

AWARE 2024

Forty Years Bold

AWARE 2024

Donor Impact Report

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For four decades, AWARE has pushed boundaries, challenged injustice, and supported thousands of women and survivors. As we look to the future, we need your support to keep this momentum going. Donate today to power the next chapter of gender equality in Singapore.

Driving Change. Supporting Women. Shaping Policy

Celebrating four decades of feminist advocacy in Singapore

In our 40th year, AWARE's mission remains as urgent as ever: to be a lifeline for women and a force for change in Singapore. In 2024, we supported nearly 3,000 women, including over 500 survivors of sexual assault, through difficult times.

Because of your support, we were able to show up for them. Every call answered, every counselling session held, every woman heard and believed.

Your generosity also helped us push for and achieve key policy wins for all women in Singapore: equal parental leave, expanded childcare subsidies, protections for gig workers, and new workplace fairness laws.

Together, we raised \$2.93 million in 2024, ensuring our services remained open, accessible, and grounded in care. Your commitment means women are not left alone, unheard, or unsupported.

As we look to AWARE's next chapter, we are inviting you to shape a future with us.

Thank you for standing with us. Whether you've supported AWARE for one year or all 40, your impact has made a difference.



Aarathi Arumugam
President, AWARE

AWARE (Association of Women for Action and Research)

f @awaresg in @awaresingapore



Milestones and Legacy: 40 Years of Gender Justice

Since 1985, AWARE has been at the forefront of gender equality in Singapore. Through advocacy, education, and support services, we have not only influenced laws but also transformed societal attitudes toward gender equality. The highlights below reflect some of the key policy and legislative shifts we've helped shape across four decades of feminist advocacy.

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Some members of AWARE's First ExCo from 1985 to 1986 (L to R): Lai Ah Eng, Margaret Thomas, Chua Siew Keng, Kanwaljit Soin and Lena Lim

Shaping a Fairer Singapore

AWARE's advocacy has led to landmark policy changes, strengthening legal protections for women, caregivers, low-income mothers and survivors of gender-based violence.

We've championed landmark legislative changes, including:

- Strengthening protections under the Women's Charter (1996, 2023)
- Repealing marital rape immunity (2019)
- Advancing workplace fairness legislation (2024)
- Securing increases in paternity leave (2017, 2024)
- Pushing for housing access for unwed and divorced mothers (2018)
- Enhancing maintenance enforcement (2023) and no-fault divorce (2022)

Supporting Survivors of Sexual Violence

AWARE launched Singapore's first Sexual Assault Care Centre (2011), offering holistic, trauma-informed support. Since then, we've worked with institutions to improve survivor-centred responses and contributed to reforms tackling harassment, coercive control, and online harms.

Championing Care & Marginalised Voices

We've brought national attention to caregiving and economic insecurity through research and storytelling, spotlighting low-income mothers, older women, and ethnic minority communities in reports like *Why Are You Not Working?*, *Make Care Count*, *Perempuan*, and *What We Inherit*.

Defending Our Mission

In 2009, a hostile takeover attempt sparked a groundswell of public support. Over 2,500 members rallied to defend AWARE's feminist mission, ushering in a new era of professionalisation, stability, and growth.

Our 2024 Impact

Providing Lifelines: AWARE's Direct Services

Expanding Helpline Support: Training Volunteers, Reaching More Women

- 20 new Helpline volunteers recruited and trained over four months
- 45 skilled volunteers contributed 1,638 hours to Women's Helpline and Legal Clinic compared to 35 volunteers and 1,122 hours in 2023
- Volunteer service hours equalled 204 full workdays

Support for Survivors of Sexual Violence

- 536 survivors received trauma-informed support from SACC
 - 9 in 10 survivors knew their perpetrator—showing that sexual violence is most often committed by someone trusted
 - 38% of survivors sought help within 5 weeks of the assault
 - Survivors had access to case management, counselling, and legal clinics — supporting them through emotional recovery and pathways to justice
-

Advocacy Wins: Legislative and Policy Changes We Helped Drive

- **More parental leave:** 4 weeks of paternity leave and 10 weeks of Shared Parental Leave—aligning with AWARE's long-time calls for equal caregiving responsibilities
- **Workplace Fairness Act:** Stronger protections against discrimination, covering pregnancy, caregiving responsibilities, and mental health conditions
- **Platform Workers Act:** Recognition of gig workers as a distinct worker class, securing retirement and injury protections
- **Online safety reforms:** Government commitment to a new agency to tackle online harms and support victims

These wins have improved protections for women, caregivers, vulnerable workers, and survivors—but gaps remain. We continue to push for stronger protections for LGBTQ+ workers, women in gig work, and those vulnerable to workplace harassment.

