



ONE LOVING FAMILY: EVERY DREAM A POSSIBILITY

Welcome to our Impact Report!

This report highlights the transformative power of mentorship at Beautiful People, where our unwavering belief in nurturing dreams has fostered remarkable positive change and impact within our community of youth and women.

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Message from the Chairperson

Dear Beautiful People Family,

It is no secret that dreams and relationships are at the core of Beautiful People. Every dream is a possibility, and we are committed to nurturing these dreams while fostering meaningful connections. How do we continue to keep this at the heart of everything we do while needs and priorities continue to change?

The past year has been a monumental one for Beautiful People. For the first time, we transitioned into a new organisational structure with our Board of Directors, Executive Committee (EXCO), and Office team working closely together with our mentors and mentees to execute our collective vision for Beautiful People. This shift has brought new strengths and challenges, and I am proud to say we have navigated it well, growing and learning as a united team.

Raising leaders will continue to be important for us as we aim to empower our growing family. My dream as Chair and mentor is to see our mentees (and mentors!) realise that their voices matter, and to confidently use their voices to positively impact their own lives and the wider community within and beyond Beautiful People. Supporting our mentees as they take on leadership roles within Beautiful People has been a source of pride and joy for me, and I am sure, for you too. It spells a new era in our Beautiful People family with empowered women (and men!) empowering women, and that is the legacy we have begun to create together, slowly but surely.

However, challenges do remain. Our mentors and mentees must contend with navigating their own individual wellbeing while navigating an ever changing landscape of obstacles and opportunities on their collective journeys. Yet, challenges can be like gifts that force us to find a new centre of gravity. In Beautiful People, we take care of one another, and hope for our mentees to be able to thrive in a world that believes in them as much as we do. Understanding that we cannot do this alone, our partnerships in a wider ecosystem of like-minded organisations is going to be crucial and a key priority for us moving forward as we share resources, learn from others, and share our own wisdom to influence others.

With that, I want to take this opportunity to thank each and every one of you in the Beautiful People family, including our mentors, mentees, families, friends, partners and donors, for your continued dedication, passion and belief in our movement. Together, we are making a difference, one dream at a time.

In love and friendship,

Priyanka Rajendram
Board Chairperson
Beautiful People

Message from the Executive Director

This past year has witnessed many meaningful milestones. As we turn 18, it is perhaps reflective of our coming of age, one in which we stretch ourselves and grow into who we hope to be. Following an extensive engagement of our volunteers through Project Next Gen, we felt that it was timely to put in place a new structure to support Beautiful People in our next stage of growth.

The newly formed Executive Committee (EXCO) was conceived, working closely alongside our fabulously small but mighty Office team, and the wise guidance and support of the Board, to lead our fellow volunteers in this next season of our mentoring movement. The Board, EXCO, and Office each play different but equally important roles to make the difference. Together, we share the hope of becoming a family of choice that makes every dream a possibility, regardless of one's starting point.

I'll share a little more about the EXCO – as they are the new addition to the family. Being volunteer-led, the EXCO embodies the spirit of Beautiful People as ground-up and community-driven. They represent a mix of leaders from various programmes, and with varying years of experience. But one thing that brought us together was the “yes” in response to the call to lead. We saw a need, and ready or not, we committed to lean in as a team to figure things out along the way. With a steady faith, we embarked on this learning journey, believing that we will see good news in the end. And if it's not good news, as Beautiful People folklore says, it's not yet the end!

We do not do this work of leadership alone. Just as it takes a village to raise a child, leaders thrive when they are held up within the warm support of their community. The EXCO mobilises support from other fellow volunteers in the form of the working committees, and is guided by our beloved MMs (Mentors of Mentors) who make it possible for us to build on the foundation of their experience and insight. We are humbled by the call to steward on behalf of the Beautiful People community, and grateful for the support of the community in return.

As Khalil Gibran says, “Work is love made visible”. The work that we do, whether as mentees who commit to making tough changes, mentors who invest in building relationships, or leaders who steward change and raise other leaders; none of it is easy. But we choose to do the work that we do because of those we love – the hope and potential we see in them, their dreams and their journeys of growth.

We would not exist without the labour of love ploughed in by our Beautiful People family and friends, supporters and donors. We thank the ones who've sowed the seeds of growth that have brought us to where we are today. We hope in our time and season to be planting new seeds that will bear fruit into the future.



Yong Yoek Ling
Executive Director
Beautiful People



Vision and Mission

Inspiring Dreams, Shaped by Mentorship

Our mentors and mentees journey together in an adventure of highs, lows and turning points, where we discover our true unique selves and honour one another's gifts and dreams.



Our Vision

Beautiful People is a strong believer in the power of dreams. Our dream is to create a world in which we are "One loving family: Every dream a possibility".

Beautiful People came together as a community because we believe in building mentoring relationships that empower and transform lives.



Our Mission

To be a platform for building mentoring relationships that change lives.

As a community-based organisation, Beautiful People is uniquely positioned to bridge the transitional gap when our mentees are discharged from the prison or residential rehabilitation homes, a time when our mentees typically need the most support.

Our Manifesto

"WE ARE A MOVEMENT BROUGHT TOGETHER BY THE BELIEF THAT OUR DREAMS MATTER. WE STAND WITH THE DISADVANTAGED IN SOCIETY TO **JOURNEY** TOWARDS BECOMING THE BEST THAT WE CAN BE. IN THIS PARALLEL JOURNEY, BOTH THOSE WHO GIVE AND RECEIVE ARE **TRANSFORMED.** WE SEE **POTENTIAL** IN PEOPLE AND PLACES WHERE OTHERS SEE PROBLEMS. **HOPE** IS OUR COMPANION ON THIS JOURNEY; IT'S ALL GOOD NEWS IN THE END, IF IT'S NOT GOOD NEWS, IT'S NOT THE END. WE FIND REASONS TO **CELEBRATE LIFE OFTEN!** WE ARE A **RELATIONSHIP,** NOT A PROGRAMME. THE POWER TO CHANGE LIVES LIES IN PURPOSEFUL RELATIONSHIPS WITH **PEOPLE WHO CARE,** NOT IN PROGRAMMES. WE ARE HERE TO STAY WHEN QUITTING SEEMS THE EASIER OPTION. WE BELIEVE THERE ARE NO BAD EXPERIENCES, ONLY THE OPPORTUNITY **TO LEARN TOGETHER.** WE ARE HERE NOT TO FIX PEOPLE, BUT TO BE WITH PEOPLE SO THAT THEY GROW **BIGGER** THAN THEIR PROBLEMS. **BEAUTIFUL PEOPLE** IT IS THE SIMPLE IDEA THAT **DREAMS COME TRUE** BECAUSE OF SOMEONE WHO BELIEVES IN THE ONE WHO DREAMS."

Our Promise: Empowering Dreams, Inspiring Change



We believe in the possibilities of all whom we have chosen and who have chosen us, to serve and support, on our Beautiful People journey.



We treat all stakeholders with equal respect and will strive to be consistent in our dealings and will not practice double standards.



We respect the values, concerns, and restrictions imposed by our partner organisations and will seek to align practices, keeping the interests of our mentees as our priority.



We operate on the principles of meritocracy, we do not discriminate nor impose our personal values and beliefs nor make judgements on an individual's life choices, whoever is the constituent, be it volunteers or mentees.

