



Curious Thoughts
Giving

LEVELLING THE PLAYING FIELD FOR UNDERPRIVILEGED CHILDREN





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About Curious Thoughts Giving



Purpose

Curious Thoughts Giving was established in 2017 as a charity to serve two groups in the community, centred on reading. As a charity, we seek to enhance the psycho-emotional well-being of less privileged children and elderly who are referred from Social Service Agencies.

Vision

To empower children from all walks of life through equal and transparent access to quality education.

Mission

To provide quality education to all children, through experienced and well-trained teachers, via a thorough curriculum.





Curious Thoughts Giving (CTG) is a charity that aims to use the power of reading and literacy to truly touch and transform lives. In the highly competitive landscape of Singapore, the ability to read and write could mean the difference between an abundance of opportunities or struggling to make ends meet. Literacy has the power to unlock the potential within children and allow them to pursue their passions and dreams.

At CTG, we firmly believe that **every child deserves the chance to succeed**, regardless of their background or circumstances. We believe that the key to unlocking a child's full potential is through quality education, and that's why we have made it our mission to provide equal and transparent access to the best literacy programmes in Singapore.



LEARNING TO READ, READING TO LEARN

To achieve this, CTG operates on two core principles: trained and experienced full-time teachers, and a research-based, structured, and inclusive curriculum. Our literacy programmes are conducted by only qualified and experienced full-time teachers, who are dedicated to ensuring that every child receives the best education possible.

1

***Trained and experienced
full-time teachers***



2

**Research-based, structured, and
inclusive curriculum.**



Furthermore, all of our classes are based on **Jolly Phonics**, one of the most highly-regarded and effective literacy programmes in the world. With its structured approach, Jolly Phonics allows our teachers to cater to the needs of children with different learning styles and abilities, ensuring that each child is given the opportunity to thrive.

These two factors ensure that we give the children under our care the best possible chance to succeed. With the right support and guidance, every child will be able to become the version of themselves.



Overview of Charity

Overview of Charity Curious Thoughts Giving was set up on 4 July 2017 as a public company limited by guarantee. It was registered under the Charities Act (Chapter 37) on 8 February 2018. CTG has a Constitution as its governing instrument.

Unique Registration Number (UEN): 201718734C

Registered Address: 37 Middle Road #02-00, Singapore 188946 Related Entities: Curious Thoughts Academy Pte Ltd

Auditor: LAW & LAW Assurance & Advisory Services, 114 Lavender Street, #02-52 CT-Hub 2, Singapore 339729

Bankers: DBS Bank Ltd, 12 Marina Boulevard, DBS Asia Central, Marina Bay Financial Centre Tower 3, Singapore 018982

Welcome message from the Executive Director

As the world started to find its footing in post-covid world, so did CTG. Many of our programmes came to stand still during the crisis and 2021 was a year of ups and downs. The world was plagued by uncertainty as the fear of lockdowns was constantly looming over our heads. This prevented us from fully resuming our classes as many schools, SSAs and preschools were hesitant about opening their doors to external vendors. CTG was literally unable to help those who desperately needed our help.

Hence, 2022 was a year of rebirth. The world was ready to get back on its feet and so was CTG. After 2 years of online zoom classes and many disruptions, many of the children we worked with could not wait to jump back into classes. In 2022 alone, CTG managed to bring its CuriousTime@SSAs classes to 6 different SSAs in Singapore. We worked with organisations such as Singapore Children's Society (Yishun FSC), Trans Family Service Centre, FILOS, KIDStart, Children's Wishing Well and SHINE. We taught a total of 262 phonics classes and helped over 120 students improve their literacy skills. These classes played an important role in helping the most vulnerable children in our society. By helping them to read and write, we build a strong foundation to enable the children the ability to always unlock their fullest potential. It was truly an amazing feat.

