

One Loving Family: Every Dream A Possibility

Beautiful
People

Because our dreams matter

Our Impact Report

This report highlights how mentorship at Beautiful People has created meaningful change in the lives of young women and girls, all rooted in our strong belief in nurturing dreams.

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Message from the Chairperson

Dear Beautiful People Family and Supporters,

As I reflect on another transformative year at Beautiful People, I'm filled with profound gratitude for the incredible community we've built together and excited about the bold direction we're taking to amplify our impact.

We See Potential, Not Problems

At Beautiful People, our mentees aren't cases to be managed, they are beautiful people with untapped potential and dreams that deserve to flourish. For 19 years, we've been relationship builders, not programme runners, creating an extended family where every mentee has champions who believe in their potential.

Our Impact

This year we reached 112 mentees with 100% benefiting from our interventions. Most meaningfully, 7 out of 10 graduates maintain lifelong relationships with their mentors. We've watched young women from residential homes, shelters, and prisons pursue higher education, launch careers, and become leaders with several former mentees now standing as leaders paying it forward.

Building the Ecosystem

We've learned that lasting change requires more than individual mentoring relationships, it needs an entire ecosystem. While we excel at building agency through mentoring, our young women also need comprehensive resources and supportive institutional structures.

This insight has catalysed our evolution from a mentoring organisation to an ecosystem builder. We're engaging stakeholders across Singapore to create a safety net so comprehensive that no dream falls through the cracks.

We are not just continuing programmes, we are co-creating a movement. We are building an ecosystem where dreams do not just survive, they flourish. Where every young woman has not just one champion, but an entire village believing in her future.

Because every dream matters. And every dreamer deserves an entire village believing in her future.

Thank you for being part of this beautiful journey.



Priyanka Rajendram
Board Chairperson
Beautiful People



Message from the Executive Director

Dear Beautiful People Family,

Last year, we spoke of a coming of age for Beautiful People of stretching ourselves and growing into who we hope to be. One year on, as we look back on this season, we're filled with deep gratitude and a quiet confidence that we are indeed becoming.

This year, we have witnessed the power of community leadership in action. Volunteers stepped forward to lead working committees, offer their expertise, and build structures that reflect who we are; a movement led by love, powered by relationships, and rooted in the belief that every dream matters. Our shared faith reminds us that mentoring the next generation of women and leaders is a cycle; one that multiplies, not one that drains and depletes.

Our newly-formed Executive Committee (EXCO) has grown into its role, not without learning curves and growing pains, but always with heart, humility, and a shared belief in the purpose of our work. Working alongside our ever-resilient office team and the steady presence of our Board, we are, as one family, taking meaningful steps to shape a stronger and more sustainable Beautiful People.

Building on the strong foundations of our ethos and values, we continue to find our ground and anchor in who we hope to be for our mentees and for each other, as mirrors of vulnerability and grace, and constantly encouraging one another to bravely pursue the dreams seeded within us. As we journey, we celebrate our growth and learning through ups and downs, the victories and the mistakes, always alive with the hope that tomorrow brings.

Always, we look back on the many small but significant victories with gratitude:

- Our mentees who took courageous steps toward growth
- Our mentors who persisted through seasons of challenge
- Convening a Well-Being Taskforce to look into better support systems for our people
- Launching our impact evaluation exercise to anchor on our Theory of Change and ways of working
- Clarifying our internal processes from finance and budgeting to communications guidelines
- Looking back on the people and stories that remind why we do what we do

Thank you, for being part of this journey.

Here's to lifting one another up, as we make strides forward as one community, together.



Yong Yoek Ling
Executive Director
Beautiful People



Vision and Mission

Inspiring Dreams, Shaped by Mentorship

Our mentors and mentees journey together in an adventure of highs, lows and turning points, where we discover our true unique selves and honour one another's gifts and dreams.



Our Vision

Beautiful People is a volunteer movement whose vision is to create a community in which we are "One loving family: every dream a possibility." Guided by our core values; Learning, Empathetic, Committed, we build deep and lasting relationships that transform lives for both mentors and mentees.



Our Mission

As a community-based organisation, Beautiful People is uniquely positioned to bridge the transitional gap when our mentees are discharged from the prison or residential rehabilitation homes, a time when our mentees typically need the most support.

Our Manifesto

"WE ARE A MOVEMENT BROUGHT TOGETHER BY THE
BELIEF THAT OUR DREAMS MATTER.
WE STAND WITH THE DISADVANTAGED IN SOCIETY TO
JOURNEY TOWARDS BECOMING THE
BEST THAT WE CAN BE.
IN THIS PARALLEL JOURNEY, BOTH THOSE WHO GIVE AND RECEIVE ARE
TRANSFORMED. WE SEE **POTENTIAL**
IN PEOPLE AND PLACES WHERE OTHERS SEE PROBLEMS.
HOPE IS OUR COMPANION ON THIS JOURNEY;
IT'S ALL GOOD NEWS IN THE END,
IF IT'S NOT GOOD NEWS, IT'S NOT THE END. WE FIND REASONS TO
CELEBRATE LIFE OFTEN!
WE ARE A RELATIONSHIP,
NOT A PROGRAMME.
THE POWER TO CHANGE LIVES LIES IN PURPOSEFUL
RELATIONSHIPS WITH **PEOPLE WHO CARE,**
NOT IN PROGRAMMES.
WE ARE HERE TO STAY WHEN QUITTING SEEMS THE EASIER OPTION.
WE BELIEVE THERE ARE NO BAD EXPERIENCES, ONLY THE OPPORTUNITY
TO LEARN TOGETHER.
WE ARE HERE NOT TO FIX PEOPLE, BUT TO BE WITH PEOPLE
SO THAT THEY GROW **BIGGER**
THAN THEIR PROBLEMS.
BEAUTIFUL PEOPLE
IT IS THE SIMPLE
IDEA THAT **DREAMS COME TRUE**
BECAUSE OF SOMEONE WHO BELIEVES IN THE ONE WHO DREAMS."

Our Promise: Empowering Dreams, Inspiring Change



We believe in the possibilities of all, whom we have chosen and who have chosen us, to serve and support, on our Beautiful People journey.



We treat all stakeholders with equal respect and will strive to be consistent in our dealings and will not practice double standards.



We respect the values, concerns, and restrictions imposed by our partner organisations and will seek to align practices, keeping the interests of our mentees as our priority.



We operate on the principles of meritocracy, we do not discriminate nor impose our personal values and beliefs nor make judgements on an individual's life choices, whoever is the constituent, be it volunteers or mentees.

In the spirit of above all, we commit to:

Behave responsibly and professionally, and as we serve vulnerable persons, some conditions may be necessary to limit the degree and extent of interactions.

We are cognizant that our association, as an organisation or personally, with any political, religious, social or individual life/lifestyle choices and causes may have implications on Beautiful People. Such affiliations are to be kept strictly separate.

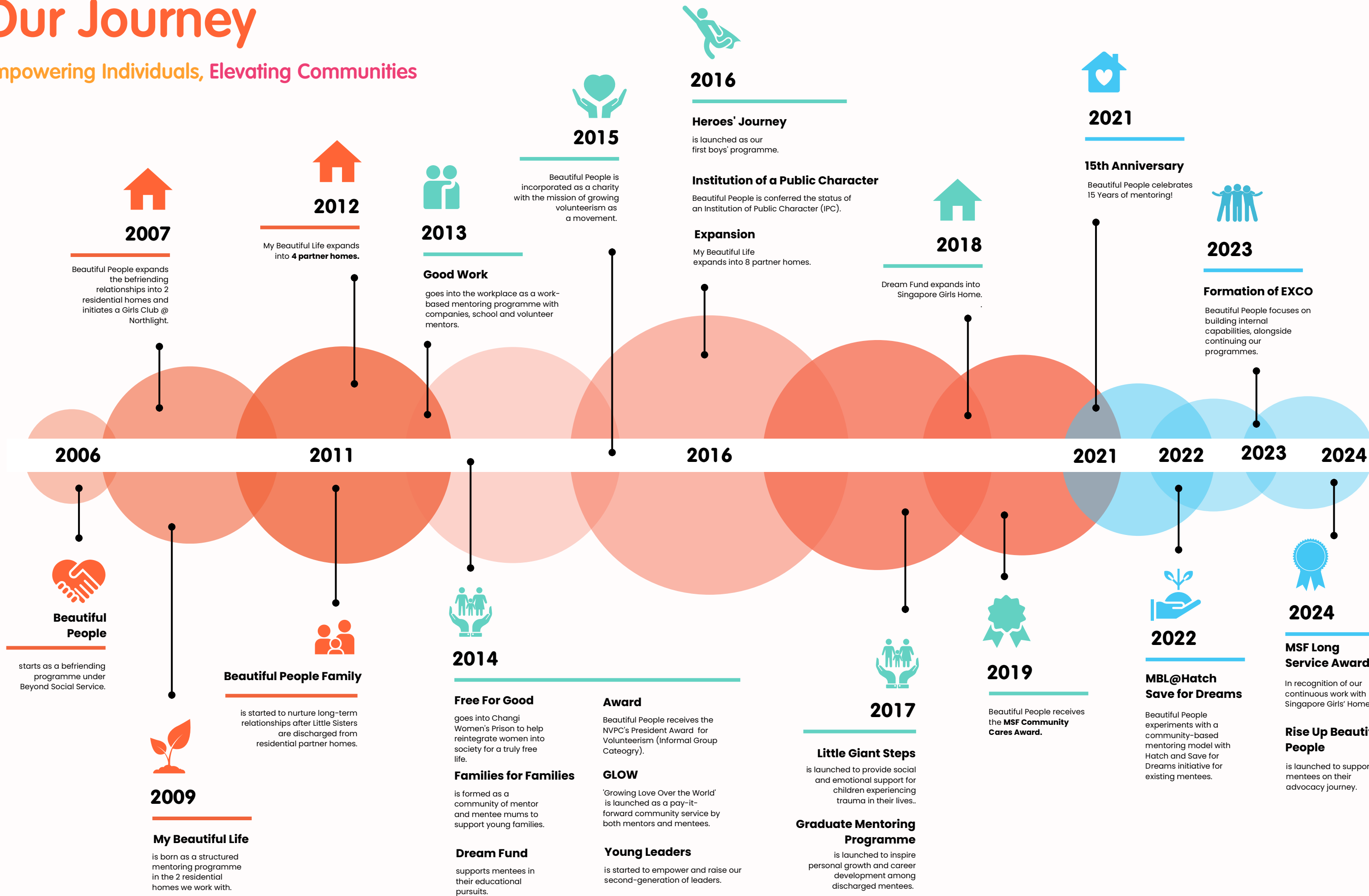
Individuals associated with and representing Beautiful People (including our staff and volunteers) must also take responsibility to safeguard Beautiful People's good name and reputation. This will serve to alleviate potential misunderstanding, misconceptions and misperceptions with the communities we are engaged and involved with.

