



**ANNUAL REPORT
FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2024**

**SINGAPORE CHEE HOON KOG MORAL
PROMOTION SOCIETY**

Registered with the Registry of Societies on 25 March 1982, No. 273/81

Registered with the Registry of Charities on 23 May 1991, No. 0811

UEN: S82SS0013J

No. 1 JALAN BILAL (off Bedok Road)
SINGAPORE 468854
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ABOUT US

OUR OBJECTIVES

To carry out welfare work for the good of mankind, including the rendering of financial assistance and personal support for those who are weak, old, sick or disabled; the promotion of education and the provision of free burial and funeral expense etc.

To promote and cultivate good morals, such as filial piety, compassion, righteousness, brotherliness, loyalty, trustworthiness, propriety, decency, humanity, and wisdom.

To set up Homes for the Aged Sick, Welfare Home for destitute and other charitable institutions.

To establish Childcare Centres, Family Service Centres, Active Aging Centres, Student Care Centre, etc.

OUR VISION

To help all people and give relief to anyone in hardship, disaster or need, without discrimination as to race, color, creed, language or religion.

OUR MISSION

To serve mankind.

OUR CORE VALUES

C – Commitment & Compassion

H – Humanity & Honesty

K – Kindness & Keeping Promises

M – Mutual Respect & Magnanimity

P – Propriety & Perseverance

S – Sincerity & Selflessness

OVERVIEW OF THE CHARITY – CHKMPS

Singapore Chee Hoon Kog Moral Promotion Society (CHKMPS) was founded in 1953.

CHKMPS was registered as a society with the Registry of Societies (Registration Number 273/81) in 25 March 1982

CHKMPS was registered as a charity under the Charities Act (Chapter 37) with the Commissioner of Charities (Charity Registration Number 0811) since 23 May 1991.

CHKMPS has a constitution as its governing instrument.

Unique Registration Number (UEN): S82SS0013J

Registered Address: No. 1 Jalan Bilal (off Bedok Road), Singapore 468854

Banker: Development Bank of Singapore Ltd.
Shenton Way Branch
8 Shenton way
DBS Building
Singapore 068809

Auditor: SIN ASSURANCE PAC.
101 Upper Cross Street
#06-02
People's Park Centre
Singapore 058357

WELCOME MESSAGE FROM THE CHAIRMAN



星洲德教濟雲閣

CHEE HOON KOG MORAL PROMOTION SOCIETY

NO. 1 JALAN BILAL OFF BEDOK ROAD SINGAPORE 468854
TEL: 6441 0619 FAX: 6443 6445

Dear Supporters and Friends,

It is my great pleasure to present you Singapore Chee Hoon Kog Moral Promotion Society (CHKMPS)'s 2024 Annual Report.

This past year has been filled with both challenges and achievements, and we are grateful for everyone who has helped us make a meaningful difference in our outreach and care for those we care.

At CHKMPS, our mission remains at the heart of everything we do. Thanks to our donors, volunteers, and staff, we have expanded our impact, reached more elderly people and residents and delivered our care services to them. With your kindness and generosity, we will continue to bring positive changes to our elderly people and residents.

On behalf of the Board, I extend my sincere appreciation to everyone who has contributed to our mission. Your support through donations, volunteering, or advocacy, fuels our work and inspires us to do more. Together, we will continue to build a brighter, more compassionate future.

With heartfelt thanks,

ER. Ong Ser Huan

Chairman

Singapore Chee Hoon Kog Moral Promotion Society

LEADERSHIP

THE GOVERNING BOARD

Election of the new Management Committee for a 2-year term for 2024 / 2025 was held on 16 MARCH 2024 and the members elected were:

S/N	APPOINTMENT	NAME	OCCUPATION	PAST CHARITY BOARD APPOINTMENT
1	Chairman	Ong Ser Huan*	Electrical Engineering Consultant	Chairman 2020-2023
2	Vice Chairman	Seah Hung Meng	Businessman (Limit Engineering Pte Ltd)	Vice Chairman 2020-2023
3	Vice Chairman	Koh Ah Nah Winnie	CEO (Moral Home For The Aged Sick)	Secretary 2010-2017, 2021-2022
4	Vice Chairman	Sim Chay Peng Wendy	Marketing Manager (Trendsen Cultural Enterprise)	Vice Chairman 2020-2023
5	Vice Chairman	Koh Kee Eng	Retired	Secretary 2020-2021, Vice Chairman 2022-2023
6	Secretary	Seah Choon Khee Roger	Operating Manger, CHKMPS, HQ	Treasurer 2022-2023
7	Assistant Secretary	Song Lin Yuet Sally	Learning Specialist(ThermoFisher Scientific)	Nil
8	Treasurer	Bek May Ling Jennifer	Self-employed	Dir. Welfare and Relief 2022-2023
9	Assistant Treasurer	Cher Swee Peng	Retired	Asst. Dir. Welfare and Relief 2022 - 2023
10	Assistant Director Moral Promotion	Seah Choon How Raymond	Sole Propritor (JR Catering)	Dir. Medical Services 2022 - 2023
11	Director Medical Services	Kuak How Chua	Retired	Asst. Dir. Medical Services 2020 - 2023
12	Asstistant Director Medical Services	Aw Si Yuan	Self-employed	Nil
13	Director Welfare & Relief	Ng Lee Hiah	Retired	Asst. Dir. Welfare and Relief 2022-2023
14	Assistant Director Welfare and Relief	Ng Ah Tin Angiel	Accounts officer (Moral Home For the Aged Sick)	Board Member 2022 - 2023

