

# ANNUAL REPORT 2010



# THE INAUGURAL YEAR OF UN WOMEN

**O**n September 16th, the Singapore National Committee for UN Women celebrated its official launch under its new name and categorization under the United Nations. As the United Nations General Assembly voted unanimously on 2nd July 2010 to create a new entity, the UN Entity for Gender Equality and the Empowerment of Women-to be known as UN Women, to accelerate progress in meeting the needs of women and girls worldwide.

The Singapore National Committee for UN Women continues to support the general mission of UN Women in developing nations throughout the region by providing funds and support for:

- 1 Economic Empowerment Programmes** - *to enable women to develop business and entrepreneurial skills to access local, national and global markets. Projects also assist women in gaining access to finance, technology and information.*
- 2 Governance and Leadership Programmes** - *to give women a voice and visibility by encouraging their leadership in decision making processes that shape their lives.*
- 3 Conflict Area Programmes** - *to provide services for women violated during war and armed conflict. These projects also promote the role of women in peace building.*
- 4 UNIFEM Trust Fund** - *which helps to support actions to eliminate violence against women, including projects in the areas of: HIV/AIDS, female infanticide, trafficking, forced prostitution, domestic violence, sexual abuse and rape. In order to achieve this mission, we undertake a wide range of fund-raising activities, membership drives and public education programs and events.*

Front cover: Nepalese Tree, © Trina Liang-Lin, Singapore National Committee for UN Women

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The National Committee for UNIFEM Singapore is a non-profit organization working towards women's empowerment and gender equality in developing countries. Established in 1999, the organization functions as a National Committee of the United Nations Development Fund for Women (UNIFEM), headquartered in New York. We support programs that provide women and children with access to education, healthcare, economic independence and a life free of violence and abuse.

Note on source of information: Data in this report drawn from the most recent available statistics from UN Women and other UN Agencies, Annual Reports are prepared by UN Women country offices.

Note on resources: All amounts unless otherwise specified are in Singapore dollars.

## The Singapore National Committee for UN Women's Official Launch

Members, advisors and supporters around the island joined to find out more about the role of UN Women on the local and international stage. The guests were addressed by the front-runners of the National Committee including President, Trina Liang-Lin Immediate Past President Saleemah Ismail, Executive Director Pia Bruce and Office Manager Mellisa Chong. Guests then managed to connect and network over dinner and wine.

# DEAR FRIENDS,

The past year, 2010 has been a transforming one for UNIFEM in Singapore and around the world! No longer are we to be known as UNIFEM – but by a united name which embodies our United Nations heritage – UN Women.

This name change is not superficial, for it comes with a growth in global and local mandates, and a further recognition that the Millennium Development Goals (or MDGs) – which addresses the greatest challenges facing the world's poorest - just simply cannot be achieved without the empowerment of women. Also, for the first time in history the United Nations has appointed a high-profile Under-Secretary General for UN Women, Ms. Michelle Bachelet. The goal of a strengthened gender equality architecture is to provide coherent, timely support to governments to advance women's rights, in line with national priorities and international norms and policies. UN Women is able to upscale and bring together expertise and programmatic work and become the driver for advancing women's rights.

Thus, after many years of fighting for prominence on the global stage of world issues, we the activists have succeeded in making violence against women a global human rights issue, legislating for change at international and country level such as under the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the recent Security Council resolutions 1888 and 1889 which recognize the impact of war on women.

Still, despite making great headway on global platforms, UN Women Singapore's work remains daunting at the local and certainly village levels throughout Asia. UN Women Singapore continues to seek to raise up whole families and societies out of violence and poverty, one family and one village, one town and one precinct at a time. The proportion of women's work in insecure employment in the developing world is increasing, exacerbated by continued economic crisis and rising inflation globally with women's wages still lagging substantially behind those of men in the developing world.

In this journey, we continue to be blessed with an ever growing circle of friends, from our volunteers, members to our institutional and corporate supporters. All your volunteer efforts, financial and moral sustains us, and allows us to continue to raise funds for our work across the region and Singapore, and to carry out our public education campaigns.

SNOW 2010, our flagship fundraiser, was our biggest gala dinner ever, generating much needed funds through individual and corporate donors for women victims of violence in Aceh, Indonesia. These Acehnese women have been able to count on our support for a few years now, in line with our policy on holistic multi-year support for good initiatives to empower women. Our funding allows UN Women to replicate the innovative Safe Communities pilot underpinned by local wisdom into other districts of Indonesia as well. Earlier SNOW funds have also enabled us to continue our support of Positive Women of Hope in Cambodia, a community of women living with HIV, beyond the Hope bag partnership with Charles and Keith.