In the spirit of above all, we commit to :

01

Behave responsibly and professionally, and as we serve vulnerable persons, some conditions may be necessary to limit the degree and extent of interactions.

02

We are cognizant that our association, as an organisation or personally, with any political, religious, social or individual life/lifestyle choices and causes may have implications on Beautiful People. Such affiliations are to be kept strictly separate.

03

Individuals associated with and representing Beautiful People (including our staff and volunteers) must also take responsibility to safeguard Beautiful People's good name and reputation. This will serve to alleviate potential misunderstanding, misconceptions and misperceptions with the communities we are engaged and involved with.

04

We will foster an open and transparent culture, an inclusive environment, premised on mutual respect for both institution and individual differences. This allows for respectful dialogue and honest discussions that will help us navigate the Way Forward, achieving alignment and congruence, and harmonisation of conflicting stances and situations.

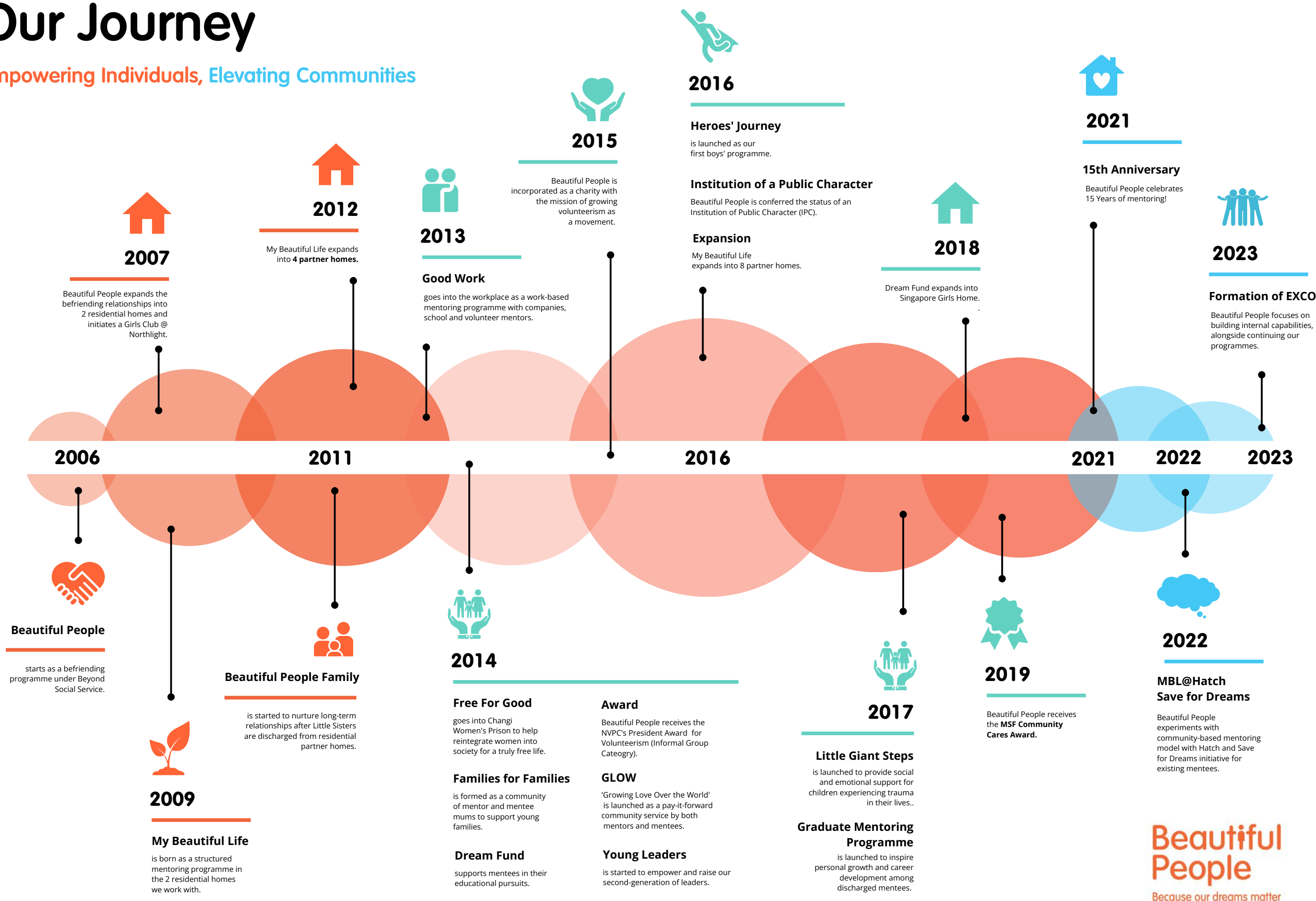
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All/any of the Board Directors will be available to offer guidance and direction with respect to above, should clarifications be required.



Our Journey

Empowering Individuals, Elevating Communities



Beautiful People
Because our dreams matter



My Beautiful Life

Gaining Skills and Knowledge Through Relationship-Building

My Beautiful Life (MBL) is Beautiful People's flagship initiative designed for mentees in residential homes, spanning over a year. Through My Beautiful Life, Beautiful People's dedicated mentors empower mentees with essential skills and meaningful relationships to navigate life's challenges. Beyond mentoring sessions at residential homes, our mentors also create opportunities for mentees to engage in a variety of enriching outdoor activities.

Our partner residential homes include **Pertapis Centre for Women and Girls (PCWG)**, **Dayspring Rehabilitation Centre (DRC)** and **Singapore Girls Home (SGH)**.

Highlights of My Beautiful Life at Pertapis Centre for Women and Girls (MBL@PCWG)

Kickstarting 2024 on a positive note, our mentors and mentees from MBL@PCWG took part in a scrapbooking activity during one of their mentoring sessions.

They cut out images and words from recycled and printed materials to create personalised boards that depicted the things that bring joy to their lives. This activity not only fostered creativity and self-expression, but also allowed mentees to recognise the sources of happiness in their lives.



Going beyond mentoring sessions, our mentors also organised a fun-filled day camp for mentees where everyone bonded over exciting games and multiple-themed activity zones at Nerf Action Xperience, followed by a hearty barbecue dinner.

Our mentees expressed their gratitude for their mentors by organising a picnic session with various activities where they handled all the logistics on their own. Beautiful People is heartened by the blossoming relationships between our mentors and mentees, and we are excited to see these bonds continue to grow.



Mentees and mentors coming together to organise sessions for one another, fostering deeper bonds and creating lasting connections.

Highlights of My Beautiful Life at Dayspring (MBL@Dayspring)

In June 2023, Beautiful People's mentors and mentees from MBL@Dayspring participated in an enriching Art Jamming session at The Art Faculty, a social enterprise by the Autism Resource Centre (Singapore). The cosy and warm environment created a safe and inviting space where our mentees felt comfortable and inspired to explore their creativity. This supportive atmosphere encouraged self-expression, helping them to cultivate self-care and find moments of calm amidst life's challenges.



Mentees and mentors showcasing their creativity through their vibrant art pieces

Later in December, our mentors and mentees enjoyed an enriching cycling trip around Pulau Ubin, exploring Chek Jawa and creating unforgettable memories to close out 2024. Despite the challenges of cycling under the hot sun, they prioritised each other's safety throughout the journey. Together, they not only embraced the beauty of nature but also deepened their understanding and support for one another.



