



**TOTAL
WELL-BEING
SG**

**ANNUAL REPORT
FOR THE FINANCIAL YEAR ENDED
31st DECEMBER 2023**

TOTAL WELL-BEING SG LIMITED

**[FKA HEALTH CONCEPTS AND
MEASUREMENTS - HEALTHIERSG LTD]**

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Purpose

To be an integrated resource and learning hub which provides specialist-driven health promotion and therapeutic programs, working collaboratively with community partners

To reach out and engage vulnerable individuals in need of knowledge and guidance on how to improve their health

To impart practical know-how to strengthen understanding of health concepts with an aim to apply this knowledge to individual conditions of health, daily-living and well-being

To employ research-based strategies and evaluative measures to improve service deliveries and optimize health outcomes

Our Vision

To redefine a healthy way of life

To cultivate and lead in mindset growth towards well-being

To realize a life worth living

Our Mission

To promote health and well-being, improve lifestyle and habits through the use of a multi-pronged, multidisciplinary framework of health

ABOUT US

The Company has a Constitution as its governing instrument and is guided by the principles and guidelines under the Code of Governance for Charities and IPCs on best management practices and good board governance established by the Charity Council.

As a learning and resource centre in multidimensional biopsychosocial health concepts, the principal activities of the Company are those of community health promotion programmes, training, research and development. The Company commenced operations in May 2022.

COMPANY INFORMATION

Organization Name

Total Well-Being SG Limited

Entity Constitution Type

Company Limited by Guarantee

Unique Entity Number (UEN)

202004085K

Date of Establishment

4 February 2020

Charity Registration Date

19 April 2021

IPC Status Period

19 September 2023 – 18 September 2024

Sector Administrator

Ministry of Health

Registered Address

Blk 116B Rivervale Drive, #12-30,
Singapore 542116

Bank

DBS Bank Ltd

Auditor

Baker Tilly TFW LLP

Company Secretary

YTK Corporate Secretarial Pte. Ltd

NCSS Membership

Full Member wef 1 October 2023

BOARD DIRECTORS

Prof Tay Boon Keng - Chairman

Mdm Yeo Siok Peng – Vice Chair

Mdm Ong Siew Koon @ Ong Siew Khoon –
Finance Director

Ms Hong Wee Tin – CEO/Managing Director

Re-appointed on 13 June 2023

Re-appointed on 13 June 2023

Re-appointed on 13 June 2023

Re-appointed on 13 June 2023

REGISTERED MEMBERS

Ms Hong Wee Tin

Ms Teo Fangqi, Krystle

Dr Seah Betsy

Since 4 February 2020

Since 4 February 2020

Till 13 June 2023

GOVERNANCE

Three Board of Directors' (BOD) meetings and an AGM were held during the financial year 2023. The BOD meetings were held in full attendance of the directors. The AGM was held in full attendance of the directors and members. Progressive organizational strategic decisions circulated electronically were made with full active participation of the Board. All directors undertake to declare any conflicts and interests that may arise.

In the financial year of 2023,

- ◆ No Board members were remunerated for their Board services.
- ◆ One staff member received more than \$100,000 in total annual remuneration for service.
- ◆ There is no paid staff who are #close/immediate family members of the Executive Head or Board Member, who receives more than \$50,000 during the year.

Defined in the Code of Governance: Close members of the family of a person are family members who may be expected to influence, or be influenced by, the person in their dealings with the charity. They would include: (i) The person's children and spouse; (ii) Children of the person's spouse; and (iii) Dependants of the person or the person's spouse.

MESSAGE FROM CHAIRMAN

Chairman's Message: Striving Forward

2023 was a fruitful year for our young charity. We were accorded the **IPC Status** from the Ministry of Health and a **Full Member** of the **National Council of Social Service**. We are recognised for the progress made so far and the potentials our charity can achieve in the community as we establish ourselves.

With the pro-bono assistance from TMRW, a creative advertising agency, we embarked on a journey to refine our charity's image. Through strategic rebranding efforts, we proudly introduced our new name "**Total Well-Being SG**", aligning with our core mission of enhancing well-being resources, embracing change as a path to growth and promoting holistic healthy living in the community.