S/N	APPOINTMENT	NAME	OCCUPATION	PAST CHARITY BOARD APPOINTMENT
15	Director Public Relations	Seah Ah Moy Angela	Retired	Treasurer 2010-2011, 2014-2015, 2018-2019
16	Assistant Director Public Relations	Yang Lizhuang	Hygiene Assistant (Southern Graphic System Singapore Pte Ltd)	Asst. Dir. Public Relations 2020-2023
17	Director Education Services	Low Chang Cean Jason	Accountant (Gunvor Singapore Pte Ltd)	Dir. Education Services 2020-2023
18	Assistant Education Services	Teo Pek Hean Allen	Accountant (Transliner Holdings Pte Ltd)	Nil
19	Chinese Correspondent	Chang Hean Khoon	Admin Officer (Zi Jing Ge Moral Uplifting Society)	Chinese Correspondent 2020-2023
20	English Correspondent	Wong Min Choo Helen	Administrator(Prime Car Trader Pte Ltd)	Nil
21	Auditor	Adeline Chew Jia-en	Executive Director (Serangoon Moral Family Service Centre)	Nil
22	Assistant Auditor	Low Meow Koon Kristin	Retired	English Correspondent 2022-2023
23	Board Member	Lim Yang Ching	Retired	Board Member 2020 -2023
24	Board Member	Seah Siew Mei Shaynna	Agent (Manulife)	Nil
25	Board Member	Low Hwee Beng	Retired	Board Member 2020 -2023
26	Board Member	Loo Yang Lang	Cashier (Neo Group)	Board Member 2020 -2023
27	Board Member	Xu Wenjing	Service staff (Dian Xiao Er)	Nil
28	Board Member	Kang Choon Heong Terence	VP, Operations (VSTECS (Singapore) Pte Ltd)	Nil
29	Board Member	Lau Teck Wei Edwin	Financial Advisor (AIA)	Nil
30	Board Member	Goh Yeow Cheng	Retired	Board Member 2022 -2023

* This person also holding Board membership in other charities - Board Member, Ang Mo Kio-THK Hospital THK Moral Charities and THK Nursing Home Ltd. • Vice- Chairman, THK Moral Society.

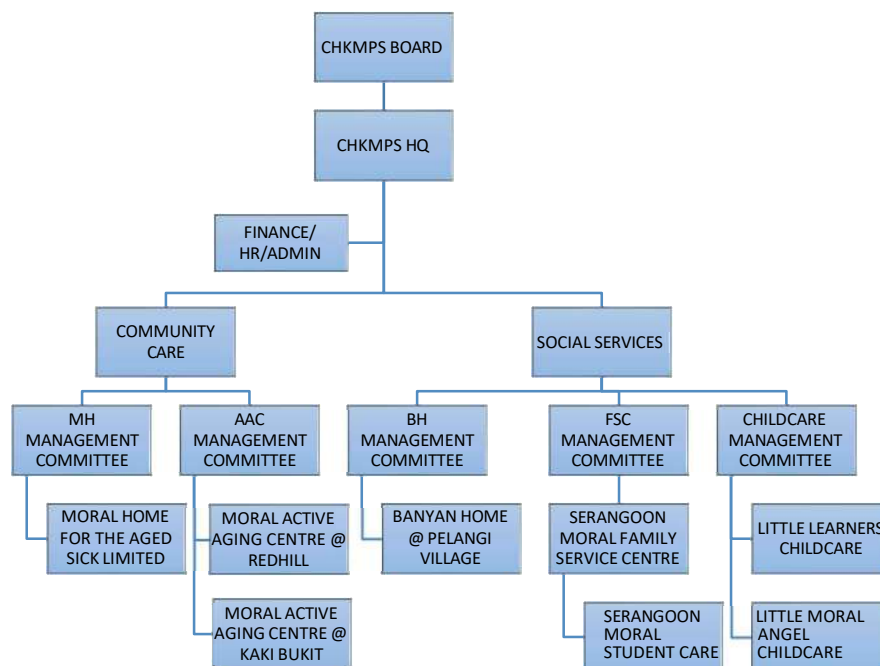
EXECUTIVE MANAGEMENT TEAM

Ong Ser Huan, Chairman, Appointed to position since 15 Jul 2022

Roger Seah Choon Khee, Secretary, Appointed to position since 16 Mar 2024

Jennifer Bek May Ling, Treasurer, Appointed to position since 16 Mar 2024

CHEE HOON KOG MORAL PROMOTION SOCIETY (CHKMPS) ORGANISATIONAL STRUCTURE



HIGHLIGHTS OF THE YEAR

Summary Financial Performance

This section provides a summary of the financial performance of CHKMPS for the fiscal year ending 31 Dec 2024

For the fiscal year 2024, CHKMPS recorded a total revenue of \$5,911,222, total expenses of \$5,504,570, resulting in a net income of \$406,652.

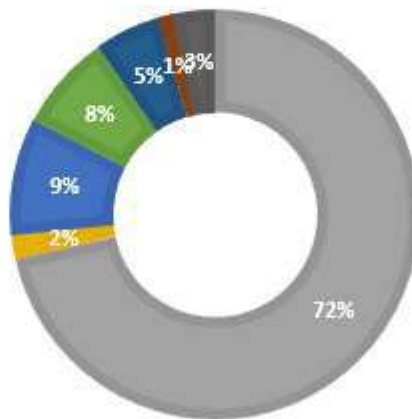
The primary sources of revenue included MSF/AIC Grants \$4,227,151, fees and charges received \$108,654, donations \$156,375 interest income \$310,378, other Income \$1,108,664.

Major expenses for the year included operational costs \$1,238,407, Manpower costs \$2,923,203, Administrative, finance and governance expenses \$1,328,862.

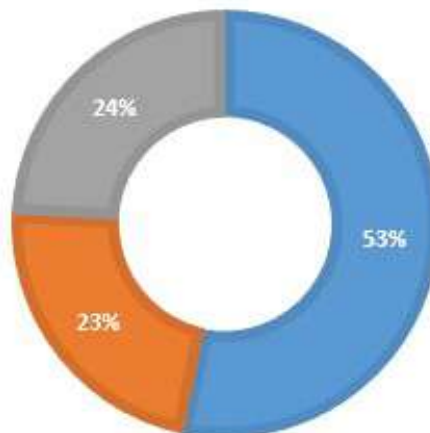
In summary, CHKMPS had a successful financial year, two childcare centres Little Learners Childcare and Little Moral Angel Childcare separating from the CHKMPS UEN S82SS0013J and have each obtained their own new UEN, therefore, their revenue and controlled expenses are not included in the UEN S82SS0013J from FY2024 onwards. Nevertheless, our strong financial position still allows us to continue supporting our mission and community.

SUMMARY FINANCIAL PERFORMANCE CHART

SUMMARY FINANCIAL INCOME



SUMMARY FINANCIAL EXPENDITURE



OUR WORK : CHARITY PROGRAMME AND ACTIVITIES

WELFARE PROJECTS AND SERVICES OF CHKMPS SUBSIDIARIES

1. MORAL HOME FOR THE AGED SICK @ NO. 1 JALAN BILAL (Off BEDOK ROAD)

Our Vision & Expansion Plans

In 2016, we obtained approval and funding from MOH for Addition & Alteration (A&A) works to our existing nursing home to increase number of beds from 120 to 235, of which 35 beds are dedicated for dementia residents.