“During our cycling trip around Pulau Ubin, we encountered a group of monkeys along our path, which was quite an unexpected adventure. Though our legs felt like 'jelly' after navigating the situation, we came together to support one another and ensure everyone was safe and well.

This shared experience strengthened our bond and added a memorable chapter to our journey.

”

2023 also marked the graduation of 2 mentees who were successfully discharged from Dayspring. Our mentors and mentees, who formed strong bonds with them, continue to support and cheer them on with frequent check-ins. Beautiful People is dedicated to keeping our doors open for graduated mentees, celebrating their achievements, and supporting their journey forward.

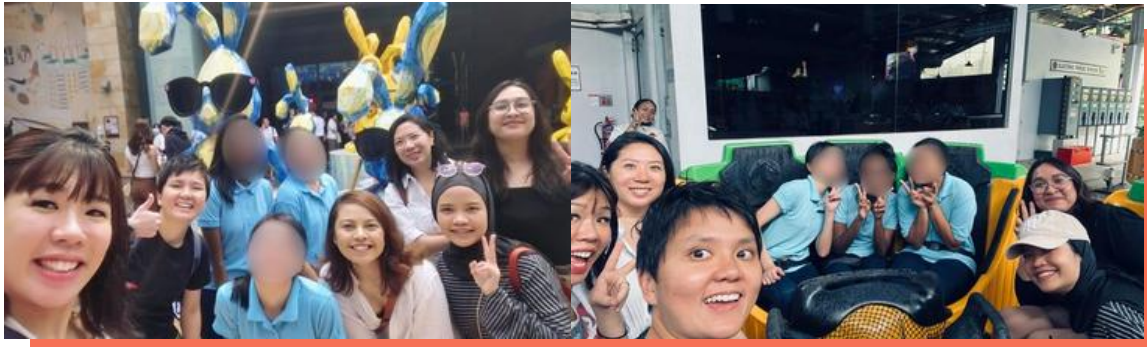


Mentees and mentors forging unforgettable memories on a cycling adventure around Pulau Ubin and Chek Jawa.

Highlights of My Beautiful Life at Singapore Girls' Home (MBL@SGH)

MBL@SGH was launched to support mentees who had to withdraw from Dream Fund as they temporarily halted their studies. Beautiful People remains committed to engaging with these mentees, understanding that they need our mentors' support during such setbacks.

Mentors and mentees meet every alternate Saturday for group activities aimed at fostering personal growth, boost self-confidence, and improve self-esteem. Education is a key area of focus, and with the mentors' guidance, our mentees have made significant strides over the past year.



Mentees and mentors enjoying thrilling rides and activities at Universal Studios Singapore.

To celebrate their progress, mentees enjoyed a full-day trip to Universal Studios Singapore, organised by mentors. For our mentees, this was a rare opportunity to explore a tourist attraction that they might not have been able to enjoy otherwise. Such experiences are invaluable, providing a day of fun and bonding for both mentors and mentees.

Our mentors will continue to engage with and encourage mentees, helping them move forward and eventually return to their studies.

Hear from our MBL@SGH Mentors!

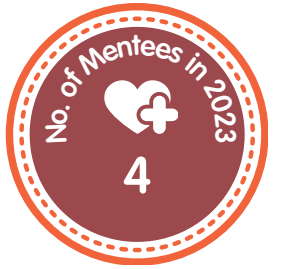
"We (mentors) often receive random sweet messages scribbled on our foolscap pads from our mentees, which keeps us motivated and passionate in what we do."

"It was heartwarming to hear that all of our mentees are eager and enthusiastic to continue this journey, especially how they are willing to step up as facilitators for the new batch of mentees."

"After dropping a mentee off at her home after a long day outside, I was surprised when she suddenly requested and initiated a hug with me. This spontaneous gesture really highlighted the growing trust in our mentoring relationship."



My Beautiful Family



In May 2023, Beautiful People launched My Beautiful Family @ Singapore Girls' Home (MBF@SGH) to provide mentorship to mentees who lack familial support. Many of them have been institutionalised since the age of 5 and have faced challenges such as abandonment, the loss of parents or family members, or incarceration, leaving them without a connection to their families.

Beautiful People's mentors have facilitated 8 group sessions and regularly visited the mentees during Parent Visits on alternate Sundays, stepping in as surrogate family members. During these visits, mentors engaged in meaningful activities with mentees, including sharing meals and participating in community service together.

These continuous efforts are designed to reintroduce the concept of family to the mentees and support their successful reintegration into the community upon their discharge.

Through this approach, Beautiful People aims to build strong, trusting relationships that offer mentees a supportive foundation as they transition back into society upon discharge.



Dream Fund

The Dream Fund remains a vital resource for our mentees who have transitioned from residential care and require financial support to provide for their own independent living arrangements. Rooted in a co-funding model, Beautiful People ensures our mentees take ownership of their future where 49% of the education fees are borne from the Fund and the remaining 51% by the mentees themselves.

Beautiful People’s mentors are committed to helping our mentees invest in their future and pursue their dreams. Through a series of in-person mentoring group sessions for mentees within and outside Singapore Girls’ Home (SGH), our initiative fosters the growth of new mentoring relationships. These sessions provide a platform for mentees to identify and understand their limiting beliefs and barriers, empowering them to overcome obstacles and build resilience and resourcefulness as they work towards their goals.



Besides mentees from Singapore Girls Home, Dream Fund has also supported



4 mentees who have successfully graduated from school

9 mentees still in school

1 mentee has been sponsored for higher education



Stephanie Lee (left) together with her mentor, Chloe Ng (right)

“The Dream Fund has been a great help in providing for my university studies. It lightened the financial burden on my family and I’m immensely grateful to the Changi Foundation and Beautiful People. Without financial worries, I was able to focus on my studies and that has allowed me to achieve excellent grades.

Being a part of Beautiful People has also allowed me to tap into other resources apart from financial support. I met many amazing mentors who have journeyed with me through the many transitions in my life.”

- Stephanie Lee

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The Dream Fund encourages mentees to ‘pay-it-forward’ by either contributing back to the Fund or participating in acts of community service. Our mentees volunteered their time at the Families for Families (FFf) annual camp, caring for children and assisting with family bonding activities. This act broadens their perspectives and fosters new relationships within our community.

Young Leaders

The Young Leaders (YL) is a project-based leadership incubator for mentees who have graduated from My Beautiful Life (MBL). This initiative inspires mentees to amplify their voices, expand their network and advance their engagement in the community, supported by purposeful mentoring relationships. Young Leaders grow as leaders and active citizens in Beautiful People and in the wider community.



Passion Lab 2.0: Passion with Purpose

This year, with Passion Lab 2.0: Passion with Purpose, our Young Leaders were challenged to step up and lead passion projects that contributed to wider social causes in collaboration with other Beautiful People initiatives and external partners.



Project Cycle 1: Family Craft Activities



Project Cycle 2: Bringing Joy to Elderly



Project Cycle 3: Appreciating Caregivers

The Young Leaders, supported by their mentors, completed 3 project cycles. They organised and facilitated family craft activities for mentees with young children in the Families for Families (FFf) initiative, an engaging afternoon of fun and games for elderly residents at the Kwong Wai Shiu Hospital, and an appreciation event for caregivers from Club HEAL, Touch Community Services and HCSA Community Services. These events were supported by other Beautiful People mentor and mentee volunteers.