Our supporters also helped in great numbers during our STOP sex trafficking roads how along Orchard, and our Buy To Save sale of gently used designer clothes to benefit at risk teenage girls in Singapore through our Scholarship for Girls initiative.

We grow through partnerships with like-minded institutional supporters who believe in the cause of women's empowerment. Our STOP sex trafficking campaign together with Body Shop, HOME and

ECPAT has seen a year of multi-stakeholder consultations and public petitioning. We are conducting our Day Off Campaign in partnership with HOME and TWC2. In preparation for a mid- 2011 release, each campaign has been preparing groundbreaking research. Our budding Mastercard alliance also propels us into new areas of CSR and a youth business plan competition for development work.

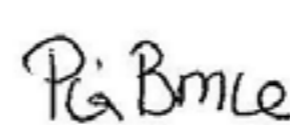
Over the course of 2010 to strongly support and bring strategic vision to UN Women Singapore, we have added prominent new members to our executive committee and advisory committee. At the office level, our three interns have after a year graduated to become highly accomplished associates, and are an incredible assets in terms of ideas and enthusiasm. Our co-ed Youth Team is constantly up to something new and innovative.

Our public education events in schools and beyond allows us to reach 1000 students each quarter, and our members and supporters turn up in good numbers for our membership events such as our inspiring talk series, movie screenings and book club, new for this year

Backed by a stronger global network, coupled by your local support, we are looking forward to yet another year of positive change and opportunities for growth and partnership, expanding our reach and depth of purpose towards the empowerment of women and girls.

You are all great contributors to the movement of UN Women Singapore and globally! Only with your support can we achieve the many shared plans and dreams we have for the future.

A heartfelt thanks to all of you,



Pia Bruce (Executive Director)



Trina Liang-Lin (President)



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# MILLENNIUM DEVELOPMENT GOALS

**D**eveloped in 2000 by 192 United Nations member states and 23 international organizations. Eight goals to be achieved by the year 2015. The Singapore National committee for UN Women supports the United Nation's call for progress with the Millennium Development Goals (MDGs). The eight goals are as follows:

1. Eradicate Extreme Poverty and Hunger
2. Achieve Universal Primary Education
3. Promote gender quality and empower women
4. Reduce Child Mortality
5. Improve Maternal Health
6. Combat HIV/AIDS, Malaria and Other Diseases
7. Ensure Environmental Sustainability
8. Develop a Global Partnership for Development

*Generally, UN Women has engaged in advancing the MDGs through three entry points:*

**1. Operational programmes:** In all regions and through all its thematic areas, UN Women programmes contribute to the MDGs. UN Women pilots innovative strategies and strengthens the capacity of other UN programmes to support women's advancement.

What the Singapore National Committee for UN Women is doing:

- *Money Send Program (See Page 5)*
- *HIV and AIDS (See Page 6)*
- *Scholarship for Girls (See Page 6)*

**2. Monitoring and analysis:** UN Women works with governments and non-governmental organizations to evaluate progress on the MDGs, including through the use of sex-disaggregated data and indicators that fully account for gender gaps. UN Women also contributed to the UN Millennium Project, commissioned by the UN Secretary-General to develop an action plan to achieve the MDGs, by preparing background papers and sharing proven strategies.

What the Singapore National Committee for UN Women is doing:

- *Day Off Campaign (See Page 5)*
- *Anti-trafficking campaign (See Page 3)*

**3. Advocacy:** Through various partnerships, UN Women has worked to raise awareness and encourage participation in MDG activities, including the national and international advocacy efforts led by the UN Millennium Campaign.

What the Singapore National Committee for UN Women is doing:

- *Anti-sex trafficking campaign: STOP! And Sound Out (See Page 3)*
- *Day Off Campaign (See Page 5)*
- *Violence Against Women (See Page 5)*
- *General Public Education: Film Screenings, In-Conversation Series, Book Club (See Page 9)*
- *Youth Outreach: Youth Team, Youth Engagements, School Talks (See Page 15WW)*



# CAMPAIGNS AND PROGRAMS

*The Singapore National Committee for UN Women develops and participates in a variety of programs that support the mandates of UN Women and educates the public about the causes.*

## ANTI SEX TRAFFICKING



*“Being a destination country for sex trafficking, and an affluent one at that, the Singapore National Committee for UN Women has the responsibility to educate the masses about the often irreversible repercussions of this trade. While the masses have a responsibility to know what is happening in their society.”*

*- Singapore National Committee of UN Women's President, Trina Liang-Lin*

## STOP CAMPAIGN

*“14 years old is the average age of a trafficked victim.” - A21 Campaign*

Involved with the Body Shop's STOP Sex Trafficking of Children and Young People campaign since 2008, this year's activities reached the most amount of people in comparison to the previous two years. The Singapore National Council is proud to be a part of the Body Shop's international campaign and has been using its resources for public education which is in line with the general UN Women mandate. Highlights of the year include seven film screenings, two awareness concerts, school talks and garnering signatures for the world wide petition. The objective is to present the world wide petition to the United Nations Human Rights Council. The campaign supports the United Nations International Conventions in calling all governments to build awareness about the issue.

