



**TOTAL
WELL-BEING
SG**

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

TOTAL WELL-BEING SG LIMITED

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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

康怀之源，身心健康调优！

Our Vision

To lead a trusted community wellness hub, integrating health and lifestyle resources to empower individuals in achieving lifelong well-being.

愿景：引领社区诚信可靠康怀之源，整合健康与生活习惯方式，以迈向终身福祉。

Our Mission

To promote holistic well-being, strengthen access to sustainable health resources, and foster balanced, coherent self-care practices.

使命：促进整体健康，建立持续健康资源，连结照护意识，培育平衡充实生活！

Our Values

Dignity, Diversity, Vitality and Self-Awareness.

价值观：主张敬养 - 尊严、多元多样、生命力和自我意识。

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 2027

Sector Administrator

Ministry of Health

Registered Address

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

Bank

DBS Bank Ltd

Auditor

Baker Tilly TFW LLP

Company Secretary

UVS Services Pte. Ltd., wef 1 January 2025

NCSS Membership

Full Member wef 1 October 2023

BOARD DIRECTORS

Prof Tay Boon Keng – Chairman	Re-appointed on 13 June 2023
Prof Jason Yap – Vice Chair	Appointed on 7 May 2024
Mdm Yeo Siok Peng – Vice Chair	Till 8 May 2024
Mdm Ong Siew Koon @ Ong Siew Khoon	Re-appointed on 13 June 2023
	Finance Director till 31 December 2024
Ms Lee Lai Hiang	Appointed on 7 May 2024
	Finance Director from 1 January 2025
Ms Hong Wee Tin – CEO/Managing Director	Re-appointed on 13 June 2023

REGISTERED MEMBERS

Ms Hong Wee Tin	Since 4 February 2020
Ms Teo Fangqi, Krystle	Since 4 February 2020

GOVERNANCE

Four Board of Directors' (BOD) meetings and an AGM were held during the financial year 2024. 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 2024,

- ♦ 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

2024 was an eventful year for Total Well-Being SG, given the challenges of being a young charity. Since the charity began operations in mid-2022, we have steadily reached important milestones. Total Well-Being SG was accorded a three-year renewal extension of the **IPC Status** from the Ministry of Health.

We revised our learning programme, delivered a series of **MyHealth TuneUp!** workshops and are encouraged by the consistent high score in the post-programme evaluation feedback. Our community partners and beneficiaries recognised the progress made by TWBSG's professional team of Health Resource Specialists and the potentials TWBSG can achieve with them as we establish ourselves collaboratively.

Moving forward with inhouse expertise in **data analytics**, TWBSG will embark on digitalisation projects aimed at refining and strengthening our **person-centered care** approach. Our collaborators and donors' continued support will be critical to ensure momentum towards delivering **equitable and accessible** community care, using ethical data-powered AI to transform TWBSG's services in improving **long-term well-being**. As we step into this exciting future, we remain focused on ensuring sustainable, impactful outcomes, remaining vigilant and prepared to address any challenges along the way.

As a caring doctor and an engaged philanthropist, the late **Dr. Lee Wei Ling** recognised that many individuals we serve often face complex care needs, and understanding the social and emotional aspects often require as much attention as their medical concerns. Her steadfast belief in our mission helped us take the first steps toward creating an initiative that advances holistic well-being. Her unwavering dedication and kindness made an immeasurable impact, allowing us to expand our reach and better serve the community. As we feel the weight of her loss, Dr. Lee's **spirit of compassion** continues to inspire and fuel our work. With gratitude, TWBSG will continue to honour her vision forward - helping others, fostering care in the community, and creating positive change in the lives of those we touch.