The Young Leaders also attended a tailored Confident Communication workshop conducted by public speaking and communication coach Zulhafni (RhetoriQo) to grow as communicators.

“As a Young Leader, I have gained confidence and learned to be less insecure about myself. I made many new connections with my mentors and other mentees. Young Leaders taught me how to live in the moment and equipped me with many useful skills. I am growing as a leader and learning how to better support others.

- Young Leader Angeline (2022 Ace of Initiative Award, 2023 WOW Award)

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Families for Families



The Families for Families (FFf) is an expanded initiative for our mentees to continue their mentoring relationships. Many of our mentees have grown up to become mothers. Families for Families aims to support mentees turned mothers and their families in overcoming financial, social and education-related challenges to break cycles of poverty and uplift them. Our mentors and mentees are delighted to have finally reconnected face-to-face after the pandemic, engaging in enriching experiences that encourages learning and community.

Mentors organised monthly reading and craft sessions for mentees and their children, fostering a love of learning and play. The FFF WhatsApp chat group remains a vital lifeline, providing ongoing support and connection.

Highlights

May 2023

Picnic at East Coast Park

Organised by mentee mums (Acez, Sam, and Elmo), this event saw about 40 participants. Our Young Leaders led craft activities with the children.



December 2023

Year-End Thanksgiving Potluck

Our families came together for a potluck and enjoyed simple parent-child games.

January 2024

Chinese New Year Celebrations

Families enjoyed a learning journey to the Singapore Chinese Cultural Centre exploring Chinese history and customs, ending with red packets for all the children.

April 2023

Hari Raya Celebrations

One of our mentee mums graciously hosted Hari Raya celebrations, where her children introduced the guests to cultural customs while everyone indulged in festive dishes.

August 2023

National Day-Themed Reading and Craft Session

Participants came together dressed in red and white, learned about the founding of Temasek through stories, and made mini 'medallions.'

November 2023

Year-End Family Camp

In partnership with Montfort Care, mentors hosted the first 2 Day-1 Night Fff camp which saw 10 families participating in various bonding activities.



Save for Dreams



To address the persistent challenge of savings and the increased financial difficulties caused by COVID-19 among our mentees over the past few years, Beautiful People launched the Save for Dreams initiative in 2021. This 24-month project, in collaboration with Swiss Re Foundation, empowered mentees to gain greater financial resilience through:

1. A Savings Challenge where mentees set a target goal of how much to save consistently every month
2. A series of financial literacy workshops + employability and fundamental workplace skills to increase earning power
3. Multiple check-ins with Beautiful People mentors and/or staff and Swiss Re mentors

Despite the difficulties encountered in maintaining consistent savings, we are heartened to see that the majority of our mentees persevered and completed the 24-month Savings Challenge.

The graduation ceremony highlighted their achievements and efforts in reaching their target goals.

Mentees can now tap on Swiss Re's matching grant as financial capital to build personal capabilities, thereby increasing future employment opportunities through education and upskilling for generating income.



Our Save for Dreams graduation ceremony, a heartfelt celebration of dedication and achievements

For our mentees from disadvantaged family backgrounds, making ends meet is a constant struggle. Very few can overcome these hardships. Save for Dreams provides hope and resources, ensuring they have a launching pad for pursuing education and skills development through increased financial resilience.

We would like to congratulate our mentees for being a part of Save for Dreams and extend a special thank you to Swiss Re Foundation for making our mentees' dreams come true!

Free for Good

Long-Term Impact and Follow-Up Stories

A key measure of success for Free for Good (FFG) is the lasting impact on the lives of our mentees, even after they have graduated.

In this section, we highlight several follow-up stories from individuals who have been discharged in previous years, showcasing their continued growth till this day.

Free for Good with Lin

Her Journey of Resilience and Transformation

Lin's (not her real name) journey with Free for Good began while she was serving her sentence in 2019. She initially found it difficult to open up, struggling to trust others and express her feelings.

However, after being placed in smaller, more intimate groups, Lin began to confide in her mentors and peers. She expressed a strong desire to change her life, break free from old habits, and find a new path forward.

Over time, Lin demonstrated remarkable resilience. She recognised the negative influences in her life, particularly friends who did not support her desire to change. Despite their attempts to lure her back into old habits, Lin made a firm decision to say no to drugs and focus on her personal growth.

Her journey was not without its challenges. Finding a stable home was a stressful and daunting task, but Lin drew strength from her faith and the positive support from Free for Good mentors such as Pamela and Susie, who played a crucial role in helping her.

Today, Lin is a cashier, a position she secured through the recommendation of a friend who knew of a job opening. Despite the physical demands of the job, Lin takes pride in earning a lawful income and is determined to continue upgrading her skills to show her family that she is capable of managing her life.



Free for Good with Julie

From Free for Good to Building a Dream

Julie (not her real name) was in a challenging phase of her life in 2016, feeling trapped in the monotony of her time at Changi Women's Prison. However, everything changed when she became part of Free for Good. The initiative provided her with the clarity and support she needed to turn her life around and pursue a better future.

Julie's love for baking, discovered and nurtured through classes in prison, became a source of hope and a creative outlet. What began as a simple hobby during her time in prison soon transformed into a dream of opening her own bakery. After her discharge, she continued to pursue baking as a side hustle while managing a full-time job.

Her determination led her to becoming a mentee for Save for Dreams, as introduced by Free for Good mentor, Susie. With Swiss Re's matching funds, Julie was able to reach her savings goal and channel it into opening her own bakery.

As a business owner, Julie has learned to manage customer orders effectively, setting clear expectations about her capabilities.

Today, Julie not only runs her own bakery but also has a loving family. Her baking skills have come full circle, as she used them to give back to Beautiful People's #ChooseToChange fundraising campaign, "Bake It Till You Make It" in 2021.



Cakes baked by Julie for Beautiful People's #ChooseToChange fundraising campaign "Bake It Till You Make It"



Impact on Mentees

100%

expressed they have benefitted from mentoring relationships

Reached out to

125

mentees in 2023-24

8 in 10



mentees are still with their mentors after graduating from My Beautiful Life

Impact on Mentors and Volunteers

100%

learnt more about self and what they want after joining Beautiful People

90



active volunteers

28



volunteers

hold 2 or more roles across Beautiful People's EXCO teams and initiatives

2 in 3



are long-time volunteers, serving 3 years and more in Beautiful People

More than

8 in 10



are regular volunteers who serve more than 36 hours a year

86%

are more aware of a segment of a society they were not previously aware of

Meet the Leaders Driving Beautiful People Forward

At the core of Beautiful People's transformative work are our programme leads, a passionate group of individuals who embody the spirit and mission of the organisation.

These leaders are more than just volunteers; they are the driving force behind every initiative and project that Beautiful People undertakes. Their unwavering dedication to empowering the next generation and creating a supportive community for all allows Beautiful People to thrive till this day.

Hear from some of our programme leads on what motivates them to continue with Beautiful People.