We will foster an open and transparent culture, an inclusive environment, premised on mutual respect for both institution and individual differences. This allows for respectful dialogue and honest discussions that will help us navigate the Way Forward, achieving alignment and congruence, and harmonisation of conflicting stances and situations.

All/any of the Board Directors will be available to offer guidance and direction with respect to above, should clarifications be required.

Our Journey

Empowering Individuals, Elevating Communities





Our Growing Movement: Highlights From The Year

Rise Up Beautiful People

A New Mentoring Initiative to Champion Youth Advocacy

Launched in 2024, Rise Up Beautiful People (R U BP) is our new leadership-through-advocacy mentoring initiative that empowers mentees to become confident changemakers by combining mentorship with hands-on advocacy. Through R U BP, our mentees find their voice, strengthen their leadership skills, and take meaningful action on social issues close to their hearts.

Community Circles and Thematic Projects

Through monthly Community Circles, mentees and mentors explored various advocacy tools, core values and shared lived experiences, building trust and growing their leadership capacity.

These sessions laid the foundation for mentees and mentors to champion and co-create thematic projects based on social causes they care about most.



Mentors and mentees gathering for their monthly Community Circles

Youth-led Advocacy in Action

This year, our mentees and mentors took the lead in facilitating powerful discussions and issue-mapping sessions on topics such as education equity and mental wellness, contributing directly to Beautiful People's strategic planning.

For our mentees, this was their first time addressing a large group and they spoke with courage, clarity and heart.



Mentors and mentees facilitating Beautiful People's 3-Year Strategic Engagement

Amplifying Youth Voices through UNCRC Reporting

Our mentees, supported by their mentors, are contributing to Beautiful People's alternative report to the United Nations Convention on the Rights of the Child (UNCRC), ensuring the voices and lived experiences of marginalised youths in Singapore are heard.

Through R U BP, Beautiful People aims to inspire confidence in our mentees and instil leadership and advocacy skills in them to be proactive agents of change.



Strengthening Leadership Foundations

As Beautiful People evolves as a movement, we recognise the importance of nurturing leadership at every level; from our Board and EXCO to mentors and volunteers.

Social Leadership Training

In February 2025, our EXCO Strategy and Coordination Committee organised a Social Leadership Workshop that brought together volunteer leaders across Beautiful People. The session focused on how to balance informal influence with formal structures.

Through interactive activities led by our trainers, Professor Joel Lee and Mr Zulhafni Zulkeflee, we strengthened our relationship-building skills, explored interest-based problem-solving, and deepened our collaborative leadership practices.



Volunteer leaders participating in group activities

3-Year Strategic Engagement

A month later, we reconvened for a 3-year strategic engagement session. Through open dialogue and shared reflections, we celebrated the milestones of our journey and the collective impact we have made over the past 19 years. A special highlight of the session was hearing our mentees, Nina and Rupawan from Rise Up Beautiful People sharing their personal stories and aspirations for the future of our movement.



Reflecting on our journey with Beautiful People through a post-it activity



Rupawan (left) and Nina (right) sharing their respective journeys

This engagement concluded with a visioning exercise where everyone imagined the next chapter of Beautiful People. Together, we envision a future defined by empowerment, continued growth, and a thriving community that uplifts young women and girls through mentoring relationships.

Family Day 2024

On 22 June 2024, our Beautiful People community came together for our annual Family Day celebration at Queenstown Community Centre. The event brought together over 132 mentors, volunteers, mentees, and alumni for a vibrant afternoon filled with fun games, engaging activities and delicious food!



Our Beautiful People family taking part in trivia quizzes and activities during our annual Family Day celebration



With the theme 'Toon Legends', mentors and mentees dressed up as their favourite cartoon characters, bringing colour, fun, and creativity to the day.

One of the event's highlights was a heartfelt performance of What Makes You Beautiful by our Young Leaders. Featuring original lyrics, the performance was a moving tribute to the unwavering support, belief and relationships cultivated within the Beautiful People community.



Our mentees dressing up as their favourite cartoon characters



Our Young Leaders performing at Family Day, with lyrics displayed for everyone to sing along



This celebration was made possible by a dedicated and diverse team of Beautiful People's volunteers who worked tirelessly to plan and execute the event. Over 37 student leaders from Methodist Girls' School also joined us, enthusiastically running the game booths and supporting logistics from set-up to pack-down. Alongside them were our emcees, who helped ensure the event ran smoothly from start to finish.



Methodist Girls' School receiving a token of appreciation from Beautiful People



Shoutout to our volunteers who planned and executed our Family Day celebration

We are especially grateful to our generous in-kind sponsors: HXD, Marvelicious by MLC, Chef Mazlan, and the Singapore Halal Culinary Federation, who treated everyone to a hearty and delicious feast. Special thanks also go to Kwong Fah Foo, who captured the warmth and spirit of the day through beautiful photography.

Last but not least, we are deeply thankful to our donors, whose generosity makes events like Family Day possible. Family Day symbolises the power of community, connection, and shared dreams in Beautiful People.



Our Beautiful People Family

Champions of Dreams

Formerly known as Flying Start, Champions of Dreams is Beautiful People's annual celebration held on Family Day. Each year, we recognise the inspiring contributions of mentees and mentors who embody the spirit of transformation, initiative, and service.

Ripple Effect Award: Angeline (Young Leaders)



The Ripple Effect Reward celebrates mentees who have made a positive impact within her family, school, workplace or community; serving as an inspirational influence and motivating others to effect change in the wider community.

Angeline exemplifies the spirit of this award through her deep empathy, self-awareness, and consistent drive for growth. Over the past few years, she has stepped up as a leader by playing a key role in planning and executing projects under Young Leaders, earning the respect of fellow mentors and mentees.

Angeline also spearheaded a fundraiser under Beautiful People's #ChoosetoChange campaign which has also brought in new mentors, extending her ripple effect far beyond her immediate circle.

Ace of Initiative Award: Siti (Families for Families)

The Ace of Initiative recognises mentees who have initiated in leading or supporting projects, enhancing the effectiveness of the team or group.

Siti has gone above and beyond in her involvement with Families for Families (FfF). She has actively participated in events and graciously hosted Hari Raya gatherings in her home.

As a mother of four, Siti has nurtured a love for reading and learning in her children, reflecting her unwavering commitment to their growth. Her initiative and commitment makes her both a remarkable mother and an invaluable member of the FfF community.



Siti (right) hosting Hari Raya celebrations for Families for Families

The Unsung Hero Award honours mentors and volunteers who have made significant contributions for Beautiful People behind the scenes without seeking the spotlight.

Unsung Hero Award: Albert (Young Leaders)

Albert has faithfully served behind the scenes as a coach to the Young Leaders for many years.

As a mentor to mentors, he has imparted wisdom, encouragement, and steadfast support, becoming a trusted guide to the team.



Albert (second row first from the right), with the Young Leaders

With grace, patience and kindness, he continues to walk alongside the Young Leaders through the winding journey of mentoring, helping mentors and mentees grow into their best selves. Albert's humility, quiet leadership and consistent presence makes him a true Unsung Hero.