Moral Home is one of the first few nursing home in Singapore to be granted IPC (tax exempt) status on 24 June 2011. The Home ramped up capacity to 235 beds in 2024 and will continue to expand its welfare and charitable portfolio to serve more beneficiaries.

The Patron of the Home is Dr. Maliki Osman, Minister, Prime Minister's Office, Second Minister for Education and Second Minister for Foreign Affairs.

In summary, 2024 has been a year of growth and continued commitment to providing quality care and engagement for the residents of Moral Home. Through strategic expansion, dedicated volunteer involvement, and a focus on holistic care, the Home remains steadfast in its mission to support the aging community.

We would like to take this opportunity to extend our heartfelt thanks to each and every donor / volunteer. Your generosity has turned our vision into reality. We are deeply grateful for your continued support and time.

REVIEW OF THE YEAR 2024

Expansion to Meet Growing Needs

In 2024, with the support of the Ministry of Health (MOH), Agency for Integrated Care (AIC), and the Board, Moral Home for the Aged Sick embarked on an expansion project to increase its bed capacity from 120 to 235. This initiative aims to address the needs of Singapore's rapidly aging population.

Resident Demographics and Volunteer Engagement

As of December 31, 2024, the Home's occupancy stood at 186 residents, comprising 92 males and 94 females. The oldest resident is a 102-year-old male, while the youngest is 50-year-old female. Youth Corps Singapore volunteers, through the YOLDEN Programme, completed their 12th, 13th and 14th run in partnership with the Home. This intergenerational initiative, ongoing since 2015, involves youth volunteers engaging with residents through activities like physiotherapy exercises and social interactions.

Person-Centered Care Approach

Moral Home continues to prioritize a person-centered care approach, addressing the medical, physical, psychosocial, and emotional needs of residents in a safe and tranquil environment.

Therapeutic and Recreational Activities

Residents benefit from various therapeutic and recreational activities, including:

Therapy Garden: A rooftop garden where residents engage in gardening, planting, and harvesting fresh produce for the kitchen.

Sensory Stimulation: Activities such as animal-assisted interactions, music sessions, and art & craft projects.

Outings: Theme-based excursions to places like the Asian Civilisation Centre, Indian Heritage Centre, and local markets.

Volunteers from YOLDEN and the resident volunteer group, Moral Angels, regularly participate in weekend engagements, ensuring consistent interaction and support for residents.

Staff Training and Safety Protocols

All care staff at Moral Home are required to be certified in CPR, AED, and Basic Cardiac Life Support (BCLS), and must be fully vaccinated. Additionally, staff participate in pandemic and fire preparedness drills at least twice yearly. The Home emphasizes continual professional development, believing that upskilling the core team is crucial for delivering quality services to residents.

AIC Funding for Enhanced Wellness

In 2024, the Home applied AIC funding of \$48,025 to enhance productivity and resident wellness. This funding facilitated the acquisition of a ride-on scrubber and two motorized pedal exercise machines, contributing to improved cleanliness and physical activity for residents.

Admission KPI

Moral Home successfully completed 104 admissions within a 3-month period, aligning with MOH, meeting the established Key Performance Indicators (KPIs).

2. BANYAN HOME @ PELANGI VILLAGE

Background

In June 2002, MSF (Ministry of Social and Family Development), formerly MCDS, (Ministry for Community Development and Sports) appointed our Headquarters, Chee Hoon Kog Moral Promotion Society (CHK), as the Managing Agent to run Banyan Home. The new Home, one of the six in Pelangi Village, was officially inaugurated on September 27, 2003, by Dr. Yaacob Ibrahim, then Minister of MCDS. Over the past 23 years, Banyan Home has steadfastly provided residential and rehabilitation services for the mentally ill male destitute who are admitted under Paragraph 3 or 5 of the Singapore's Destitute Persons Act (1989).

Core Mission

The core mission of the Home is to prepare and rehabilitate the residents for their eventual reintegration with the Community. Though the journey is never linear and arduous, the Case Management Team, assisted by other Departments, works together with the identified residents to achieve the goal.

Banyan Home Management Committee (MC).

Tenure and Composition. The present MC appointed by CHK is for a 2-year tenure from 1 Apr 2024 to 31 Mar 2026. Banyan was pleased to welcome two new Members, Mr Roger Seah and Mr Philip Seah, who are current senior Members serving in the CHK MC, to join the MC as from 1 Apr 2024. Hence, the present Banyan Home MC is comprised of six incumbents and two new Members.

Staff and Residents Muster

As of 31 Dec 2024, the Home had 24 full-time local as well as 33 non-local staff, and complemented by 4 part-time staff. The resident muster was 168 while the maximum capacity was 189. The breakdown of the residents by age was as follows:

Age	Dec 2024
<55 Years	35 (21%)
55 to 65 Years	61 (36%)
>65 Years	72 (43%)
Total	168

Achieving the Core Mission

Underlying Philosophy.

Maslow's Need Hierarchy. The Maslow's Needs Hierarchy is the care model used to incentivize the residents to strive upwards for self-actualization. Starting from the base of the pyramid, the residents are given guidance at every level. The care team, comprising Healthcare Assistants (HA), Nursing Aides (NA), Staff Nurses and Personal Care Officers (PCO), provides the residents' basic needs such as food, shelter, medication, personal hygiene etc. To maintain their Activities in Daily Living (ADL), the necessary daily exercise regime is conducted for them. The Gym Tonic exercise equipment, kindly donated by the Lien Foundation in 2016 has helped greatly to enhance and maintain the residents' physical fitness.

Restoring Privacy and Control. Anyone in institutionalized living is deprived of *Privacy* and *Control* which an ordinary person would usually take these for granted. The sacrifice of residents' privacy is unavoidable as for the sake of safety, the Home must install half-height toilet doors in the residents' dormitories while beds are arranged in neat row to facilitate cleaning and visual checking by the care staff. The forfeiture of residents' control in what, when, where to eat, medicate or play is for ease of staff administration. The Home is fully aware that such losses are dehumanizing and demoralizing. Hence, the staff would regularly review and balance the need for efficiency vis-à-vis the residents' loss of privacy and control. This will always be a work in making.

Residents' Reintegration with society. For residents with potentials for discharge, the Case Management Team would work in concert with the in-house Occupational Therapist as well as the allied professionals from Activity Hub to enhance their self-esteem needs and prepare them to embark on the various employment schemes. Besides learning to persevere in a job to earn their keep, these residents are taught various social interaction skills and budgeting, so that eventually they can achieve self-actualization by getting discharge from the Home to reintegrate with the community and live independently on their own.