Dora

Programme Lead for Families for Families (FfF)
18 Years of Dedication with Beautiful People

The driving force behind Dora's commitment in supporting Beautiful People for 18 years has been the unwavering sense of community and support. She celebrates birthdays and achievements, offers solace during tough times, allowing her to form closer relationships with both mentees and mentors.

These shared experiences fuels her motivation in attaining personal and professional growth by contributing her efforts in nurturing future leaders within the organisation.

One of Dora's most memorable moments during her leadership journey was the annual Family Day events.

"It was a pleasure to see the girls who have been discharged return for such occasions. Witnessing everyone hugging and catching up with each other filled me with joy. On top of that, seeing our mentees get married and become mothers is truly heartwarming. These moments showcase the lasting impact of our work, which is reflected in the connections we have maintained to this day."



"Go with the flow and enjoy the journey ahead. Embrace the connections made and embark your journey with an open heart as you engage with different perspectives and new experiences."

Cecilia

Programme Lead for My Beautiful Life (MBL) @ Dayspring
Inspired by Family, Driven by Dreams

Cecilia's journey with Beautiful People began more than a decade ago, sparked by her sister's involvement in volunteer work supporting troubled teenagers. Inspired by her sister, Cecilia began exploring volunteering opportunities. "When my sister introduced me to Beautiful People and their work in supporting teenage girls and women in residential homes, I was drawn to their cause as I have a daughter of my own."

Cecilia cites her motivation in continuing her journey with Beautiful People to be attributed to the tightly knit relationships formed with her fellow volunteers and mentees at Dayspring, believing everyone deserves a second chance. She hopes to support individuals grappling with trauma through offering a listening ear and facilitating their healing journey.

"I've come to see my fellow mentors and mentees as my own Big Sisters, cherishing deep conversations that extend beyond mere tasks to even brief interactions. Everyone is unique, each others' background and commitment levels are essential in order to move forward as a team".



"Most importantly, I'd emphasise continuing to pursue what I love and encouraging more mentors to join this journey – it's deeply rewarding for all. Never give up, you are not alone"

Hannah

Programme Lead for Young Leaders
Leading with Purpose as a Mentee Turned Mentor



Maryam (left) and Hannah (right), Programme Leads for Young Leaders

"It's okay to stumble, as support is always available and can be reciprocal."

Hannah's journey with Beautiful People began at age 15 when she was paired with a mentor under My Beautiful Life (MBL) while living in a home. Even after Hannah's discharge, her mentor maintained regular contact, recognising Hannah's dedication in academics and her active involvement in various community projects. This led to her being invited to join MBL as a Young Leader, eventually becoming a co-lead.

Hannah continues to be active in Beautiful People and draws her inspiration to the Young Leaders initiative that empowers mentees where they are capable of doing more despite their past, learning how to embrace themselves for who they are and realise their potential.

"Witnessing the growth and positive change in mentees is very fulfilling, knowing that I played a part in their life journey. This is what drives me to continue my journey here, to pay it back to mentees who were in my position while supporting my fellow mentors."

Recruitment: Mentorship with a Cause

On 27 January 2024, Beautiful People hosted a successful volunteer recruitment event, ‘Mentorship with a Cause’, which drew 18 enthusiastic participants.

Executive Director Yoek kicked off the session by sharing a heartwarming mentoring experience followed by a lively icebreaker game to facilitate introductions among participants and Beautiful People mentors.

Vivien and Sharon from the Executive Committee (EXCO) and the Working Committee of the Training and Recruitment team provided an insightful sharing on mentoring at Beautiful People, highlighting the importance of support and building lifelong relationships with mentees and mentors during the mentoring journey.

This message resonated deeply with the participants, highlighting the unique and impactful approach of our mentoring relationships.



Insights on mentoring at Beautiful People shared by Sharon (left) and Vivien (right)



Left to right: Jiamin (MBL @PCWG), along with Maryam and Angeline (Young Leaders), showcased the impactful work of Beautiful People's initiatives

The informative presentations by our programme leads and mentee, Jiamin (MBL @ PCWG), Dora (Families for Families) and Maryam Hasanah and Angeline (Young Leaders) offered a snippet into the various opportunities available and the meaningful work being done across our volunteering initiatives.

The session's highlight was the heartfelt sharing by 2 mentor-mentee pairs, Jennifer and Lili, and Maryam Hasanah and Angeline, who discussed memorable moments, challenges, and triumphs in their respective mentoring journeys.

The volunteer recruitment event was well-received among our participants, a testament to the strong teamwork of the Training and Recruitment team: Ann, Chong Siew, Hannah, Vivien, Sharon (EXCO), and the generous support from Susie (Mentors of Mentors), Hasyimah and Maryam (Office), the EXCO team, programme leads, and volunteers from Young Leaders (Pawan and Angeline).

Training for Volunteers

On 2 March 2024, Beautiful People organised a full day training for 8 new volunteers to equip them with essential mentoring skills, and to deepen their understanding of Beautiful People and their role as mentors.

The event marked a milestone for the Training and Recruitment team, as the working committee members: Ann, Chong Siew, Hannah, Vivien, and Sharon (EXCO) took the lead in facilitating the training alongside Irene (Mentors of Mentors).

In preparation, the team held online discussions with Susie and Irene to refine the training content with the objective of improving learner engagement and interactivity.

During the role play segment facilitated by Irene and Hannah, our new volunteers practised skills such as active listening, reframing, and asking powerful questions in a safe environment.

Our new volunteers not only forged new friendships but also gained valuable insights into mentoring, setting them on a positive path for their volunteering journey with Pertapis Centre for Women and Girls (PCWG) and Families for Families (FFf).



We look forward to seeing our new volunteers in action as we continue making a positive impact together!

Over the past 6 months, Beautiful People's Volunteer Care and Engagement (VCE) team has formed a strong working committee comprising 5 core members. This team, led by EXCO members Padma and Margaret, has been guided by Dora (Mentors of Mentors) and supported by the Beautiful People Office, ensuring a solid foundation for our initiatives.

Through regular meetings and collaborative efforts, they engaged in extensive brainstorming and strategic discussions. This collaborative approach has aligned our activities with the overarching goals of Beautiful People, fostering a unified direction and purpose.

Enhancing Mentor-Mentee Relationships

Thanksgiving Celebration

In December 2023, the Volunteer Care and Engagement team hosted a heartwarming potluck party to celebrate Thanksgiving, with a turnout of 30 attendees.



This event provided a wonderful opportunity for our amazing Beautiful People volunteers from different initiatives and EXCO teams to come together, share delicious food, and express gratitude for one another. The atmosphere was filled with joy and appreciation, making it a memorable gathering for all.



Beautiful People (BP) Socials

In the first half of 2024, the VCE team organised a series of social events aimed at engaging volunteers and mentees from various initiatives.

These events successfully attracted over 50 volunteers and mentees, fostering deeper connections within our community.

The social activities included:

- Light to Night Festival 2024
- River Hongbao at Gardens by the Bay
- Ballet by the Bay @ Esplanade
- Ramadan Bazaar
- Community Hiking



Volunteers and mentees shared a memorable evening exploring the light show and interactive artworks at the Light to Night Festival 2024



Performances at Ballet by the Bay @ Esplanade

Iftar gathering at Geylang Ramadan Bazaar

These social activities reflect Beautiful People's dedication to enhancing volunteer care and engagement, creating meaningful experiences, and strengthening our community. and making a positive impact in the lives of our mentors, mentees, and supporters.

