



AWARE

**Annual Report
January to December 2010**

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PRESIDENT'S MESSAGE

What a year and what great fun!

With jubilation, we celebrated our 25th Birthday with elan.

The successful Superwomen in Concert in June was followed by CELEBRATE!, a light-hearted flea, fun and food fair to reach out to our friendly neighbourhood in November. Always the multi-tasker, AWARE mixed her advocacy with fun, leveraged on technology, and launched the "Because I Love Her" viral video campaign for the White Ribbon Campaign in November.

Aside from the food and merriment, AWARE started her monthly Roundtables, to nourish the soul and intellect. At the Roundtables, members heard from experts on various issues relevant to AWARE and voiced their opinions and views on the issues.

Further, we also started our exciting 3-part Gender Matters workshop. Who could resist the trilogy of History of Feminism; the Princess Ideology; and What does a Feminist Look Like?

What a year and what a lot got done!

The highlight of the year was Superwomen in Concert, for which AWARE is indebted to the various committee members, volunteers and donors.

Away from the glamour and glitz, the year saw AWARE forging ahead with her professionalization process, improving her volunteer management system and engaging our first Executive Director and Research and Advocacy Director (Honorary).

What a year and what a lot to say!

Aside from the fun and celebration, and as we have all recently vowed never to shut up and sit down, AWARE shared our opinions on a variety of matters.

- As member of the Coalition of Singapore NGOs, we made a submission to the United Nations on the human rights situation in Singapore as part of the Universal Periodic Review process.
- AWARE submitted her recommendations in response to the MCYS public consultation on the proposed amendments to the Women's Charter

What a year, and where were you?

You had been around? You had fallen away a bit, what with 2 full time jobs, one at the office and another at home?

No worries, come pitch in where and when you can. There is much that we want to say in the coming year. Or just come for a chat. Nothing will invigorate you more than honest and passionate discourse of matters that you care about.

Warmest regards

Nicole Tan
President



Our Vision

A society where there is true gender equality – where women and men are valued as individuals free to make informed and responsible choices about their lives.

Our Mission

To remove all gender-based barriers so as to allow individuals in Singapore to develop their potential to the fullest and realise their personal visions and hopes.

We do this in three ways:

- Research & Advocacy
- Education & Training
- Support Services

Our Values

AWARE believes that the well-being of women requires a woman to have full control over her body and her fertility.

AWARE also embraces diversity of race, age, culture and sexuality; promotes tolerance and acceptance of diversity; and respects the individual and the choices she makes in life and support her when needed.

These are values and norms which would improve the quality of life of women, men and their families and achieve the betterment of Singapore society as a whole.

About AWARE

AWARE is Singapore's leading gender equality advocacy group.

AWARE believes in the rights of women and men to make informed and responsible choices about their lives and to have equal opportunities in education, marriage and employment, and in the right of women to control their own bodies, particularly with regard to sexual and reproductive rights.

AWARE is dedicated to removing gender-based barriers.

These barriers apply to both women and men, but because of the way human society has evolved, it is women who are more likely to come up against these barriers. These barriers, whether structural, attitudinal, or self-imposed, prevent individuals in Singapore from developing their potential to the fullest and realising their personal visions and hopes.

AWARE identifies and eliminates these barriers through research and advocacy, support services and education and training.

Since its formation in 1985, AWARE has researched various issues affecting women. These issues include workplace sexual harassment, poverty of older women and the United Nation's standards for eliminating discrimination against women.

AWARE brings a valuable feminist perspective to the national dialogue. We have effectively advocated against laws, public policies and mindsets that discriminate against women. AWARE has also contributed towards the strengthening of laws that deal with domestic violence.

The AWARE Training Institute (ATI) develops training and educational programmes that aim to empower women. ATI also provides educational programmes to organisations and the public on issues that affect women.

AWARE's Support Services provides a crisis helpline for women, assistance in dealing with the authorities, and legal advice to women in need.

AWARE is a not-for-profit organisation. We are funded by donations, grants, and member subscriptions. We are a registered charity with Institute of Public Character status, so all donations to AWARE are tax-deductible.

Executive Committee 2010 – 2012

The Executive Committee elected at the Extraordinary General Meeting of AWARE on 28 August 2010 and which was in place as of 31 December 2010 consisted of:



President
Nicole Tan



Vice President
Halijah Mohamed



Honorary Secretary
Lindy Ong



Honorary Treasurer
Ann Seow



Immediate Past President
Dana Lam

Members



Chew I-Jin



Margaret Thomas



Teo You Yenn



Sunita Venkataraman (co-opted, 25 September 2010)

Sub-Committees 2010

	Jan – August 2010		September – December 2010			
	Chair	Members	Chair	Members	Staff	Description
Standing Sub-Committees						
Fund Raising	Dana Lam	Superwomen	Nicole Tan	Dana Lam	Evon Chua	Develops fund raising strategies, manages fund raising programmes
Finance Sub-Committee	Lim Seow Yuin	Lillian Wong, Winnie Cheung, Tan Joo Hymn	Ann Seow	Lim Seow Yuin, Lillian Wong	Alicia Kat	Advises Exco on financial matters.
Human Resource	Lilian Wong	Dana Lam, Margie Thomas	Lillian Wong	Dana Lam / Nicole Tan	Corinna Lim / Pat Tay	Provides HR support to AWARE
Audit Committee	Nicole Tan	Lim Seow Yuin, Lillian Wong	Lillian Wong	Sunita Venkataranam / Lim Seow Yuin	Corinna Lim / Pat Tay	Facilitates audit of processes of the organisation
Programmes Committee			Teo You Yenn	Lindy Ong (ATI) Halijah Mohamad (DS)	Corinna Lim, Anne Bergen, Pamela Ng	Overseas the programmes of each department
Elections Committee	Zaibun Raj	Harmin Kaur, Yap Ching Wi	Halijah Mohamad	NA	NA	To oversee the elections
Nominations Committee				Dana Lam	Pat Tay	To identify and groom talent for succession purposes
Project Sub-Committees						
CEDAW	Braema Mathi	Halijah Mohammed, Azmeen Moiz, Sarah Chalmers, Tashia Peterson, Raqvind Kaur, Soh Kwan Mei,	Braema Mathi	Halijah Mohammed, Azmeen Moiz, Sarah Chalmers, Tashia Peterson, Raqvind Kaur, Soh Kwan Mei, Clementine Yap, Lee Sze Yong, Veronica Yeo,	Intern/ Volunteer Staff	Produces shadow report, conducts CEDAW workshops

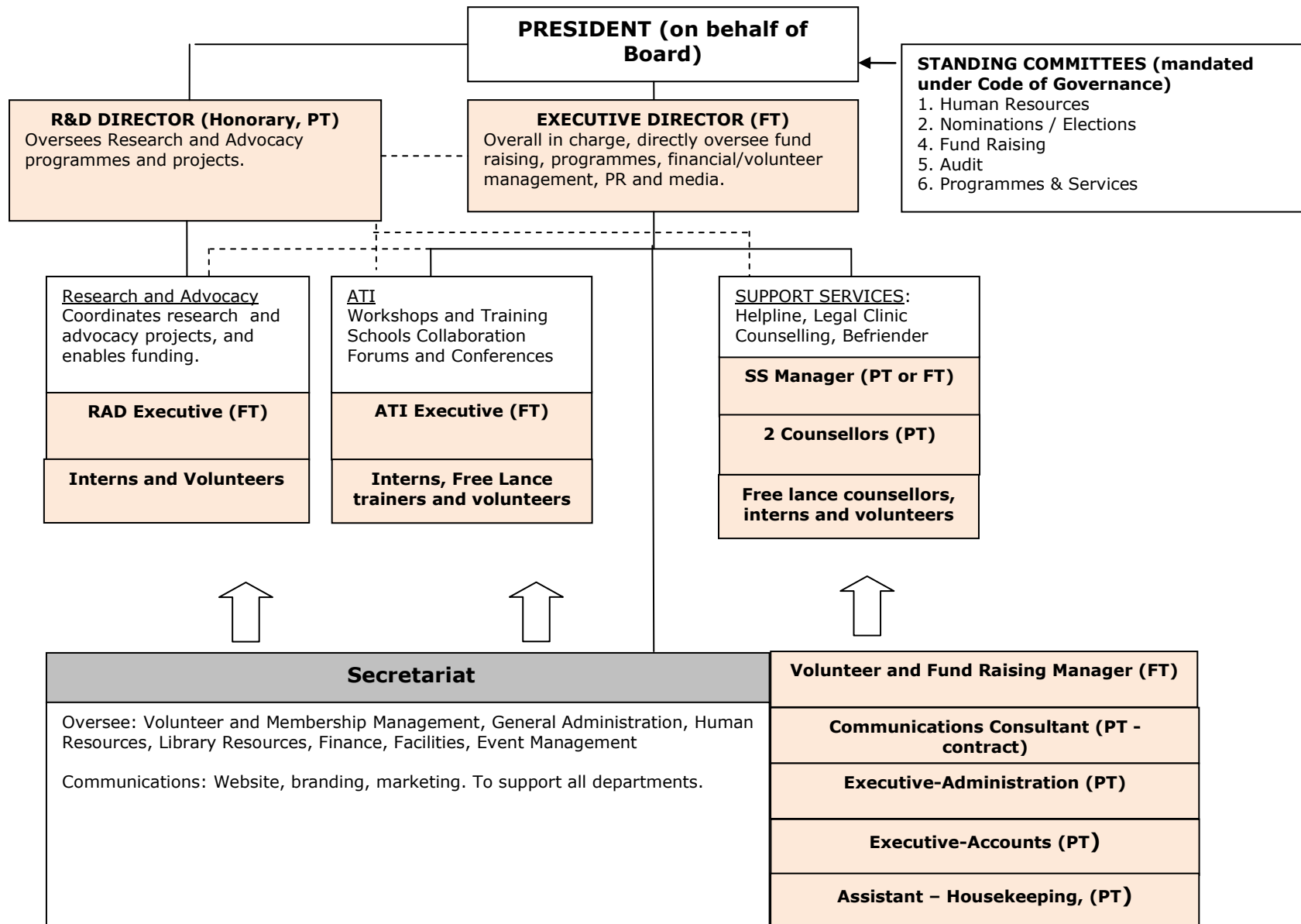
		Clementine Yap, Lee Sze Yong, Veronica Yeo, Chen Siya, Mathia Lee, Poonam Moorchandi		Chen Siya, Mathia Lee, Poonam Moorchandi		
CSE Review	Chew I-Jin	Margie Thomas, Dana, Hafizah Osman, Nicole Tan	Chew I Jin	Margie Thomas, Dana, Hafizah Osman, Nicole Tan		Review of Comprehensive Sexuality Programme for schools.
Foreign Wives			Poonam Mirchandani / Nhu Pham	Braema Mathi, Sarah Chalmers, Azmeen Pillay, Nhu Pham, Rejini Raman, Trisha, Shreyanka M Changaroth		
Singles	Chew I-Jin	Connie Singam, Lillian Wong , Teng Siao See, Roslinah Rajab, Raqvind Kaur, Yvonne Edwin, Yu-Mei Balasingamchow, Zeng Meiling, Lenny Limanto, Ha Pham Doan Trang, Sampson Yee, Tan Peh Li, Regine Lim	Chew I-Jin, Sunita (Project Coordinator)	Connie Singam, Lillian Wong , Teng Siao See, Roslinah Rajab, Raqvind Kaur, Yvonne Edwin, Yu-Mei Balasingamchow, Zeng Meiling, Lenny Limanto, Ha Pham Doan Trang, Sampson Yee, Tan Peh Li, Regine Lim	Intern / Volunteer Staff	Undertake research on policies affecting single women in Singapore.
Work Life Balance	Lelia Lim Loges / Tan Joo Hymn	Schutz Lee, Chia Pei En, Ananthi Pawade, Priyanka Awasthi, Robin Lim	NA	NA	NA	Research work life balance policies and practices in companies.