Employment Scheme. The various Employment Schemes are designed and instrumental in enabling the residents to build their financial resilience as well as work ethics in preparation for their eventual discharge. Up to end 2024, the Home was able to meet the MSF Employment Target of 45%.
Resumption of normal activities.

Strengthening the Psycho-Social Dimension.

Creative Programs. Institutional living is stifling and mind sapping. As most of the residents are expected to remain in the Home for a lengthy duration, it was critical to plan and implement constructive activities to engage them meaningfully. With the help provided by the attached allied professionals from Activity Hub and tapping the enthusiasm of various volunteer groups, the Home organizes a pantheon of activities, either for all or customized for specified groups, to engage and stimulate the Residents to strive towards achieving their respective potentials or self-actualization in Maslow's term.

Events and Activities in 2024

Continuation Maintenance Program (CMP) for Pelangi Village. The CMP which was held back due to the COVID outbreak, would be conducted over six phases from Jul 2023 to Jan 2030. The ongoing Phase II is for the replacement of all lifts in Pelangi Village and the lift replacement work for the two old lifts in Banyan Home had started on 4 May 2024 and by end of the year, the passenger lift had completed while work on the bed lift closer to the lobby is ongoing. On completion of the lift replacement project, the Home would have to wait till Jul 2027 for the Phase V 15-month main construction work to commence. It has yet been decided whether the Home would stay put or move out while the main construction commences.

Visit by Director of Ops Planning, MSF. Mr Alvin Goh, MSF Director of Ops Planning, visited the Home on 26 February 2024 and he was accompanied by a team of four MSF officers. Presentation on salient issues in Banyan Home and welfare services rendered by CHK were given by Supt Cheong as well as Ms Winnie Koh respectively. During the tour of the Home, the visitors were shown the Gym Tonic Exercise System and two Tech Booster projects. Mr Alvin Goh was pleased with the Visit.

MSF Table-top Exercise (TTX). Banyan Home was appointed by MSF to host a TTX on Business Continuity Management from 1 to 6 PM on 13 May 2024 for the six Homes and Activity Hub in Pelangi Village. The purpose of the TTX is to ensure the respective Homes are familiar with the Contingency Measures to cope with the sudden occurrences of respective hazards such as Flu Pandemic, Fire, Haze etc. Four injects of various scenarios were introduced during the TTX to validate the responses of the Homes.

Zakat Lunch Outing. On 23 May 2024, the Home organized an Outing for the Muslim Residents who used their Zakat money to enjoy a sumptuous international lunch buffet at the Sultan Gate Pertama Restaurant. Together with eight non-Muslim Residents using their own money, the group had a memorable time.

Annual Lunch Treat for Non-Local Staff. In appreciation of the contributions of the Non-local Staff, the Local Staff continued the annual tradition to fund a Lunch Treat for them at the Swenson Restaurant in Changi Airport, Terminal 2. The Treat was hosted over two separate dates on 12 and 18 Jun 2024 respectively so as not to disrupt the routine in the Home. Esteemed Members from the Banyan Management Committee and key staff from the HQ were also invited to grace the occasion.

Banyan Annual Appreciation Lunch. The Home was pleased to invite Dr Lam Pin Min, CEO of Eagle Eye Centre and Advisor to Seng Kang Grassroots to be the Guest of Honour for the Banyan Annual Appreciation Lunch on 3 Dec 2024. He was hosted by Mr Robert Tock and Er Ong Ser Huan, Chairman of the Home and CHK respectively.

Staple Events.

Monthly Birthday Celebrations. Every month, the Home held a Birthday Celebration for the residents who are born in the month of celebration. The birthday celebrants would each be given a birthday goodie bag and share the birthday cake after they are invited on stage to go through the birthday formalities.

Festive Outings. A Chinese New Year Outing for 63 residents were held on 24 January 2024 whereby the residents were treated to an 8-course dinner at the Straits Chinese Restaurant sponsored by its boss, Ms Linda Yap. The Hari Raya Outing for 37 residents were conducted on 4 Apr 2024 to enjoy a delicious Nasi Kerabau dinner at a posh halal restaurant and thereafter, to visit a mosque before taking in the night lights along Geylang Serai. A Deepavali Outing for 30 residents was held on 24 October 2024 to Little India to have a biryani dinner and then to enjoy the sighting of the Deepavali festive lightings. To wrap up the year, a Christmas Outing for 71 residents was organized on 18 Dec 2024 for 71 residents. The group went to enjoy a sumptuous western dinner and to view the Christmas lightings along Orchard Road. Nine volunteers were also invited to help in taking care of the residents.

Food Outings. The residents, like Singaporeans in general, enjoy eating. To satisfy the residents' taste palette, the Home organized two schedule Food Outings: one, fully subsidized by the Home, is held every Tuesday and Friday whereby the residents are brought to a canteen at Ang Mo Kio Industrial Park 2A which offers a wide variety of reasonably priced hawker food for them to choose. The other schedule Food Outing is for residents on Home Earning Schemes (HES) whereby they are brought to known food haunts to pay for their favourite treats using their wages. Such food trips help to motivate the residents to continue working.

Mass Outings. To break the monotony of institutional living, the Home would organize a Mass Outing every Quarter for the residents to visit a Recreational Park or some Scenic Attractions. On 18 Apr 2024, a nostalgic trip to the rustic island of Pulau Ubin was held for the residents to reminisce their younger days while on 12 Sep 2024, 78 residents were brought to East Coast Park to enjoy the pleasant sea breeze. At the beach front, the residents participated enthusiastically in Carnival Games to win snacks and for lunch, they were treated to a sumptuous bento box prepared by Sembawang Eating House Seafood Restaurant. On 27 Nov 2024, the Home brought 69 residents to Jurong to visit the revamped Chinese Garden. Besides conducting a Treasure Hunt cum Walking Tour around the Garden, the residents enjoyed a sumptuous bento lunch.

Conclusion.

The residents at the Home are generally cheerful and happy with their lot while the staff morale is high. Besides having established a well-oiled system and routine operational procedures, the Home is glad to have nurtured an experienced team with the capability to deal with the fast pace and ever-shifting scenarios in the external milieu.



Zakat Lunch at Permata Buffet, 23 May 2024



CPR & AED, Firefighting training at SCDF Tampines
23 July 2024



MSF Director Mr Alvin Goh's visit, 26 Feb 2024



Banyan Annual Appreciation Lunch, 03 Dec 2024



Volunteers' performance during one of the monthly Residents' Birthday Celebrations.