Furthermore, CTG also pivoted one of core programmes, SmallTalk, to suit the needs of the community we worked with. We adapted and created Jom Belajar English!, a 4-week parent accompanied programme designed to equip Malay parents with the skills they need to improve their home learning environment. The programme teaches phonics through interactive storytelling and the stories we choose come from our own little island called Singapore. We choose local folk stories like Sang Nila, Badang and Hang Nadim and the Garfish! These stories made the programme more relatable to the parents as they were taught the same stories when they were younger and now, they are able to use the same stories to teach their children English. Furthermore, the programme includes parent-child activities designed to allow parents to practise the many teaching skills they pick up during the course. It was an educational and meaningful experience for both parents and children. Many of these children continue attending phonics classes with us and we are always heartened by the growth we see.

With over 3 programmes, 200 beneficiaries and 70 volunteers under our belt, CTG is nowhere done yet. As we dust off the rust of 2022, we are eager to bring our programmes to even more children and families around Singapore. Together, we can achieve our mission of ensuring every child receives the best education possible and no one gets left behind.



Sincerely,

A handwritten signature in black ink, appearing to read 'Lydia Lok'.



Lydia Lok
Executive Director
Curious Thoughts Giving Ltd

Board of Directors



Josiah Eng

Current Chair of Curious Thoughts Giving Limited,
Senior Associate Director, Investment analysis
Nexif Ratch Energy Investments Pte Ltd



Lydia Lok

Executive Director,
Curious Thoughts Giving Limited



Reuban Tan

Senior Consultant,
Thoughtworks Singapore



Yao Shuohan

Principal,
Curious Thoughts Academy Pte Ltd



Lam Yi Min

Entrepreneur



Lena Lok

Director,
Amazing Art Shuttle Pte Ltd



Highlights of the year

Impact Numbers



In 2022, CTG has...

Taught

>144 students

Engaged

75 elderly

Helped

30 families

Welcomed

85 volunteers

Forged

14 partnerships



Our fundraising efforts:

We raised \$9,623 over 3 digital fundraising campaigns in 2022

- 1) #GiveAGreenPacket - Hari Raya campaign (\$1,263)
- 2) #Don'tLeaveaChildBehind - NDP Campaign (\$3,360)
- 3) Be-A-Santa - Christmas campaign (\$5,000)

Our volunteers included:

Aspiring teachers

Students

Teachers in training

Corporate volunteers
• Maybank

Young children
(Storytime)





Curious Thoughts
Giving



#Children for Children

ART with a heart





Highlights of our journey

Impact Numbers

Since 2018, CTG has...

Taught

>255 students

Engaged

980 elderly

Helped

84 families

Welcomed

476 volunteers

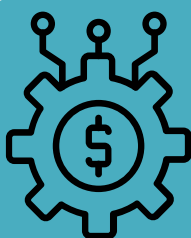
Forged

30 partnerships

How your donation/contribution helps in the fundraiser:



Providing learning
materials to the
children



Support operation
costs to run free
Phonics classes



Hiring of full time
and professionally
trained teachers



Support our outreach
efforts to help more
children in Singapore

Your help and contributions hold the key to providing the educational support these children need.

Together, let's become their beacon of hope and shower them with the opportunities they truly deserve.

Join us for **#CHILDRENFORCHILDREN** this September!