Staffing

In 2010, the staff consisted of the following persons:

Secretariat	
Corinna Lim (wef March 2010)	Executive Director
Evon Chua (wef October 2010)	Volunteer Development & Operations Manager
Lin Phua (end May 2010)	Accounts Executive
Annie Liew (June - Nov 2010)	
Alicia Kat (wef Dec 2010)	
Patricia Tay	Administrative Executive
Support Services	
Kerry Wilcock (ended May 2010)	Support Services Manager
Anne Bergen-Aurand (wef July 2010)	Head of Operations, Support Services
Grace Phua	Support Services Executive
Arati Mali	Support Services Executive
AWARE Training Institute (ATI)	
Wong Mei Ling (ended Sept 2010)	ATI Manager
Pamela Ng (wef Dec 2010)	ATI Executive
Housekeeping	
Rokiah Binte Yunos	Housekeeping Assistant
Contract	
Sabina Fernandez (wef October 2010)	Communications Consultant

Organisation Chart



Programmes & Projects: Research & Advocacy

Convention on the Elimination of All Forms of Discrimination against Women

CEDAW is a United Nations convention that seeks to end gender discrimination. Adopted in 1979 by the UN General Assembly, it is often described as an international Bill of Rights for Women.

In signing CEDAW, governments commit to undertake a series of measures to end discrimination against women. Every four years, signatories are required to send a report to the UN CEDAW Committee describing the steps they have taken to comply with the convention. Singapore ratified the CEDAW convention in October 1995 and the government has submitted three reports since then.

Along with the official report by the government, the UN encourages non-governmental groups such as AWARE to submit CEDAW Shadow Reports. The aim is to get a more comprehensive picture of the lives and status of women in each country.

AWARE submitted its second CEDAW shadow report in 2007. This report was well received by the UN.

In 2010, the CEDAW Sub-Committee, led by Braema Mathi, continued to work on the draft Shadow Report to be submitted to the United Nations in June 2011. **This will be the third Shadow Report AWARE is submitting to the UN.** We have recruited new members to assist with the report and conducted in-house training for the members of this sub-committee.

Braema Mathi and Halijah Mohamed also conducted half day CEDAW training sessions at MUIS for their asatizahs. (For full report, refer to [CEDAW Sub-Committee Report](#) on page 52)

Foreign Wives Research Project

"Foreign wives" refers to non-Singaporean females who marry Singaporean husbands of limited means and education. These male partners tend to be considerably older than their wives. These wives are typically not proficient in English or other mainstream languages, lack a social network and are only granted social visit passes to stay in Singapore. These circumstances cause them to be marginalised and vulnerable. Our Helpline has received many calls related to such cases.

This Project, initiated by the CEDAW Sub-Committee, and led by Poonam Mirchandani and Nhu Pham, seeks to investigate:

- the rights of foreign wives in Singapore
- the extent of the problem in Singapore
- the available support systems for these foreign brides
- the law and policies governing foreign brides in other relevant jurisdictions

We expect this research to be completed by June 2011. The Sub-Committee will also propose recommendations on how to solve the current problems faced by these women. (For full report, refer to Foreign Wives Sub-Committee Report on page 58)

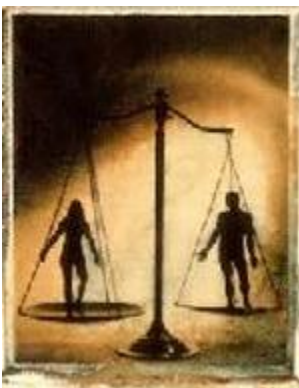
Research on Singles

Aware's research on singles in Singapore aims to uncover what it is like to be single in Singapore and uncover the circumstances that are faced. Through a series of in-depth interviews and focus groups, the reasons behind increasing numbers of women choosing to stay single or delay marriage will be explored, and a parallel study of existing state policies will ascertain the extent to which they are marginalised in Singaporean society.

The Sub-Committee secured funding and completed its desktop statistical research in 2010. The Sub-Committee targets to complete the project at the end of 2011.

(For full report, refer to Singles Sub-Committee Report on page 57)

Submissions on Women's Charter Amendments



In response to the Ministry of Community Development Youth and Sports' (MCYS) public consultation on its proposed changes to the Women's Charter in late 2010, AWARE submitted our recommendations. These were:

- a) the setting up of a central body to administer maintenance payments and facilitate the collection of outstanding payments, with powers to access information from government databases
- b) renaming the Women's Charter as the 'Family Charter'
- c) extending the proposed mandatory marriage preparatory course for certain groups, such as minors, to couples where one party is a foreign citizen who does not speak English

- d) provision for interest on maintenance arrears
- e) accessing the CPF accounts of habitual defaulters of maintenance to pay for the arrears in child maintenance payments
- f) in appropriate cases and where it is just and equitable, providing for maintenance for husbands, such as when he is sick or incapacitated.

All Members of Parliament were notified about AWARE's submitted recommendations, which were also reported in the media. MCYS introduced the Amendment Bill to Parliament without incorporating any of the changes AWARE sought. MCYS received a high number of submissions but incorporated only very few recommendations.

Work Life Balance Research

The Work Life Balance Sub-Committee completed its research in March 2010. The findings will inform future research.

Contribution to the Universal Periodic Review



AWARE joined an informal grouping of local civil society organisations in its submission of a 10-page report to the United Nation’s Human Rights Council as part of the Universal Periodic Review (UPR) process. This joint effort was coordinated by MARUAH.

AWARE contributed the section on women's rights which included recommendations on providing Constitutional protections against gender discrimination, implementing stronger protections for pregnant women against discriminatory employment practices and updating Singapore's definition of trafficking to accord with international forms.

The UPR involves a review of the human rights record of all UN member states once every four years. Singapore will be up for review in May 2011.

The UPR is similar to the CEDAW (Convention on the Elimination of all forms of Discrimination Against Women) process, except that the UPR deals with all aspects of human rights.

The civil society organisations that made the submission, apart from AWARE, are: Challenged People’s Alliance and Network (CAN!); Deaf and Hard of Hearing Federation; Humanitarian Organization for Migration Economics; MARUAH (Working Group for an ASEAN Human Rights Mechanism, Singapore); People Like Us; Singaporeans for Democracy; and Transient Workers Count Too.

Programmes & Projects: Support Services

Helpline – Open Monday to Friday from 3pm to 9:30 pm and staffed by trained volunteers, the helpline offers emotional support and referral services to distressed callers. Helpline Number: 1800-774-5935

Legal Clinic – The legal clinic, which takes place on the second and fourth Thursday of every month, provides women with free legal information and advice.

Befrienders Service – Befrienders provide support to women in crisis by accompanying them to police stations, family courts, hospitals, and shelters.

Counselling – Our professional counsellors offer sessions for individuals and couples focusing on a wide range of issues such as marital and family problems, gender-based violence, separation, divorce, sexual harassment, and self esteem.

Highlights for the Year

- **Outreach is Growing in Many Ways**

While our Befrienders Service has stayed steady at about 20 visits per year, other Support Services programmes have continued to expand. 2010 saw a 23% increase in Helpline calls from 2009, from 2,563 to 3,155 (nearly double the number of calls in 2008). We also had a striking 54% increase in Legal Clinic participants—from 147 last year to 227 this year. Our number of new counselling clients was about 8% less than in 2009, but the number of counselling sessions increased from 410 in 2009 to 554 in 2010 (a 35% increase). This suggests that our counsellors are seeing fewer “one-off” clients and are engaging clients for longer-term counselling.

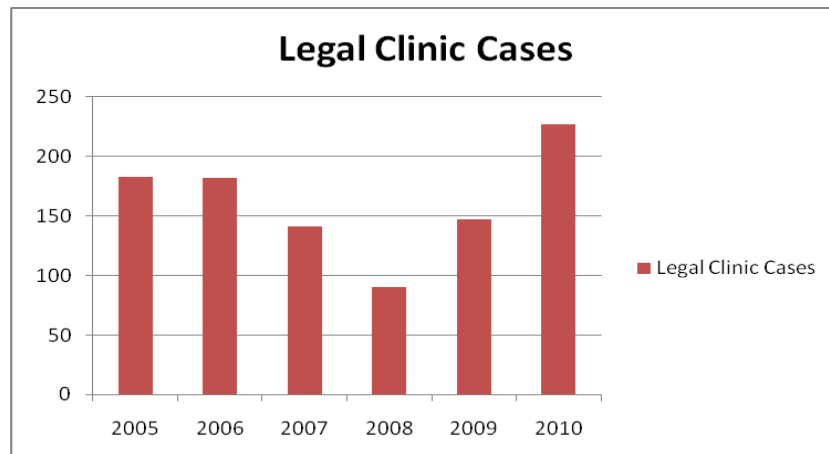
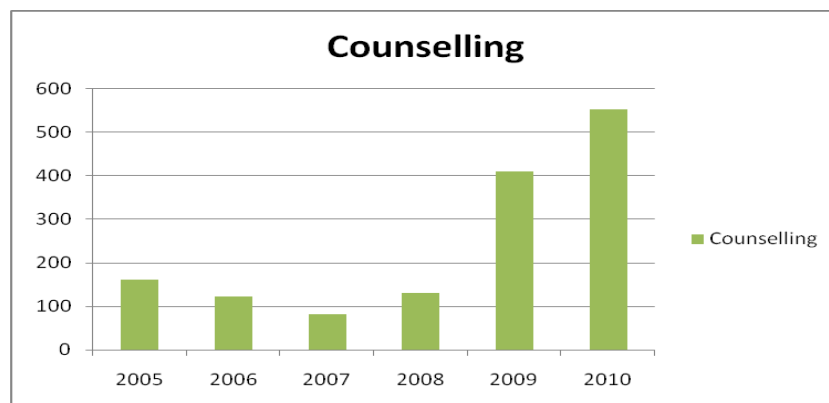
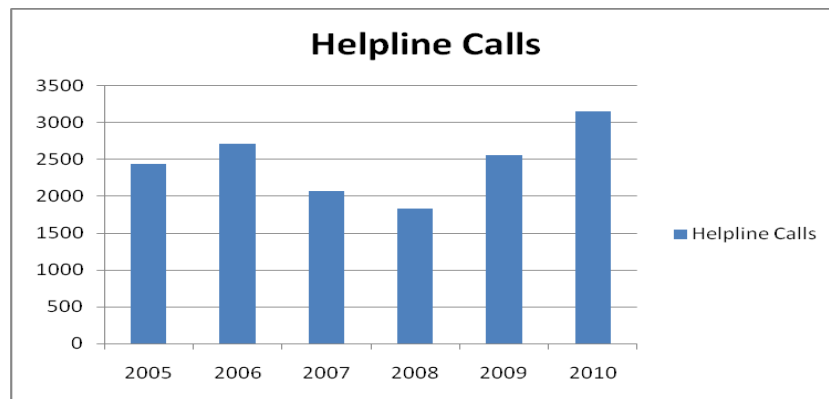


The growth in all services is probably due to AWARE's higher profile in the media since 2009, which has continued in 2010.

From April 2010, our Legal Clinic was offered twice a month, instead of once a month.

Service	2010	2009	% Change
Helpline Calls	3155	2563	23%
Total Counselling Sessions	554	410	35%
Befrienders Visits	20	21	4%
Legal Clinic Participants	227	147	54%

Helpline calls, Counselling and Legal Clinic cases (as shown by the charts below) are at a five-year high.



- **Changes in Team**

Kerry Wilcock, our Support Services Manager from 2008 left AWARE to return to Australia. Before she left, Kerry was awarded the "Woman of the Year" award by the American Women's Association in 2010 in recognition of her significant contributions as an expatriate to Singapore.

Anne Bergen joined AWARE in May 2010 as Head of Operations of Support Services.

- **High Quality Service**

Support Services has been able to maintain a consistently high level of service in the face of increasing demand for the help that we offer.

Support Services is expanding its reach, but surveys indicate that its level of service remains high. Based on the portion of clients National Council of Social Services (NCSS) requires AWARE to survey, 81% of helpline callers rated the service Above Average; 86% of counselling clients rated the service Above Average; and 89% of Legal Clinic clients found the service to be Above Average. The survey scale ranged from 1 to 5, with 1 being unacceptable, 3 being average, and 5 being good. Ratings of 4 or 5 indicates an "above average" appraisal.

- **Helpline Volunteers' Participation Has Increased**

In an effort to keep the helpline running smoothly and efficiently while freeing up more staff time for other programmes, Support Services focused on recruiting and retaining more volunteers in 2010.