Hari Raya Outing, 04 Apr 2024



Deeoavali Outing, 24 Oct 2024



CNY Outing, 18, Jan 2024



Sports Day at a hub, 15 Apr 2024



Pulau Ubin Outing, 07 Apr 2024



Mass Outing to East Coast Park, 12 Sep 2024

3. LITTLE LEARNERS CHILDCARE LTD @ BLK520 BEDOK NORTH AVE 1

Little Learners Childcare has a capacity of 112 children and close to 50% of the children registered with the centre are from low-income families. Currently, it has 59 children registered with the childcare centre.

It was an established centre since 1993. Little Learners Childcare has been a nurturing environment for young learners providing a foundation for their education journey. We have dedicated and experienced teachers trained in early childhood education, committed in providing a nurturing and supportive environment even children with developmental needs. (special needs)

Centre Capacity: Age breakdown from 18 months to 6 years old

- ❖ Playgroup (18 months)
- ❖ Nursery 1 (3 years old)
- ❖ Nursery 2 (4 years old)
- ❖ Kindergarten 1 (5 years old)
- ❖ Kindergarten 2 (6 years old)
- ❖ Pre-Primary (6+ years old)
- ❖ Integrated Childcare Programme (4 to 6 years old)

The centre has achieved the highest 36-month license. The centre has a progressive curriculum which includes daily, monthly activities and various projects collaborating with the community.

Chinese New Year Celebration



Hari Raya Celebration



Racial Harmony Celebration



National Day Celebration



Teachers Day Celebration



Deepavali Celebration



SSDB Community Partnership



4. LITTLE MORAL ANGEL CHILDCARE LTD @ BLK 542 BEDOK NORTH STREET

The centre has a capacity of 60 children, and close to 45% of the children registered with the centre are from economically disadvantaged families. In 2024, on average, the centre has an enrollment of 48 children, age ranging from 18 months to 6 years old. Classes are from Playgroup, Nursery 1, Nursery 2, Kindergarten 1 to Kindergarten 2.

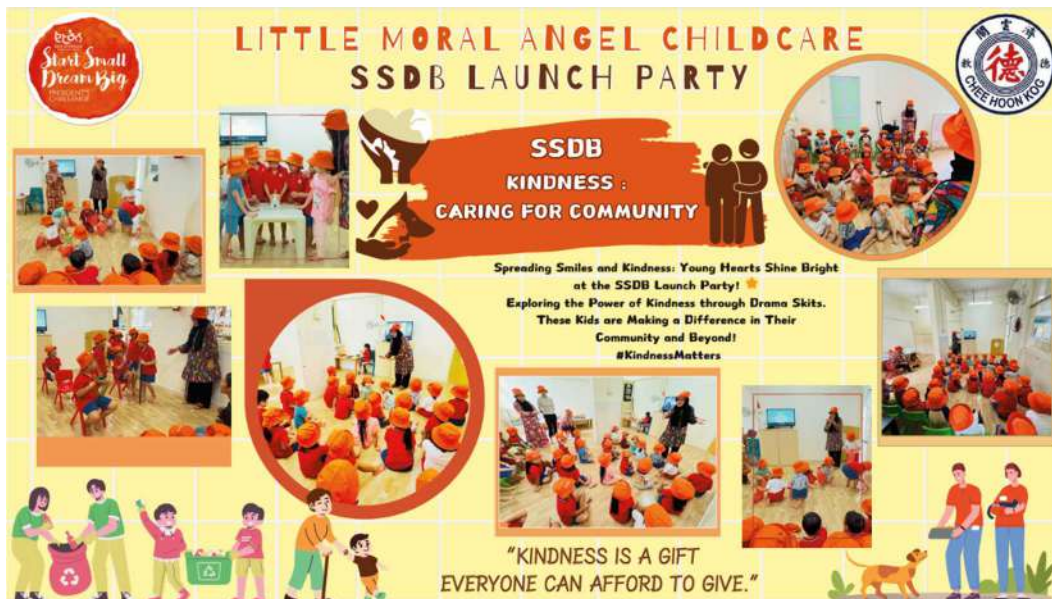
At Little Moral Angel Childcare, we are a team of committed staff who are devoted to provide a safe and caring environment for the young children. Beside promoting holistic development, we emphasise on building the children's character and nurturing them to be the future leaders.

The children are engaged with various programmes and activities throughout the year such as festive celebrations, events, learning journeys, Start Small Dream Big (SSDB) project, etc.

This year, 2 of our parents were invited to participate in our learning journey to Bedok Town Park. Children learned about the neighbourhood and the community helpers around them and appreciating the natural world.



The centre had embarked on the SSDB project on Kindness. We would like children to instill good moral values and be kind to people, animals and the environment. Through the SSDB project, children learned to be gracious and care for their community. They learned to show and share their kindness for the people around us.



Cookery lesson on healthy sandwiches. Children learned about healthier choice of food through My Healthy Plate and the Five Food Group – Grains, Vegetables, Fruits, Dairy and Protein. They are familiar with the Healthier Choice Symbol too!



Festive Celebration – Chinese New Year



Festive Celebration – Hari Raya Puasa



Festive Celebration – Deepavali



National Day Celebration



Children's Day Celebration



Learning Journey to Sheng Siong Supermarket



MORAL ACTIVE AGEING CENTRE @ REDHILL at BLK 89 REDHILL CLOSE

The Centre was set up in November 1995 and was officially declared open on 26 September 1998 by Mr. Abdullah Tarmugi, then Minister for Community Development and Speaker of Parliament. The principal activities of the Centre are to promote community, social, recreational and welfare services to the elderly. With effect from 23 June 2023, the name of the Centre was changed from Redhill Moral Senior Activity Centre to Moral Active Ageing Centre @ Redhill.

Elderly aged 60 and above living in two rental blocks in Redhill Close (Block 89 and 90) were previously assigned to the Centre by MOH/AIC. Currently, our assigned boundary has 18 blocks (both rental and purchased flats) with an estimated 1,000 senior population. The Centre welcome elderly in our neighbourhood to join in the active ageing programme and activities. As at 31 December 2024, total registered elderly was increased to 498 (31 December 2023: 440).

Notable events at Moral AAC @ Redhill in 2024

Bird Paradise visit in collaboration with Joyful Charity



38 seniors, 2 accompanying staff and 8 volunteers from sponsors, were invited to visit the newly opened Bird Paradise at Mandai where they watched bird performances, strolled around the park and immerse in a symphony of colours at Asia's largest bird park on 5 January 2024. Many seniors also learnt about the conservation and research efforts by Bird Paradise.