Summary Financial Performance

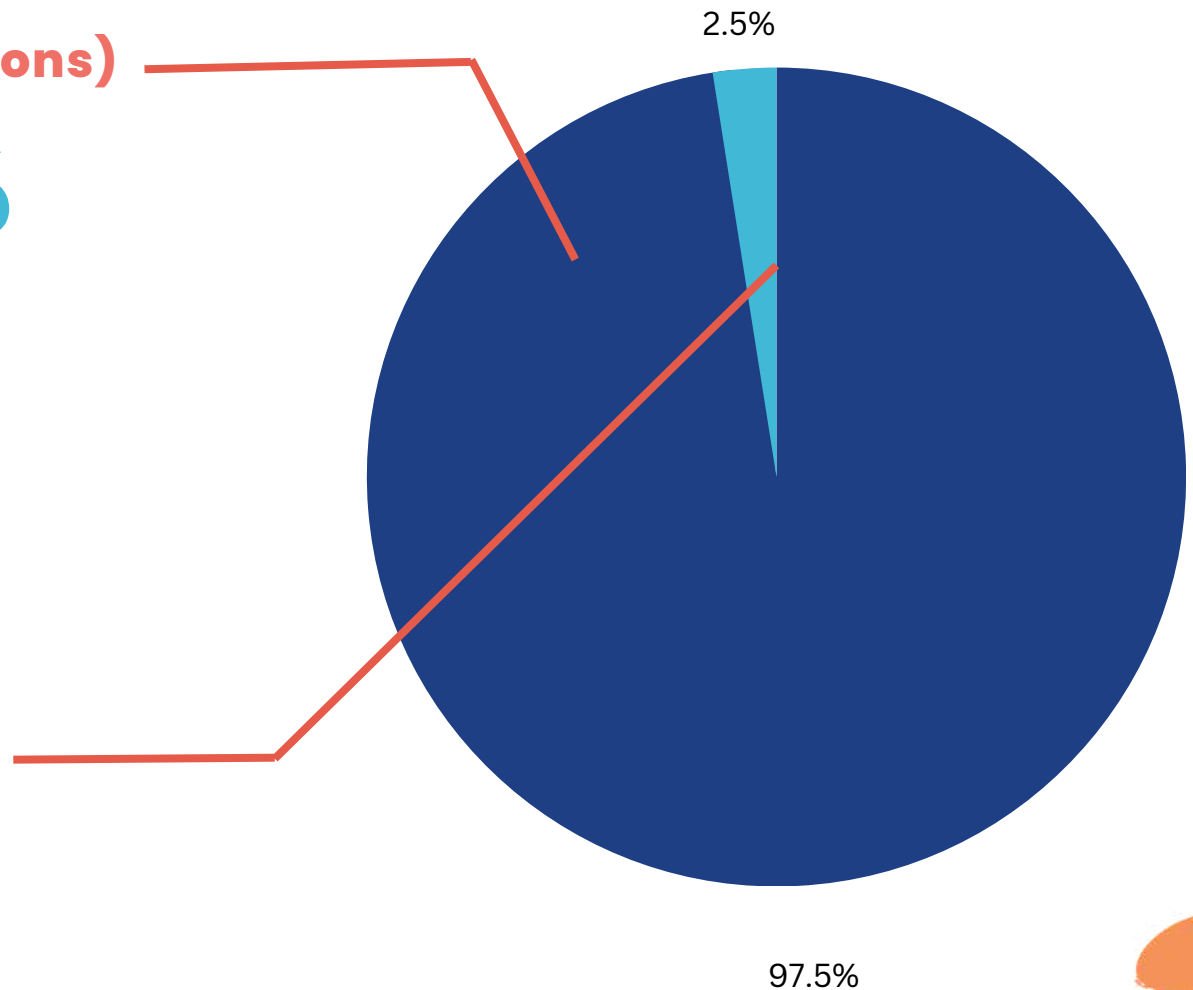
The charity is financially supported by the following:

Contributions (Donations)

\$48,876
(97.5%)

Other Income

\$1,250
(2.5%)



For the financial year of 2022, the charity has a total fund of **\$50,126** (other income was from sales).