Funding the Future: Our Most Successful Fundraising Year

- **\$2.93 million raised**, ensuring our services remained fully funded
 - Power/Play Ball raised **\$1.1 million**, with a 39% increase in donations
 - New partnerships and grassroots campaigns strengthened donor engagement
-

Community and Feminist Leadership: S.P.A.C.E and Volunteerism

- **1,058 participants** engaged in workshops and outreach
- **10 public SAFRT sessions** trained first responders in supporting sexual assault survivors
- Feminist Club events connected **145 young advocates**, building the next generation of gender justice leaders
- **271 volunteers** contributed **10,000+ hours** across AWARE's services

Women's Care Centre

Thanks to donor contributions, in 2024, WCC was able to support 2,402 women through various channels, including the Women's Helpline, email, online chat, counselling, and legal clinics.

4,190

total contacts
(calls, emails, chats, walk-ins)

1,482

WCC counselling sessions

73%

of callers surveyed reported feeling emotionally supported and better able to understand their options

76%

of WCC clients surveyed felt better informed about their legal options, rights and procedures

“Still trying—but doing better than I thought I would have.”

“I was already struggling with longstanding behavioural and emotional issues when I ended a toxic relationship. Being blamed by my abuser and feeling abandoned by others left me shattered.

“But my counsellor offered empathy, perspective, and a safe, judgment-free space to process the pain. I learned that it’s okay to hurt, and that healing doesn’t mean pretending to be fine. Because of that support, I’ve been able to acknowledge my pain—and start managing it. I’m still trying, but doing better than I thought I would have.”

— Counselling client, 2024

First Response: Immediate Support

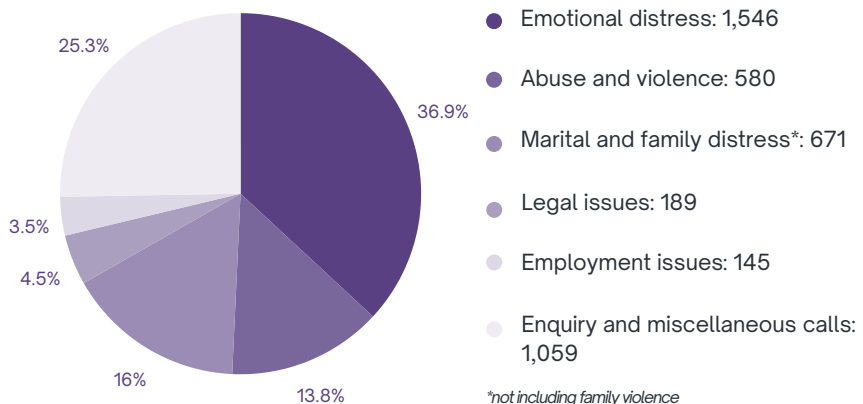
Support from our community allows first responders to provide emotional support and referrals to help-seekers facing emotional and relationship distress, abuse and violence, employment and legal issues and other concerns.

The Women's Helpline is often the first step towards safety and healing.



With the dedication of 33 trained Helpline Volunteers and three Helpline Executives, WCC provided support to 4,190 individuals in 2024 seeking guidance and assistance, compared to 4,085 individuals in 2023. This work is made possible by people like you.

Reasons for calling the helpline



Counselling: Healing and Empowerment

WCC's counselling services provide a safe, confidential space for women to process their experiences, regain autonomy, and make informed decisions. Guided by a trauma-informed, client-centred approach, WCC counsellors help survivors identify their strengths, set goals and build resilience.