*For More information about STOP logon to [www.thebodyshop.com.sg](http://www.thebodyshop.com.sg)*

## SOUND OUT

*“1.2 million children are trafficked every year.” - UNICEF 2003*

In July 2010, the Singapore National Committee launched an online resource and platform to support its greater campaign on anti sex trafficking. The online movement can be found both on the its website and on a facebook social networking page. Geared more towards the youth, the platform is largely centered around music and showcasing local bands. In order to “be heard”, bands upload original songs with lyrics reflecting this cause. The songs are then “liked” and linked to their facebook accounts to further promote the cause. Since its launch, over 7,500 people have visited the site the gain more information about the cause, while over 2,300 have signed up on the website to show their support.

*For more information about the Sound Out campaign logon to [www.soundout.sg](http://www.soundout.sg)*



# CAMPAIGNS AND PROGRAMS

## FINANCIAL EDUCATION

*“The Ministry of Manpower estimates that migrant workers make up 30 % of the workforce in Singapore, or 1.4 million individuals”*

Launched in 2009 and gaining new steam this year is the “Money Send” money remittance program. The program is a joint effort between DBS, MasterCard and ipac. The free program provides migrant workers a low cost and efficient avenue for sending money back to their native countries and encourages both the sender and the receiver to save money by opening bank accounts. New participants in 2010, received a free financial empowerment workshop conducted by ipac and was offered one on one financial coaching from ASKI Global. Intelligent and informed remittances are in line with the aims of UNIFEM Singapore’s aims to ‘economically empower’ and promote ‘governance and leadership’ within women. The Singapore National Committee of UN Women marketed the “Money Send” program to various migrant target groups including the National Kidney Foundation. ADB Economics Working Paper Series No. 188 says, “By increasing household investment in human and physical capital, remittances have the potential, at the aggregate macroeconomic level, to rebalance growth toward domestic demand and to create long-term growth.”

For more information logon to [www.remitwithunifem.sg](http://www.remitwithunifem.sg)

## VIOLENCE AGAINST WOMEN

*“In 2007, 1,626 wives in Singapore asked for a court order for protection from their husbands.”*

Teaming up with advertising agency, DDB and web developer, AES Technologies the Singapore National Committee has developed a free iphone application to raise awareness for domestic violence. The interactive application aims to demonstrate that everyone and anyone can help to fight domestic violence and should respond accordingly. The application was well received by youth in Singapore and has helped by spreading awareness for a safer environment for women. The application was shared over 57,000 times during the first 2 months and unique visits to [unifem.org](http://unifem.org) via mobile phones increased by 34%.

For more information logon to [www.helpanna.com](http://www.helpanna.com)

## DAY OFF

*“Of the 170,000 foreign domestic workers currently employed in Singapore, over half do not enjoy a regular day off.” - Straits Times Poll Statistics – 28 December 2003*

Every year an estimated two million Asian women migrate to other countries to seek work, primarily as a family survival strategy. Women migrant workers are vulnerable to exploitation because they are marginalized in multiple ways by society. Gender-based discrimination and limited work options due to low skill levels contribute greatly to this situation. Domestic workers may be at particular risk of abuse and exploitation because their work takes place behind the closed doors of private

homes. In 2008 Singapore National Committee of UN Women has partnered with two local NGOs TWC2 and HOME in launching the Day Off Campaign - a public education campaign aimed at influencing Singapore employers to give their domestic workers a regular day off. A major research paper documenting the new findings was underway in 2010 and will be published during the second quarter of 2011.

For more information logon to [www.dayoff.sg](http://www.dayoff.sg)

## HIV AND AIDS

*“Women constitute a growing share of people living with HIV/AIDS, comprising an estimated 47 percent of people living with HIV/AIDS in 2003, compared with 37 percent in 1998.”*

The Singapore National Committee for UN Women collaborated with Charles & Keith to launch specially-designed straw bags which are hand-made by women living with HIV/AIDS in Cambodia. The creation of bags are part of a livelihood program to support these women and their families. Cambodia Community of Women Living with HIV/AIDS aims to empower women living with HIV, to provide a united voice, promote HIV positive women’s leadership at all levels, and improve the quality of life of HIV positive women throughout Cambodia. Charles & Keith has generously offered to donate all the funds collected, approximately \$20,000, from Charles & Keith sales of its Hope Bag collection to support CCW leadership.