With the keen support of community partners and the seniors who graduated from our programme, we were able to reach farther and wider, and served more seniors in different communities. The ground demand was higher, but we remained prudent and mindful in this initial phase of growth.

Aligned with the MOH Healthier SG initiatives, we seek to serve as a proactive partner in the pursuit of forward preventive healthcare. Our shared vision for a healthier Singapore underscores our dedication to collaborative efforts with MOH and other key stakeholders.

I look forward to cultivating and fostering stronger ties with more agencies and partners, extending our services to diverse communities to serve the wider target population in the longer term.

Prof Tay Boon Keng

Chairman, Total Well-Being SG Limited



HIGHLIGHTS OF THE YEAR

INTRODUCING TOTAL WELL-BEING SG: Blossoming for Everyday Wellness!

We are excited to unveil our new logo, a symbol of our mission to holistic well-being and community connection. Explore the inspiration behind our new logo:

🌀 Evolvement & Change:

Our kaleidoscope-like flower represents the beauty of evolution, embracing change as a path to growth and well-being. Just as petals bloom and transform, we too, evolve towards a better, healthier future.



**TOTAL
WELL-BEING
SG**

🎨 Colors of Diversity:

Vibrant colors reflect the diverse tapestry of our community. Each hue represents a unique perspective, contributing to our shared well-being journey.

⚖️ Balance & Synchronicity:

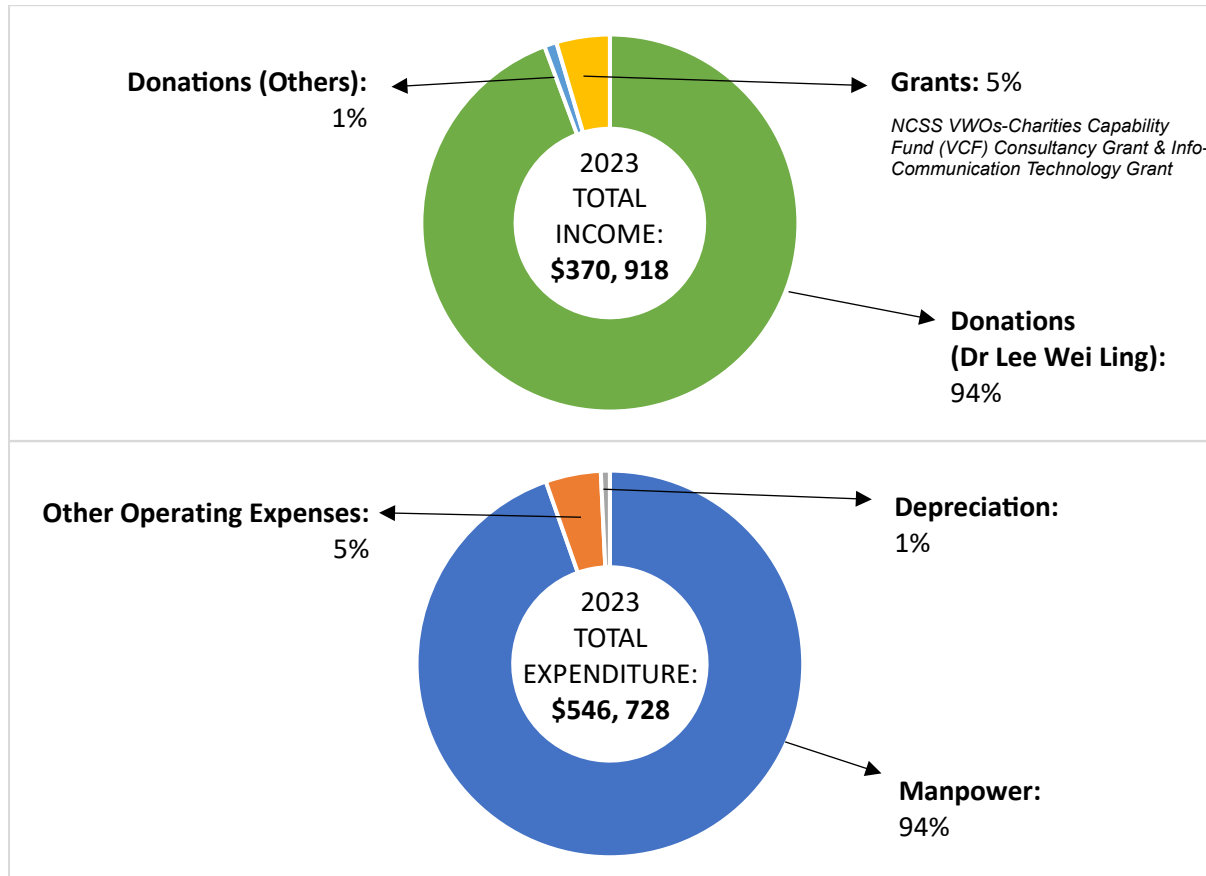
The symmetrical design embodies the harmony we seek in physical, mental, emotional, social and spiritual well-being - the core of our mission.