This year, as we navigated a rapidly changing world and rising challenges, Beautiful People embarked on a new chapter of our journey. We renewed our leadership approach, deepening our commitment to grow as a volunteer-led community. With the harmonious blend of seasoned wisdom and fresh perspectives, our team – both new and familiar – came together, driven by the shared belief that every dream is possible. Our diverse volunteer leaders, united in purpose, continue to build meaningful mentoring relationships that empower dreams and transform lives.



First Meeting between the new Board of Directors, Executive Committee and Office team

Leading as Legacy

Leadership is raising other serving leaders to be stewards of the collective change we want to see

Recognising that sustainable leadership is key to creating a lasting legacy, we took an important step forward with Project Next Gen. This initiative brought together different perspectives and experiences, leading to the formation of our first-ever Executive Committee (EXCO). The EXCO does not journey alone. Guided by the wisdom of our experienced volunteer leaders – our cherished Mentors of Mentors (MMs): Yoek, Meena, Shah, Phyllis, Susie, Irene, and Dora – we build on the foundation and wisdom of senior leaders to renew and carry our collective vision forward.

The EXCO Members also lead their Working Committees, comprising other volunteers who contribute their skills and time to support the various EXCO teams. In an encouraging nod to our desire to raise the next generation of leaders, we have also seen mentees and Young Leaders step up to contribute their perspective and expertise in our Working Committees.

Leading as a Community

Leadership is sustained through a mutual commitment to one another—where it is a dance of stepping in and out

At Beautiful People, leadership is a shared journey – a path we walk together, hand in hand. Our volunteer leaders are united by a shared purpose, working collaboratively to clarify our vision and chart the course for our volunteer movement.

Our Board of Directors and EXCO team, alongside other passionate volunteers, have joined forces to create dynamic working committees. These groups, built on collaboration across leadership teams and functions, are at the heart of our efforts to drive impactful reviews and support volunteer wellbeing.

In our mentoring initiatives, volunteer mentors have also stepped forward, working as teams to take on core responsibilities, ensuring that our mission continues to thrive.

Our journey as a community began with months of meaningful dialogue and collaborative brainstorming across leadership teams. We exchanged our perspectives on leadership, discussed our philosophies, and together, we articulated a vision that reflects our collective hopes and dreams.

These conversations laid the groundwork for CONNECTIONs 2024: Threads and Tapestries, a significant event that brought together nearly 40 volunteer leaders from across Beautiful People.

This event was a testament to the strength of our collective effort in pursuing our big dream of making a lasting difference that resonates far beyond our time.



EXCO nominees gathering for a visioning exercise ahead of the commencement of the EXCO term



Volunteer leaders coming together to discuss leadership philosophies and approaches



Leadership teams in discussion at CONNECTIONs 2024

Leaders create conditions that inspire others to recognise both their limitations and strength to help align the personal and collective dreams of their community

In a community of over 90 active volunteers, collective leadership requires sustained effort. Quarterly gatherings for programme leads and EXCO members, facilitated by the EXCO Programmes and Curriculum (P&C) team, have cultivated a vibrant community of practice. In addition to our annual CONNECTIONs event, an annual meeting between members of the Board, EXCO and Office brings leadership teams in alignment with Beautiful People's direction.

These regular gatherings have been and will continue to be crucial for refining our approach as a collective, building rapport and fostering a sense of belonging amongst our diverse group of volunteers and leaders.



Quarterly gatherings for programme leads together with EXCO members

Leading the Self

The most basic act of leadership is leading one's own life with intention, responsibility and joy

The dedication of our volunteer leaders are the foundation of Beautiful People; our volunteers are the heartbeat of our movement. Volunteers have embraced leadership roles, aligning their personal purpose with our mission. The changes to Beautiful People's leadership approach and structures empower each of us to lead authentically within this community, providing valuable opportunities for growth and meaningful dialogue.

Self-leadership remains a core responsibility for all of us at Beautiful People. Our goal is to nurture leaders who serve with joy, energy, and abundance, ensuring the lasting impact and effectiveness of our mentoring relationships. In service of this, we continue to prioritise the holistic development and wellbeing of our volunteers, which is key to the sustainability of our impact.



Volunteer leaders sharing personal anecdotes and reflections on leadership in Beautiful People during CONNECTIONs 2024

Looking Ahead

As we move forward, we stay united in our belief that every dream matters. Our leadership approach will keep evolving, rooted in the philosophy that leadership at Beautiful People is a nurturing commitment that uplifts others, thrives within our community, and begins with leading oneself. We look forward to the coming year, which promises continued growth, stronger community bonds, and transformative mentoring relationships.

Fundraising

Fundraising efforts and dollar-for-dollar matching funds from the Tote Board for the year brought in

\$S124,178

The Tote Board’s Enhanced Fund-Raising (EFR) Programme has allowed us to receive dollar-for-dollar matching support for fundraising campaigns raised by registered Institutions of Public Characters (IPCs).

We are grateful to the Changi Foundation and Ishk Tolaram Foundation for the continuing partnership with Beautiful People’s Dream Fund.



Beautiful People repeated its Peer-to-Peer fundraising drive #ChoosetoChange through seven dedicated fundraisers by mentors and a mentee.

Priyanka Rajendram
A Walk To Recover And Rejuvenate

\$4,340

Manjusha Ramachandran
#ChoosetoChange: Empower Her Future

\$1,010

Karyn Choo Wanyu
#ChoosetoChange With Yoga

\$1,220

Beautiful People’s Fundraising
#ChoosetoChange With Beautiful People

\$8,530

#ChoosetoChange

\$21,950

raised to fund Beautiful
People’s active initiatives

Hong Ruoyi
It Takes A Village...

\$1,500

Yong Yoek Ling
Read Into The Future With Beautiful People

\$1,750

Maryam Hasanah
We’re #BoxingforBeautifulPeople –
Support Mentoring Relationships Like Ours

\$3,600

Fundraising: Special Mention

DINE
TO DREAM

Dine to Dream with Beautiful People

Dine to Dream returned as Beautiful People’s signature fundraising campaign after a hiatus during the pandemic. In 2023, we partnered with six unique F&B brands, each bringing creative campaign ideas to support Dine to Dream.

We would like to thank our partners (Cenzo, Kulto Spanish Restaurant, Cure, Mizume Japanese Dining, Bespoke Dining Club and Club 5 at PARKROYAL) and patrons for participating in Dine to Dream. Their donations will be reflected in our next Impact Report.