Support Services conducted two Helpline trainings and trained a total of 40 new Helpliners (up from 25 last year).

Additionally, Support Services started a monthly newsletter and made more effort to keep in touch with its volunteers via emails and phone calls.

As a result, volunteer staffing of the Helpline increased from less than 50% to 68%. This significantly frees up Support Service's staff time and enables them to engage in higher value-added work.

- **Types of Calls Received**

A large majority of the substantive calls made to the Helpline relate to family (17.5%), legal (25%) and violence issues (17.5%).

- **Implementation of Call Data Management System Completed**

Support Services launched its new call data management system on August 3 2009. Bugs in the system have been fixed and the implementation is now completed.

Since the implementation of the new system, staff and volunteers have found it easier to locate information about previous callers. The spellcheck tool and scroll-down features for categories like age and income have also made data input faster. Even though there are many Helpliners who are not computer-savvy, the majority of Helpliners have been able to adjust to the new system after 2 to 3 practice sessions and one-on-one coaching. Data from previous years has been entered into the system to enable trend analysis.

AWARE acknowledges and is grateful for the support of two Past Presidents, Claire Chiang and Lena Lim who provided financial support for this project.

(For full report, refer to Direct Services – Support Services Sub-Committee Report on page 44)

Programmes & Projects: AWARE Training Institute (ATI)



ATI develops and conducts proprietary programmes. We also organise workshops and talks by other parties. Our workshops aim to empower women and educate them on issues relevant to AWARE. ATI generates some revenue to cover part of its overhead costs.

ATI programmes are gender-sensitive and take into account the different social demands on and opportunities for men and women.

ATI also reaches out to youths through school collaborations to educate and empower them on social issues like body image, gender sensitivity and sexuality education. (For full report, refer to [AWARE Training Institute Sub-Committee Report](#) on page 47)

2010 was a busy year for ATI. We developed and launched 2 new programmes – Gender Matters and Workplace Sexual Harassment. We also launched the Sexual Harassment micro site www.aware.org.sg/ati/wsh-site. This microsite provides detailed local information about how to deal with sexual harassment, laws related to sexual harassment, and our services in this area (these include training, helpline and counselling).

We launched Roundtable Discussions, a new monthly platform for discussing issues that are relevant to AWARE.

We started development on a new financial literacy programme, Financial Awareness & Confidence Training (FACT), which will be launched in 2011.

ATI also conducted its Comprehensive Sexuality Education (CSE) programme for an international school and organised many third party talks on self esteem, self defence and other topics.

2010 programmes

In 2010, AWARE offered the following training and educational programmes:

- Roundtable Discussions
- Gender Matters
- Workplace Sexual Harassment
- Financial Intelligence Training (FIT) with IPAC
- Comprehensive Sexuality Education (CSE)
- Third Party talks and workshops

Total outreach and revenue

In 2010, ATI's programmes:

- generated approximately **\$10,000** in profit
- reached out to 3,282 persons.

Roundtable Discussion

Discussion and debate have always been an important part of AWARE. In the last quarter of 2010, we launched the Roundtable Discussion, a monthly event that aims to strengthen AWARE's capacity to identify, understand and respond to a wide range of trends, issues and policies.



We are grateful to Constance Singam for initiating this series of discussions.

Subject experts are invited to the Roundtable discussions to present their views on specific topics and participants are then invited to discuss the issues presented.

The topics featured in 2010 included the status of women's rights in Singapore, the implications of Christian Fundamentalism and Secularism on Women and Violence against Women. Speakers have included: Dana Lam, Assistant Professor Daniel Goh, Associate Professors Chan Wing Cheong, Kwok Kian Woon, Geoffrey Benjamin and Chitra Sankaran.

Each session sees an average of 35 participants. Discussions have been lively, engaging and informative.

Gender Matters Workshops

To educate members, volunteers and members of the public on feminism and gender issues, ATI developed a series of 3 workshops. The themes of these workshops were:

- The history of feminism
- The Princess Ideology
- What does a feminist look like?



This thought-provoking series comprises lectures and interactive workshops that encourage participants to evaluate their own concepts of gender and to understand and find their connection to feminism.

These sessions were developed by volunteers with a keen interest and extensive experience in feminism. The workshops were tested and completed in 2010.

A total of 58 persons attended the dry runs.

We thank the effort of the various persons in developing and conducting this programme: Teo You Yenn, Chitra Sankaran, Braema Mathi, Tania De Rozario, Nazirah Aktar, Zarina Muhammad, Sonja Cohen, Lisa Li, Tanneke Zeeuw, Ramdas Kamalini, Priyanka Awasthi, Chen Ting Ting, Lisa Lee, Mardiana Abunaim, Lavanyah Pillay, Corinna Lim and Robin Rheaume.

Workplace Sexual Harassment Programme



AWARE launched its Workplace Sexual Harassment (WSH) training programme on 22 April 2010.

Developed by a team of members with counselling, legal and gender expertise, the programme consists of the following components:

- **The General Guide to Workplace Sexual Harassment** is a basic 2.5 hour workshop that explains the definition of sexual harassment and how a victim should deal with the harassment. This training is for employees, human resource managers and members of the public.
- **The Managers' Guide** is an advanced workshop that equips Human Resource professionals, in-house counsel and senior managers with the knowledge necessary for formulating and implementing WSH policies, and teaches them the skills for investigating and dealing with sexual harassment incidents.

In 2010, AWARE trained more than 500 persons from 12 different organisations using this WSH programme. Participants included 68 managers who attended the advanced Managers Guide training. The organisations that participated in WSH training are listed in the ATI Report.

ATI has also developed a version of this training for schools and a Mandarin version of the General Guide.

Financial Intelligence Training (FIT) Workshop

AWARE, in collaboration with financial consultancy IPAC, continued with our 2009 programme to educate women on how to manage their finances. The programme also included financial clinics that provided financially distressed women with budgeting and financial management. A total of 46 participants were trained in 2010 under this AWARE-IPAC series.



At the end of the AWARE-IPAC series, the ATI Sub-Committee decided not to continue with the IPAC collaboration as it felt that the objectives of the two organisations were not completely aligned.

Towards the third quarter of 2010, ATI started working on a revamp of AWARE's original Financial Intelligence Training programme. The course title has since been changed to Financial Awareness & Confidence Training (FACT), and this revamped programme will be launched in 2011. FACT is an update of the FIT programme and provides follow up sessions (known as Money Clubs) to help participants to change their financial habits.

Comprehensive Sexuality Education (CSE) Programme

This programme was launched in 2008 with the following objectives:

- To enable teenagers to acquire knowledge about sexual reproduction, contraception and sexually transmitted diseases;
- To help teenagers develop a healthy and positive attitude towards sexuality;
- To empower teenagers to make responsible choices about their sexual lives; and
- To help teenagers learn interpersonal communication and assertiveness (including peer refusal), as well as the ability to develop healthy relationships.

In the second quarter of 2009, ATI ceased marketing CSE due to circumstances mentioned in the 2009 AGM report.

In 2010, ATI was approached by the United World College of South East Asia (UWCSEA), an international school in Singapore, to conduct CSE for about 300 Grade 9 students (between the ages of 14 to 16) for 2 years (2009-2010). 8 classes were required for each year.

The training was extremely well-received by the students and the school has indicated that it will be renewing its contract with AWARE and extending the duration of the classes.

The UWC contract enabled ATI to review the CSE material and to explore offering this programme to other international schools and other audiences.

Third Party Talks

When ATI comes across a programme conducted by an external party that fits within our scope and with our objectives, ATI will collaborate with the third-party provider to market and organise the programme on a fee-sharing arrangement.

In 2010, such third-party events included talks and workshops on self-esteem, self-defence and anger management.

Programmes & Projects: Special Projects

Celebrate! AWARE's 25th Birthday Party A flea, fun and food fair honouring 25 years of AWARE



AWARE celebrated its 25th birthday with a community outreach and fundraising bazaar at Dover Crescent. The event, called *Celebrate!*, was held on November 27 and featured over 40 food, games and crafts stalls set up by Ngee Ann Polytechnic's Retail Management Students, AWARE members and volunteers, other non-profit organisations and supporters.

Highlights of the event included performances by home-grown artistes Inch Chua, Lunarin, Baracuda Batucada, Likeaband and Micapella. Over 1,000 residents from the Dover community, AWARE members and volunteers and their friends and family came to honour 25 years of AWARE.

White Ribbon Campaign (WRC), "Because I Love Her" Viral Video Campaign

Campaign Date: November 25 2010 to February 14 2011

In 2010, for its annual White Ribbon Campaign, AWARE launched the "Because I Love Her" viral video project. Men created and uploaded their own videos to the "Because I Love Her" Facebook group. AWARE received nearly 100 video submissions.

All videos contained the signature line "Because I Love....", which the users were then able to personalize: "Because I love my wife, sister, mother, daughter, etc, I pledge to never condone violence against women." AWARE's objective was to raise awareness about gender violence and to provide a platform for men to assert their stand against violence.

Two prizes were given for the best videos. The campaign was a public relations success for both the issue and for AWARE and drew some high profile submissions. This included submission from the U.S. Ambassador to Singapore, the Canadian High Commissioner to Singapore, Reverend Yap Kim Hao from the Chen Su Lan Trust, former Nominated Member of Parliament, Siew Kum Hong and singer, Inch Chua.

Participants were also encouraged to invite their friends to view their submissions and "Like" their videos on our Facebook page. The number of "Likes" for each video was central to the selection of the grand prize winner. This increased the participation in and the public awareness of this project.

The screenshot shows a Mozilla Firefox browser window displaying the Facebook page for the "Because I Love Her" community. The page header includes the Facebook logo, a search bar, and navigation links for Home and Profile. The main content area features the "Because I Love Her" logo (a red heart with a white ribbon) and a video player. The video is titled "Siew Kum Hong And Friends [HQ]" and shows a group of five people. Below the video, there are links for "More Videos", "Most Popular", and "Post your video here". The right sidebar contains sections for "You and Because I Love Her" (showing 32 friends who like the page), "Discover new games" (featuring "Bejeweled Blitz"), and "People you may know" (listing Cherian George with 28 mutual friends). The bottom of the page shows a chat window with 27 participants.

Special Report: Professionalisation

The effort to professionalise AWARE's operations continued in 2010. AWARE focused on the following areas in 2010:

- A) In addition to changes to the Constitution effected in 2009, we put in place more processes to ensure smooth Board transitions and to prevent surprise takeovers
- B) Hiring of professional staff to manage and operate AWARE with the Board transitioning from an executive role to a governance role
- C) Leveraging on New Media and Technology
- D) Instituting a Volunteer Management System

We made much progress in these areas in 2010 and accomplished most of our goals.

A) Processes to ensure smooth Board Transitions

The following election and general meeting processes were put into place before the Annual General Meeting (AGM) in 2010:

- Appointment by the Board of an Elections Committee to oversee the nominations and elections process.
- Nomination of candidates to be submitted prior to the AGM.
- Suspension on new memberships upon issue of AGM notice
- Requirement to confirm in advance attendance at the AGM.

The elections at the 2010 AGM was carried out in accordance with the above procedures and went smoothly.

B) Professionalisation

The following roles were created and filled:

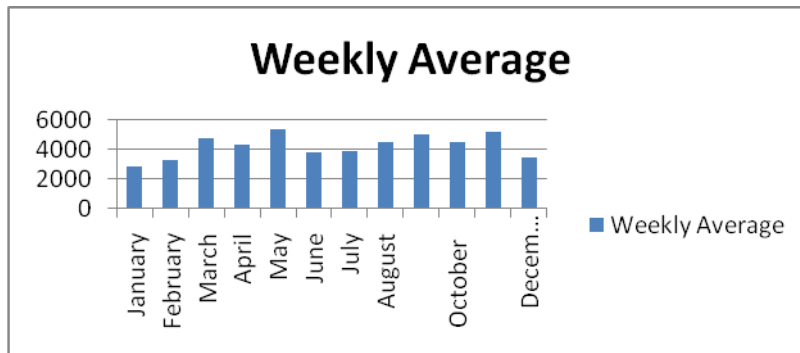
Role	Appointment	Notes
Executive Director	Corinna Lim	WEF 1 March 2010
Honorary Research and Advocacy Director	Braema Mathi	WEF 1 st December 2010, Braema declined a paid role.
Volunteer and Fundraising Manager	Evon Chua	WEF 6 October 2010

(See [Organisation Chart](#) on Page 9)

C) Leveraging on New Media and Technology

- i) AWARE implemented Evernote as its knowledge management system to capture, organise and index all its research papers and references. This is an affordable, subscription-based and Internet-based system that makes all reference material searchable.
- ii) Use of Facebook to carry out our White Ribbon Campaign "Because I Love Her".