## SCHOLARSHIP FOR GIRLS

*“Education is the single most effective method to end the circle of poverty and violence against women. And that when you are educating a woman; you are educating the whole family because the woman is the primary care-giver in a home.” - Saleemah Ismail, Singapore National Committee for UN Women’s Immediate Past President*

Scholarship funds were given out to about 50 promising, at-risk young women living in Pertapis Center for Women and Girls. The scholarship also came with a participation in a life-skills coaching program called, My Beautiful Life. The year-long program provides mentoring and career guidance to equip participants with knowledge and practical skills that will help them in securing a job and living a well balanced life. Furthermore, the program includes personal development, mentoring and career exposure activities. A 15-year old recipient expressed her gratitude of receiving the scholarship, “It’s like being given the opportunity to look into a crystal ball to see my future. I’m able to see what I can do with my life and plan for my future.”

# FUNDRAISING



## SNOW 2010: A Constellation of Glamor, Gastronomy and Goodwill

BY THE NUMBERS:

330 guests 80 volunteers \$300,000 raised

The annual fund raiser of the year was made a success thanks to the collaborative efforts of several sponsors, volunteers and dedicated staff. The event resulted in the highest amount ever raised during SNOW, over SGD 300,000.00. Gathering at the Capella hotel, over 300 charitable and high profile guests enjoyed food from chefs flown in from the region, including Chris Salans from Mosiac in Bali, Indonesia, Yayushiro Sasajima from Il Ghiottone in Kyoto, Japan and Italian chef Guiliano Decasto whose restaurant Forlino is situated in Singapore. The masters of ceremonies included well-known Channel News Asia newscasters Melissa Hyak and Timothy Go. While Meng Hong Lim flew in from Christie's Malaysia to auction off artworks by the famed Yunizar and in-demand pieces from the Red Sea Gallery. Other notable sponsors included Singapore Airlines, Banyan Tree, Conrad, Lladro, Lotto Carpets Gallery, Dior, Loewe and Mulberry.

## FABRIC OF LIFE

BY THE NUMBERS:

180 minutes \$50,000 raised = \$277 raised per MINUTE

The first fund raising event of the year occurred during the first quarter of 2010 and celebrated International Women's Day in March. An auction of new, semi-antique and antique wool and silk carpets from Lotto Carpets Gallery was instigated by the Obstetrician & Gynecology Society of Singapore. Guests bid generously on beautiful carpets and helped raise SGD 50,000.00 for the Singapore National Committee of UN Women. Says then-president Saleemah Ismail, "The beautiful carpets in this gallery include efforts of women from Persia, the Caucus region as well as Kashmir and Nepal, efforts which shout their independence, their visions, their hopes and dreams. For those who bid and bought carpets, I know that the carpets in your homes will continue to work its beauty by changing the lives of women and families around the developing world."

## BUY TO SAVE

BY THE NUMBERS:

100 volunteers \$72,000 raised

Partnering with Club 21 and MasterCard, the Singapore National Committee for UN Women held its annual Buy to Save gently-worn designer good sale at the M Hotel in December 2010. Clothing was donated with the help of Club 21 and included items for men, women and children. The items were then sold during the Buy to Save event and included coveted items by designers such as Comme des Garcons, Alexander McQueen, Donna Karan and Longines. A celebrity auction garnered much hype for the sale, with pieces donated by actors like Irene Ang, Beatrice Chia-Richmond, Dai Yangtian, Nadya Hutagalung, Rebecca Lim, Timothy Nga, Evelyn Tan, Fann Wong, Wong Li-Lin and Allan Wu and was featured in publications such as 8 Days, female, Her World and Straits Times. As well as raising over SGD 72,000.000 for Andrew & Grace Home, Beautiful People and The Star Shelter, the event also made UN Women issues aware to the fashion and celebrity conscious public.