Unsung Hero Award: Xin Yun (EXCO Finance Working Committee Member)



Since joining Beautiful People in 2014, Xin Yun has consistently stepped up to serve wherever needed.

From guiding mentees to providing support for Save for Dreams, her contributions span across Beautiful People.

In the past year, she has contributed behind the scenes as part of the EXCO Finance Working Committee, tapping on her accounting skills and supporting the team. Xin Yun's humility and tireless dedication are integral to the sustainability of Beautiful People's work, and her quiet contributions truly reflect the spirit of this award.

Champions of Dreams remind us that mentorship is more than milestones; it is about showing up with heart, courage, and consistency to walk alongside one another.



Our Ongoing Movement

My Beautiful Life



My Beautiful Life (MBL) is Beautiful People's flagship initiative for mentees in residential homes, spanning a year-long journey of mentorship and growth.

More than a programme, it is a safe space where girls are nurtured into confident, capable young women ready to lead, give back, and live with purpose. MBL continues to empower mentees with essential skills and meaningful relationships to navigate life's challenges.

Our partner residential homes include Singapore Girls Home (SGH), Dayspring Rehabilitation Centre (DRC) and Pertapis Centre for Women and Girls (PCWG).

My Beautiful Life at Singapore Girls Home (MBL@SGH)

At Singapore Girls' Home, MBL supports mentees navigating life transitions, many of whom have faced trauma, instability, or systemic disadvantage. With mentorship, they are empowered by life skills and resilience for their futures.

Each mentee is paired with a dedicated mentor who walks alongside her in this journey. This one-on-one relationship ensures that every mentee feels seen, heard, and valued.

Held every alternate Saturday, MBL combines group work and interactive activities into a curriculum covering topics such as self worth, overcoming adversity, financial literacy and building healthy relationships.



Handwritten letters by mentees

For example, our mentees wrote letters of appreciation to their loved ones including family and friends as well as supportive figures such as caseworkers and their own mentors. This activity gave them the opportunity to express gratitude and strengthen trusted relationships.

In another session, mentors and mentees watched the film *Five Feet Apart* together, sparking meaningful discussions about love, vulnerability and human connection.

Mentees who have shown growth and progress are given the opportunity to go on personal outings with their mentors. This deepens trust while creating joyful, real-world experiences outside of the structured sessions.

My Beautiful Life at Dayspring (MBL@Dayspring)

At Dayspring Rehabilitation Centre, our mentors have journeyed with mentees for nearly a decade. Walking together through both the highs and lows, mentors have been a steady presence by checking in regularly, offering encouragement, and creating meaningful experiences.

In June 2024, renovation works at Dayspring led our mentees to relocate to a temporary space. Our mentors came together to organise an impromptu sleepover.

Though simple, this gathering created a safe space for conversations and connections, providing comfort and continuity in a time of change.



Mentors and mentees doing manicure during the sleepover



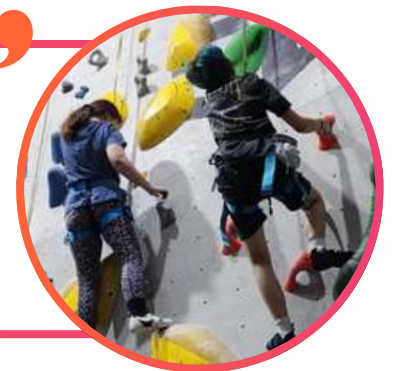
Mentors and mentees participating in indoor rock climbing gym



As bonds continued to grow, mentees expressed interest in doing physical activities. In November, our mentors organised a day outing to an indoor rock climbing gym. Although some mentees were hesitant at first, many eventually overcame their fears and embraced the challenge. Our mentors were proud to witness their courage and growth.

We were blown away by our mentees' resilience and spirit at the rock climbing outing. Watching them push themselves to take on the challenge was really inspiring. Overall, we're so proud of their courage and how far our mentees have grown.

— **Dayspring Mentors**



My Beautiful Life at Pertapis Centre for Women and Girls (MBL@PCWG)

Since 2009, our mentors have been journeying with our mentees at Pertapis Centre for Women and Girls. Every 2 weeks, mentees take part in sessions covering self-esteem, financial literacy, and healthy relationships.

Mentors and mentees are further grouped into “family groups” with the goal of establishing deeper relationships with one another. Within these groups, mentors organise outings based on suggestions from their mentees throughout the year.

An annual tradition for MBL@PCWG is the annual 2 Day 1 Night camp. Held in June 2024 at Score Campus, the camp aims to foster a sense of community between mentors and mentees and create lasting memories that enhances the mentoring relationships.



From left to right: Ice-breakers within family groups, indoor team-building activities, and hiking at TreeTop Walk

Later in November 2024, our mentors supported their mentees who participated in the Hoops for Hope netball fundraising event organised by PCWG. Our mentors are heartened to witness our mentees stepping out of their comfort zones to advocate for a meaningful cause.



Mentees enjoying a friendly netball game at Hoops for Hope

Hear from our mentors as they reflect on their journey with their mentees:

Supporting our mentees has been one of the most humbling and eye-opening experiences of my life. It’s taught me resilience, empathy, and the transformative power of simply believing in someone. — **Jackie**

I met fighters here; girls who have had pain, loss, and trauma written into their stories long before I came into their lives. Despite everything, they let me in and shared their fears, heartbreaks and dreams. — **Chong Rong**



My Beautiful Family

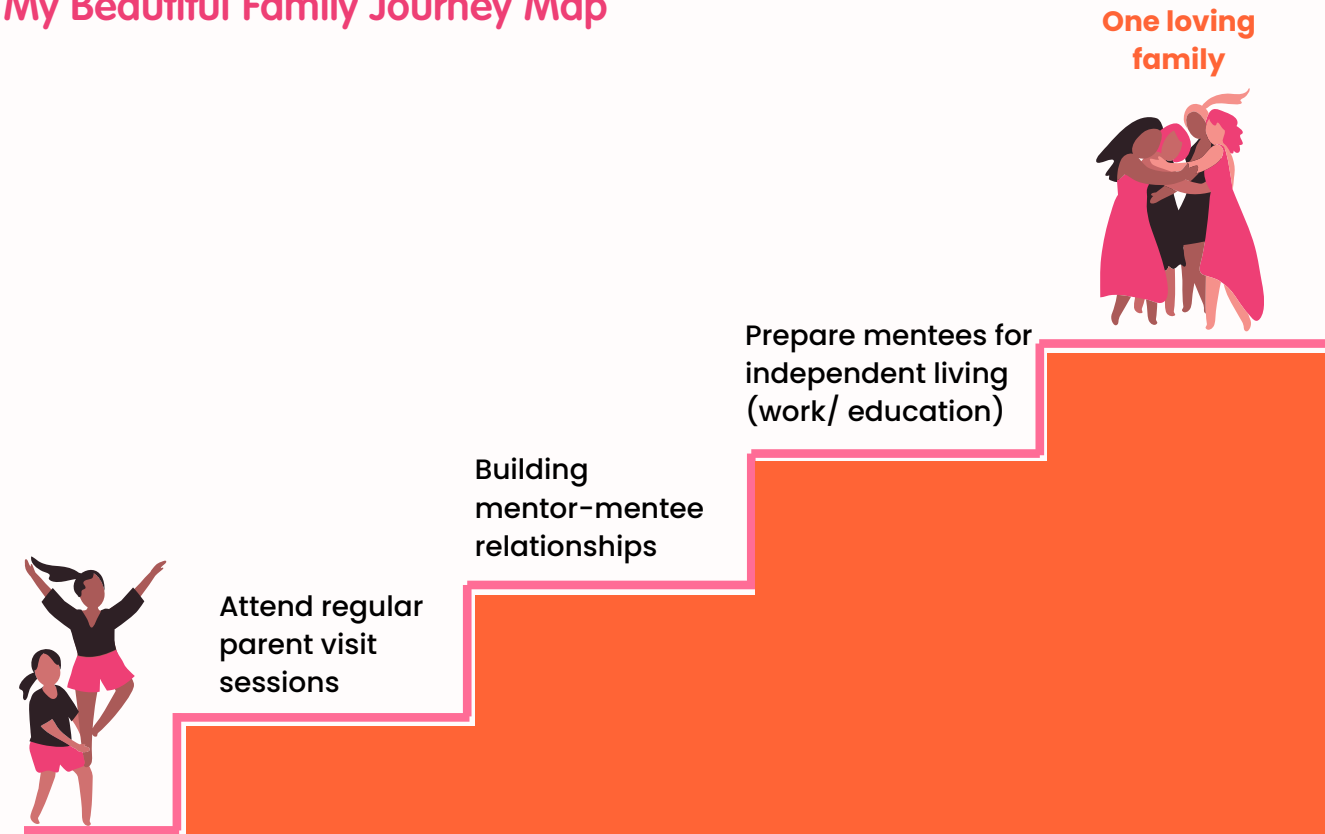
My Beautiful Family (MBF) was launched in May 2023 at Singapore Girls' Home targeting mentees without familial support. Many of them have been institutionalised from a young age, facing abandonment, loss, or the incarceration of loved ones.