SUMMARY FINANCIAL REPORT

Profit and Loss

Curious Thoughts Giving Limited

For the year ended 31 December 2022

TRADING INCOME

Donations	39,168.00
Grants	9,708.00
Programme Fees	750.00
Other Income	500.00

GROSS PROFIT

50,126.00

OPERATING EXPENSES

Advertising	450.00
Audit fees	1,500.00
Bank charges	309.00
CPF	4,590.00
Programme Fee - CuriousTime@SSA	17,086.00
JBE expenses	1,493.00
Part timers	4,923.00
Printing & Stationery	20.00
Regulatory expense	60.00
SDL	60.00
Subscription	1,076.00
Telephone & Internet	72.00
Travel - National	2,038.00
Wages and Salaries	27,000.00
Web hosting	595.00

TOTAL OPERATING EXPENSES

61,272.00

Net Profit

(11,146.00)



Volunteer Management

At Curious Thoughts Giving, we truly believe that our volunteers are the backbone of our organization. We value their contributions and take their feedback seriously. To ensure that we are meeting their needs and creating a positive volunteering experience, we regularly gather feedback through surveys and one-on-one conversations.

We also worked closely with corporate volunteers such as Maybank Singapore for Jom Belajar English! They assisted with facilitating activities for the children as well as undergo our volunteer training programme. We are pleased to have received very positive feedback from them about their experiences with Curious Thoughts Giving.

In 2022, we welcomed **72 volunteers** who continue to support our initiatives and efforts.





Our work and programmes

Our two main initiatives are:

1 Storytime

Bringing volunteers from the public (children and families) to read to the less privileged elderly from Senior Activity Centres. This aims to promote inter-generational community bonding. **In 2022, we've involved over 75 elderly in Thong Kheng Senior Activity Centre across 2 Storytimes.**



2 CuriousTime@SSAs

Free structured literacy or MOE English programmes for children who are living in shelters or are clients of a Social Service Agency (SSA).

This aims to increase the literacy level of beneficiaries through a structured programme that is run by professional teachers.



CuriousTime@SSAs

Singapore Children's Society
(Yishun FSC)

SHINE (Hougang)

KidSTART
(Ang Mo Kio FSC)

Children's Wishing
Well (Clementi)

Trans FSC
(Bedok)

Filos Community Services
(Bedok)

**We are
all over
Singapore!**

In 2022 alone, CuriousTime@SSAs held a stunning total of **266 literacy sessions**, with **94 beneficiaries** attending weekly phonics classes throughout the year.