## PUBLIC EDUCATION

*Being situated in Singapore, with a GDP equal to that of countries in Western Europe, the Singapore Committee for UN Women focuses a portion of its resources on public education locally, while channeling funds raised into the developing countries.*

*A variety of mediums were used to promote the idea of providing women and children the access to education, healthcare, economic independence and a life free of violence and abuse. Film screenings, dialogue sessions, concerts, flea markets, traditional talks and the newly inaugurated book club were utilized in order to spark an interest and support from the Singapore public.*

“If people have to listen to you, then you have a responsibility to give them something to listen to.” —Vernon Jordan

### BY THE NUMBERS:

542 people attended film screenings 600 people reached in public awareness events

### FILM SCREENINGS

In support of Singapore National Committee for UN Women's campaign of the year, STOP! Sex Trafficking, the organization teamed up with several schools, corporations and fellow organizations. The film screenings aim to educate the public about the inner workings and urgency of sex trafficking in a form that might be more accessible to some. At the end of such screenings, the audience is then able to engage in an open discussion on the issue.

The free of charge film screenings are an effective way of introducing the issue of sex trafficking to an audience who may have not known about it or has had only little knowledge about this form of modern day slavery. Says UN Women member Joanna Joskie Lee after watching a film screening, "The film has indeed challenged my ignorance to the world out there and [to] what other women are dealing with in their lives. I am now encouraging my female friends to be part of this [anti-trafficking effort] and be aware of the situations out there."

### PUBLIC

*“Provoked - A True Story” November 12, 2010 INSEAD Campus*

Together with INSEAD, AWARE and SCWO a film screening was held to mark the International Day to End Violence Against Women. The movie explains the courageous story of a woman who wins the Asian Woman of Courage Award from Cheri Blair in 2001



*“Your Name is Justine” August 13, 2010 Cathay, Cineleisure*

The movie is one example of young teenage girls who are betrayed by friends, relatives and strangers and sold into the sex trade. Approximately two million people are sold worldwide every day of which two hundred thousand of them are women sold into brothels.

*“Lilja-4-Ever” February 26, 2010 The Cathay Picturehouse*

The film follows a young girl's entry into the world of prostitution - a world she is not equipped for but one she feels is her only choice for survival. The girl's desperation and abuse are highlighted as she faces life as a sex worker.

*“Taken” March 26, 2010 Golden Village, VivoCity*

The movie is one example of young teenage girls who are betrayed by friends, relatives and strangers and sold into the sex trade. Approximately two million people are sold worldwide every day of which two hundred thousand of them are women sold into brothels.

*“Trade” April 30, 2010 and September 24, 2010 Golden Village, Vivocity*

The movie traced the story of a 13 year old Mexican girl who is kidnapped by Russian traffickers who is sold from one gang to another and smuggled across borders. The movie shows the girl's family and police enforcement desperately trying to save her.

# PUBLIC EDUCATION

## SINGAPORE TOURISM BOARD

*"Trade"* July 14, 2010 Golden Village, VivoCity

Together with INSEAD, AWARE and SCWO a film screening was held to mark the International Day to End Violence Against Women. The movie explains the courageous story of a woman who wins the Asian Woman of Courage Award from Cheri Blair in 2001



*"Providing the public with a foundation of information about the issues UN Women is concerned with is essential in creating an educated and open dialogue with the public. These are essential in creating solutions to empower and uplift our world's women."*  
- The Singapore National Committee for UN Women's Executive Director, Pia Bruce

## IN CONVERSATION SERIES

In order to support UN Women's broad programs that provide women and children with access to education, healthcare and economic independence, one of the main tasks of the Singapore National Committee for UN Women is to raise awareness about such issues. The In Conversation series allows the message of UN Women's mandate reach a broader audience. In addition, it provides a platform for inspiring change makers to spread their message and engage the local community. The 2010 In Conversation series was launched in August and featured a trio of proactive and visionary women.



### MELISSA KWEE

*Governance and Leadership Programmes with Beautiful People in August 2010*

UN Women welcomed back its former President, Melissa Kwee who spoke about her new project, Beautiful People. The project provides a valuable mentoring relationship for girls who have been institutionalized in state-run or VWO-run homes. The program includes financial education and community service.



### DR. CHUA YANG

*Medical Assistance Missions in Ladakh, India in September 2010*

Home-grown Dr. Chua Yang, a believer in providing each world citizen the right and access to healthcare shared her experiences with medical missions to Ladakh, India. There, he and a team of healthcare specialists managed to treat a total of 2,000 patients for free in under five days.



### TINGJUN ZHANG

*Fund Raising and Awareness with The Chain Reaction Project in November 2010*

Tingjun Zhang spoke about her fund raising organization, The Chain Reaction Project. Zhang spoke about their adopted NGO of the year, HIAM Health, based in Dili, Timor. She explained that over 50% of children under 5 in Timor are malnourished, explaining the high rate of infant and maternal mortality.