Through this initiative, dedicated mentors step in as trusted adults during critical moments in the girls’ lives, such as attending Parent Visit sessions and other events where a parental figure would typically be present. More than just showing up, our mentors offer stability, encouragement, and a sense of family, helping mentees feel seen, valued, and loved.

As mentees approach adulthood, MBF focuses on preparing them for independent living. Mentors guide them in exploring career options, preparing for interviews, and writing cover letters. For those pursuing further education, they are connected to the Dream Fund for financial support. With this foundation, mentees are able to step into their next chapter with confidence and direction.

Through My Beautiful Family, we are reminded that family is not only defined by blood, but by love, presence, and commitment. This initiative continues to affirm our belief that every young woman deserves a family to walk with her, especially through life’s most challenging transitions.

My Beautiful Family Journey Map



Dream Fund



The Dream Fund is Beautiful People’s commitment to investing in our mentees’ futures as they transition out of residential care.

Since 2018, we have partnered with Changi Foundation to walk alongside mentees in pursuing higher education and independent living. Rooted in a co-funding model, Beautiful People and Changi Foundation covers 49% of the mentees’ educational and living expenses, while the remaining 51% is being contributed by the mentees. This shared approach cultivates ownership, accountability, and belief in our mentees’ own potential.

At a glance, the Dream Fund has supported



2 mentees pursuing their studies in polytechnic



4 mentees who are now in their final school year



1 mentee successfully graduated from school

Beyond financial support, our mentees are encouraged to give back whether by volunteering in the wider community or contributing to the Fund itself. In this way, a cycle of empowerment, gratitude, and community building continues.

Before receiving support from Dream Fund, I had to juggle various part-time jobs to support myself while pursuing a full-time course in at the Institute of Technical Education (Central).

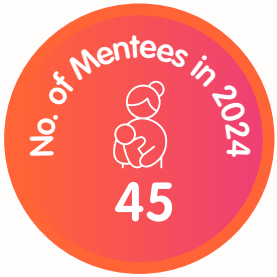
Thanks to Changi Foundation and Dream Fund, I’m able to focus on my studies. This opportunity has also allowed me to explore other avenues and give back to Beautiful People as an active member of Young Leaders. I’m deeply grateful for the support I’ve received and am excited to pay it forward to our younger mentees.

— **Rupawan, Higher Nitec Student in Human Resource and Administration**

Rupawan engaging seniors at Kwong Wai Shiu Hospital during the Young Leaders’ Project Cycle 2 in 2023



Families for Families



Families for Families (FfF) is an expanded initiative designed to support mentees who have become mothers, allowing them to continue their mentoring relationships in a nurturing environment. This platform empowers mentee mothers to navigate the challenges of parenthood, break cycles of disadvantage, and build brighter futures for their families.

Our mentors walk alongside mothers and their children through regular reading and craft sessions that spark joy, learning, and play. The FfF WhatsApp chat group also serves as a lifeline, offering ongoing encouragement and connection beyond in-person gatherings.

Highlights



Hari Raya Celebrations

In April 2024, mentors and mentees gathered to celebrate Hari Raya, continuing an annual tradition hosted by long-time mentee Siti and her family. The FfF community were treated to festive dishes lovingly prepared by Siti.

Appreciating and Honouring Mothers

In May 2024, mentor Shindy hosted a heartfelt Mother’s Day celebrations to honour the mothers in our lives. Mentors, mentees and their families spent the afternoon crafting gift cards and decorating cookies and cupcakes pre-baked by Shindy.



A Trip to the Library

In July 2024, the FfF community visited the newly renovated Central Public Library and explored the Children’s Biodiversity section. Our families bonded over books and a shared love for reading.

Families for Families Annual Retreat

Our families closed the year with a 2-day camp at Changi Beach Club, where nearly 50 adults and children came together for swimming, games, and meaningful bonding.



Young Leaders

10 Years ago, Beautiful People launched the Young Leaders (YL) initiative with a vision to nurture leadership from within.

Designed as a project-based incubator for graduates of MBL, Young Leaders empowers mentees to lead passion projects, amplify their voices, and engage the community, all grounded in strong mentoring relationships.



Relaxavaganza by Young Leaders

The first Young Leaders project celebrated the heart of Beautiful People — our mentors. They spent an afternoon of rejuvenation filled with dance, movement, and arts and crafts. Our Young Leaders also invited Free Food For All to share insights on nutrition and provide samples of meals served to communities in need.

The highlight of the session was a heartfelt tribute: an original performance by the Young Leaders, who wrote and performed lyrics honouring the mentors who have journeyed alongside them.



Young Leader Alia (right) guiding mentors through a hands-on craft activity



Appreciating our mentors who are always there for our mentees

Growing up, I was always shy and afraid of being judged. With the support of mentors and fellow YLs, I said yes to co-emceeing Relaxavaganza, something I never thought I'd do. Standing on stage, performing and sharing laughter together with our mentors was one of my proudest moments.
— **Alia, Young Leader**

The spontaneous performance by the YLs was incredibly moving. I'm proud of them for organising this meaningful session to celebrate our mentors — **Hannah, Mentor**

Self-Care Bingo Challenge

The second Young Leaders project was a fun and interactive campaign encouraging the Beautiful People community to prioritise self-care. The Self-Care Bingo Challenge included activities ranging from creating vision boards and engaging in sports to simple acts of kindness, such as buying a drink for a service staff member.

Mentors and mentees shared snapshots of their progress on their respective social media platforms, sparking a collective spirit of wellbeing and connection.



Young Leaders taking on a Muay Thai session at Van Lee Fitness

When basic self-care becomes something we have to schedule in, it means we've been putting ourselves last. Planning this challenge reminded me to slow down and take care of myself.
— **Rupawan, Young Leader**

The Muay Thai session was a blast! It showed me how powerful self-care can be when done together. This challenge was all about community and connection.
— **Adlina, Mentor**

Celebrating 10 Years of Nurturing Leaders

Past and present mentors and mentees gathered for a joyful barbecue, reconnecting over warm reunions and reflecting on milestones and cherished memories.

This celebration also served as a hopeful reminder of the journeys still ahead.



Our mentors and mentees who have journeyed together through Young Leaders



Save for Dreams



Save for Dreams is a 24-month initiative by Beautiful People, in partnership with the Swiss Re Foundation, designed help our mentees build financial resilience and enhance their financial literacy.

A key component of this initiative is a monthly savings challenge, where mentees set personal targets and commit to saving consistently over 2 years. Upon completion, Swiss Re provides a matching grant, which mentees can use to invest in education, skills training, or personal development.

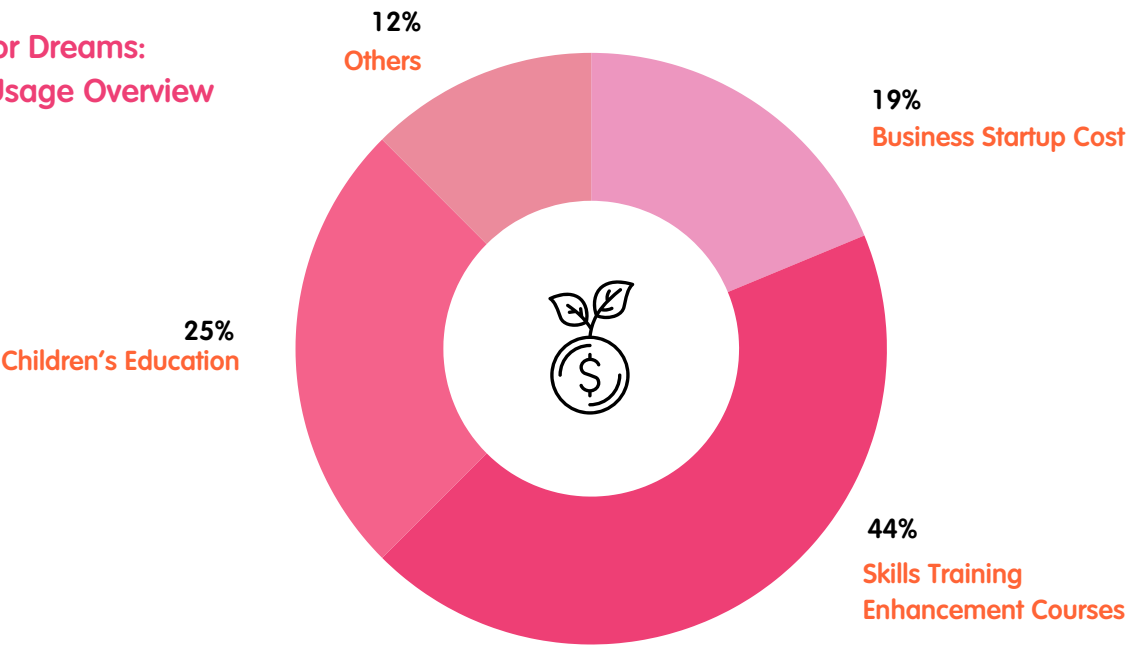
Opening New Pathways and Pursuing Dreams

The inaugural run in 2022 enrolled 19 participants, with 16 mentees achieving their monthly savings goals — an 84% success rate.