CENZO

K KULTO

CURE

MIZUME

BDC
BESPOKE DINING CLUB

CLUB 5

Acknowledgements

Organisations and Foundations

(Cash for Programmes)

Dream Fund

- Ishk Tolaram Foundation
- Changi Foundation
- Swiss Re Foundation

Organisations, Companies and Individuals

(Services-in-Kind & Donations-in-Kind)

- Ameer-Alrasyeed
- Cybersafe
- Jerome Wee
- Zulhafni Zulkeflee
(RhetoriQo)

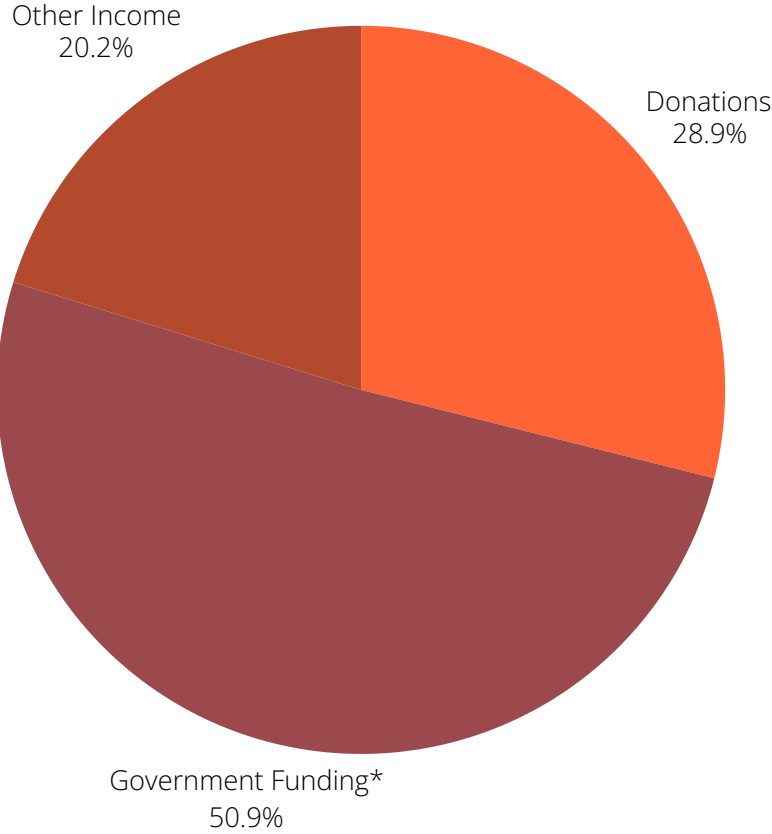
The following gives an overview of the finances from 1 April 2023 to 31 March 2024.

Beautiful People is funded through donations from friends, family, and other supporters of our organisation which include philanthropic establishments and corporate donors.

Our financial resources for the year stood at S\$1,110,603 generated from donations and matching funds from the Tote Board. Our net deficit for the year is at S\$(100,928).

Revenue

	%
Donations	28.9
Government Funding	50.9
Programme Fees	0
Other Income	20.2

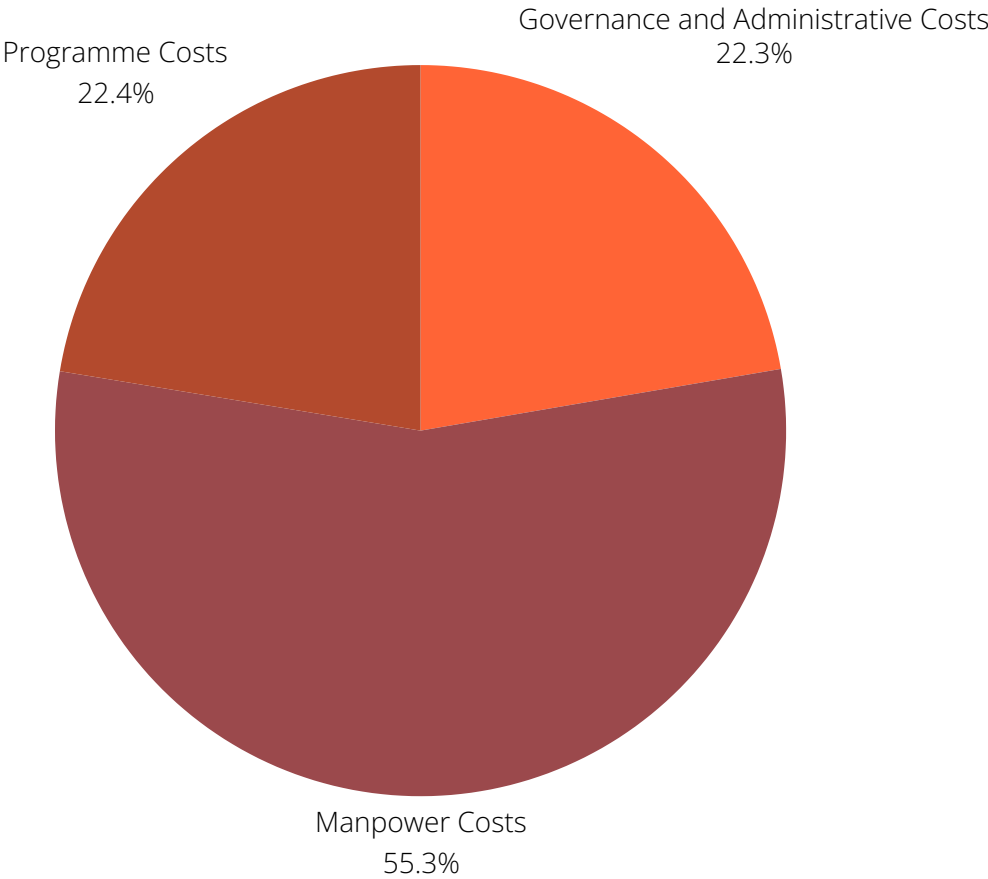


**Beautiful People leverages on government schemes managed by NCSS (Tech-And-GO!, SHARE as One, Transformation Support Scheme) for organisational development as well as matching funds from the Tote Board*

Our expenses for this period were S\$192,741, with manpower and programme costs accounting for 77.7% of the total expenditure. No staff earns more than \$100,000 annually.

Expenses

	%
Governance and Administrative Costs	22.3
Manpower Costs	55.3
Programme Costs	22.4



Our full audited financial report as at 31 March 2024 can be found at our website: www.beautifulpeople.org.sg.

Governing Board of Directors

The Board has a Conflict of Interest Policy to assist in identifying and managing potential areas of conflict. All directors and staff undertake to declare any situation of conflicts that may arise. They abstain from decision-making in such instances so as to allow a fair and transparent decision-making process.

Our Board of Directors – April 2023 to Sep 2023

Title	Name	Date of First Appointment	Occupation	Board Meeting Attendance
Chairperson	Yong Yoek Ling	04.06.15	Director, Good Company Pte Ltd	2/2
Secretary	Chloe Liew Bao Ling	01.10.21	Assistant Manager, Touch Community Services	2/2
Treasurer	Meena Mylvaganam-Tay	01.11.17	Publishing Consultant, mmedit	2/2
Members	Lim Sze Wei	04.06.15	COO, Singapore Cancer Society	1/2
	Priyanka Rajendram	01.10.19	Assistant Director, MOH Office for Healthcare Transformation	1/2
	Woon Lai Har	01.03.20	Retired	2/2
	Karyn Choo Wanyu	01.10.21	On Sabbatical	2/2
	Sudhershen Hariram	01.10.21	Lawyer, Tan Rajah & Cheah	1/2

Our Board of Directors – Oct 2023 to Mar 2024

Title	Name	Date of First Appointment	Occupation	Board Meeting Attendance
Chairperson	Priyanka Rajendram	01.10.19	Assistant Director, MOH Office for Healthcare Transformation	2/2
Secretary	Chloe Liew Bao Ling	01.10.21	Centre Manager, Touch Community Services	2/2
Treasurer	Meena Mylvaganam-Tay	01.11.17	Publishing Consultant, mmedit	2/2
Members	Woon Lai Har	01.03.20	Retired	2/2
	Choy Yee Mun	01.10.23	Vice President, DBS Foundation	2/2
	Joshua Tay	01.10.23	Deputy Executive Director, Impart	1/2
	Yong Yoek Ling	04.06.15	Director, Good Company Pte Ltd	2/2

The charity discloses that there are no paid staff, being a close member of the family belonging to the Executive Head or a governing board member of the charity, who has received remuneration exceeding \$50,000 during the financial year.