Legal Support: Access to Justice

With support from our community, WCC's Legal Clinic offers free legal consultations for women facing family violence, workplace discrimination, and marital issues such as divorce, separation, maintenance, and custody. Experienced volunteer lawyers, trained in civil and Syariah law, provide clarity on legal rights and options, helping women navigate their legal challenges with confidence.

Sexual Assault Care Centre

In 2024, our Sexual Assault Care Centre (SACC) First Response team operated the Helpline, online chat, and email channels, offering immediate assistance and empowering survivors with information and options.

120

SACC Case Management sessions

580

SACC counselling sessions

93%

of SACC clients surveyed
felt supported by the case
manager and better
informed about their options

90%

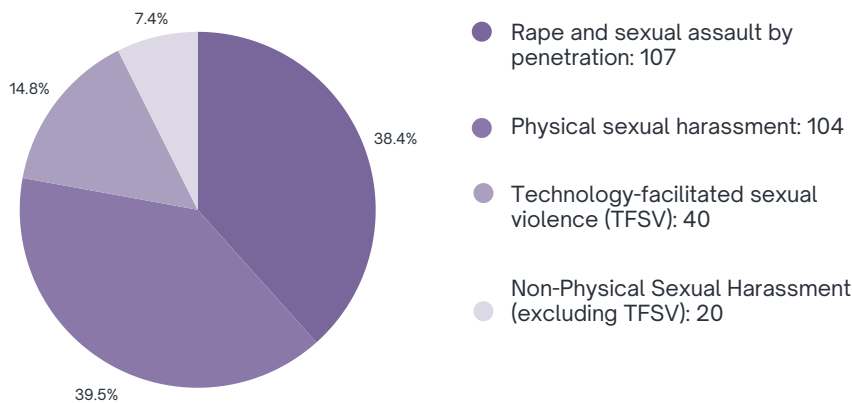
of SACC clients surveyed
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The SACC continues to be a vital source of support for survivors of sexual violence, offering empathic, trauma-informed care that centres on survivor autonomy.

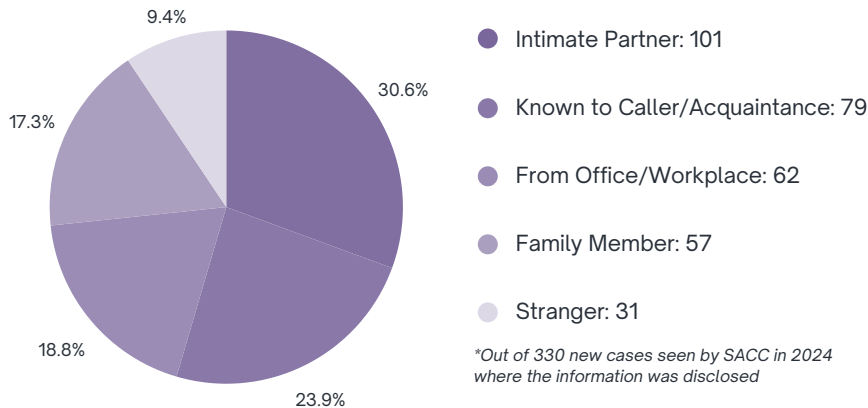
Survivors also accessed legal advice through our SACC legal clinic, gaining clarity about their rights and options. Your support helps our Case Management team provide tailored support, helping survivors navigate complex criminal justice systems.

Where needed, they also provide accompaniment to police stations and the courts, ensuring survivors felt supported every step of the way.

Types of sexual violence faced



Relationship to Perpetrator



**Out of 330 new cases seen by SACC in 2024 where the information was disclosed*

**As part of our mission to provide trauma-informed care, we do not require survivors to identify perpetrators or provide details about their experience as a condition for accessing services. Survivors have the choice to share or not share this information with us—while it may help us tailor support better, it is not always necessary.*



“I am grateful to be believed.”