## BOOK CLUB

Noticing that women's issues have long been discussed in literature, Singapore National Committee for UN Women volunteers pioneered the book club during the second half of 2011. The sessions are spear-headed and guided by volunteer Lynn Chun Ink, a seasoned literature and writing professor at SMU who has a passion for public education, women's literature and gender studies. Already growing a group of regular participants, the book club is a free event for all UN Women members and was produced as a way to engage and educate the public on women's issues in a reflective setting. Conducted once every two months, the book club covers books that relate to the UN Women mandates with a wide variety of geographical locations, tones, perspectives and topics.

"The UN Women Book Club is open to any of us who are interested to discuss global issues affecting women. It covers everything from abuse, oppression, freedom, poverty and education," explains one book club attendee, "it is refreshing, engaging and really inspirational."

### "THREE CUPS OF TEA"

*By Greg Mortenson*

*Held on: July 2010*

The heart-warming narrative about a single inspired man who, despite imminent death threats and bureaucratic obstacles at every step, provided tens of thousands of children (especially girls) the access to education.

### "READING LOLITA IN TEHRAN"

*By Azar Nafisi*

*Held on: November 2010*

The book documented the author's Western literature classes in Iran. Participant, Elli Montazer, an Iranian-American, explained that the liberation she has as a western woman greatly contrast those of her native country and that freedom of speech is a luxury afforded to only a few.

# PUBLIC EDUCATION

## SOCIAL MEDIA



### TWITTER

Twitter Providing a platform for the Singapore National Committee for UN Women's followers, the Twitter account was created in late 2009. The account updates followers on the National Committee's activities, causes, campaigns and interesting articles and videos as well as allowing an easy venue for re-sharing of information.

*Follow us on Twitter: [www.twitter.com/UNIFEMSingapore](http://www.twitter.com/UNIFEMSingapore)*



### FACEBOOK

Offering causes and campaigns in a fast and accessible fashion are the Facebook Fan and Group Page. The Group Page was created in 2007 and has since rallied the support of about 1 ½ new followers everyday. The Fan Page was created in 2010 to better provide an interactive platform for the committee's causes, campaigns and events. Aiming to promote awareness, following and eventually a mobilization of followers, the social networking page aims to create a dialogue with the masses about the concerns and issues our society faces while educating and keeping the followers current with relevant research and findings. Since the day of its creation, the page has garnered roughly one new follower per day.

*Join our facebook community: [www.facebook.com/UNWomenSingapore](http://www.facebook.com/UNWomenSingapore)*

## OPEN HOUSE

Socio-political bloggers, youth publication journalists, education institute representatives and friends of UN Women attended the event. The evening featured talks by Immediate Past President, Saleemah Ismail who shared stories of ongoing UN Women projects as well as upcoming campaigns in Singapore. Newly appointed President, Trina Liang-Lin addressed the crowd, "It is heartening to see that we have friends who sincerely care and support the causes that UN Women believes in."

In a special segment on the sex trafficking issue, passionate UN Women volunteer, Katrina Dick continued the discussion by highlighting the prevalence of the sex trafficking issue in Singapore. Her segment was followed by testimonial stories from Jolovan Wham, the executive director of H.O.M.E (Humanitarian Organization for Migration Economics) whose organization has dealt with sex trafficking victims. Daisy Tan, The Body Shop's Head of Brand and Values also shared her views on the global STOP sex trafficking campaign. An open dialogue continued addressing the definitions of human trafficking, authority interventions, existing laws and the United Nations' take on the problems.



## PUBLIC EDUCATION

*The Singapore National Committee of UN Women acknowledges the importance of educating and involving the younger generations in public dialogue and empowering them to become change makers. The demand for a separate sector just for youth was felt this year, and resulted in this the creation of the Youth Team during the first quarter of the year.*

“Young people should be at the forefront of global change and innovation. Empowered, they can be key agents for development and peace. If, however, they are left on society’s margins, all of us will be impoverished... A society that cuts off from its youth severs its lifeline.” - Kofi Annan

### THE YOUTH TEAM

Recognizing that young people can effect positive changes in society, the Youth Team was formed in March with the initiative of volunteer and NUS student, Soumya Bhagavatula. Seeking to unite and empower members between 15 to 25 years of age, the Youth Team hopes to be a platform for encouraging young people to voice their opinions and ideas and help further Singapore National Committee for UN Women's agenda in the region. By the end of the year, the Youth Team had a total of 40 active members who aim to conduct awareness campaigns, research, theme-based workshops and fund raising projects in partnership with various institutions across Singapore.