Prof Tay Boon Keng

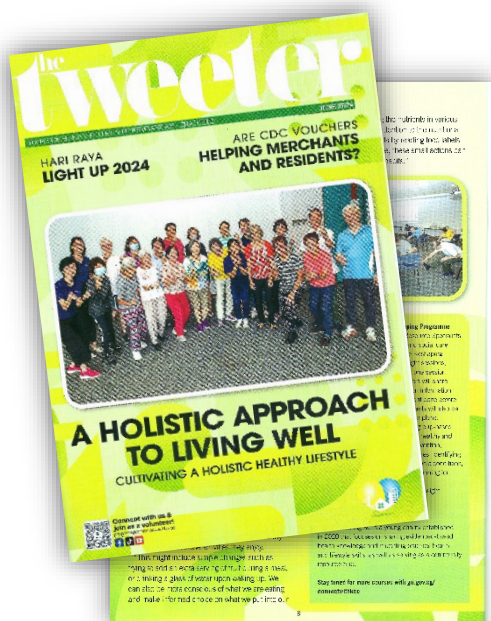
Chairman, Total Well-Being SG Limited



HIGHLIGHTS OF THE YEAR

Growing impact of Total Well-Being SG

Thanks to enhanced community involvement and support from Grassroots Active Ageing Committees and community advocates, the number of participants in our programmes grew by twofold up to > 260 seniors, representing an important step toward achieving our mission in 2024.



Feature story in heartland bulletin

With the close ties and presence in the Kembangan-Chai Chee community since 2023, we have been able to continue sharing our programmes to senior residents in neighbouring Kampung Ubi CC. We are delighted to share TWBSG's Healthy Lifestyle Reshaping programme feature in The Tweeter (June 2024), a community bulletin of Kembangan-Chai Chee. It was heartening to hear stories of the programme's impact on the participants who believe in lifelong learning and being proactive in taking steps to maintain positive healthy lifestyle habits for sustained health benefits and improved overall well-being. You may read the [article here!](#)

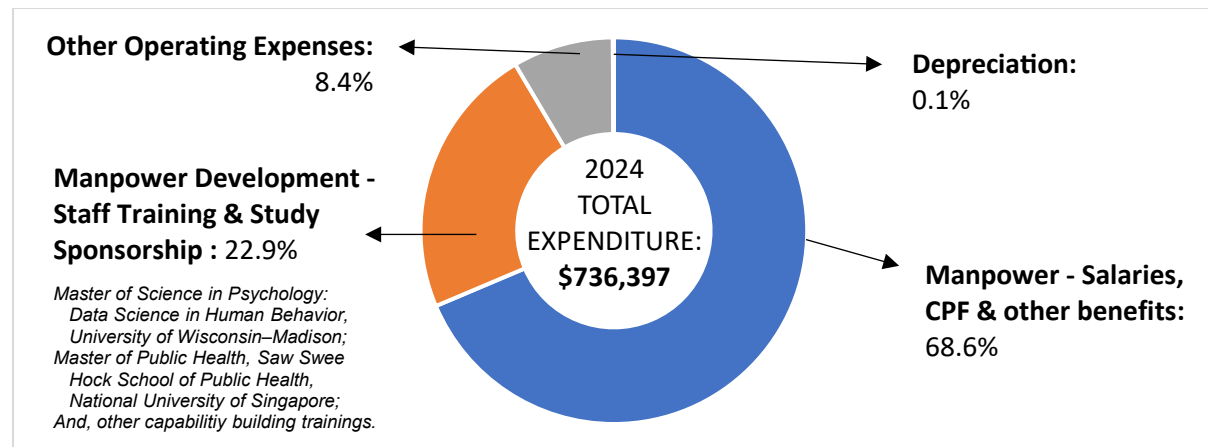
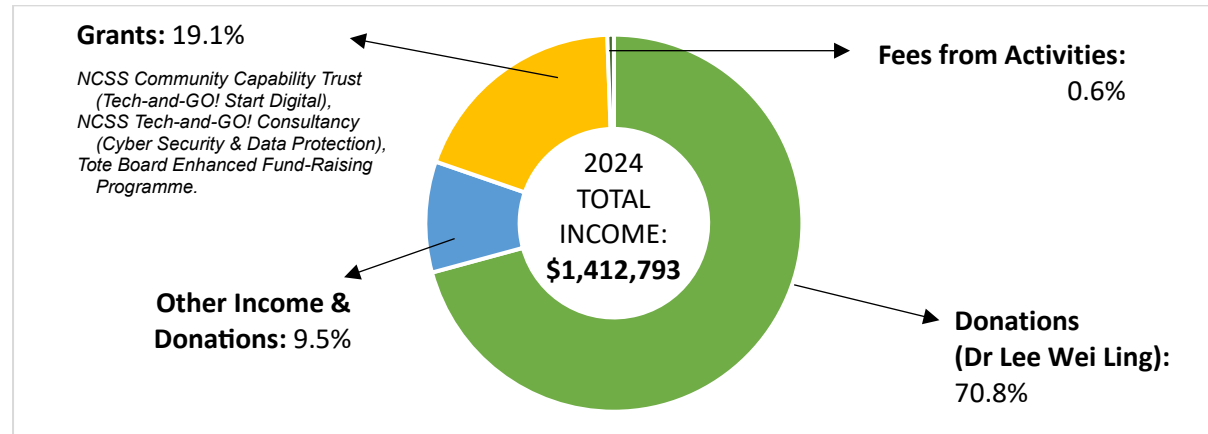
Fundraising milestone