*Click on centre space
to activate animation in
Adobe Acrobat Win OS*

🌱 Blooming Petals & Leaves:

The petals and leaves unfurling and reaching out symbolize our commitment to outreach and connection, strengthening the bonds that make our community thrive.

SUMMARY FINANCIAL PERFORMANCE



PROGRAMS & ACTIVITIES

OVERVIEW OF SERVICES

Total Well-Being SG believes that personal healthcare starts with our daily lifestyle habits and proactive engagement in health-promoting behaviours. The complex landscape of health information and/or misinformation that reaches the individual can pose a challenge where many find it hard to discern what is applicable to their state of health.

Total Well-Being SG is a one-stop learning and resource centre with a multidisciplinary team of Health Resource Specialists (HRS) who are experienced health care and social care professionals. Our HRS (i) conduct health and lifestyle learning programmes, (ii) assist to identify persons at risk or with unmet needs and (iii) recommend relevant community resources and refer individuals to other specialised community service providers to address respective areas of needs.



Total Well-Being SG team!

Through an all-encompassing approach to health and well-being, our services target improvement in health behaviours and lifestyle habits, and building of closer community support for persons to maintain or improve their current state of health and social connection.

At Total Well-Being SG, we want to share knowledge on the multidimensional aspect of health and well-being and guide them to find their self-motivation to achieve personal healthy lifestyle goals.



HRS conducting 'Tree of Life' activity during a group learning session.



Seniors learning a variety of resistance exercise to help them improve their strength and overall physical ability to go about their daily activities with ease.

PROGRAMS & ACTIVITIES

HEALTHY LIFESTYLE RESHAPING PROGRAMME

Our core Healthy Lifestyle Reshaping programme comprised of 10 weekly sessions with interactive learning and active engagement through group learning activities, discussions, functional exercises and a personalised session tailored for planning and setting of individual lifestyle goals. The programme covered various topics such as healthy eating, physical activity and exercise, preventing dementia and falls, emotional wellness, end-of-life and future care planning. Each topic shared localised information, practical skills, and application of knowledge to their personal contexts.

The functional exercises done in conjunction with the weekly learning sessions consisted of a range of resistance, balance and aerobic movement sequence suited for seniors with and without exercise experience.



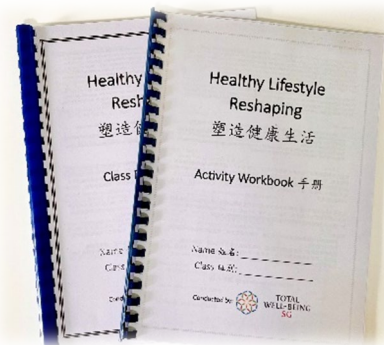
Participants performing core strengthening exercises to build their core stability, an important component in falls prevention.



Seniors performing a combination of upper and lower body movements with dumbbells, which provides an aerobic challenge.

All participants received a personalised health and lifestyle report. This customised report was generated from the data collected during the initial screening assessment conducted before the commencement of the 10-week programme. Through a guided one-on-one session led by our Health Resource Specialists, individual seniors identified what mattered to them, rediscovered their priorities and reconnected with their personal motivations, encouraging them to make changes in lifestyle habits which aligned with their health goals and values.

