance. These include registered charities, voluntary welfare organisations, community and social welfare organisations and educational institutions that offer financial aid to students.

In FY 2015/16, a total of 14 referral agencies were on board with us, with 9 referring more than 1 client. These include Beyond Social Services, Centre for Future Ready Graduates-NUS, Daughters of Tomorrow, Rehabilitation & Protection Group – MSF, Republic Polytechnic and Singapore Anglican Community Services.

*I am pleased to have Image Mission as our close partner as we work towards engaging and empowering our community mothers back into the workforce. Our Job Club members have benefited greatly from Dress for Success® Singapore, especially in interview and grooming.*

**Stella Jayanthi,  
Beyond Social Services**

# Volunteers



*My favourite part of the job is working with the women to help build their confidence, providing them with positive and constructive feedback for self improvement and motivation. Then providing them with an outfit that makes them feel good inside and out. The transformation after a coaching session is just so rewarding to see.*

**Louise White**

# 29

Active volunteers

# 1,866

Total number of volunteer hours

All our services are currently provided by volunteers who bring with them a diverse range of skills and experience to a variety of roles including coaching, styling, operational, administrative, fundraising and marketing support.

In FY 2015/16, 29 active volunteers offered their time and expertise, 7 of whom served on the Board. Together, they contributed a total of 1,866 hours, averaging 5 hours per month, with Board members spending an average of 15 hours a month actively working to help achieve our goals.

# Fund Development

## \$10,915

Donations from Dare2Dress campaign

We kicked off our fund development efforts by doing what we do best -- dressing up! Our first fundraiser, the Dare2Dress challenge, was held in March 2016 and was open to anyone who dared to dress as their favourite hero or heroine for a day.

As Founder Pang Li Kin explained, “Dare2Dress is about stepping out of your comfort zone and demonstrating the courage it takes for women to overcome disadvantages in their lives when stepping out into the working world.”



*Team Image Mission celebrating International Women's Day with beneficiaries from Beyond Social Services*



## Fund Development



Along with Team Fairy Godmothers and Cinderellas from Image Mission, other supporters such as Team Superhero Friday from NetSuite, Chantek and the Rosies also took the challenge. Together, we raised \$10,915 which was matched by a 20% grant from Tote Board, to be disbursed in FY 2016/17.



# Finances

**\$73,970**

Total income

**\$59,761**

Total expenditure

**\$14,209**

Total Surplus for the period

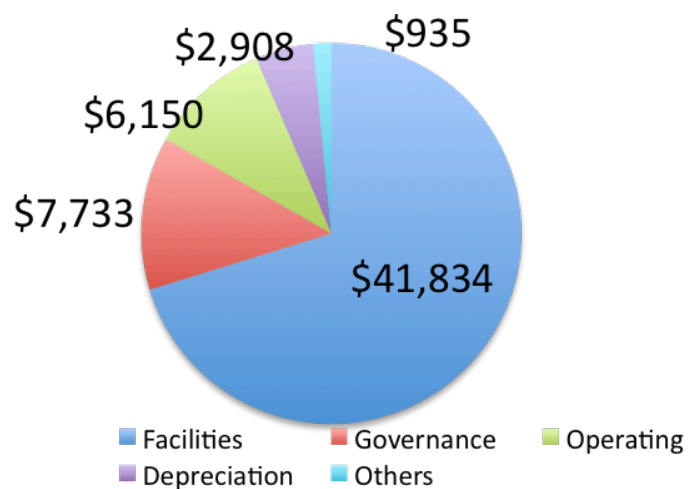
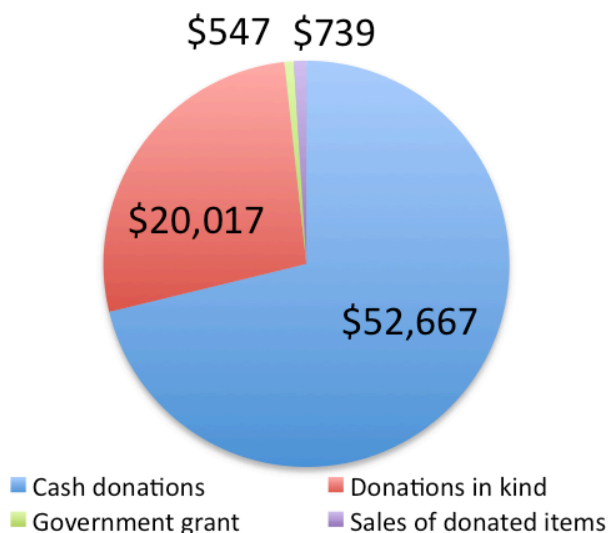
A total income of \$73,970 is reported for FY 2015/16, with major contributors from cash donations (71%) and donations in kind (27%). As we have yet to obtain IPC status, grants formed a small fraction of income.

Expenditure totalling \$59,761 comprised mainly of facilities cost (rental) and operating costs. Being 100% volunteer-based, there are no staff costs or major expenses to cover.

Total surplus for the period stood at \$14,209.

## Expenditure

### Income



# Donors & Corporate Partners

## Our Donors



VWOs-Charities Capability Fund (VCF)



Giving Hope. Improving Lives.

Thank you to everyone who provided financial, in-kind and pro-bono support to us during our critical start-up phase in FY 2015/16.

Without your help, we would not have been able to reach out to the women who are in need of our services. With your continued support, we can do so much more to support women on their journey to economic independence.

## Our Corporate Partners

Thank you to individuals and corporate partners who supported us by holding donation and clothing drives, and offering volunteers and pro-bono services.

100 People Doing Good	Citibank	DTCC	Samsung
ABGlobal	Clifford Chance	Freshfields Bruckhaus Deringer	SCCA
ANZA	Club 21	Jones Lang LaSalle	Steven Teo
ANZ	Credit Suisse	Len Lim	UBS
AWA	DBS	Norton Rose Fullbright	VMware
Barclays	Deloitte	Pure Storage	
BP Singapore	Dow Jones	Rockwell Automation	





# Plans for 2016/17

## **Changing Image Empowering Lives**

It has been an exciting first year for Image Mission and Dress for Success Singapore. And we are geared up to do even better in our second year!

We are on track to meet our target of empowering a total of 400 unemployed women from disadvantaged backgrounds by the end of FY 2016/17. This includes working closely with 20 regular referral partners.

We are working towards achieving 30% employment success rate within 3 months of attending the Dress for Success programme and 70% success rate within 6 months.

With the growth in clients, we will roll out the advancement stage in the Dress for Success Singapore programme and step up our fundraising initiatives to support these programmes.

***Thank you for all your support!***

## **Image Mission Ltd**

Managing Dress for Success® Singapore

8 Burn Road, #11-05 Trivex, Singapore 369977

T: +65 6509 3471

E: [info@imagemission.org](mailto:info@imagemission.org)

W: [www.imagemission.org](http://www.imagemission.org) | <https://www.singapore.dressforsuccess.org>