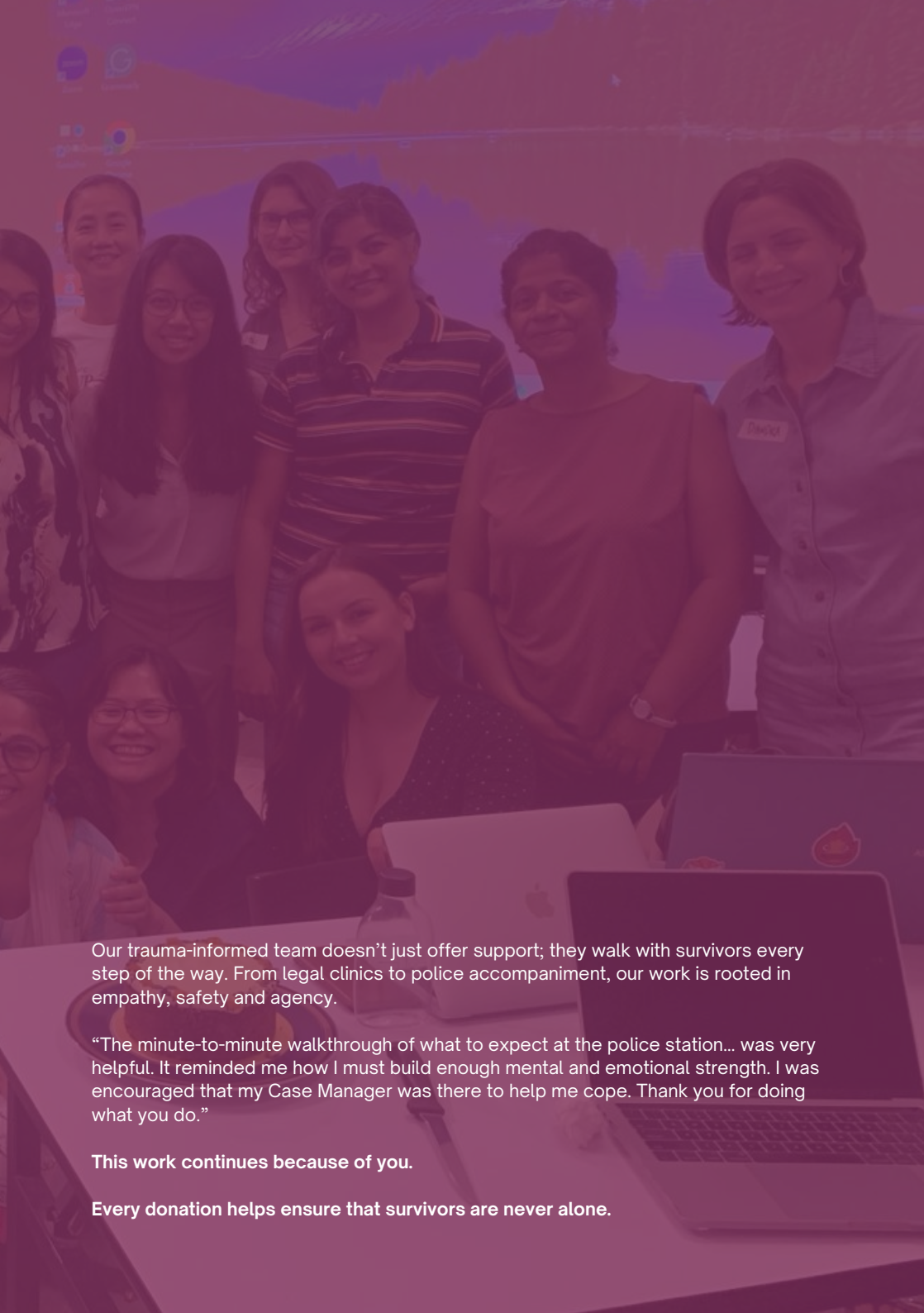
One survivor's story of strength, risk, and being believed.

“I am grateful to be believed. I am grateful that I was not assumed or perceived crazy. I am grateful that my Case Manager was empathetic and level-headed to provide me that assurance and understanding. I left that day grateful and a little better. And sometimes, a little better is all I need.”

At AWARE's Sexual Assault Care Centre (SACC), we supported over 500 survivors in 2024, each navigating trauma, fear, and the emotional toll of speaking out. For many, simply walking through the door is an act of courage.

“Rape is a private crime... the burden of proof lies in the victim who is often too broken to live, let alone act or fight. Going to SACC was an emotional risk I took, and I'm glad I did. I felt believed and embraced.