**Sakura 2024 Gardens by the Bay visit in
collaboration with Andaz Singapore/Hyatt Hotel**



20 seniors, 2 accompanying staff and 12 volunteers from Sponsors were invited to experience the annual Sakura blooming season at Gardens by the Bay on 18 April 2024. Many seniors have never experienced seeing real Sakura flowers and they enjoyed the beautiful Japanese houses and decorations.

Qixi Festival Pastry Making Workshop in collaboration with Bridging Generations



30 seniors had fun making pastry magpies on 4 September 2024 under the guidance from volunteers of Bridging Generations. Volunteers also shared the magpies legend and seniors had a good time during the session

MORAL ACTIVE AGEING CENTRE @ KAKI BUKIT at BLK544 BEDOK NORTH STREET 3

The Centre is located at 544 Bedok North Street 3. It was set up by Singapore Chee Hoon Kog Moral Promotion Society on 18th January 1999 and registered as a charity under the Charities Act 1994 on 25 April 2000. The Centre was officially opened on 30th July 2000 by Mr. Chew Heng Ching, former MP for East Coast GRC @ Kaki Bukit. Initially, the centre only looked after seniors 60 years and above living in 2 rental blocks.

However, from 1st April 2022, MOH/AIC changed our assigned boundary from 2 blocks to 29 blocks (i.e., covering rental and purchased flats) with a target population of 2,727 seniors. The Centre also changed its name from Moral Seniors Activity Centre (Kaki Bukit) to Moral Active Ageing Centre @ Kaki Bukit.

Total number of registered seniors, as of 31 December 2024 is 782. The key objective of the Centre is to promote active ageing programmes and activities to seniors. The Centre also renders assistance and/or referral services according to the needs and concerns of the seniors.



Kaki Bukit AAC received to 2 awards in 2024. The first was the People's Association (PA) Community Spirit Awards 2024 - Merit Award. The PA Community Spirit Awards recognises partners who have demonstrated outstanding dedication and efforts in fostering a caring and cohesive community. Kaki Bukit Centre Manager, Gary Tan received this award during a dinner presentation on 18th July 2024 from Minister Edwin Tong, Minister of Culture, Community & Youth, Second Minister for Law and Deputy Chairman of the People's Association. Kaki Bukit AAC was nominated for this award by Kaki Bukit CC Advisor, Mr. Shamsul Kamar.

The second award was the Friends of Kaki Bukit 2024, this award was in appreciation of our centre's outstanding support and contributions to Kaki Bukit Grassroots Organisations. Mr. Shamsul presented this award to Gary during the Kaki Bukit National Day 2024 dinner held on 3rd August 2024.

DancingMind MindFit Digital Health Programme



DANCINGMIND FEEDBACK REPORT

Q2-Q3 2024

Seniors' Standard Feedback



The MindFit Digital Health Programme is a VR-led digital health programme designed to provide seniors with a holistic health training solution. Using Dancing Mind's library of VR software, the seniors had the opportunity to engage in various activities relevant in preventative health. These VR activities include mood management, cognitive training, sports, as well as life skills training. These activities also aid seniors to achieve their health goals, and take initiatives to prioritise their happiness, health, and wellbeing.

Under this programme, Kaki Bukit and DancingMind conducted 24 sessions over 6 months. The initial target was to have 64 seniors. Because the programme was popular, a total of 107 unique seniors had participated when it ended. Seniors surveyed after each session also gave very positive feedback as per the chart. This programme was funded by an outreach grant from NorthEast Community Development Council (NECDC). We are very grateful to NECDC Si Ting and Kar Lok for their strong support.



Kaki Bukit AAC hosted kids and teachers from CHK 520 Childcare on 26th July 2024. The little ones gave a performance then interacted with the seniors via puzzles and colouring activity. This event is part of their Start Small Dream Big President's Challenge 2024. The kids were adorable, and they had a fund time with the seniors.

SERANGOOM MORAL FAMILY SERVICE CENTRE @ BLK 238 SERANGOON AVENUE 2

Serangoon Moral Family Service Centre (SMFSC) was established by Chee Hoon Kog Moral Promotion Society in December 1996. The Centre provides holistic services to strengthen resilience in individuals and families living in the Serangoon community. To create sustainable changes in our community, SMFSC collaborated with stakeholders like the Ministry of Social and Family Development, the National Council of Social Services, Grassroots Organisations and our Serangoon residents.

The range of services include:

A. Casework – Trained social workers help individuals and families to work through their personal, social and emotional challenges.

B. Groupwork – Trained social workers work with participants in a group setting to develop solutions to issues together and to learn from one another.

C. Community Work (Kampong Friends) – Kampong Friends is guided by the Asset Based Community Development (ABCD) approach. It calls for the identifying and mobilising existing but often unrecognised assets for sustainable community development. The objectives are to enhance the social support network of individuals and families, and to build capacity in the local community to respond to the needs of individuals and families.

Casework

The Centre received 576 enquiries and handled 501 caseworks and counselling cases. Tapping on the Straits Times School Pocket Money Fund, 6 beneficiaries received a total of \$2,560.

Groupwork

Pit Stop: A groupwork programme for pre-teens aimed at enhancing their functioning by fostering a healthy self-concept and self-esteem, enabling them to maximise their strengths, talents and abilities.

May to April 2024: 9 children from Zhonghua Primary School completed Pit Stop with SMFSC. 5 sessions were conducted and over 83% showed an improvement in their self-esteem levels, measured using our self-esteem questionnaire.

Participants were observed to be more confident in sharing as the weeks went by and all of them agreed they liked coming to Pit Stop and have learnt something useful from the sessions.

Participants highlighted they would put into practice what they have learnt in the sessions in areas of paying attention to their emotions, communicating in a friendly and assertive manner, influencing others in positive peer pressure and wanting to

put in more effort to overcome their personal challenges.



Participants displayed teamwork in completing the race

Community Work (Kampong Friends)



The energetic and passionate community work team

Kampong @ Lim Kopi

In 2024, Kampong @ Lim Kopi set out to preserve the core focus of building relations. Continued efforts were placed in the strengthening of existing relationships that the team already had, as well as to foster new relationships within the community.

Kampong @ Lim Kopi conducted numerous community walks, interactions during the bi-weekly Musical Mornings and 16 door knocking sessions.