#### TRAFFICK JAM: SHOP TO SHOP

The Youth Team's inaugural event attracted the attendance 200 young people. The event was geared towards raising awareness about sex trafficking in a youth-friendly setting which included socializing, music and shopping. The event featured local bands and booths which sold fashion items, body art and handicrafts. UN Women distributed fact sheets and talked to the youth one on one about sex trafficking. With each purchase, pamphlets about UNIFEM Singapore, Body Shop and ECPAT's STOP sex trafficking campaign were distributed.

### YOUTH ENGAGEMENT

In order to ignite awareness the younger generations, The Singapore National Committee for UN Women acknowledges the need to initially engage the youth with events that might make big issues like sex trafficking more accessible. A series of awareness events were conducted this year in the form of dynamic concerts which drew in big crowds.





## SOUND OUT LAUNCH AND CONCERT AT Ngee ANN POLYTECHNIC

The Singapore National Committee of UN Women launched its anti-trafficking campaign, Sound Out in on July 23 to the youth of Singapore with an awareness rock concert and an appeal for pledges. The event was held at Ngee Ann Polytechnic who boasts an enrollment of over 15,000 students. Several popular bands played at the event drawing large crowds and sparking interest and urgency in the cause of trafficking of women and children in Asia. In a few hours, 500 unique pledges were made and thousands of students were exposed to the cause. Students whose interest was sparked during the awareness event furthered their knowledge on the topic an informational talk at the campus' Preview Theater. 1 pledge against sex trafficking was collected every 30 seconds

## STOP SEX TRAFFICKING AWARENESS CONCERT AT SINGAPORE MANAGEMENT UNIVERSITY

A collaborative effort between UN Women Singapore and Singapore Management University on October 20, 2010 piqued student's interest in human trafficking. Organized by the school's United Nations Student Association and UN Women, a crowd was drawn in to the school's courtyard to listen to local bands in between classes. In between acts, students were encouraged to sign the Body Shop's Stop Sex Trafficking of Women and Young Children's world wide petition. By the end of the day 560 unique signatures were collected and more importantly dialogue was created about the topic on campus which involved students in the cause. Explains SMU student Vaishnavi K. Nair, "Groups of students were seen huddled together, pouring over the information and actively discussing it as they headed back to classes. [After the event, it was] the topic of debate, discussion and analysis in many classes."

## SCHOOL TALKS

Singapore National Committee for UN Women's school talks program hopes to achieve an increased consciousness about women's issues among school and college-going children and youth. Often, a part of the school talk also ties in with ongoing campaigns and activities of the National Committee. This results in synergy with students volunteering to participate in other UN Women events. The talks, which are conducted by UN Women staff and long-time volunteers, can be tailor made to each school, however the school talks in 2010 have focused on domestic violence and sex trafficking. A variety of methods are used to engage the students and encourage inquisitive behavior such as informational talks, videos, games, open forums and question and answer sessions.

Feedback of such talks have been positive. Says Sowmya Uppili, a Cedar Girls Secondary School student, "It was very informative and interesting. The best thing for us was that such a big NGO was welcoming students to volunteer, which is really a golden opportunity." While Aakash Parekh from Singapore Polytechnic says, "[The talk] influenced people to discuss personal experiences and in a safe and open environment. It has not only spread awareness, but has also inspired people to take action... The talk left the room reflective and introspective... [we] realized that it's time to be the change we want to see in the members of society."

Number of students reached: **4,076**

Number of schools involved: **19**

**University Level Schools:** Singapore Management University, National University of Singapore, SP Jain College of Management, National University of Malaysia and Innovations in Technical Education College Central

**Other Schools:** Intentional School of Singapore, Singapore American School, United World College, Anglo Chinese Independent School, Methodist Girls School, Cedar Girls Secondary School, Raffles Girls' School Temasek Junior College, Jurong Junior College, Singapore Polytechnic, Ngee Ann Polytechnic, Singapore School of the Arts, Raffles Institute for Experiential Learning, UNESCO-NIE Centre for Arts Research in Education

# OUR PEOPLE

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**Office Manager:** Mellisa Chong  
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Marisse Reyes  
Camilla Adindamaulani

## TOP RECRUITERS

Thaner Lakshmanan - SP Jain  
Mr Soo Weng Loong - UPS  
Ms Chork Meng Tan - Temasek Junior College  
Ms Soumya Bhagavatula - UNIFEM Youth Team

*The Singapore National Committee for UN Women  
Singapore saw a 11% increase of volunteers in 2010 from  
2009 which translates to 265 active volunteers.*