At the end of the savings challenge, mentees can decide how to use their savings and matched funds based on personal and family needs. Most participants chose skills enhancement courses such as driving, accounting, and phlebotomy; around 25% invested in their children’s education, and 20% used the funds to start their own businesses.

Through Save for Dreams, our mentees are taking bold steps to grow their earning potential, strengthen independence, and build brighter futures for themselves and their families. This initiative affirms our belief that with guidance, opportunity, and trust, every young woman can take ownership of her dreams.

Save for Dreams: Fund Usage Overview



Free for Good

2024 marked a significant milestone for Free For Good (FFG), Beautiful People’s mentoring initiative launched on 23 August 2014 at Changi Women’s Prison. Over the past 10 years, our mentors have supported more than 70 incarcerated women on their journey of reintegration into their families, communities, and most importantly, themselves.

On 2 August 2024, several of our dedicated mentors represented Beautiful People at the Singapore Prison Service’s (SPS) Volunteer Awards Ceremony to receive Long Service Awards (5 and 10 years), as well as the Journey Shield Token. The Journey Shield Token recognises community partners supporting inmates and ex-offenders in their rehabilitation and reintegration.



Our mentors during the SPS Volunteer Awards Ceremony



Programme Lead Susie (right) receiving the Journey Shield Token

At its core, Free For Good is a platform that invites women to explore what it truly means to live free. While our mentees may be released from the physical confines of prison, many continue to grapple with invisible barriers such as guilt, shame, rejection, and a deep sense of unworthiness. Through transformative mentoring relationships, our mentors walk alongside them in the brave, life-affirming journey of setting themselves free from within.



Our mentors and mentees who have journey together with Free For Good

Freedom Inside Out: 10 Voices, 10 Journeys

As we celebrate FFG's 10th anniversary, Beautiful People invited 10 mentees to reflect on a defining moment when they first experienced a sense of freedom. Their names, along with their loved ones have been changed to protect their privacy.

"We travelled for the first time as husband and wife" — Rachel

I spent much of my life in and out of prison for drug offences. Through it all, my husband, stood firmly by my side. He is my soulmate, my best friend, my role model, and my greatest motivator. Because of him, I made the decision to leave my past behind for good.

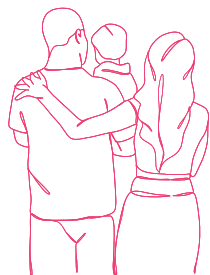
My moment of true freedom came in December 2023, when we went on our very first overseas trip together to Kuala Lumpur and Genting Highlands.

It was more than just a holiday. It was a celebration of healing, commitment, and the beginning of a new chapter in our lives.



"I knew I was free for good when I had my first sip of Coke." — Evelyn

That sip of Coke is such a simple yet powerful turning point for me. After my release, I realised I had never truly loved myself. I began a healing journey, starting with appreciating life's small joys and nurturing my relationship with my long-time partner.



In 2018, we got married, and today I am a proud mother. My sense of freedom is rooted in love, family, and the everyday moments that make life meaningful. Nothing is more important to me than my husband and son. Life is worth living because of them.

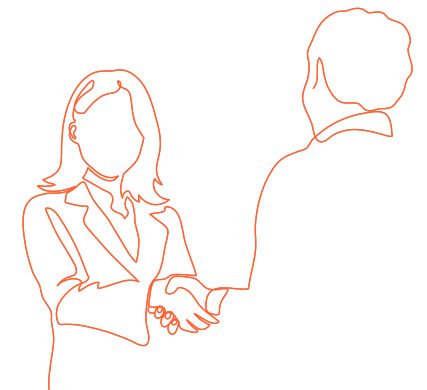
"I want to do my part to give back to society." — Noreen

My turning point came when my eldest son, then in Primary 6, visited me in prison. I was serving a 5-year sentence for drug offences.

As I sat there looking across at him, I asked myself, "What am I doing here? I should be at home taking care of my children."

In my family, I was always seen as the brightest, but deep down, I had never truly believed in myself. I knew I had to prove to myself that I was capable, intelligent, and determined not to let my children or myself down.

With the support of the Singapore Prison Service, I completed my 'O' and 'A' Levels, a milestone that restored my confidence. Since my release, I have been pursuing a degree in social work at the Singapore University of Social Sciences while working as a social work assistant. I was given opportunities to believe in myself and turn my life around, and now I want to do my part to give back to society.



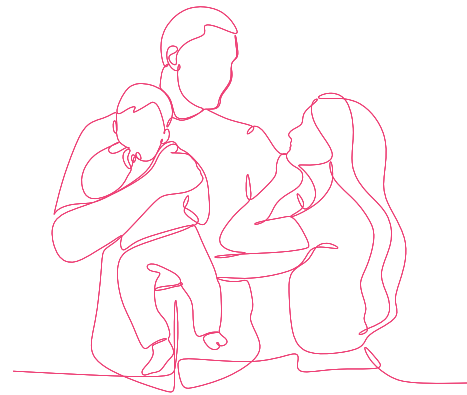
Freedom Inside Out: 10 Voices, 10 Journeys

"I found my true family." — Eliza

I was incarcerated 3 times and spent more than 4 years in prison for drug offences. During that period, not a single family member came to visit me. That moment marked a painful realisation that I was truly alone made me confront the need to change.

Upon discharge, I made the difficult choice to distance myself from harmful influences, even close friends still involved with drugs. Since then, I have found love again, remarried, and reconnected with my children.

Today, the bond I share with them, along with the warmth of my supportive in-laws, gives me a genuine sense of belonging, acceptance, and freedom.

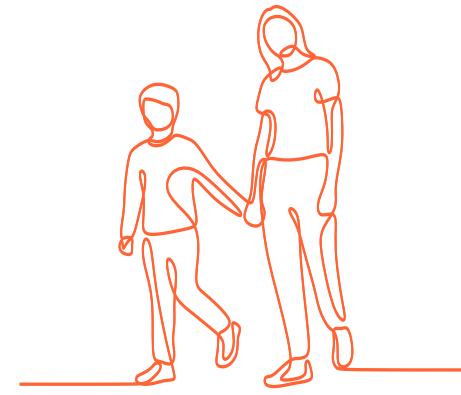


"I'm able to forgive myself for the mistakes I've made." — Christina

When I was in prison, my husband divorced me and gained custody of our teenage son. It was devastating. My son had always been my pillar of strength, and losing him in that way broke me. In my darkest moments, I turned to my faith for comfort.

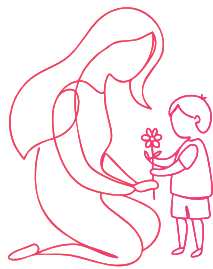
When I was discharged, I was deeply grateful for the support of my mother, my friends, and most importantly, my son who eventually forgave me. The day I found the strength to forgive myself was the day I finally broke free from my inner struggles.

Today, I live with my mother and share a close relationship with my son, who is now pursuing his studies at university. We often meet up to spend time together and go on holidays.



"I was finally able to give my son the security he needed." — Anya

I deeply regret missing out on my son Nick's childhood. He was just 8 when I was incarcerated for drug offences. When I was released in 2015, life was still far from easy.



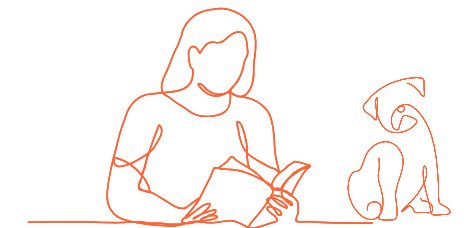
Nick was struggling emotionally, and eventually, he was placed in a children's residential home. I was determined to rebuild our relationship. I worked multiple jobs, saving every dollar I could, until I finally secured a flat in both our names.

That moment felt like my true freedom as it is a step towards healing and rebuilding the bond I had almost lost.

"I finally have a place to call my own" — Jolene

After my discharge in 2018, I moved from one rental flat to another, never knowing how long I could stay in each place. The uncertainty grew heavier after I was retrenched, but I refused to give up. My resilience and determination eventually led to a new job opportunity, and in 2021, I took a leap of faith and applied for a flat.

To my surprise, I was granted one on my very first attempt. I finally moved into my new home with my beloved dog by my side. That day marked the start of a new chapter in my life.



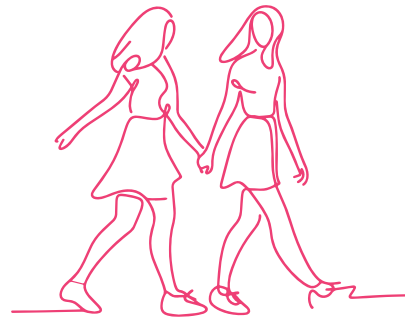
Freedom Inside Out: 10 Voices, 10 Journeys

"She didn't judge me for my past. That gave me hope." — Faith

Between 1993 and 2020, I was in and out of prison for drug-related offences. Throughout those years, my sister was my only pillar of support, always encouraging me to start afresh. After my release, I found a job at a convenience store and stayed in that role for 5 years.