- iii) AWARE's website at www.aware.org.sg is an active website which provides the following information:
 - a) Information about AWARE and its services and activities
 - b) Resources such as information on workplace sexual harassment, rape, divorce, body image, abortion and contraception
 - c) News and Views



AWARE's website is updated once a week or once a fortnight.

The site has 88 pages and 277 live posts. In 2010 we published 212 posts.

The weekly average number of visits (wef March 2010): 4,468.2

- iv) AWARE's Newsletter

Individuals on our mailing lists (about 3,500) are informed about new website content via a fortnightly newsletter.

Average number of "Opens" = 26% or 969

Average number of "Clicks" = 8% or **285 unique clicks.**

- v) AWARE's Facebook page

There are currently 1,222 fans, of which 69% are female, 27% are male and 4% are unknown. Updates are done about once a day, and these comprise a mix of AWARE events and feminist news articles.

(For full report, refer to IT Consultant's Report on page 53)

D) Volunteer Management System



With the financial support of the Lee Foundation, AWARE engaged a volunteer manager, Evon Chua, to be responsible for the recruitment, management and maintenance of volunteers. Prior to the hire, volunteer management was carried out by the Executive Director, with the assistance of volunteer staff, Robin Rheume and Nhu Pham.

Robin Rheume revamped the online Volunteer Management System to:

- a) make it easy for users to provide AWARE with relevant information
- b) record historical information about the volunteer
- c) assign volunteers to different projects
- d) identify and contact volunteers for specific projects.

AWARE also instituted a monthly Getting To Know AWARE (GTKA) Night, which is attended by an average of 10 persons per session. Volunteers are contacted within three days of their application and invited to attend the GTKA. At GTKA, volunteer interests are matched with existing volunteer opportunities, as far as possible.

As a result of the above and by the end of 2010, AWARE:

- received a total of 277 volunteer applications from the web (about 5 per week)
- now has records of 418 volunteers, out of which 38.% are assigned duties, with most of the data keyed in by volunteers.

AWARE also started an active volunteer-staff and internship programme.

Volunteer staff are volunteers who work at AWARE at least twice a week for a minimum of two months without financial remuneration. Their interest is to obtain experience, to be actively engaged or to contribute to AWARE's cause in a meaningful way.

AWARE also offers three month internships to students.

Volunteer staff and interns have contributed greatly to AWARE. AWARE has been very blessed to have benefitted from the services and talents of all the volunteer staff and interns listed in the Staffing page at Page 8. In turn, the volunteer staff and interns have enjoyed and benefitted from their stint at AWARE.

Profile of our Volunteers

Gender: 404 Females & 14 Males

Age:

20-29	30-39	40-49
41.69%	26.27%	16.14%

Occupation: Top three largest groups: 18.8% are Students; 8.67% are Lawyers and Legal Professionals; 6.75% are education professionals.

Donations and Fundraising

In 2010, AWARE raised a total of \$845,156 from donations, grants and fund-raising projects as set out below:

Kwan Im Thong Hood Cho Temple	\$250,000
Lee Foundation	\$211,850
Other Donations	\$72,058
NCSS Grants	\$49,852
Fund Raising Projects	
: Superwomen In Concert	\$261,396

TOTAL DONATIONS AND FUNDS RAISED	\$845,156
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Kwan Im Thong Hood Cho Temple

Kwan Im Thong Hood Cho Temple generously donated \$250,000 to the Support Services training programme on preventing workplace sexual harassment, research into issues faced by single, unmarried persons and Support Services.

Lee Foundation

We are grateful for Lee Foundation's donation of \$211,850 towards supporting our volunteer management programme for 2 years, including the hiring of staff for volunteer management.

Fund Raising Projects



- AWARE held a highly successful fundraising project in 2010, Superwomen in Concert, which raised \$261,396. This is the largest amount ever raised by AWARE in a single fund raising event.
- Held on June 8 2010 at the Esplanade Concert Hall, this concert featured all-female performers and marked a celebration of 25 years of AWARE.
- AWARE is extremely grateful to all the people who helped make this event an overwhelming success, including:
 - the "Super Women" including Rahimah Rahim, the Dim Sum Dollies, Grace Young, Tan Kheng Hua, Beatrice Chia, Wendi Koh, Michaela Therese and Connie Singam;
 - the "Superwomen" sub-committee comprising:

Producer: Pam Oei
Chairperson: Robin Rheaume

Sub-Committee members: Lillian Wong, Dana Lam, Meera Jane Navaratnam, Suzanna Adahar, Tania De Rozario, Juliet Abdullah and Corinna Lim;

- the performers, the crew and the numerous companies and individuals who provided cash and in kind donations, including World Scientific Publications, Jasmine Ng, fFurious, RJ Paper and Mark Teo.

Corporate and Individual Donors \$10,000 and above

- ToteBoard
- Hong Leong Foundation
- Bengawan Solo Pte Ltd
- Kah Motor Co Sdn Bhd
- Club 21 Pte Ltd
- KOP Group Pte Ltd
- Teo Teck Weng
- Claire Chiang
- Kim Eng Securities
- Pearl Energy Ltd

Corporate and Individual Donors \$5,000 and above

- Kuan Im Tng Temple (Joo Chiat)
- Chen Peiqiu
- Dr Lian Tsui Yee
- Erica and Ronald Ooi
- Underwater Technology Services
- Lim Shiu Yi
- Madeleine Lee
- KHL Marketing Asia-Pacific Pte Ltd
- Crumpler Stores Pte Ltd

We are also very grateful to all our other donors for their generous contributions.

REVIEW OF FINANCIAL STATE AND EXPLANATION OF MAJOR FINANCIAL TRANSACTIONS

AWARE did extremely well in terms of building up our financial position in 2010. We had an outstanding year in terms of fund-raising and managed to keep our expenses at the 2009 level, despite the hire of our first Executive Director.

For 2010, AWARE received a total income of \$976,754 and recorded a surplus of \$509,935. In 2009, it recorded a deficit of \$9,407.

Excluding the expenses for the Extraordinary Annual General Meeting in 2009 (\$93,261), the total expenses for 2010 was almost the same as the expenses for 2009.

The biggest expense by far for 2009 and 2010 was staff salaries and benefits. This expense in 2010 was maintained at \$267,000, which is the same as 2009.

AUDITED ACCOUNTS

The Audited Accounts for the financial year ended December 31 2010 is attached.

Secretariat Report

(1) STAFFING

<u>Full Time Staff</u>	<u>Headcount</u>
Executive Director	1
Volunteer Development & Operations Manager	1
Support Services Manager	1
Executive of AWARE Training Institute	1
Research & Advocacy Executive	1

Part Time Staff

Direct Services Executives (0.6 x2)	1.2
Accounts Executive	0.6
Administrative Executive	0.6
Housekeeping Assistant	0.4

See also page 9 for Organisational Chart

Staff Volunteers

Robin Rheume (March – end December 2010) carried out at different times the following roles:

- Software developer
- IT and new media consultant
- Volunteer manager
- Chairperson of Superwomen In Concert Sub-Committee
- Consultant on workflow and automation

Nhu Pham (April – December 2010) carried out at different times the following roles:

- ATI coordinator
- Volunteer manager

Irene Sokolow (August – December 2010)

- Administrative Executive

Lillian Wong

- Chairperson, Human Resources Sub-Committee

Bianca Spatafora (October - December 2010)

- Fundraising

Interns

Name	Nationality	Institution	Roles	Duration
Lim Jiin	Singaporean	NUS	General administration, Research	14 April to 21 Jul 2010
Lim Yeu Ai	Singaporean	NUS	General administration	14 to 31

			Research	May and 28 Jun to 6 Aug 2010
Sabrina Siu	American	Princeton University	General administration, Research	12 Jul to 3 Sept 2010
Debbie Sim	Singaporean	SIM	General administration, Research	6 Sep to 10 Dec 2010

See page 32 for Staff Movement and Staff and Volunteer Development

(2) MEMBERS



AWARE membership dropped off sharply after May 2010 (anniversary of the 2009 EGM) and maintained at 600 plus members.

As of December 31 2010:

- AWARE's membership stood at 632; Of this, 116 joined between January to December 2010.

(3) Staff Movements

[Please refer to the attached list.](#)

(4) Staff and Volunteer Development

[Please refer to the attached list.](#)

(5) Visitors Report

[Please refer to the attached list.](#)

(6) Invitations/Talks/Forums/Events

[Please refer to the attached list.](#)

(7) Print Media Coverage

[Please refer to the attached list.](#)

(8) Programmes/Sub-Committees

[Please refer to the attached list.](#)

Attachments

Staff Movement
Staff and Volunteer Development
Visitors Report
Invitations/Talks/Forums/Events
Print Media Report

Programmes / Sub-Committee Reports

AWARE Training Institute
Support Services
CEDAW
IT Consultants Report
Human Resources
Singles
Foreign Brides

Statutory Information

Affiliation
Registration
Review
Reserves Policy
Governance Checklist

ATTACHMENT TO SECRETARIAT REPORT

STAFF MOVEMENT

Full-time

Rina Marie : Programme Executive (25 Mar 09 to 26 Jan 2010)

Priyanka Awasthi : Programme Executive (9 March 2009 to 12 May 2010)

Kerry Wilcock : Support Services Manager (3 Mar 2008 to 30 Jun 2010)

Wong Mei Ling : Manager of Public Education (01 Dec 09 to 31 Jul 2010)

Corinna Lim : Executive Director (1 March 2010)

Evon Chua : Volunteer Development & Operations Manager (6 Oct 2010)

Pamela Ng : Executive of AWARE Training Institute (1 Dec 2010)

Part-time

Lin Phua : Accounts Executive (12 Sept 2000 to 4 May 2010)

Annie Liew : Accounts Executive (1 Jul to 23 Nov 2010)

Patricia Tay : Administrative Executive (1 Feb 2010)

Anne Bergen : Head of Operations, Support Services (14 May 2010)

Alicia Kat : Accounts Executive (22 Nov 2010)

Contract

Sabina Fernandez : Part-time Communications Consultant
(6 Oct 10 to 22 Mar 11)

STAFF AND VOLUNTEER DEVELOPMENT

Staff Development

Attendee	Course Title	Date
Priyanka Awasthi	Leveraging on Social Media to further your mission	20 Jan 10
Arati Mali	Techniques in couple counselling	01 Feb 10
Kerry Wilcock	LivingWorks-applied Suicide Intervention Skills	3- 4 Mar 10
Corinna Lim	Masterclass in Strategic Leadership & Innovation	08 Mar 10
Corinna Lim	UBS Community Leadership Experience	28-29 Apr 10
Arati Mali	Management of Family Violence : Child	26-27 May 10

	Abuse and Child Protection	
Corinna Lim & Annie Liew	Budgetting for Charities	28-29 Jul 10
Corinna Lim	Board Dynamics : Board-ED-Staff Partnership	29 Oct 10
Arati Mali	Management of Family Violence: Working with couples in violent relationships	10-12 Nov 10
Corinna Lim	Board Accountability: Financial Management for NPOs	29 Nov 10
Evon Chua	Events Management & organization for NPOs	1- 2 Dec 10
Corinna Lim	How Women Mean Business: Profiting from gender balanced business	2 Dec 10
Grace Phua	Understanding & Treating Childhood Trauma	20 Dec 10