Over the many conversations, we also ponder about the relevance of the programme in the community. Given the multiple services for the elderly in the landscape, it is with a heavy heart to announce the sunsetting of our beloved programme, Kampong @ Lim Kopi. We like to thank all stakeholders for the support over the years.



Kampong Harvest @ SMFSC

Centred in utilising the strengths of our community, Kampong Harvest has formed a new vision – A space to connect and empower residents through gardening. After the departure of our regular gardener, residents have taken the initiative to manage the garden space by distributing plots to 7-9 committed individuals.

Simultaneously, other residents continue to have opportunities to gather at our garden every first Saturday of the month. Residents have also been more closely involved in the organisation of our events and collaborations with stakeholders, including KH 5th Anniversary and SUSS' Service-Learning Programme. Together with our residents' enthusiastic sharing of their gardening expertise, SUSS students have curated Kampong Harvest Sprouts, a knowledge bank targeted to boost residents' confidence to help out in the garden. This aligns with the culture that we hope to cultivate in our community – the Spirit of Sharing.



Kampong Friends' Blessing

Launched on 20 February 2018, Kampong Friends' Blessings (KFB) conducted a community shop trial in 2024.



Students from Singapore University of Social Sciences (SUSS) joined in to assist with the community shop too, as part of their community engagement programme.



The success of the community shop trial was due to the contributions of our KFB residents who contribute their time by joining KFB's focus group discussions for the planning of the community shop. Some residents were also involved with the execution of running the community shop.



A total of 13 beneficiaries participated in the trial. It was heartwarming to know that all were happy with the diversity of items to choose from. One of the highlights of the trial was the collaboration with SMFSC's Kampong Harvest (KH) team, whose gardeners harvested KH's fresh produce for the residents to bring home.

Kampong Kakis

Our volunteer matchmaking initiative provides opportunities for Friends (both individual and group volunteers) to share their interests, passions, and skills with the Serangoon Community.

In 2024, we continued learning conversations with Friends from all walks of life. These conversations allowed us to co-plan activities for residents in the community. Activities include our weekly academic support sessions, 157 art and craft workshop and 157 carnival.



The 157 Art and Craft workshop stemmed from a discussion with Anne, a mural artist. The event primarily engaged young families and attracted over 10 residents. During the event, feedback from the residents revealed a strong interest in hosting a carnival.

This idea evolved into a carnival, supported by residents who volunteered as game masters and logistics coordinators.



In 2024, we continued the strong momentum of a pool of 5 committed tutors who came by week after week to provide academic support to 5 children & youths.



In June, we held a small get-together with our community friends who have been in the programmes where we learn what motivates each other to contribute to the Serangoon Community

5. SERANCOON MORAL STUDENT CARE CENTRE @ Block 239 Serangoon Avenue 2

Serangoon Moral Student Care Centre (SMSCC) was established in 1998 to meet the needs of working parents and families. The Centre provides supervised care for students between 7 – 14 years old during, after school hours and during school holidays, thereby supporting parents who are engaged in full-time employment. The Centre seeks to provide a safe, well-supervised and enjoyable learning environment in which the students develop their potential and cultivate a positive attitude towards their studies and learning.

With over 20 years of experience in the industry, SMSCC prides itself in its emphasis on moral education and character development, as well as a smaller student-teacher ratio. This allows the Centre to provide the parents and children with a more bespoke experience through timely, regular, and personal sharing and feedback.

This year, Serangoon Moral Student Care Centre had resumed our outdoor school holiday outings and brought our children to many places of interest in Singapore such as Kidz Amaze, Garden by The Bay, Bowling, Serangoon Library, NEX Waterplay. We had introduced simple cooking lessons for the children, cultivating their interest in basic culinary skills. They made No-bake cake, egg sandwiches, chocolate Nutella pie and Bread Pudding with Chocolate Chips. All these were served during their teabreak. Our Art and Craft sessions were theme base. Their completed masterpiece were displayed in the classroom. Our core activity for School holiday is teaching children Moral Education, DiTziGui.



Our Outdoor Fieldtrips



Fun Cooking Time



Themed Art and Craft Projects



Tennis Lessons at NYJC

Other activity

This year, students from Nan Yang Junior College had organised Tennis Sessions for our children before year-end break. The children enjoyed the activities and looking forward for more in the future.

OUR WORK: SOCIETY ACTIVITIES

(i) Lunar New Year

The Kog conducted 4 sessions of Blessings for well-being and good fortune to members and Devotees in conjunction with the celebration of the Chinese Almanac Year of the Dragon.

(ii) Anniversary Celebrations

On 17 September 2024, the Kog celebrated its 71st Anniversary, Mid-Autumn Festival with 66 tables of dinner for members and the needy, held at Bliss Garden, Singapore Expo.

(iii) Overseas / Local Participation

a) 8 members attended Celebration of Kedah Chee Yang Kor .

b) Attended Thye Hua Kwan Moral Society triple celebration, Zi Jing Ge Moral Uplifting Society 43rd Anniversary Chee Hia Kog 21th Anniversary and Chee Hwan Kogs 59th Anniversary and 44rd Anniversary of Chee Wein Khor.

c) 19 members attended Anniversary Celebration of Muar Chi Sen Kok's 70th Anniversary.

d) 16 members attended 41th "Chee" Meet held at Teck Teck Seah Chee Heong Koh.

(iv) Celebration of Holy Days

Our Society respects each individual's race and religion, and in this respect, our Homes and Centres celebrate the six major religious festivals of the World, namely Taoism, Confucianism, Buddhism, Christianity, Islam, and Hinduism.

Our members and devotees also celebrated the following Sacred Birthdays. Members of Leng Ern Jee and Chee Hwan Kog also participated in the celebrations.

• "Liu Chun Fang Xian Shi"	-	16/03/24
• "Dao Zu" and "San Dong Sheng Wang"	-	24/03/24
• "Dao Chee Buddha, Enlightenment Day"	-	27/04/24
• "Lu Chun Yang Xian Shi"	-	21/05/24
• "Guan Ping Shao Di"	-	18/06/24
• "Xuan Ming Gao Shang Di"		
(Jade Emperor)	-	29/07/24
• "Fu You Di Jun"	-	10/09/24
• "He Ye Yun Xian Shi"	-	17/09/24

- (v) Transference of Merits - On 04 August 2024, the Kog celebrated "Zhong Yuan Jie" (7th Moon Festival). Prayers and blessings were held and this was for the transference of merits to all departed souls to be transmigrated to Heaven.
- (vi) Temporarily suspend the performance "Chanting Service" by the Chee Hoon Kogs' volunteers for the funeral ritual.
- (vii) Temporarily suspend The Education Division engaged a calligraphy teacher in teaching members and the general public who are interested in calligraphy learning.