My turning point came when my manager found out I was an ex-offender but chose not to terminate my employment. She didn't judge me or condemn me.

After countless rejections, I finally secured a flat. Today, I stand tall in my own space, surrounded by dignity and hope.

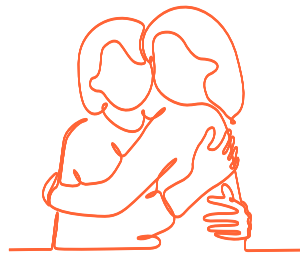


"I made a promise to never return to drugs, and I kept it." — Diana

I served 3 and a half years in prison for drug offences, during which my young son was cared for by my terminally ill mother. Overwhelmed with remorse, I vowed never to return to drugs. I knew too well the pain my actions had caused my family.

After my discharge, I continued caring for my son. Though my mother sadly passed away in 2022, I honour her memory by living with purpose and integrity.

Recently, I was awarded the Yellow Ribbon Award, recognising ex-offenders who have shown resilience and remained crime-free. Being featured in the award video alongside my son was a powerful symbol of the new life I've built, rooted in love, strength, and second chances.



"I'm capable of giving myself everything I need." — Shirley

My greatest regret was the 2 years I spent in prison. I wanted to prove to my family, my friends, and especially to those who doubted me, that I could rise above my past and build a better future.

My turning point came when my application for a rental flat was approved. Having a space to call my own gave me the stability I needed to focus on my goals.

I managed to complete my Higher Certificate in Nursing and secured a full-time job.

My true moment of freedom came a year later when my ex-husband unexpectedly called. I proudly told him I was in Thailand celebrating my birthday, a trip I had planned and paid for myself. I wanted him to know that my life is just as meaningful without him, and that I'm capable of giving myself everything I need.





Building and Supporting Our Volunteers

Recruitment: Mentorship with a Cause

On 13 January 2025, we hosted our annual volunteer recruitment event, Mentorship with a Cause and welcomed over 40 enthusiastic participants, our largest turnout in recent years!

This year, our call extended beyond seeking mentors. We also opened opportunities for volunteers to support Beautiful People's functional roles such as volunteer wellbeing, marketing and communications, and more.



Welcoming message shared by Vivian (left) and Sharon (right)

The session opened with a warm welcome and short message from our Executive Director, Yoek, alongside our Training and Recruitment team, Sharon and Vivien.

Participants then took part in lively icebreakers, including a game of bingo, followed by an interactive exercise centred on Beautiful People's Manifesto.

Our Training and Recruitment team curated a mini gallery walk featuring Beautiful People's mentoring initiatives, offering participants a glimpse into the various opportunities where they could contribute and make a difference.



Participants exploring the mini gallery walk facilitated by our Programme Leads

Each year, our Programme Leads play an active role in supporting our recruitment efforts by sharing their experiences. Another yearly tradition is to invite mentor-mentee pairings to reflect on their journeys with Beautiful People.

This year, we featured a mentor-mentee trio: Young Leaders' mentor Adlina, MBL mentor Xu Mei, and their mentee Alia. Xu Mei and Alia first connected through My Beautiful Life, and later Xu Mei introduced Alia to Young Leaders.

As a mentor in Young Leaders, Adlina encouraged Alia to step out of her comfort zone and co-emcee Relaxavaganza, a project organised by the Young Leaders to honour and celebrate mentors in Beautiful People. To show her appreciation, Alia invited Xu Mei to join the session.

Both Xu Mei and Adlina expressed pride in seeing Alia thrive and grow, while Alia shared her heartfelt gratitude for the guidance and support she received through both My Beautiful Life and Young Leaders.

Their story is a testament to how mentoring relationships in Beautiful People support mentees navigate life's transitions, helping them grow with confidence, resilience, and hope.



Programme Lead Jiamin sharing her mentoring experience with MBL@PCWG



From left to right: Mentor-mentee trio sharing by Adlina, Alia and Xu Mei

This year's Mentorship with a Cause was a success thanks to our Training and Recruitment Team (Sharon, Hannah, Susie, and Vivien), our programme leads (Phyllis, Jiamin, and Dora), our Office Team (Maryam, Hasyimah, and Azlin), and the energy and enthusiasm of our mentors and mentees.



Training for Volunteers

As part of our commitment to empowering our mentors, Beautiful People organised 2 key training sessions in 2024 to equip them with the skills and confidence to navigate challenging conversations and strengthen their relationships with mentees.

Creating Safe Spaces for our Mentees

In response to the rising number of youth suicide-related cases and the growing need for support among our mentees experiencing suicidal ideation, we partnered with Caring for Life (CFL) to run 2 suicide prevention training sessions.

This training aims to equip our mentors with the skills to identify warning signs of suicide among their mentees and connect them to professional help and resources. Through role-playing exercises, mentors practised practical approaches for supporting mentees in challenging moments.



Strengthening Mentoring Conversations

In November 2024, our mentors joined an advanced workshop, The 8 Practices for an Effective Mentoring Conversation, facilitated by external trainer Karen Tiong via Zoom. This session provided practical tools to strengthen communication, helping mentors build deeper, more trusting relationships with the young people they walk alongside.



Laying the Foundation for Meaningful Mentoring Relationships

On 22 February 2025, our Training and Recruitment Team hosted the E1/E2 training session, an essential onboarding programme for new mentors and volunteers. Facilitated by Hannah, Sharon, Susie, and Vivien, the session introduced participants to Beautiful People's approach to mentoring and the diverse communities we walk alongside.



Hannah sharing insights on common ACEs experienced by our mentees



Susie (left, wearing blue) leading participants through hands-on practice to strengthen their mentoring skills

The training session covered topics ranging from theoretical concepts, such as Adverse Childhood Experiences (ACEs), to practical mentoring tools, including reframing techniques and nonverbal communication strategies. Through group discussions and role-playing exercises, mentors and volunteers practised applying these skills.

We look forward to seeing our new mentors and volunteers take their first steps journeying alongside our mentees!



Connections, Purpose and Renewal

In the second half of 2024, our Volunteer Care and Engagement (VCE) team focused on nurturing stronger connections with one another through 2 meaningful gatherings.

In August 2024, the VCE team gathered for a special book club session led by our Executive Director, Yoek. Exploring *The Art of Gathering* by Priya Parker, the team engaged in thoughtful conversations on designing more intentional and impactful gatherings that bring the Beautiful People community together with purpose.

Shortly after, our VCE team met up and bonded over hands-on crafting activities, followed by a cozy dinner to close the evening.

These gatherings not only deepened friendships but also enhanced the team's ability to collaborate in creating and planning future events for Beautiful People.



Left to right: Our VCE team leads Margaret, Padma and Hasyimah

In turn, our VCE team emerged with a stronger sense of unity, a shared vision, and renewed energy to support volunteers while nurturing the heart of the Beautiful People community.

Glowing Inside Out: Thanksgiving Celebration

On 14 December 2024, Beautiful People hosted our annual Thanksgiving Party, themed "Glowing Inside Out", to show appreciation for mentors and volunteers. The celebration featured a potluck-style gathering filled with joy, gratitude, and camaraderie.



As part of the evening, our VCE team launched #KopiKollage, an initiative encouraging mentors and volunteers to carry on meaningful conversations beyond the celebration over coffee.



Left to right: Mentors and mentees catching up with one another through #KopiKollage

Adding to the warmth, our Young Leaders made a surprise appearance, bringing dishes they had lovingly prepared. As their year-end camp coincided with the Thanksgiving Celebration, the Young Leaders took part in fun games to "win" their ingredients, which they then used to cook delicious dishes for the party.



Each year, our Thanksgiving celebration serves as a heartfelt reminder that Beautiful People thrives because of the dedication, passion, and care of our volunteers and mentors, whose efforts continue to inspire and uplift our community every day.



Our Impact

Impact on Mentees

112  mentees were engaged with Beautiful People's 8 mentoring initiatives in 2024 and 2025

100%  have expressed that they have benefitted from mentoring

7 in 10  mentees are still in contact with their mentors even after graduating from My Beautiful Life

Impact on Mentors and Volunteers

Out of **90**  active volunteers  **30** are contributing in 2 or more roles across Beautiful People's EXCO teams and initiatives

8 in 10  are regular volunteers who serve more than 36 hours a year **90%**  are long-time volunteers who serve 3 years or more

 **80%** learnt more about self and what they want after joining Beautiful People **90%**  are exposed to a segment of society they were not previously aware of

Fundraising efforts and dollar-for-dollar matching funds from the Tote Board for the year brought in

\$S\$139,782

The Tote Board’s Enhanced Fund-Raising (EFR) Programme has allowed us to receive dollar-for-dollar matching support for fundraising campaigns organised by registered Institutions of Public Character (IPC).