Volunteer Development

Nicole Tan	Social Space Think-Fest 2010	16 Sep 10
Sunita Venkataraman	Board Agender "Would you, should you, join the Board Club	04 Oct 10
Ann Seow	Board Dynamics : Board-ED-Staff Partnership	29 Oct 10
Dana Lam	Women's Leadership Forum	23-25 Nov 10
Ann Seow	Board Accountability: Financial Management for NPOs	29 Nov 10
Sunita Venkataraman	How Women Mean Business: Profiting from gender balanced business	02 Dec 10
Nicole Tan and Dana Lam	Buidling a FR-Savy Board: Understanding the regulations, principles and practices of fund raising	03 Dec 10
Zoe Tan	LivingWorks-applied Suicide Intervention Skills	3- 4 Mar 10
Caris Lim, Veronica Wong, Zoe Tan	Understanding & Treating Child Trauma	20 Dec 10

VISITORS' REPORT 2010

Date	Visitor	Organisation	AWARE Representative
3 Mar 10	Deputy Prime Minister of Zimbabwe & delegation	The African Democratic Institute (ADI)	Board Members, Corinna Lim
14 Jul 10	Students	University of South Carolina	Corinna Lim
26 Aug 10	Korean delegation comprising lawyers, counsellors, social workers	Pyeongtaek Sexual & Domestic Relief Centre	Corinna Lim, Anne Bengen
04 Oct 10	Political Officers	USA Embassy	Nicole Tan, Halijah Mohamad, Corinna Lim

INVITATIONS/TALKS/EVENTS REPORT 2010 (excluding ATI events)

Date	Invitations	Venue	Speaker/Participant
11 Mar 10	Australian High Commission - Intl Women's Day	Australia High Commission	Dana Lam & Corinna Lim
26 Mar 10	South West Comcare Local Network 3rd Anniversary Dinner	M Hotel	Arati Mali
28 Apr 10	Emerging and Significant Role of Women	ISEAS	Dana Lam
31 Mar 10	NYC's Youth Research Lunchtime Seminar on Youth Violence	NYC Conference Room	Kerry Wilcock & Grace Phua
08 Apr 10	Pillar talk series on Human Rights (Maruah)	Earshot Café at Art House	Dana Lam
10-Apr-10	Maruah Briefing on UPR	Raffles Academy	Dana Lam
17-Apr-10	Experience Singapore literature	National Library	Constance Singam, Corinna Lim
28-Apr-10	Emerging and Significant Role of Women in PAS	ISEAS	Dana Lam
11 May 10	MCYS-CSC Social Strategy Lecture by Dr Ron Haskins	CSC Auditorium	Dana Lam & Corinna Lim
12-May-10	Dinner Reception	USA Ambassador's residence	Dana Lam
15 Jun 10	The British High Commissioner - Official birthday of HE Queen Elizabeth II	British High Commission	Dana Lam
30 Jun 10	LKY School of Public Policy lecture on Good Governance by Dr Mo Ibrahim	NUS	Dana Lam
02 Jul 10	United States of America 234th Anniversary Reception	USA Embassy	Dana Lam
13 Jul 10	IPS Roundtable on the Feasibility of Micor-Loan Facilities	Institute of Policy Studies	Dana Lam, Corinna Lim and Braema Mathi
15-Jul-10	Good Governance	Institute of Policy Studies	Dana Lam
15 & 16 July 10	International Conference on Muslims in Multicultural Societies	Muis	Dana Lam, Halijah Mohamad, Braema Mathi
17-Jul-10	Reception for the Governor-General of the Commonwealth of Australia	Ritz Carlton	Braema Mathi
26-Jul-10	8th International Congress of Feminist Approaches Bioethics	Peninsula Excelsior Hotel	Corinna Lim

07 Aug 10	Kuan Im Tng (Joo Chiat) Charity & Appreciation Dinner	Hotel Royakl @ Queens	Corinna Lim
8-Sep-10	Closed-Door Session on the ASEAN Intergovernmental Commission on Human Rights	Ministry of Foreign Affairs	Corinna Lim and Braema Mathi
16-Sep-10	Launch of UN Women (formerly Unifem)		Corinna Lim
25-Sep-10	South West District Meeting	ITE College West	Corinna Lim
28-29 Sep 10	ITUC-Asia Pacific/ILO Regional Conference (EVAW)	Downtown East	Corinna Lim
29-Sep-10	Deputy Chief of Mission of the Embassy of USA	USA Embassy	Nicole Tan, Corinna Lim & Anne Bergen
4-5 Oct 10	Forcing Issues: Rethinking and Rescaling Human Trafficking in the Asia Pacific region	Shaw Foundation	Dana Lam
6-Oct-10	Beyond Borders: Exploring Trafficking's Links to Gender, Migration, Labour, Globalisation and Security	NUS	Dana Lam
6-Oct-10	Launch of books on Estate Planning & Islamic Law	AMP Auditorium	Halijah Mohamad
7 & 8 Oct 10	ARI Conference: Domestic Violence in Asia	NUS	Dana Lam and Teo You Yenn
8-Oct-10	UNIFEM Dinner	Capella Hotel	Dana Lam, Nicole Tan
9-Oct-10	Public consultation on UPR Shadow Report	SCWO Centre	Dana Lam, Teo You Yenn, Corinna Lim
11-13 Oct 10	When Nations Remember Conference	Carlton Hotel	Constance Singam, Corinna Lim & Mandakimi Aurora
12-Oct-10	NCSS Members Conference 2010	NTUC Centre Auditorium	Corinna Lim, Evon Chua
15-Oct-10	UBS Community Leadership Experience Talent Management Workshop	UBS AG Office	Corinna Lim
17 Oct 10	Human migration, human rights - safeguarding migrants' rights : Singapore's progress through the UPR	Hotel Rendezvous	Dana Lam, Corinna Lim
22-Oct-10	Social Enterprise Showcase - I Choose	Republic Plaza	Sunita Venkatamaran
2-Nov-10	Progress in Financial Sector Strengthening & Reform	NUS Cultural Centre	Nicole Tan, Dana Lam
3-Nov-10	5th Family Research Network Forum	Civil Service College	Nicole Tan

19-Nov-10	Prime Minister's Dialogue 2011	SCAPE	Zheng Huifen
30 Nov - 1 Dec	CSR and Human Rights Workshop	Park Royal Hotel	Nicole Tan
12-Dec-10	HOME 6th Anniversary Dinner	Chijmes Hall	Corinna Lim

MEDIA REPORT 2010

Headline/Subject	Journalist/Writer	Print Media	Date	Featured
Hot Stories	Chong Shi En	The New Paper		AWARE saga
What's new in education	Amelia Tan	The Straits Times	3-Mar	Comprehensive Sexuality Education (CSE)
Scammers bait victims with declarations of friendship and love	Zaihan Mohamed Yusof	The New Paper	12-Jan	Kerry Wilcock quoted
Club-No touching, it's just a visual test	Bryna Sim and Tay Shi'an	The New Paper	17-Jan	Dana Lam quoted
Ris Low's New Role	Tan Kee Yun	The New Paper	17-Jan	Dana Lam quoted
Raunchy online game upsets parents	Irene Tham	The Straits Times	2-Feb	Dana Lam quoted
Wrong to promote women as sex objects	Dana Lam	The Straits Times Forum	23-Jan	Bar's breast-flaunting lure
Sorry, fill my cups events was a play on DJ's moniker	Cheryl Ho	The Straits Times Forum	25-Jan	Reply to Bar's breast-flaunting lure
Gender Reality	Dr. Kanwaljit Soin	The Straits Times Forum	6-Jan	My Point in the ST Forum
Things that mattered in 2009	-	The Straits Times Forum	-	New Media – Constance Singam is quoted
AWARE's stand on Siloso Beach	Goh Shi Ting	Razor TV	8-Jan	Siloso Beach – Corinna Lim
Siloso Beach Incident	Tiffany Ang	Blog TV	21-Jan	Siloso Beach – Corinna Lim
AWARE bows out of sex education for now	Irene Tham	The Straits Times	7-Feb	CSE
Classifieds – Call for Volunteer	-	Zao Bao	21-Feb	
Better tax reliefs for more households	Zul Othman	TODAY	23-Feb	Dana Lam quoted
Straits Time sweeps annual EMND awards	Melissa Sim & Leow Si Wan	The Straits Times	24-Feb	Wong Kim Hoh won the award for story on AWARE saga
Love and Light Festival	-	ST-MYB	25-Feb	

You, Me and Your Money	Jaclyn Lim	Her World	Feb 2010	AWARE Ipac survey is mentioned
Doing Good & Making Money	Sandra Leong	The Straits Times – Life	28-Feb	Josephine Ng
AWARE appoints former lawyer Corinna Lim as its first Executive Director	-	Channel NewsAsia	1-Mar	Corinna Lim
AWARE appoints ED	-	95.8 Radio Channel	1-Mar	Corinna Lim
AWARE appoints ED	-	93.3 Radio Channel	1-Mar	Corinna Lim
AWARE appoints ED	-	97.2 Radio Channel	1-Mar	Corinna Lim
AWARE's full-time Executive Director	Cassandra Chew	The Straits Times	2-Mar	Corinna Lim
A new hand to run daily affairs	Wee Kiat Leong	TODAY	2-Mar	Corinna Lim
Leading AWARE on a new journey	Cassandra Chew	The Straits Times	5-Mar	Corinna Lim
What's on	Magdalene Lum	The Straits Times	5-Mar	Story telling
Why AWARE will always be relevant	Venessa Lee	TODAY	6-Mar	Corinna Lim
Women and their role models	Venessa Lee	TODAY	6-Mar	Role Models – Corinna Lim quoted
Jack Neo's story	-	Shin Min Daily	15-Mar	Corinna Lim quoted. Helpline number published
Jack Neo affair bares a problem that goes undetected	Corinna Lim	The Straits Times	15-Mar	Workplace Sexual Harassment
My Point	Lawrence Loh	The Straits Times Forum	16-Mar	Response to AWARE's letter to Jack Neo
Right steps to make them pay up	Corinna Lim	The Straits Times	20-Mar	Measure to make ex-spouse pay up
Extra-marital affairs	Talking Point	Channel NewsAsia	21-Mar	Interview with Arati Mali
Be my special 'Designer' Girlfriend	Liew Hanqing	The New Paper	21-Mar	Sexual Harassment
They'd rather quit than complain	Liew Hanqing	The New Paper	24-Mar	Sexual harassment
Yes to feedback, no to pressure campaigns: PM	-	Zaobao	28-Mar	AWARE saga

Yes to feedback, no to pressure campaigns: PM	-	The Straits Times	28-Mar	AWARE saga
Victims should speak out	Corinna Lim	The New Paper	31-Mar	Workplace Sexual Harassment
Stop unwanted advances	Akshita Nanda	The Straits Times	4-Apr	WSH programme & Lists our Launch
Superwomen in Concert	Vernetta, Glenn Ong and Flying Dutchman	Class 95	21-Apr	Superwomen in Concert
UN study of racial relations in Singapore	-	The Straits Times	20-Apr	UN team on racism and xenophobia sent an invitation to Aware
Singapore invites UN expert on racism, xenophobia to conduct study	BBC Monitoring	BBC	20-Apr	UN team on racism and xenophobia sent an invitation to AWARE
Viewpoints: Base civil activities on secular values		MyPaper	22-Apr	AWARE Saga
Mr. & Mrs. Cheat	Hidayah Salamat	IS Magazine	23-Apr	Quotes from AWARE
Ministry picks groups to teach sexuality education	Yeo Shang Long & Liew Hanqing	The Straits Times	29-Apr	CSE
Govt calls for more transparency in sexuality education	Liew Hanqing	The Straits Times	30-Apr	CSE
Money Talks	-	Her World	May Issue	Interview with Kerry Wilcock
One year on, AWARE 'reinvigorated' since saga, says President	Wong Chun Han	The Online Citizen	2-May	Interview with Dana
Bookends (Interview with Pam Oei)	Akshita Nanda	The Sunday Times (Lifestyle)	2-May	Superwomen in Concert
Glam squad / Suit up for AWARE	Akshita Nanda	The Straits Times	6-May	Superwomen in Concert
Setting the stage for the GIRLS	Cheryl Lim	The New Paper	10-May	Superwomen in Concert
How to be a super woman (two full-pages)	-	8 Days	13-May	The Superwomen Concert
Singapore still far behind in the true gender equality: AWARE	Corinna Lim	The Straits Times	20-May	Letter from Corinna Lim to the Straits Time Forum
Singapore reject AWARE letter	Angela Lim	Yahoo! Fit to Post Blog	20-May	Article on the response to Corinna Lim's ST Forum