FUTURE PLANS AND COMMITMENTS: THE YEAR AHEAD

In the coming year, Singapore Chee Hoon Kog Moral Promotion Society will expand the Moral Active Ageing Centre@ Kaki Bukit (AAC) at Block 535 Bedok North Street 3, Singapore 460535. At that time, the AAC will extend its coverage to include more HDB blocks and a larger number of registered seniors.

GOVERNANCE

A. Role of the Governing Board

Strategic Oversight: Setting the Organization's strategic direction, vision and goals.

Financial oversight: Approving budgets, ensuring financial stability, and monitoring financial performance.

Leadership Selection: Hiring, evaluating and assigning the Secretary, Assistant secretary, Treasurer and Assistant treasurer.

CHKMPS strives to uphold the value of trust expected from all stakeholders. By constantly looking out for areas with high-risk exposures and areas which require improvement, CHKMPS embraces a holistic approach to Enterprise Risk Management (ERM) which acts as a key enabler to the success of the charity in delivering its service safely, effectively, and efficiently. Regular monitoring, systematic and periodic review of risk exposures underline the key focus of the CHKMPS's risk management effort and approach.

B. Term Limit of Board

Our Treasurer or Financial Committee Chairman have served no more than the term limit of four years and no board member has served more than 10 consecutive years.

C. Board Meetings and Attendance

A Total of six EXCO meetings and one AGM were held during the financial year of 2024, the following sets out the individual board member's attendance at the meeting.

S/N	NAME	19/1/2024 (EXCO)	16/3/2024 (EXCO)	16/3/2024 (AGM)	20/6/2024 (EXCO)	23/8/2024 (EXCO)	3/10/2024 (EXCO)	7/12/2024 (EXCO)
1	Ong Ser Huan*	√	√	√	√	√	√	√
2	Seah Hung Meng	√	√	√	√	√	√	
3	Koh Ah Nah Winnie	√	√	√	√	√	√	√
4	Sim Chay Peng Wendy							

S/ N	NAME	19/1/202 4 (EXCO)	16/3/202 4 (EXCO)	16/3/202 4 (AGM)	20/6/202 4 (EXCO)	23/8/202 4 (EXCO)	3/10/202 4 (EXCO)	7/12/202 4 (EXCO)
5	Koh Kee Eng							
6	Seah Choon Khee Roger	√	√	√	√	√	√	√
7	Song Lin Yuet				√	√		
8	Bek May Ling Jennifer		√	√	√		√	√
9	Cher Swee Peng			√	√			√
10	Seah Choon How Raymond	√	√	√				√
11	Kuak How Chua		√	√		√		√
12	Aw Si Yuan			√				
13	Ng Lee Hiah		√	√		√		√
14	Ng Ah Tin Angiel		√	√				√
15	Seah Ah Moy Angela							√
16	Yang Lizhuang		√	√		√		√
17	Low Chang Cean Jason							
18	Teo Bek Hean Allen			√				√
19	Chang Hean Khoon							
20	Wong Min Choo Helen							
21	Adeline Chew Jia-en					√		√
22	Low Meow Koon Kristin		√	√		√		√
23	Lim Yang Ching							
24	Seah Siew Mei Shaynna							
25	Low Hwee Beng			√				√
26	Loo Yang Lang			√		√		√
27	Xu Wenjing			√				
28	Kang Choon Heong Terence							√
29	Lau Teck Wei							
30	Goh Yeow Siang					√		√
31	Goh Ah Mui			√				
32	Tan Tok Hwee			√				
33	Lum Chong Chuen			√				
34	Tay Chor Hoon			√				

D. Disclosure of remuneration and benefits received by board members

Board members serve on a voluntary basis and receive no remuneration for their services.

E. Financial Matters Review

The three highest paid staff in **CHKMPS** who each received total annual remuneration exceeding \$100,000 in bands of \$100,000 in FY2023 are as follows:

Total annual remuneration	No of staff
\$100,000 - \$200,000	3

F. Reserve Position and Policy

The reserves of the CHKMPS provide financial stability and the means to develop the charity's activities. CHKMPS intends to maintain the reserves at a level sufficient for its operating and long-term charitable needs. The Board reviews the level of reserves regularly for CHKMPS's continuing obligations.

The objective of CHKMPS's reserve management is to maintain strong and healthy capital ratios in support of its operations.

CHKMPS's aims to maintain sufficient level of accumulated funds to meet three years of its budgeted operating expenditure. CHKMPS regularly reviews and manages its reserves to ensure optimal capital structure, taking into consideration the future capital requirements of CHKMPS's projected operating cash flows.

The reserves amount as at 31 December 2024 was \$9,652,200 the ratio of reserves to annual operating expenditure was 7.06.

Reserve Position (Exclude restricted funds)	Current Year Accumulated Fund	Previous Year Accumulated Fund	% Increase/ (Decrease)
Reserves Amount	\$9,652,200	\$9,453,881	2.1
Amount for Operating Expenditure	\$1,367,717	\$2,626,490	(47.93)
Ratio of Reserves to amount for Operating Expenditure	7.06	3.60	

G. Purpose of Restricted Funds

Singkawang fund is established to carry out charity activities to the needy in Singkawang.

Building fund is established for building of a new prayer hall

Poverty fund is established for rendering of financial and personal support for poor and needy.

Funeral fund is established for the provision of free burial and funeral expenses

Banyan Home is funded by government grants from the Ministry of Social and Family

H. Conflict of Interest Policy

All Board members and staff are required to comply with CHKMPS's Conflict of Interest policy.

The Board has put in place documented procedures for Board members and staff to declare actual or potential conflicts of interests upon appointment, annually and on a need-to basis.

Board members are to abstain from decision-making on matters where they have a conflict of interest.

I. Whistle-blowing Policy

CHKMPS has a whistle-blowing policy to address concerns about possible wrongdoing or improprieties in financial or other matters within CHKMPS.

ACKNOWLEDGEMENT

We would like to put on record our acknowledgment and appreciation for the continued support of the programme and activities carried out by CHKMPS and its subsidiaries from government agencies, our partners, volunteers, donors, grassroots leaders, schools, and many individuals.

Cash received from donors and devotees were acknowledged and recorded accordingly.