We are grateful to the Changi Foundation for their continued partnership with Beautiful People’s Dream Fund.

#ChoosetoChange Together

Beautiful People’s #ChoosetoChange campaign returned for its fourth year, powered by our Peer-to-Peer fundraising initiative. This model places our community at the heart of fundraising, with mentors, volunteers, and supporters rallying their personal networks to champion our cause.

In 2024, 8 dedicated champions went above and beyond not only raising essential funds, but also share more about Beautiful People’s meaningful work in empowering young women and girls through mentoring relationships.

Yong Yoek Ling #ChoosetoDream: \$1,500	Fitri Handayani Raise the Barre: \$1,500	MBL@PCWG Mentors Stories of Hope: \$7,037
Jaslyn Baking a Better Future: \$2,000	Chloe Liew Walking for Change: \$1,400	Meena Mylvaganam #ChoosetoChange with Families for Families: \$1,500
Padma and Angeline #ChoosetoChange for a Brighter Future: \$2,100	Hong Ruoyi #ChoosetoChange Together with The Beautiful People Family: \$2,000	Beautiful People’s Fundraising #ChoosetoChange Together \$32,450



Fundraising efforts through #ChoosetoChange Together brought in \$51,962, surpassing our goal of \$30,000!

A shoutout to our fundraising champions for running successful fundraisers for Beautiful People, and to our donors for believing in our mission.



Reflections from our Fundraising Champions

Watching our mentees find their footing and making their own choices knowing that I’ve played a small part in their journey, is what keeps me going as a mentor.
— **Seow Ling** (MBL@PCWG mentor)

My mentee and I have grown from a formal mentoring relationship to friends and sisters. We’ve celebrated milestones, supported each other through challenges, and our worlds are bigger and more beautiful because we’re in each other’s lives.
— **Yong Yoek Ling** (Executive Director and mentor)

My Beautiful People journey began in 2009. 15 years on, I’ve seen our mentees grow and mature. Many are now wonderful mothers, providing for their children and loving them unconditionally. In them, I see the difference our mutual mentoring journeys have made.
— **Meena Mylvaganam** (Board Member and mentor)

Empowering Girls, Inspiring Leaders

In August 2024, we launched our inaugural Empowering Girls, Inspiring Leaders campaign, shining a spotlight on the journeys of mentees and mentors who have grown through Beautiful People's mentoring relationships. This campaign told powerful stories of resilience, self-discovery, and leadership, inspiring the wider community to invest in the potential of young women and girls.



Fundraising efforts through Empowering Girls, Inspiring Leaders brought in **\$8,322**.

We are grateful to IIX Foundation for their generous contribution of \$3,000, which served as the first seed funding for our campaign. Their donation will go directly towards sustaining and running Beautiful People's mentoring initiatives. With this support, we can continue creating safe spaces, mentorship opportunities, and leadership pathways for girls and young women to thrive.

Why I Give to Beautiful People

At IIX Foundation, our unwavering vision has always been to empower women and girls to transform their lives, seize new opportunities, and lead the charge towards a gender-equal future for the next generation. Women are not just contributors to progress, they are the driving force behind resilient, thriving communities.

Our partnership with Beautiful People reflects this core belief through their work in supporting women reintegrating into society and pursuing their dreams. We are proud to support Beautiful People in creating this ripple effect of change and proving that when women rise, entire communities rise with them.

— **Professor Dureen Shahnaz**
Founder and CEO of Impact Investment Exchange (IIX) and IIX Foundation



Acknowledgements

Organisations and Companies (Cash Donations)

IIX Foundation
The Community Foundation of
Singapore
Tote Board

Organisations and Companies (Cash for Programmes)

Changi Foundation

Organisations, Companies and Individuals (Donations/ Services-in-Kind)

Bridge The Digital Divide
Caring For Life (CFL)
Chef Mazlan
EduHope SG
Free Food For All
HxD
Karen Tiong (Managing Director,
Kayln Hughes Pte Ltd)
Kwong Fah Foo

Marvelicious by MLC
Methodist Girls' School
Professor Joel Lee (NUS Faculty of
Law, Chairman of SIMI)
Queenstown Community Centre
Singapore Halal Culinary Federation
Van Lee Fitness
Zulhafni Zulkeflee (RhetoriQo)

What's Upcoming

In the coming year, Beautiful People will continue to strengthen our fundraising efforts, ensuring we can sustain and grow our programmes that nurture the next generation of confident and resilient young women. We are also exploring new partnerships and collaborations within the wider ecosystem to deepen the support we provide to the girls and women we journey alongside.

Alongside fundraising, we will be diversifying our volunteer recruitment efforts, seeking skills-based volunteers to support our various functional teams and expand our community of mentors.

Most excitingly, 2026 marks Beautiful People's 20th year of championing mentoring relationships, a milestone we look forward to celebrating with our entire community.

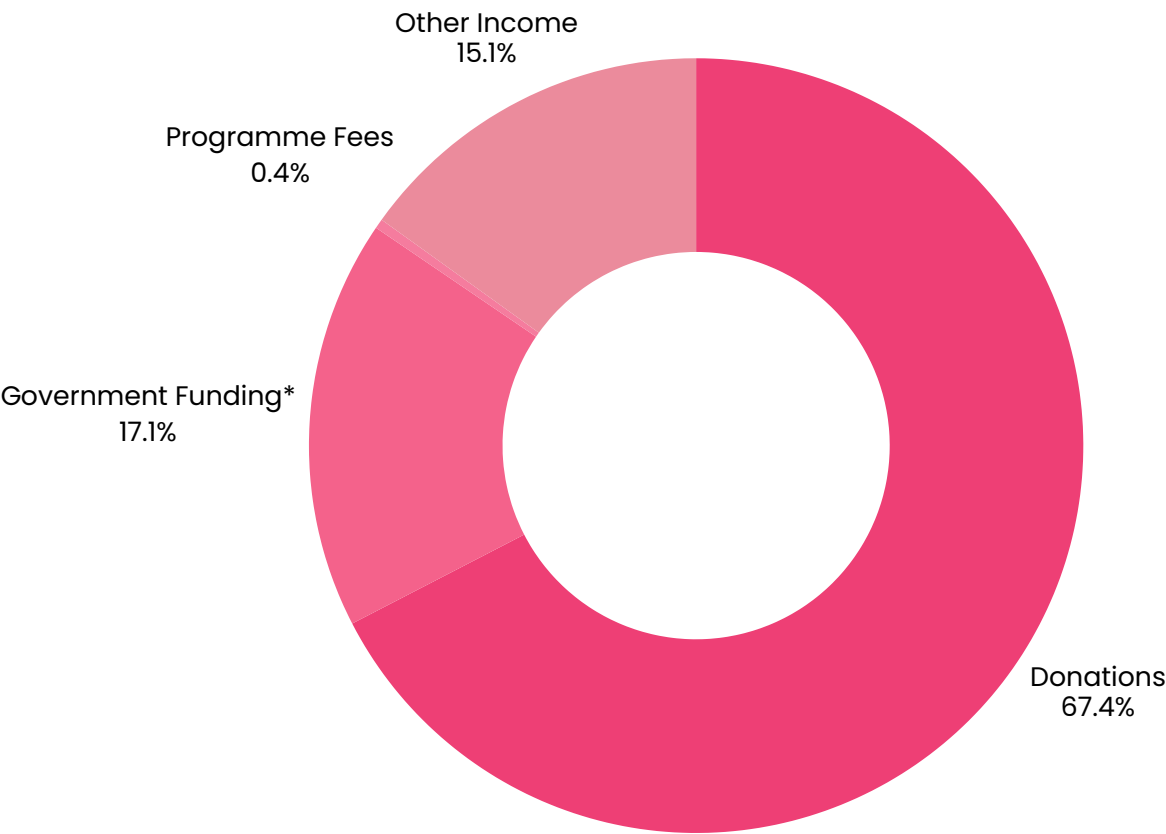
The following provides an overview of Beautiful People’s finances from 1 April 2024 to 31 March 2025.

Beautiful People is funded through donations from friends, family, and other supporters of our movement including philanthropic organisations and corporate donors.

Our financial resources for the year stood at **\$979,041** generated from donations and matching funds from the Tote Board. Our net deficit for the year is at **\$(140,785)**.