				Letter on 20 May
AWARE responds: 'Not blaming men for low fertility rates'	Corinna Lim	Yahoo! Fit to Post Blog	21-May	Letter from Corinna Lim
State's decision threat to secular society	Constance Singam	The Online Citizen	21-May	Constance Singam's article
Ex-AWARE president criticises govt moves; decisions appear to favour one system of values over others, argues Constance Singam	Constance Singam	TODAY	22-May	Constance Singam's article
The singing star	Lin Wenjian	The Straits Times	23-May	Superwomen in Concert
True gender equality benefits men and women	Callam Tham	The Online Citizen	24-May	Response of Corinna Lim's letter to ST Forum
A nation of spoilt princesses? (Forum)	Sulthan Niaz	The Straits Times Forum	26-May	Response of Corinna Lim's letter to ST Forum
No headline	Alicia Wong	TODAY	27-May	CSE
Is S'pore a nation of spoilt princesses? (Forum)	Chan Hean Boon	The Straits Times Forum	28-May	Response to Corinna Lim's letter to ST Forum
In defence of AWARE and women	Jeremy Lau	The Straits Times Forum	28-May	Response to Corinna Lim's letter to ST Forum
Are our kids spoilt?	Veena Bharwani and Tan Kee Yun	The New Paper	30-May	Response to Corinna Lim's letter to ST Forum
Not princesses but everyday warriors	Wong Yong Sheng	The Straits Times Forum	31-May	Response to Corinna Lim's letter to ST Forum
Miles to go in gender equality	Charmaine Poh	The Straits Times Forum	31-May	Response to Corinna Lim's letter to ST Forum
Don't hold women to a different measure of success	Tim Moh Hui	The Straits Times Forum	31-May	Response to Corinna Lim's letter to ST Forum
As long as they stick to our conservative values...	Edmund Leong	The Straits Time Forum	2-Jun	CSE
Time to give founding mothers credit	Ong Dai Lin	TODAY	5-Jun	Article chronicling of the contributions of pioneer Singaporean women
Singing rehearsals in the car	Eunice Quek	The Straits Times	6-Jun	Superwomen in Concert
ST no slouch in covering social issues	Anand A. Vathiyar	The Straits Times Forum	8-Jun	CSE

Officials battle superstition to boost births	Kathy Chu	USA TODAY	8-Jun	Corinna Lim quoted
Women's body sees major tussle for seats	Cassandra Chew	The Straits Times	9-Jun	AWARE ran for a post in the SCWO Board
SCWO executive board elected into office	-	TODAY	9-Jun	Dana as an office bearer in the new SCWO board
Membership of AWARE falls to 550	Cassandra Chew	The Straits Times	17-Jun	Fall in membership of Aware
Schools hiring sex education experts again	Liew Hanqing	The Straits Times	29-Jul	CSE
Students get to talking about sex and babies; Schools select vendors for sexuality education	Alicia Wong	TODAY	30-Jul	CSE
Anger Management	Life! – Life Events	The Straits Times	30-Jul	Anger management session at AWARE Centre
Let's Talk About Sex Really	-	TODAY	21-Aug	AWARE Saga, CSE
AWARE AGM today looks set to be a quiet affair	Cassandra Chew	The Straits Times	28-Aug	AWARE AGM
Quiet Change of guard at AWARE	Jamie Ee Wen Wei	The Straits Time	29-Aug	AWARE AGM
Corporate lawyer leads seven-member AWARE board	-	Channel NewsAsia	29-Aug	AWARE AGM
Are contracts requiring pregnant women to resign legal?	-	The Straits Time Forum	14-Sep	Employment Law – Maternity Benefits
Talking Point with Debra Soon and Ellen Lee (MP)	Talking Point	Channel NewsAsia	19-Sep	Changes to Women's Charter
Corinna Lim – Don't cast a blind eye on the plight of people in need	-	August Magazine	Sept Issue	Conversation with Corinna Lim
AWARE's 'historic' showdown – on DVD	Cassandra Chew	The Straits Times	2-Oct	AWARE saga – DVD
Maternity perks: Local airlines come up short	Sandra Leong	The Straits Time	4-Oct	Maternal benefits
2-month ex-gratia sum for pregnant SIA crew	Sandra Leong	The Straits Time	14-Oct	Maternal Benefits
Women's Association proposes central body to track maintenance	-	Contify.com	27-Oct	Feedback on Women's Charter

payments				
Govt review may be a good time to rename Women's Charter: AWARE	-	TODAY	28-Oct	Feedback on Women's Charter
Set up body to track payments to ex-wives: AWARE	Sandra Leong	The Straits Times	28-Oct-10	Feedback on Women's Charter
AWARE seeks renaming of Singapore's 'Women Charter'	-	Contify.com	28-Oct-10	Feedback on Women's Charter
9 local groups submit human rights reports	Cassandra Chew	The Straits Times	1-Nov-10	UN Human Rights Report
Making defaulters pay	Sandra Leong	The Straits Times	1-Nov-10	Feedback on Women's Charter
Think tank files report with UN	Lee U-Wen	The Business Times	2-Nov-10	UN Human Rights Report

SUB-COMMITTEE REPORT FOR ANNUAL GENERAL MEETING IN 2011

NAME OF SUBCOMMITTEE / PROJECT	Direct Services –Support Services
1.	<p>Staff:</p> <p>Kerry Wilcock remained as Manager of Direct Services until May 2010 when Anne Bergen-Aurand took over management duties as Head of Operations for Support Services. The new position differs slightly as it does not include a counselling component and is part-time (4 days per week). Grace Phua has continued as a Direct Services Executive and Counsellor, where she assists with the administrative aspects of the services and provides counselling as well as direct support for the Helpline, Legal Clinic and Befrienders Service. Grace completed her Bachelor of Counselling at SIM in December 2010. Arati Mali has also continued as a Direct Services Executive and Counsellor. Since Kerry’s exit in May, Arati has largely taken on the coordination of our volunteer counsellors and counselling interns.</p> <p>For both Kerry and Anne, the manager’s role has continued to be in supporting the Helpline, Befrienders Service, Counselling programme, and Legal Clinic. Both also acted as representatives in the Clementi Family Violence Working Group.</p> <p>Staff Training & Development</p> <ul style="list-style-type: none"> - Arati attended <i>Techniques of Couple Counselling</i> in February 2010 -Arati attended the two-day <i>Management of Family Violence, Child Abuse and Child Protection</i> training in May. -Both Grace and Arati attended a two day <i>ASIST (Applied Suicide Intervention Skills Training)</i> in June 2010 - Grace attended the Intermediate Art Therapy three day training <i>House, Tree, Person Drawing Techniques</i> (in Mandarin) in August 2010 -Arati attended a three day training called <i>Couples in Violent Relationships</i> in November 2010 -Grace, and three of our volunteer counsellors attended <i>Understanding Childhood Trauma</i> in December <p>Networking, Training and Outreach</p> <p>Kerry and then Anne attended the Clementi Family Violence Working Group throughout 2010, and contributed to the planning of the next event in May 2011. Support Services also promoted a relationship with the NUS Counselling Centre and the NUS Clinical and Health Psychology Centre, first through a presentation by Anne and Arati at NUS, and then with a subsequent meeting at AWARE. AWARE has received three referrals for long-term counselling clients from NUS to date. Anne and Corinna also attended multiple meetings with Dr. Anna Venkat and several medical social workers at NUHS to begin working together on expanded services for victims of sexual assault and rape. In addition to this, AWARE participated in NTUC’s research on Single Mothers by attending and providing feedback at their initial issue discussion session in June. Anne, Corinna, and I-Jin also attended the December session where NTUC presented their findings. This resulted in the scheduling of an additional meeting to determine areas where AWARE and NTUC can work together in the future.</p>
2.	<p>Helpline:</p> <p>Number:</p> <p>A total of 3155 calls were received for year 2010 which is a 23% increase from</p>

2009. As a group, our helpline staff spent over 700 hours on the phone in 2010.

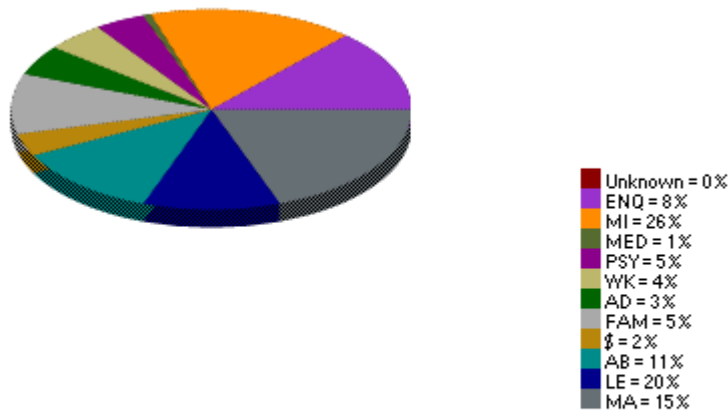
Helpline Staff

The support services team consists of a part-time manager and two part time executive staff, who have counselling expertise. In 2010 we trained another 40 new Helpline staff in Intakes 37 and 38 of our Helpline Training Programme. This is a significant increase from 2009’s 25 new helpline staff. We hope this will help us to reach our goal of an increase in the number of shifts covered by volunteers rather than staff.

A caller satisfaction survey on Helpline Service, requested by NCSS, was conducted throughout the whole year, monitoring 10% of all calls. Results indicated 81% of callers rated the service as above average.

Advocacy Issues

Issues arising during Helpline Calls from January – December 2010 are seen below:



Categories with high numbers are similar to previous years. The category MI (Miscellaneous) represents our regular callers. The incidence is quite high, but calls are short as we limit regular callers to 10 minutes per day. Calls about Marriage (MA), Legal Issues (LE) and Abuse (AB) are the other more frequently cited issues. Many of these callers were referred to our other three programmes—Counselling, Legal Clinic, and the Befrienders Service. Support Services specifically tracked calls related to workplace sexual harassment in 2010.

3. Face-to-face Counselling:

The counselling department continued with the regular group supervision that was introduced in 2009. Counselling and Care Centre provides the supervision services to all active counsellors and interns every two months. Our counsellors attended 6 sessions in 2010. The counselling team now comprises of: Brenda Wee, Caris Lim, Arati Mali, Veronica Wong, Grace Phua, Anita Mukerjea and Zoe Tan.

167 new face-to-face counselling cases were registered in year 2010. This is slightly less than last year’s 181 new clients. However, our counsellors completed 554 total counselling sessions, which is a 35% increase from last year’s 410 sessions. This statistic suggests that our counsellors are engaging clients for longer-term counselling in more cases.