Office Personnel in Beautiful People

Name of Staff	Designation	Period of Employment
Mellisa Chong Mei Lai	Organisational & Leadership Development Manager	May 2021 - June 2023
Siti Maryam bte Jumat	Community Partnerships Executive Management Support Executive	May 2021 - Aug 2023 Sep 2023 - Present
Hasyimah Ibrahim	Administrative & Volunteer Management Executive Volunteer Management Executive	Aug 2022 - Aug 2023 Sep 2023 - Present
Tang Chung Yan (Ian)	Community Partnerships Executive	Sep 2023 - Jan 2024

Executive Committee

On 1 October 2023, Beautiful People established its first ever Executive Committee (EXCO). This pivotal moment signifies a fresh chapter in our journey, underscoring our commitment to strengthen our organisational structure and enhance impact in our community.

With the formation of the Executive Committee (EXCO) and the refreshed Board of Directors (both powered by volunteers), this new structure works in tandem with the Office team to drive Beautiful People's mission forward with a renewed vigour and strategic focus.

As we embark on this new chapter, we are excited about the possibilities that lie ahead. We hope that you will join us in our pursuit to empower mentoring relationships.

Get to Know our Executive Committee!

Executive Director



Yoek Yong Ling

1 October 2023 - 30 September 2025

I am really excited to serve on this EXCO alongside this diverse mix of Beautiful People volunteers. Beautiful People has supported me to learn and grow my dreams and my role now is to support the new leaders as they dream and envision what's next!

Finance & Fundraising Lead



Hong Ruoyi

1 October 2023 - 30 September 2025

What I love about Beautiful People is that it is genuinely person-centred. That we take a long-term view to connect, support and grow alongside each other-mentees and mentors alike – through relationships, and not just activities and programmes.

Strategy & Coordination Lead



Maryam H Rozlan

1 October 2023 - 30 September 2025

What I love most about Beautiful People is that we come from such diverse backgrounds, and we are driven by our passion for the same common purpose – to help each other be the best we can be.

Marketing & Communications Lead



Fitri Handa Yani

17 April 2024 - 30 September 2025

I joined Beautiful People because I believe deeply in the power of mentoring to transform lives. The mission of Beautiful People – to create a world where every dream is possible – aligns closely with my values. Being part of the EXCO allows me to contribute my skills and passion to a cause that supports, empowers, and uplifts each other, which resonates with my desire to make a lasting, positive impact to the community.

Volunteer Care & Engagement Lead



Padma Lau

1 October 2023 - 30 September 2025

I've built many strong relationships in Beautiful People and felt the warmth and generosity of this community. I hope to create and nurture platforms that will allow all of us to have the same, if not better, positive experiences that I did.

One of my favourite quotes is from Winnie the Pooh, "You are braver than you believe, stronger than you seem, and smarter than you think."

Programme & Curriculum Lead



Celine Lim

1 October 2023 - 30 September 2025

I joined the EXCO to be able to contribute and value add to Beautiful People as best I can, in this cause that I believe in. Life is short! Make the best out of it!

Training & Recruitment Lead



Sharon Chan

1 October 2023 - 30 September 2025

I choose to be part of the EXCO to help others grow, and be the best version of themselves – at whatever life stage they are in. One of my favourite quotes is by Doris Lessing: "Whatever you're meant to do, do it now. The conditions are always impossible".

Volunteer Care & Engagement Lead



Margaret Christiany

1 October 2023 - 30 September 2025

I decided to be part of the EXCO as I believe in the importance of a strong, engaged community. At this juncture, I feel that I have the capacity to contribute more towards enhancing the experience of my fellow volunteers.

Programme & Curriculum Lead



Karyn Choo

1 October 2023 - 30 September 2025

I love that Beautiful People is a positive community that is willing to walk with you even though the journey might be tough. Don't forget to enjoy the little things!

Governing Policies

Whistleblowing Policy

Beautiful People is committed to upholding high standards of corporate governance and work practices. As an enhancement to the internal control system, a whistle blowing policy is in place for the reporting of any malpractice, illegal act or omission by management, staff, Mentors, Mentees, Board of Directors, both internal and external stakeholders that contribute to or have a vested interest in Beautiful People's operations, programmes and fundraising activities.

Reserves Policy

The Board is prudent with funds and endeavours to ensure that all public money is spent and managed appropriately. We have a reserve policy of 3 to 5 times our annual operating budget which Beautiful People shall monitor and adhere to. Calculation of operating reserves excludes all building/projects funds, endowment and sinking funds.. The reserve level is reviewed yearly by the Board to ensure that the reserves are adequate to fulfil the charity's continuing obligations.

Investment Policy

Beautiful People may invest in financial instruments such as fixed deposits with reputable financial institutions, with the Board of Director's approval, to minimise the risk of loss while earning a fair return. It will keep a reserve of at least 6 months operational expenses while the balance may be invested in fixed deposits at staggered timings. This will enable Beautiful People to earn interest and have ready funds to meet unanticipated cash flow requirements.

Anti-Money Laundering (AML) and Counter-Financing of Terrorism (CFT) Policy

Beautiful People has created a policy for maintaining and monitoring additional processes that must be observed to protect Beautiful People from possible fraud, money laundering or terrorism financing. These structures and processes will involve a due diligence process when it comes to engaging in partner and beneficiary relationships, keeping vigilant to suspicious activities, cross border cash movement, donor checks and receiving unknown or new donations.

Statutory Information

Registered Office

183 Jalan Pelikat #B2-02
The Promenade@Pelikat, Singapore 537643

A Member of Constitution: Company Limited by Guarantee

UEN Number: 201525056H

Date of Establishment: 4 June 2015

Charity Status

Charity Registration Date: 3 September 2015

National Council of Social Service

Full member since 1 October 2015

Institution of Public Character (IPC) Status – General Fund

Period Approved: 1 December 2022 to 31 July 2025

Sector Administrator: Ministry of Social and Family Development

Bank

United Overseas Bank Ltd
Standard Chartered Singapore

Contact Information

Tel: 6348 0480

Email: contact@beautifulpeople.org.sg

Website: www.beautifulpeople.org.sg

Company Secretary

JWJ Management & Advisory Pte. Ltd.

Auditor

Tan Chan & Partners Public Accountants and Chartered Accountants Singapore

Every Dream A Possibility



'One loving family: every dream a possibility'.
That is Beautiful People's bold vision, it gives us hope
that tomorrow will be better, if we invest today.



The future starts now. Our mentees need equal opportunities.
For youth who come from disadvantaged families,
they start life handicapped by their lack of economic
resources and education opportunities.



Beautiful People's mentoring intervention changes
our mentees' life trajectories allowing them to
realise their full potential.



To us first and foremost we are always
'One loving family: every dream a possibility'.