We are grateful to have been able to raise over \$270,000 from May to August 2024 through TWBSG's digital fundraising project, supported by Tote Board Enhanced Fund-Raising Programme which matched donations dollar-for-dollar up to \$250,000.



HIGHLIGHTS OF THE YEAR

SUMMARY FINANCIAL PERFORMANCE



PROGRAMS & ACTIVITIES

Evolving for Better Outcomes: Restructured and Improved Programmes

Total Well-Being SG launched our enhanced programme - MyHealth TuneUp! course series also known as the "Up!" Programme. This programme offers shorter courses of 4-weekly sessions per health and lifestyle topic, providing more in-depth knowledge and practical skills, interactive learning, and opportunities for setting personally meaningful action plans to apply new learnings into their personal context. Course topics cover a range of health and well-being domains from our earlier Holistic Healthy Lifestyle Reshaping programmes and more. The "Up!" Programme consists of several courses such as LiveUp!, EatUp!, BridgeUp!, HeadUp!, GroundUp!, MuscleUp! and BuildUp!.



PROGRAMS & ACTIVITIES

The MuscleUp! and BuildUp! courses are progressive exercise classes that are focused on resistance and balance exercises suited for seniors of all abilities to learn fundamental exercise movements that can translate to improvements in their functional mobility. The exercise classes are specially designed by our Health Resource Specialist (HRS) who is a physiotherapist, passionate about applying strength and conditioning principles into the programme to enable seniors to move with vitality.



Small group participants in the BuildUp! session practicing floor-based movements, working on core stability and strength whilst maintaining breath control and monitoring their own posture at slow guided pace.



Participants in the MuscleUp! class using body-weight, resistance bands and dumbbells to strengthen their upper and lower body through various movement patterns. Exercise classes are facilitated by 2 HRS to maximum 20 participants. HRS will closely monitor exercise technique and assist seniors to make adjustments when required to maximise effectiveness of the exercise



PROGRAMS & ACTIVITIES

The EatUp! course focuses on diet and nutrition, emphasizing healthy eating habits and balanced meal planning tailored to the unique nutritional needs of seniors. The LiveUp! course provides a foundational approach to personal healthcare, empowering individuals with the tools for effective self-management of health and chronic conditions, while promoting preventive health measures and timely help-seeking when necessary.



LiveUp! class activities with HRS demonstration of proper steps for simple wound management at home for small injuries. Participants got to try hands-on simulated practice on fellow classmates.