The client satisfaction survey on Counselling Services, requested by NCSS, required us to obtain feedback from 30% of clients who came for counselling. The survey

	indicates that 86% of clients rated the service received from our counselling programme to be above average.
4.	<p>Legal Clinic:</p> <p>Coordinator : Poonam Mirchandani/Halijah Mohamed</p> <p>227 women came to the Legal Clinic for Year 2010. This represents a 54 % increase when compared to Year 2009.</p> <p>The lawyers who made the service possible were: Haslynda Dahlan, Zheng Huifen, Swanur McGowan, June Lim, Ashok Chugani, Halijah Mohamad, Poonam Mirchandani, Malathi Das, Sumithira Nadarajah, Leong Chooi Peng, Lalita, Winnie Gomez, Wong Yu Chien, Sugidha Nithi, Goh Hui Nee</p> <p>Client satisfaction survey on Legal Clinic Service, requested by NCSS, was conducted over 12 sessions of Legal Clinic for Year 2009. Results indicated that 89% of clients surveyed have rated the service received from Legal Clinic to be above average level.</p>
5.	<p>Befriender Programme</p> <p>AWARE assisted with 20 visits, which was down 1 visit from last year's 21. We utilised 3 active Befriender Volunteers and the staff played an active role also, especially in immediate or complicated cases. Most clients indicated that they found the service supportive and it has increased their future safety.</p>

Submitted by: Anne Bergen-Aurand

Date Submitted: May 2011

SUB-COMMITTEE REPORT FOR ANNUAL GENERAL MEETING IN 2011

NAME OF PROGRAMME	AWARE Training Institute
SUB-COMMITTEE / PROJECT LEADER:	Corinna Lim Staff: ATI Manager January to July 2010: Meiling Wong August to November 2010: Nhu Pham (volunteer) December 2010: Pam Ng
SUB COMMITTEE / PROJECT MEMBERS:	Comprehensive Sexuality Education: Sherlin Giri Workplace Sexual Harassment: Veronica Wong, Sherlin Giri, Caris Lim FIT/FACT: Robin Rheaume, Schutz Lee, Constance Lim, Ong Siew Nee Gender Matters: Teo You Yenn, Prof. Chitra Sankaran
SUB COMMITTEE / PROJECT VOLUNTEERS:	Nhu Pham
MAIN ACTIVITIES IN THE YEAR (100 words or less per item) <u>Comprehensive Sexuality Education</u>	Client: United World College –Dover Campus Profile: Grade 9 students (14-16 years old) boys and girls Classes: 8 consecutive sessions Date: 2-11 March Total no. of participants: 300
<u>Financial Intelligence Training (FIT)</u>	Financial Seminar Client: AWARE Members and public Date: 21 January Total no. of participants: 40 Financial Clinic Client: AWARE Members and public Date: 29 January Total no. of participants: 6
<u>Guide to Dealing with Workplace Sexual Harassment</u>	Clients: 12 organisations AWARE American Chamber of Commerce Baker & McKenzie.Wong & Leow Hitachi Global Storage Technologies Singapore Pte. Ltd. Info Print IPS Worldwide Land Transport Authority Madrasah Aljunied Mendaki NTUC Women's Development Secretariat NUS UMW Equipment & Engineering Pte. Ltd. Youth Olympic Games Total no. of participants Basic Guide: 515 Total no. of participants Manager's Guide: 68

<p><u>Roundtable Discussion</u></p>	<p>Title: Women’s Lives: Women’s Choices Speaker: Ms. Dana Lam Chair: Ms. Constance Singam Date: 9 September Total no. of participants: 25</p> <p>Title: The Rise of Christian Fundamentalism and Its Impact on Women. Speaker: Dr. Daniel PS Goh, Assistant Professor of Sociology, NUS Chair: Dr. Vivienne Wee Date: 14 October Total no. of participants: 44</p> <p>Title: Violence Against Women in Singapore Speaker: Chan Wing Cheong, Associate Professor at the Faculty of Law, NUS Chair: Ms. Nicole Tan Date: 11 November Total no. of participants: 35</p> <p>Title: Gender Implications of Secularism and Secularity Speakers: Associate Professors Kwok Kian Woon, Geoffrey Benjamin and Chitra Sankaran Chair: Ms Halijah Mohamad Date: 9 December Total no. of participants: 36</p>
<p><u>Gender Matters</u></p>	<p>Gender Matters is comprised of 3 parts:</p> <ul style="list-style-type: none"> - History of Feminism - The Princess Ideology - What Does a Feminist Look Like? <p>What Does a Feminist Look Like? Client: AWARE Members and public Date: 17 May Total no. of participants: 15</p> <p>History of Feminism Client: AWARE Members and public Date: 21 June Total no. of participants: 13</p> <p>The Princess Ideology Client: AWARE Members and public Date: 5 August Total no. of participants: 14</p> <p>What Does a Feminist Look Like? Client: AWARE Members and public Date: 26 August Total no. of participants: 16</p>
<p><u>Body Image</u></p>	<p>School Collaboration: National Institute of Education –Student Teachers</p> <p>Event: The Person Within- roadshow</p>

	<p>Date: 26 June Total no. of participants: 300</p>
<u>Member Workshops/Talks</u>	<p>Title: Bamboo Women, Grass Girls: Tales of Resilience Speaker: Tan Joo Hymn and Verena Tay Date: 5 March Total no. of participants: 16</p> <p>Title: Nurturing Self-Esteem Trainer: Maria Kassova Date: 27 March Total no. of participants: 19</p> <p>Title: Hi-Five Youths Speaker: Meiling Wong and Joo Hymn Date: 16 June Total no. of participants: 25</p> <p>Title: KAPAP Women's Self Defence Instructor: Qin Yunquan Date: 21 July Total no. of participants: 12</p> <p>Title: Anger Management for Adults and Kids Speaker: Dr. Ginny Chan and Ms. Jade McLean Date: 31 July Total no. of participants: 12</p> <p>Title: KAPAP Women's Self Defence-10 sessions Instructor: Qin Yunquan Date: 16 August – 18 October Total no. of participants: 16</p> <p>Title: Train the Trainer on Presentation Skills Trainer: Aarathi Arumugam and Sherlin Giri Date: 1 September Total no. of participants: 13</p>
<u>Ad hoc talks conducted for corporate clients</u>	<p>Client: Rotary Club West Title: The World of Your Daughters and Sons Speaker: Corinna Lim Date: 10 June Total no. of participants: 40</p> <p>Client: NTUC-Women's Development Secretariat Title: Unleashing Your Inner Confidence Trainer: Maria Kassova Date: 14 July Total no. of participants: 167</p> <p>Client: Prudential clients Title: Women and Money Speaker: Corinna Lim Date: 24 July Total no. of participants: 100</p>
<u>Ad hoc events</u>	<p>Event: Love and Light Festival</p> <p>Objective: An all-women event that featured a wide range of activities and stalls focused on well-being – physical, mental,</p>

	<p>spiritual.</p> <p>AWARE's role: Official Charity</p> <p>AWARE's objectives:</p> <ul style="list-style-type: none"> - Increase membership & volunteer drive - Promote AWARE, its goals, values, activities, achievements and services - Sell AWARE merchandise <p>Offered services during the event:</p> <ul style="list-style-type: none"> - "15 minutes for me" sessions with our expert coaches and counsellors, who facilitated the realization of participants' inner desires by helping them focus and channel their energies towards their goal. (18 participants) - "Nurturing Self Esteem" workshop, which aims to develop holistic wellness in people by reconnecting to their inner being. <p>Donor Pledge:</p> <p>What Therapy, a women's wellness centre and media partner, donated all proceeds from the sale of its VIP Cards (S\$20) to AWARE. Date: 27 February Total no. of participants: 1310</p> <p>Event: NUS-University of North Carolina Exchange Programme (school collaboration) Objective: For students to have an overview of women's issues in Singapore and the work of AWARE Date: July Total no. of participants: 25</p>
<p><u>Website</u></p>	<p>ATI actively uses the website (www.aware.org.sg) to raise awareness of issues on which it trains champions and to publicise its training events and activities. Its website includes information on topics like Eating Disorders, Body Image, Dealing with Sexual Harassment.</p>
<p><u>FUTURE PLANS, IF ANY (100 words or less per item)</u></p>	<ul style="list-style-type: none"> * Comprehensive Sexuality Education: <ul style="list-style-type: none"> - Will start to market to international schools - Update the material * Financial Intelligent Training: <ul style="list-style-type: none"> - To change title to Financial Awareness and Confidence Training (FACT) and revamp the training material. FACT will also have 3 levels. <p>FACT 1 – Money and Me FACT 2 – Insurance FACT 3 – Growing My Money</p> <ul style="list-style-type: none"> - to launch the new FACT programme by January 2011 * Guide to Dealing with Workplace Sexual Harassment <ul style="list-style-type: none"> - To continue to market to companies, schools and professional groups. - To develop Mandarin version of the Basic Guide. * Gender Matters – 3-part series to be conducted twice in 2011 * School collaborations: ATI will actively reach out to schools once again to offer the following trainings: <ul style="list-style-type: none"> - Project Yes I Can by Ms. Zaibun Siraj

	<ul style="list-style-type: none">- Beauty Redefined by Mr. Kwan Jin Yao- Gender Equality Awareness- Preventing Sexual Harassment in School <p>* Develop new programmes</p>
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Submitted by: Pam Ng

Date: 25 April 2011

AWARE 2010 SUBCOMMITTEE REPORT FOR ANNUAL GENERAL MEETING IN 2011

Name of Sub-Committee / Project	CEDAW
Sub-Committee / Project Leader:	Braema Mathi
Sub-Committee / Project Members:	Azmeen Moiz, Clementine Yap, Halijah Mohamad, Kwan Mei Soh, Pei Shan Ng, Raqvind Kaur, Sarah Chalmers and Tashia Peterson
Project Volunteers:	Amrita Datta, Caris Lim, Joo Hwey Kwek, Ketki Madane, Khushboo Shahdadpuri, Mathia Lee, Siya Chen, Tenley Peterson, Veronica Avril Yeo, Yen Yen Lee, Huey Woon Lee, Mariam Ali, Rajashree Rajan, Taryn Mook, Siti Nadzirah Samsudin, Yvonne Shantini. Edwin. Diane Chee, Dahliah Shamsuddin, Leslie Koh and Penny Shone.
Main Activities in Year 2010 (100 words or less per item)	
1.	Shadow Report - continued working on draft report
2.	Braema and Halijah conducted half day workshops at MUIS for their asatizahs on 30 October 2010.
3.	Actively co-opted young Singaporean volunteers to contribute to the Shadow Report
4.	In-house CEDAW discussions for interested members
Future Plan	<ol style="list-style-type: none"> 1. To create working groups based on individual CEDAW articles 2. To produce instructional educational communication: brochures, content book 3. Video project

Submitted by: Braema Mathi
 Date: 14 April 2011

IT CONSULTANT'S REPORT FOR ANNUAL GENERAL MEETING IN 2011

NAME	Robin Rheume (IT Consultant)
MAIN ACTIVITIES IN 2009	<ul style="list-style-type: none">• Maintain and upgrade centre's hardware and software• Handle all backend website adjust (i.e. programming, Wordpress hacks, etc)• Member database development• Leverage use of technology wherever possible• Assist centre staff with IT problems• Troubleshoot errors including webhosting issues
ACTIVITIES	SEE ATTACHED PAGE FOR DETAILS OF ACTIVITIES
FUTURE PLANS	<ul style="list-style-type: none">• We may change mass email provider from iContact which is very user unfriendly. This is under review• Computing needs are largely met for the next 12 months• We should review the center WiFi as we increasingly need web access for multiple users during courses and events. Associated cost is currently unknown.

Submitted by: Robin Rheume

Date Submitted: 11 April 2011

IT CONSULTANT'S DETAILED REPORT FOR FOR ANNUAL GENERAL MEETING IN 2011

Center IT:

1. **Printing and Photocopying:** Our photocopy machine vendor agreed to allow us to terminate the existing contract for a second hand multi-function copier and to replace this with a 5 year contract for a new multi-function copier (which has colour printing options). The change has helped a lot as the old machine used to break down at least once a week and gave poor quality prints. The new machine also allows us to scan directly into our email boxes. Printing rates have also been reduced.
2. **Hardware:** During the year we bought two desktop machines with donated funds. These replaced some very old machines in the office. We also received donations of 6 laptops (from Singapore Polytechnic) which fully meet our short term needs for computers.
3. **Software:** Most machines now run open source software with the exception of the Microsoft office packages. Software is regularly updated and we have no virus/malware issues.

Website:

4. During the year we had a major design revamp to make better use of space and to facilitate presentation of website content. Website upgrades and enhancements are ongoing and we experiment with new plug-ins and apps on almost a weekly basis.
5. We have had much less problems with the web host this year though they did actually shut our website down without notice on one occasion because they said we were making too heavy use of the servers. At the time we suspected that we were suffering a web-based attack but as there was no repeat of the incident, it is more likely that the host misinterpreted their readings as our server needs are fairly light.
6. Website hits have steadily grown (see separate report) and we surpassed the 5000 hits per month target set in 2009. We are aware that consultants regularly use our website as an example of "how an NGO should use the web."

Online Systems:

7. The member database continues to work effectively. There have been no major upgrades as the application now meets virtually all member management and reporting needs.
8. An events management system was developed to facilitate registration, payment and tracking of events. This has been highly successful. Most bugs have been ironed out but some residual development remains on the wish list.
9. The Helpline Scheduling system was replaced by a system built by a volunteer (Robin) to address shortcomings of the existing application. The new system has automatic reminders and produces extensive volunteer stats which used to have to be produced manually each month. Implementation was completed in January 2011 with few issues.