“I hope SACC will continue to be a safe place for me.”



Our trauma-informed team doesn't just offer support; they walk with survivors every step of the way. From legal clinics to police accompaniment, our work is rooted in empathy, safety and agency.

"The minute-to-minute walkthrough of what to expect at the police station... was very helpful. It reminded me how I must build enough mental and emotional strength. I was encouraged that my Case Manager was there to help me cope. Thank you for doing what you do."

This work continues because of you.

Every donation helps ensure that survivors are never alone.

Engaging with donors & our community

Empowering First Responders and Bystanders

In 2024, AWARE's S.P.A.C.E (Support, Partner, Act through Community Engagement) department continued to empower individuals and communities through education, outreach, and advocacy.

With a strong focus on gender-based violence (GBV) prevention, bystander intervention, and consent education, S.P.A.C.E. expanded its engagement across diverse groups, from students to social service professionals.

S.P.A.C.E brought consent education directly to the heart of the community, reaching over 80 youths through workshops with Melrose Children's Aid Society, Methodist Welfare Services, and Beyond Social Services. These sessions equipped young people with the knowledge and skills to recognise boundaries, respect others, and build safer, more supportive environments



Power/Play Ball: Our Most Successful Fundraiser Yet

On September 7, 2024, AWARE hosted its 12th annual ball at the Ritz-Carlton, Millenia, Singapore, bringing together 571 guests and raising a record \$1.1 million, including a Tote Board matching of \$250,000.

Throughout the night, guests were reminded of the urgent realities that underpin AWARE's work: survivors seeking help after years of silence, women struggling to leave abusive homes, and caregivers barely holding it together.

Every donation that evening translates into real, tangible impact; a call answered, a counselling session delivered, or a survivor believed and supported. We are deeply grateful to everyone who attended, donated, and stood with us in solidarity. Your generosity fuels the lifelines we provide every day.

A photograph of a crowd of people, likely at a community event or rally. In the foreground, a woman with dark hair tied back is looking towards the camera with a slight smile, her hand resting on her chin. Behind her, several other people have their hands raised in the air, suggesting a gesture of support or celebration. The background is filled with more people, slightly out of focus. The entire image is overlaid with a semi-transparent purple filter.

**“When women are
safe and healthy, our
society thrives.”**

“When women are safe and healthy, our society thrives. After my mother’s passing, I chose to support AWARE more actively by contributing part of my inheritance. Thank you for strengthening our community.”

- David Coldrey, AWARE Donor and Supporter

Support Us

For 40 years, AWARE has stood at the frontlines of gender equality in Singapore: challenging injustice, shaping policy, and supporting women and survivors through critical moments. Now, you can be a part of shaping our next 40 years.

How Your Support Makes a Difference

We effect change by working at multiple levels:

- **Critical services** for women, including Singapore's only Women's Helpline, our Sexual Assault Care Centre (SACC), legal clinic and counselling.
- Impactful **advocacy on laws and policies** affecting women, grounded in evidence from our research.
- **Corporate consultancy, training and public education**, to challenge bias and advance gender equity in all spaces.

Corporate Engagement

Partnering with AWARE means standing up for equity, inclusion, and justice. Here's how your business can make a meaningful difference:

- Sponsor a programme that supports survivors, caregivers or community education.
- Make a corporate gift, as a one-time contribution or recurring support.
- Match employee donations to multiply your company's impact.
- Nominate AWARE as your charity of choice, aligning your organisation's values with real social change.
- Collaborate on campaigns that elevate your brand and our mission.

Individual Giving

Every donation—large or small—brings us closer to a more equal Singapore.

- Give monthly or one-time through our website.
- Celebrate your birthday or milestone with a fundraiser in support of AWARE.
- Honour a loved one with a gift in their name.
- Make a legacy gift by adding AWARE as your CPF beneficiary or in your will.

**You can make a real difference in gender equality in Singapore
by supporting AWARE.**



***AWARE is a registered charity with Institute of Public
Character status (1 September 2024 – 31 August 2026).***

*All donations made to AWARE are eligible for a 250%
tax deduction.*

*Contact Desiree at fundraising@aware.org.sg if you
have any questions about how to support or help
AWARE raise funds.*



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