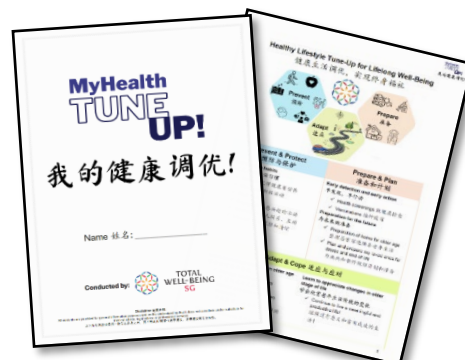
Participants in group activity learning how to identify essential items in a home first aid kit and their uses.



EatUp! participants sharing their plans on small changes they would like to make to improve their eating habits for a more balanced diet.



MyHealth TuneUp! introductory talk to kick start a mindset shift towards proactive preventive health and lifestyle self-management.



PROGRAMS & ACTIVITIES

The Up! program has been well-received, with participants referring their friends and neighbours to join them for classes. There were also many returning participants who completed the beginner class MuscleUp 1.0 and progressed onto the intermediate class MuscleUp 2.0.

Expansion of Programme Locations in the Heartlands

This year we have conducted 16 classes covering 6 different courses, with a total of > 260 participants, with our small HRS team of 3 class facilitators.

Up! courses	Number of programs conducted	Number of beneficiaries
Eat Up!	2 classes of 4 weeks	21
Live Up!	1 class of 4 weeks	12
MuscleUp 1.0!	6 classes of 4 weeks	118
MuscleUp 2.0!	2 classes of 4 weeks	23
BuildUp 1.0!	3 classes of 4 weeks	26
My Health Tune Up Talk	2 sessions	27
Health Lifestyle Reshaping	2 classes of 8 weeks	40

We also extended our reach beyond our main area at Kampong Ubi CC and successfully conducted classes in the cosy Residents' Committee Centres at Ansar and Greenville.

● Outreach to areas, total number of classes and participants: <i>Classes are conducted in Chinese or English.</i>	<u>2023</u> <u>7 classes</u>	<u>2024</u> <u>16 classes</u>
‣ Kampong Ubi CC		13 (207)
‣ Greenville Resident's Committee		2 (23)
‣ Ansar Resident's Committee		1(10)
‣ Kampong Kembangan CC	4 (57)	
‣ Tampines West/Central	2 (31)	
‣ New Life @ Fajar	1 (18)	
Total participant sign-ups:	>130	>260



> 260

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

PROGRAMS & ACTIVITIES

Bite-Sized Educational Outreach for Seniors Online

We have leveraged our Instagram and Facebook channels to share bilingual educational content, tackling common health issues, debunking myths, and offering practical tips that are easy to follow.



Bilingual posts on topic of lower back pain and exercise, and daily self-care practices to take care of our mental state

Building Expertise: Cross-Disciplinary Training for Holistic Service Delivery

TWBSG is committed to equipping staff with the cross-disciplinary knowledge and skills necessary to serve the varied and complex needs of the community. This year has been one of growth, with specialist staff completing training in evidence-based programs such as chronic disease self-management, nutritional science, exercise prescription, and strength and conditioning, as well as essential soft skills like motivational interviewing and basic counseling. Additionally, TWBSG supported two staff members in their postgraduate studies in data science in human behavior and public health. This investment in staff development aligns with our strategic goal of strengthening program development and evaluation, refining the personalization of health and lifestyle assessments and interventions, and providing valuable data-driven insights to guide future initiatives.



PROGRAMS & ACTIVITIES

Thank you to all our participants for their continued support, allowing us to walk alongside them to build stronger bodies, mind and spirit in their golden years.



THE YEAR AHEAD

Digitalisation and Enhanced Personalised Service

2024 has been a year of reflection and growth, building upon the foundation laid in the 1.5 years since the launch of our community educational programs in mid-2022.