Revenue

	\$	%
Donations	94,304	67
Government Funding	23,986	17
Programme Fees	613	0.4
Other Income	20,879	15

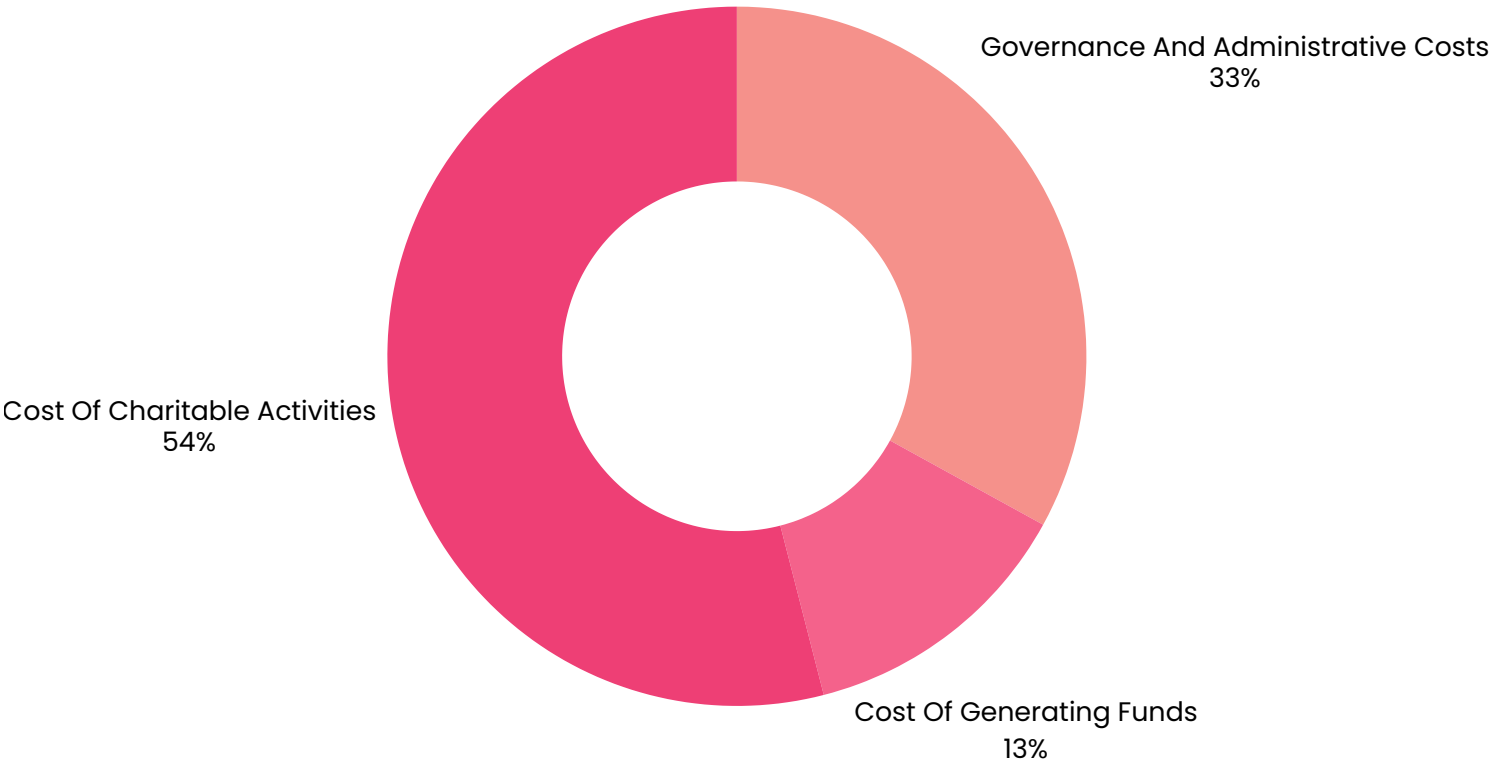


**Beautiful People leverages on government schemes managed by NCSS (Tech-And-Go, SHARE as One, Transformation Support Scheme) for organisational development as well as matching funds from the Tote Board*

Our expenses for the year were **\$280,567**, with the cost of charitable activities taking up 54% of our expenditure. No staff earns more than \$100,000 annually.

Expenses

	\$	%
Governance And Administrative Costs	92,557	33
Cost Of Generating Funds	35,992	13
Cost Of Charitable Activities	152,018	54



Our full audited financial report as at 31 March 2024 can be found at our website: www.beautifulpeople.org.sg.



Governance

Organisational Structure

Governing Board of Directors

The Board has a Conflict of Interest Policy to assist in identifying and managing potential areas of conflict. All directors and staff undertake to declare any situation of conflicts that may arise. They abstain from decision-making in such instances so as to allow a fair and transparent decision-making process.

Our Board of Directors (April 2024 - March 2025)

Title	Name	Date of First Appointment	Occupation	Board Meeting Attendance
Chairperson	Priyanka Rajendram	01.10.19	Head of Community Health, Singapore Cancer Society	4/4
Secretary	Chloe Liew Bao Ling	01.10.21	Centre Manager, Touch Community Services	3/4
Treasurer	Meena Mylvaganam-Tay	01.11.17	Publishing Consultant, mmedit	4/4
Members	Woon Lai Har	01.03.20	Retired	4/4
	Choy Yee Mun	01.10.23	Senior Vice President, DBS Foundation	3/4
	Joshua Tay	01.10.23	Elaine & Eduardo Saverin Foundation, Philanthropic Manager	2/4
	Yong Yoek Ling	04.06.15	Director, Bold At Work Pte Ltd	4/4

Our Executive Committee (EXCO)

The Executive Committee, (EXCO) powered by volunteers, provides strategic leadership, oversight, and guidance for Beautiful People’s management and operations.

Executive Committee Term (April 2024 - March 2025)

Title	Name	Date of Appointment
Executive Director	Yong Yoek Ling	01.10.23
Strategy and Coordination Lead	Yong Yoek Ling (covering)	01.10.21
Finance Lead	Hong Ruoyi	01.10.23
Marketing and Communications Lead	Fitri Handa Yani	17.04.24
Training and Recruitment Lead	Sharon Chan	01.10.23
Programme and Curriculum Lead	Karyn Choo	01.10.23
	Celine Lim	01.10.23
Volunteer Care and Engagement Lead	Margaret Christiany	01.10.23
	Padma Lau	01.10.23

Office Personnel in Beautiful People

The charity discloses that there are no paid staff, being a close member of the family belonging to the Executive Head or a governing board member of the charity, who has received remuneration exceeding \$50,000 during the financial year.

Name of Staff	Designation	Period of Employment
Siti Maryam bte Jumat	Assistant Manager	May 2021 – Present
Hasyimah Ibrahim	Volunteer Management Executive	Aug 2022 – Present
Azlin Zubairah	Community Partnerships Executive	April 2024 – Present

Whistleblowing Policy

Beautiful People is committed to upholding high standards of corporate governance and work practices.

As an enhancement to the internal control system, a whistle blowing policy is in place for the reporting of any malpractice, illegal act or omission by management, staff,

Mentors, Mentees, Board of Directors, both internal and external stakeholders that contribute to or have a vested interest in Beautiful People's operations, programmes and fundraising activities.

Reserves Policy

The Board is prudent with funds and endeavours to ensure that all public money is spent and managed appropriately.

We have a reserve policy of 3 to 5 times our annual operating budget which Beautiful People shall monitor and adhere to.

Calculation of operating reserves excludes all building/projects funds, endowment and sinking funds. The reserve level is reviewed yearly by the Board to ensure that the reserves are adequate to fulfil the charity's continuing obligations.

Investment Policy

Beautiful People may invest in financial instruments such as fixed deposits with reputable financial institutions, with the Board of Director's approval, to minimise the risk of loss while earning a fair return.

It will keep a reserve of at least 6 months operational expenses while the balance may be invested in fixed deposits at staggered timings.

This will enable Beautiful People to earn interest and have ready funds to meet unanticipated cash flow requirements.

Anti-Money Laundering and Counter-Financing of Terrorism Policy

Beautiful People has created a policy for maintaining and monitoring additional processes that must be observed to protect Beautiful People from possible fraud, money laundering or terrorism financing.

These structures and processes will involve a due diligence process when it comes to engaging in partner and beneficiary relationships, keeping vigilant to suspicious activities, cross border cash movement, donor checks and receiving unknown or new donations.

Statutory Information

Registered Office

183 Jalan Pelikat #B2-02
The Promenade@Pelikat, Singapore 537643

A Member of Constitution: Company Limited by Guarantee

UEN Number: 201525056H
Date of Establishment: 4 June 2015

Charity Status

Charity Registration Date: 3 September 2015

National Council of Social Service

Full member since 1 October 2015

Institution of Public Character (IPC) Status – General Fund

Period Approved: 1 August 2025 to 31 July 2028
Sector Administrator: Ministry of Social and Family Development

Bank

United Overseas Bank Ltd
Standard Chartered Singapore

Contact Information

Tel: 6348 0480
Email: contact@beautifulpeople.org.sg
Website: www.beautifulpeople.org.sg

Company Secretary

JWJ Management & Advisory Pte. Ltd.

Auditor

Tan Chan & Partners Public Accountants and Chartered Accountants
Singapore

Every Dream A Possibility



'One loving family: every dream a possibility'.
That is Beautiful People's bold vision, it gives us hope
that tomorrow will be better, if we invest today.



The future starts now. Our mentees need equal opportunities.
For youth who come from disadvantaged families,
they start life handicapped by their lack of economic
resources and education opportunities.



Beautiful People's mentoring intervention changes
our mentees' life trajectories allowing them to
realise their full potential.



To us first and foremost we are always
'One loving family: every dream a possibility'.