The Total Well-Being SG team also compiled and introduced supplementary educational resource comprising a textbook and an activity book for the seniors participating in the programme. The printed reading materials were featured in both English and Mandarin translations in one comprehensive booklet. Participants enthusiastically shared their newfound knowledge learned during the classes with their family and friends.



Sample of the printed resource given to each participant. A Class Booklet for information shared during class and an Activity Workbook for setting personal health goals and guided worksheets to help them monitor their current habits and health.

PROGRAMS & ACTIVITIES

Creative expression and reminiscence activity such as the “Tree of Life” provided participants with an opportunity to reflect on their life experiences. One beneficiary shared – “I would definitely recommend this program to seniors as it forces us to go back to the past, reflect from the present and strategize for the future for a happy, healthy, peaceful life in the winter for our life cycle. It does not happen by chance. It happens by planning and then letting go.” Other beneficiaries also shared their appreciation on the sharing and discussion of end-of-life and future care planning as they recognised it is a topic less openly discussed and often overlooked in conversations.



Senior sharing with peers on how he felt during the process of illustrating his tree to represent his life journey.



Our participant learning to count their own food servings based on their own food pictures to identify if they are meeting the daily recommendations for seniors.

Majority of the participants found the topic on nutritious eating particularly helpful. They learnt tips on how to plan meals across the day to meet the nutritional needs of seniors, how to make healthier food swaps and selecting healthier cooking methods and seasoning control. Another beneficiary shared “I have a better understanding on the health impact of our dietary choices. I am the main cook in the household for my family and usually did not pay much attention on the amount of sugar and salt used in seasoning while cooking. Through learning this knowledge on nutrition and its health impacts, I can also take care of my family’s health through healthier home-cooking.”

Feedback from our programme participants were encouraging and the programme post-evaluation scores were high. We are proud to share that we have maintained a zero dropout rate, received an overall high post-programme evaluation score of 4.8/5 and programme was rated a full score of 5 by more than 38% of the senior graduates.

Our existing beneficiaries went on to share their knowledge of total well-being with their family and friends. Through their recommendations to friends and neighbors, we had overwhelming interest in the classes and have maintained a year-long partnership with the community centers and resident’s network at the heartlands of Kampong Kembangan, Tampines West and Tampines Central. The positive response from our participants and the unwavering support of our community partners have allowed us to expand our class offerings and enabled us to continue running more classes to serve over 130 seniors in 2023.

PROGRAMS & ACTIVITIES

● Outreach to areas, total number of classes and participants: <i>Classes are conducted mostly in Chinese Language.</i>	<u>2022</u> 3 (34)	<u>2023</u> 7 (106)
‣ Yong-En @ Bukit Merah YEAH!	1 (10)	
‣ New Life @ Fajar	1 (13)	1 (18)
‣ Tampines West/Central	1 (11)	2 (31)
‣ Kampong Kembangan CC (1 English & 3 Chinese classes)		4 (57)
Estimated attendees at recruitments:	>50	>70
Sign-ups from areas above & outside:	>40	>130



106

Class participants enrolled

0 Dropouts



> 150

Programme days of contact time with participants

(includes recruitment, pre-program screening and assessments, group & personalised learning sessions, post-assessments, alumni gatherings)



> 130

seniors engaged across 4 events and activities run by 3 community partners

COMMUNITY OUTREACH

Total Well-Being SG also organised alumni gatherings for our graduates to serve as a platform for participants to remain connected and to share their progress, whilst addressing the questions they may have as they work towards their goals. Seniors also applied their knowledge about healthy eating and nutrition by preparing and sharing a variety of food and traditional snacks during the potluck segment of the gathering.

Gatherings were held at community spaces such as exercise corners under the HDB apartment blocks to demonstrate how to include resistance exercises with simple equipment in the neighborhood.