Looking ahead to 2025, we will focus on enhancing our digital capabilities with a data-driven approach to optimise assessments, data analysis and personalised health reports. This initiative will enhance our efficiency, enabling us to dedicate more time to understanding participants' needs and offering tailored recommendations. We will also enhance our digital outreach with a website revamp and continued engagement through social media channels.



In addition, we will be launching our Community Wellness Prescribing service, which will include 1-to-1, specialist-driven health and lifestyle coaching, as well as exercise and social prescriptions.

Collaborations with community partners, active aging centres, primary care networks, and healthcare and social service providers will be key to our coordinated effort to meet the evolving needs of the community. We look forward to your continued support and are excited for the year ahead!

OUR DONORS & SPONORS, GRANTORS & PARTNERS

A Big Thank You for Your Generous Support!

Our Donors:

Alex Salim Lim	Lee Foundation Singapore	Ong Bee Hong (Wang Meifang)
Alvar Chu	Lee Soo Fong	Ong Hian Tat
Ameer Faizal S/O Jabarulla Khan	Lee Wei Ling	Ong Kian Thiam
Ang Bee Lay	Leonard Ting Zhie Rong	Ong Yeow Chon
Ang Lim Sheng	Lew Paik Yee	Patience Capital Group Pte. Ltd.
Au Bee Hong	Li Huanwu	Purushothaman Kamalakkannan
Bryan Lim Boon Kheng	Li Xiuqi	Renton See Wee Lun
Chew Hong Xiang	Lien Boon Hoon	Seah Xinni Sydney
Choo Yin Yin (Zhu Yingying)	Lim Cher Hong	Seng Han Thong
Choong Irene	Lim Pei Fern Karen (Lin Peifen Karen)	Seow Jia Ning Janlyn
Chou Fang Soong	Lim Xiu Juan Jean	Seow Sin Kiang
Christie N.	Lim Ye Shen	Shufen Huang
Foo Tun Kang	Lin Mingli	Sun Qiaoyang
Han Si Yun Carine	Lin Yifeng	Sun Sheau Yu
Haryadi Hadi	Lok Kai Hui	Tan Chih Kiang, Kelvin
Ho Yen Yuen	Low Tuck Kwong Foundation Limited	Tan Choon Bien, Kelly
Hong Wee Tin	LST	Tan Suat Yanh
Huang Weiyao	Manmohan Singh S/O Bachitar Singh	Tay Wei Ling
Huimin	Matthew Matthias Chan	Tee Yew Siah Stanley
Jhana Lee Si Hui	Mok Charlotte	Victoria Ng Mei Shu
Kashiwa Norio	Neo Si Lie, Charles	Winson Lay Chee Loong
Khoo Kim Poh	New Zheng Lei	Wong Sui Wei Jeremy
Koh Kah Heng	Ng Cher Mong	Yan Ziyang
Koo Qi Hui Claire	Ng Hoe Kin	Yap Chiang Ling
Kwek Swee Bing	Ng Hwei Hoon Cynthia	Yeo Ghee Suan
Lai Wande, Benedict	Ng Jia Wei	Zou Yu
Lee Chin Chee	Ngo Siew Pod	And, well-wishers who have donated in remembrance of the late Dr Lee Wei Ling.
Lee Chong Wee	Nicole Wong	

And, for Your Unwavering Commitment and Partnership!

Our Partners:

Kembangan-Chai Chee Division,
Kembangan-Chai Chee Active
Ageing Committee,
Kampong Ubi Community Centre,
Greenville Residents' Committee, &
Ansar Residents' Committee.

Our Grantors:

National Council of Social Service,
NCSS Community Capability Trust
(Tech-and-GO! Start Digital), &
NCSS Tech-and-GO! Consultancy
(Cyber Security & Data
Protection),
Tote Board, Enhanced Fund-Raising
Programme.



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