Other developments:

10. The centre now makes use of a paid Evernote account as a knowledge database. This has been a very effective tool for ongoing collection and categorisation of info and research.
11. Knowledge bases have been built for the office and the helpline (two separate knowledge basis) as a way to preserve and pass on organisational knowledge. See <http://help.aware.org.sg> for an example. Take-up has been limited.
12. We have recently started using a free DonorTools.com account to manage contacts and track donations. After evaluating a number of online tools and considering in-house development, this came out as the clear winner. And the free account meets all our present needs. If we later choose to upgrade, cost is minimal (about US\$5/mth). And as all data is exportable, nothing is lost if we later decide to switch.
13. During the year we ran an online campaign "Because I Love Her" which required a specially programmed facebook fan page. The campaign was a success though in future we would probably choose to run such a campaign outside of Facebook directly through YouTube because shortly after the campaign was launched, FB changed some of the way that content could be shared making it more restrictive.
14. We have made very little use of the Twitter account because it was deemed to not be reaching much of an audience. On the other hand, we have put more effort into making the fan page interesting and we now have over 1,200 fans. Fans grew by over 50% during the year.
15. We have had no problems continuing to find volunteers to do the jobs which do not require a lot of IT skills (e.g. newsletter and website update). Various training videos were made during the year to explain how to use Wordpress, and a manual was put together on the newsletter process.
16. However, there continues to be heavy reliance on a single volunteer for issues that require a higher level of IT skill. We have, nevertheless, found a potential vendor which could step in on hardware issues if the need arises. We have not put them on retainer because they are expensive for our present needs, but the expense may become worthwhile if the centre were to find itself without any IT support.

AWARE SUB-COMMITTEE REPORT FOR ANNUAL GENERAL MEETING IN 2011

Name of Sub-Committee / Project	HUMAN RESOURCES
Sub-Committee / Project Leader:	Lillian Wong
Sub-Committee / Project Members:	Dana Lam and Nicole Tan
Main Activities in Year 2010 (100 words or less per item)	
1.	HR Support to Executive Director: Worked closely with the Executive Director who came on board in March 2010 on all aspects of Human Resource with emphasis on Secretariat Re-Organisation, and recruitment of key staff
2.	Completed draft of revamped HR Policies and Procedures. Main aim was to make it a working document for the Executive Director/Board. For endorsement by the Board in 2011
3.	Completed draft of salary range and benefits recommendation for endorsement by the Board in 2011
4.	
5.	
Future Plan	1) Succession Plan for Executive Director

Submitted by: Lillian Wong

Date: 26 April 2011

AWARE SUBCOMMITTEE REPORT FOR ANNUAL GENERAL MEETING IN 2011

Name of SubCommittee / Project	<p>Singles Sub-committee</p> <p>Project Description</p> <p><u>Choice for Space: Negotiating Singlehood in Singapore</u></p> <p>Aware’s research on singles in Singapore aims to uncover what it is like to be single in Singapore and uncover the circumstances that are faced. Through a series of in-depth interviews and focus groups, the reasons behind increasing numbers of women choosing to stay single or delay marriage will be explored, and a parallel study of existing state policies will ascertain the extent to which they are marginalised in Singaporean society.</p>
Sub Comm / Project Leader:	Chew I-Jin
Sub Comm / Project Members:	The following members participated in meetings and findings: Yu-Mei Balasingamchow, Yvonne Edwin, Carolyn Oei, Leona Lim , Regine Lim, Zeng Meiling, Raqvind Kaur, Sampson Yee
Sub Comm / Project Volunteers:	Roslinah Rajab, Reena Moreno, Yvonne Yock, Sharon Low, Tan Peh Li, Lillian Wong, Ha Pham Doan Trang
Main Activities in Year 2010 (100 words or less per item)	Unfortunately, the progress on the project was not as smooth as intended last year. It is intended that the project focus and structure in 2011 is reviewed with the Research and Advocacy Executive and will involve more persons with research / counseling background. The key activities were as follows:
1.	Securing funds for the project.
2.	Completed statistical research and research on policies that affect singles who are never married, single parents and single caregivers, e.g. in relation to housing, tax.
Future Plan	<p>2011:</p> <ul style="list-style-type: none"> - Participate in Aware Roundtable in February 2011 - Recruit volunteers with research/counseling background - Conduct in-depth qualitative interviews / focus group discussions from May – August 2011 - Literature Review - Draft Report - Completion of Report by end Dec 2011

Submitted by: Chew I-Jin

Date: 16 May 2011

AWARE SUBCOMMITTEE REPORT FOR ANNUAL GENERAL MEETING IN 2011

Name of SubCommittee / Project	FOREIGN WIVES (FWs)
Sub Comm / Project Leader:	POONAM MIRCHANDANI
Sub Comm / Project Members:	Braema Mathi, Sarah Chalmers, Azmeen Pillay, Nhu Pham, Rejini Raman, Trisha, Shreyanka M Changaroth
Main Activities in Year 2010 (100 words or less per item)	<p>This committee was formed for this project to investigate the following:</p> <ul style="list-style-type: none"> • the rights of foreign wives in Singapore • the extent of the problem in Singapore • the available support systems for these foreign brides • the law and policies governing foreign brides in other relevant jurisdictions <p>and to recommend changes in the law, policies & social structures.</p> <p>This committee was formed as a result of the Concluding Comments from the CEDAW Committee to the State to improve the conditions for FWs.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Gathered information, facts & statistics. • Met with other NGOs and governmental agencies with a view to gathering information and working towards the common goal, to share and gather information and data with them.
Future Plan	<ul style="list-style-type: none"> • To put together a written papers containing our findings and to recommend changes in the law & social structures. • To continue to work with other NGO & agencies. • With a view to having the government review the laws and the policies which impact FWs: <ul style="list-style-type: none"> - to seek the assistance of Members of Parliament to have this issue tabled and debated in parliamentary - to call for a press conference with the media to present AWARE's findings and call to the government to amend the law and social structures - to run a campaign to raise awareness.

Submitted by: POONAM MIRCHANDANI

Date: 17 May 2011

STATUTORY INFORMATION

Affiliation

1.	National Council of Social Service (NCSS)	Full Member
2.	Singapore Council of Women's Organisations (SCWO)	Ordinary Member

Registration

Registered address	Block 5 Dover Crescent #01-22 Singapore 130005
Financial Year	31 December

	Registration Number	Date of Registration
Registry of Societies (ROS)	188/85CAS	25 Nov 1985
Commissioner of Charities	1871	23 March 2005
Institute of Public Character (IPC)	000025.	1 Sept 2010 to 31 Aug 2011
Unique Entity Number	S85SS0089B	
Board		<p>The following person were elected into the Board at the Annual General Meeting held on 28 August 2010:</p> <ol style="list-style-type: none"> 1) Nicole Tan (President) 2) Halijah Mohamad (Vice President) 3) Lindy Ong (Honorary Secretary) 4) Ann Seow (Honorary Treasurer) 5) (Committee Member) 6) Margaret Thomas (Committee Member) 7) Teo You Yenn (Committee Member) 8) Chew I-Jin (Committee Member) <p>Dana Lam stayed on the Board as the Immediate Past President.</p> <p>Sunita Venkataraman was co-opted as a Committee Member on 25 September 2010.</p>
Auditors		Cypress Singapore Public Accounting Corporation

Review

Staffing

Staff are recruited locally. As at 31 December 2010, the breakdown of the staff strength is as follows:

Managers	3
Other Professional Staff (Executive Level)	5
Cleaner	1
	9

Remuneration of Board Members

No board member has received any remuneration in 2010.

Remuneration of Top 3 Executives

In terms of Salary Band, the breakdown below:

Salary Band* FY 2010	Headcount
Below \$100,000	1
Below \$50,000	2
TOTAL	3

(*Salary and bonus, excluding employer's CPF contribution)

Reserves Policy

Our reserves position:

	Current Year	Previous Year	% Increase / (Decrease)
Unrestricted Funds (Reserves)	538,395	173,073	+211%
Restricted / Designated Funds:	369,832	225,219	+64%
- Building Fund		-	
- Education Fund		-	
- Others			
Endowment Funds		-	
Total Funds ¹	908,227	398,292	128%
Ratio of Reserves² to Annual Operating Expenditure³	1.42 (17 months)	0.47 (5.6 months)	200%

We intend to build up and maintain our reserves at a level which is at least equivalent to 12 months worth of annual operating expenditure in view of the 12 month lead time for grants to be approved and disbursed. If possible, we will try to increase the amount of reserves to 15 months.

We intend to use the reserves in the following manner:

- Maintain reserves in fixed deposits with an established bank for the next 12 months.

The Board regularly (**half year**) reviews the amount of reserves that are required to ensure that they are adequate.

¹ Total funds include unrestricted, restricted, designated and endowment funds.

² Unrestricted Funds.

³ Charitable Activities and Other Operating and Administration Expenses i.e. \$380,000



Submit Governance Evaluation

Name of Organisation : Association of Women for Action And Research
for period from Jan 2010 to Dec 2010

S/No.	Code Description	Code ID	Compliance
	BOARD GOVERNANCE		
A	Are there Board members holding staff appointments? (Skip items 1 and 2 if "No")		No
1	If the governing instrument permits staff to become Board members, they should comprise not more than one-third of the Board.	1.1.2	NA
2	Staff does not chair the Board.	1.1.2	NA
3	There is a maximum limit of four consecutive years for the Treasurer.	1.1.6	Complied
4	The Board has an audit committee (or designated Board members) with documented terms of reference.	1.2.1	Complied
5	The Board meets regularly with a quorum of at least one-third or at least three members, whichever is greater (as required by the governing instrument).	1.3.1	Complied
	CONFLICT OF INTEREST		
6	There are documented procedures for Board members and staff to declare actual or potential conflicts of interest to the Board.	2.1	Complied
7	Board members do not vote or participate in decision-making on matters where they have a conflict of interest.	2.4	Complied
	STRATEGIC PLANNING		
8	The Board reviews and approves the vision and mission of the charity. They are documented and communicated to its members and the public.	3.1.1	Complied
9	The Board approves and reviews a strategic plan for the charity to ensure that the activities are in line with its objectives.	3.2.2	Complied
	HUMAN RESOURCE MANAGEMENT		
10	The Board approves documented human resource policies for staff.	5.1	Complied
11	There are systems for regular supervision, appraisal and professional development of staff.	5.6	Complied

FINANCIAL MANAGEMENT AND CONTROLS			
12	The Board ensures internal control systems for financial matters are in place with documented procedures.	6.1.2	Complied
13	The Board ensures reviews on the charity's controls, processes, key programmes and events.	6.1.3	Complied
14	The Board approves an annual budget for the charity's plans and regularly monitors its expenditure.	6.2.1	Complied
15	The charity discloses its reserves policy in the annual report.	6.4.1	Complied
B	Does the charity invest its reserves? (Skip item 16 if "No")		No
16	The charity invests its reserves in accordance with an investment policy approved by the Board. It obtains advice from qualified professional advisors, if deemed necessary by the Board.	6.4.3	NA
FUNDRAISING PRACTICES			
17	Donations collected are properly recorded and promptly deposited by the charity.	7.2.2	Complied
DISCLOSURE AND TRANSPARENCY			
18	The charity makes available to its stakeholders an annual report that includes information on its programmes, activities, audited financial statements, Board members and executive management.	8.1	Complied
C	Are Board members remunerated for their Board services? (Skip items 19 and 20 if "No")		No
19	No Board member is involved in setting his or her own remuneration.	2.2	NA
20	The charity discloses the exact remuneration and benefits received by each Board member in the annual report.	8.2	NA
D	Does the charity employ paid staff? (Skip items 21 and 22 if "No")		Yes
21	No staff is involved in setting his or her own remuneration.	2.2	Complied
22	The charity discloses in its annual report the annual remuneration of its three highest paid staff who each receives remuneration exceeding \$100,000, in bands of \$100,000.	8.3	Complied
PUBLIC IMAGE			
23	The charity accurately portrays its image to its members, donors and the public.	9.1	Complied