PROGRAMS & ACTIVITIES

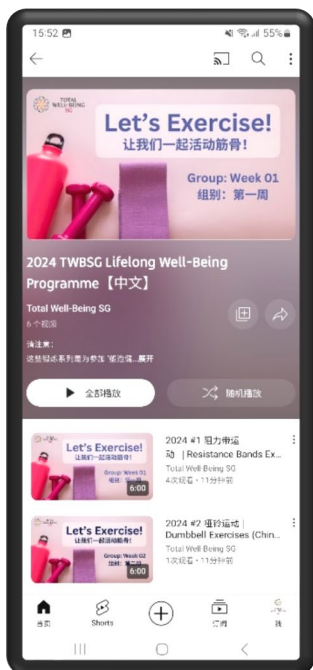


Potluck food prepared by the seniors and catching up with friends.

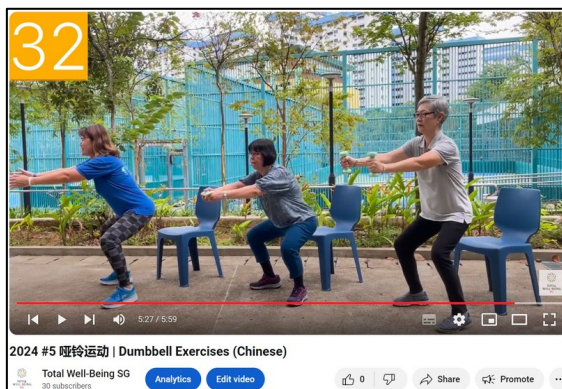


Community exercise at Blk 115 Lengkong Tiga during one of the follow-up gatherings for participants who completed our programme at Kampong Kembangan Community Centre nearby.

Our team also created and developed additional online video exercise resources for our participants to follow along in their own time at home with their personal mobile or digital devices. These readily available, easy-to-follow and user-friendly workout videos encouraged seniors to incorporate the exercises they have learnt into their weekly routine. We are grateful to our senior volunteers who readily supported us and agreed to be peer models featured in our exercise videos.



Sample of our follow-along exercise videos shared on our TWBSG YouTube channel.



PROGRAMS & ACTIVITIES

Thank you to all our participants for trusting us to start their journey to reshape a healthy lifestyle and fostering a strong community spirit and connection.



THE YEAR AHEAD

Total Well-Being SG aims to continue sharing evidenced-based health knowledge coupled with practical know-hows and application to seniors' personal context, to promote healthy and purposeful living in communities across the island. To empower those in need of health knowledge and enhancement of health literacy especially with seniors, we will curate a variety of learning programmes, community integration and outreach activities based on the needs shared through ground-up engagements.

We continue to build a core multidisciplinary team of Health Resource Specialists. Through our programmes, we will identify and train senior volunteers to be health advocates and peer support in their respective neighbourhoods and communities.

Total Well-Being SG will actively pursue partnerships and collaborations with other social service agencies, statutory boards and government agencies, to work in synergy to integrate resource networks and build a community resource hub.

OUR DONORS & SPONORS, GRANTORS & PARTNERS

A Big Thank You for Your Generous Support!

Our Donors:

Mr Ang Lim Sheng
Ms Au Bee Hong
Ms Bianca Chen
Goodway Agencies (Shipping) Pte Ltd
Ms Hong Wee Tin
Dr Lee Wei Ling
Ms Lim Huey Yuee
Mr Sirius Lim
Ms Ng Yin Nee
Mr Ong Yeow Chon (Wang Yaocong)
Ms SWZ
Mr Tan Ah Lay
Ms Tan Poh Hoon
Mr Tan Wei Tong
Ms Krystle Teo
Mr Wilson

Our Sponsor:

TMRW

And, for Your Unwavering Commitment and Partnership!

Our Partners:

Tampines West Community Club,
Active Ageing Committee
Tampines Central Division,
Tampines Ville Residents' Network
Kembangan-Chai Chee Division,
Lengkong Tiga Residents' Committee,
Kampong Kembangan Community Club,
Senior Citizens' Executive Committee &
Community Club Management Committee
New Life Community Services @ Fajar
Yong-En Care Centre @ Bukit Merah YEAH!

Our Grantor:

National Council of Social Service,
NCSS VCF - Consultancy & ICT Grants



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