*UN Women Memberships rose 29%  
in 2010 to 218 members.*

## PLATINUM VOLUNTEERS

Emma Kate Corby  
Katrina Dick  
Christina Liew  
Thierry Duschene  
Lynn Tang  
Baey Shi Chen  
Faith Hu  
Khairi Boyani  
Redzwan Aman  
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Tamara Fournier	Sari Wilson
Roshni Kapur	Pritam Kaur
Corinna Mueller	Debra Teng
Lin Du Brouwer	Cressida Broadhead
Christophe Ferreira	Synthia Halim
Virginia Brumby	Anne Cecile Zillweger

*UN Women Volunteers contributed over 728 hours  
of service in 2010.*

*16.9% of Singaporeans volunteer (2008, NVPC) while 26.8% of  
Americans (2009, Volunteer in America) and 34% of Australians  
(2006, The Centre for Volunteering) put in time to volunteer.*

# DONORS

## PLATINUM

The Body Shop  
Bain and Company  
Intercontinental Hotel  
Capella Singapore

Keppel Corporation  
MasterCard  
Conrad Centennial Singapore  
Charles and Keith

Club 21  
Lotto Carpets Gallery  
Lee Foundation

## GOLD

Singapore Airlines  
Loewe  
Red Sea Gallery  
Il Ghiottone  
Moziac

Forlino  
Indigo Blue Art  
Manjeet Shergill Studios  
Mulberry  
Lai Chan

Dior  
Banyan Tree  
American Women's Association

## SILVER

UPS  
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Town Hall Hotel London  
Alila Hotels and Resorts  
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Tukad Pangi  
Gallery Joaquin

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Essence of Beauty

## MEDIA PARTNERS

*Harper's BAZAAR*  
*URBAN*  
Prime Time Morning  
*Her World*  
Zo Card  
*Women's Weekly*



## UNIFEM Singapore Statement of Income and Expenditure

For the year ended 31 December 2010

<i>(in Singapore dollars)</i>	2010
<b>INCOME</b>	
Grants for programs and campaigns:	
Grant for STOP sex trafficking campaign	68,272
Grant for Day off campaign	15,197
Donations received	11,772
Fund raising events	491,363
Membership income	7,364
<b>Sub-total</b>	<b>593,968</b>
Interest income	455
Other Income	5,169
<b>Sub-total</b>	<b>5,624</b>
<b>Total income</b>	<b>599,592</b>
<b>EXPENDITURE</b>	
Program & campaign expenses	
STOP sex trafficking campaign	31,857
Day off campaign	9,814
Other public education	9,028
Fundraising events & projects	144,100
<b>Sub-total</b>	<b>194,799</b>
Remittance to UNIFEM beneficiaries	136,424
General expenses	192,260
<b>Total expenditures</b>	<b>523,483</b>
<b>Net income for 2010</b>	<b>76,109</b>

## UNIFEM Singapore Balance Sheet

As at 31 December 2010

<i>(in Singapore dollars)</i>	2010
<b>ASSETS</b>	
<b>Non-current assets</b>	
Property, plant, and equipment	2,696
<b>Total non-current assets</b>	<b>2,696</b>
<b>Current assets</b>	
Cash on hand and bank balances	169,321
Fixed deposits with bank	55,772
Other receivables	113,831
<b>Total current assets</b>	<b>338,924</b>
<b>Total assets</b>	<b>341,620</b>
<b>FUNDS AND LIABILITIES</b>	
<b>Current liabilities</b>	
Other payables	25,857
<b>Total liabilities</b>	<b>25,857</b>
<b>General fund</b>	<b>315,763</b>
<b>Total funds and liabilities</b>	<b>341,620</b>

By being a supporter of the Singapore National Committee for UN Women, you are...

You become a part of our network of friends and supports who are working hard to provide a better life to women and children on the shores not too far from our own. By funding our work, you are providing needy women and children with access to education, healthcare, economic independence and a life free of violence and abuse. Thank you for your continued support, together we work towards a more just world for our women and children.



**GET IN TOUCH...**

*It is of great importance for the Singapore National Committee for UN Women to keep in touch with our members, donors and general public informed about the work we do and also how you can help.*

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**Singapore National Committee for UN Women**  
2 Nassim Road  
Singapore 258370  
Tel: (+65) 6238 6763  
Fax: (+65) 6238 6762  
Email: [admin@unifem.org.sg](mailto:admin@unifem.org.sg)



2 NASSIM ROAD SINGAPORE 258370  
TEL: +65 6732 6168      FAX: +65 6238 6762  
ADMIN@UNIFEM.ORG.SG  
WWW.UNWOMEN-NC.ORG.SG