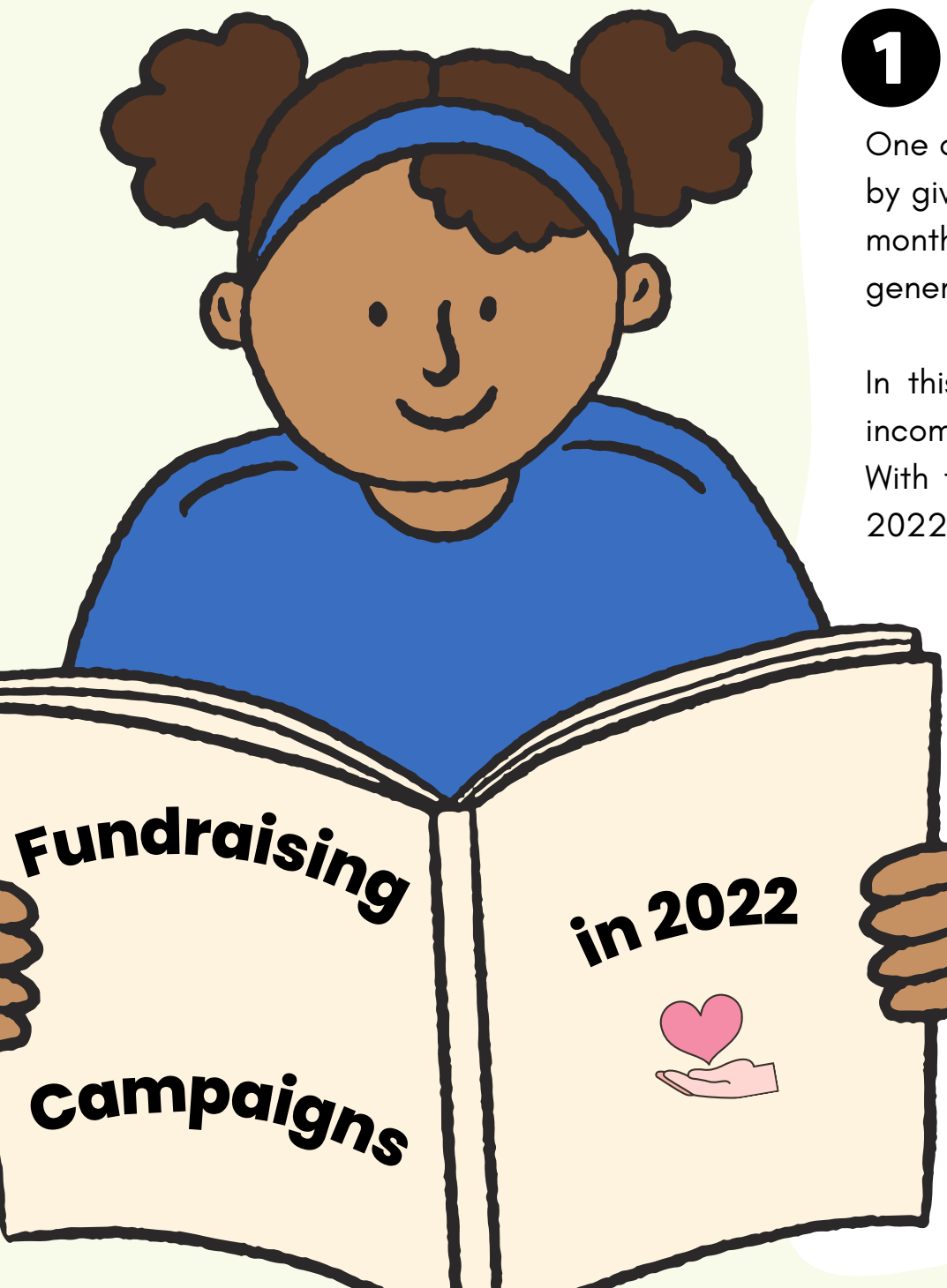
Jom Belajar English!



Jom Belajar English! (JBE) is a 4 week parent-accompanied phonics programme that engages Malay families with children aged 4 to 6 years old. It aims to empower parents with basic phonics skills and the knowledge they need to teach English at home. Through the weekly sessions, we hope to impart parents with the skills and confidence to improve their home learning environment.

During JBE, parents are taught Jolly Phonics and SmallTalk parenting strategies. Where Jolly Phonics empowers parents with the skills to accommodate their children's varying learning needs in learning English, SmallTalk strategies are focused on improving everyday interactions with your child. SmallTalk strategies are currently also adopted by the Early Childhood Development Agency (ECDA) Singapore and the Victorian Department of Health and Human Services in Australia.

In 2022, JBE had a total of 2 runs – one in June, and one in October. We had a total of 53 participants, 8 sessions, and 20 volunteers that helped to make JBE a success. We are also honoured to have worked with TinyPlayClub to create sensory and educational play for the children to better engage them during our sessions. Over the course of both runs, we explored classic stories from the Malay Annals such as Sang Nila Utama, Hang Nadim, Sang Kancil and Badang. These stories helped to teach phonics and useful pedagogical skills in an easily understandable manner, and together, we learnt new skills on how to engage young children.



1 #GiveAGreenPacket

One of the ways we helped the underprivileged community during Raya is by giving Sadaqah (donation). As Eid al-Fitr marks the end of the fasting month, it is the time to renew familial ties and foster the spirit of generosity.

In this Blessed Month, we helped to lift the financial burden for low-income families by #GivingAGreenPacket for their children's education. With the support from the community, our first fundraising campaign in 2022 raised **\$1,263**.

2 #Don'tLeaveAChildBehind

The success of Singapore's future depends largely on the upcoming generation, our children. For National Day in 2022, we encouraged the people of Singapore to come together in supporting the underprivileged children.

We conducted a bag drive to provide learning kits for the children. These kits include stationeries, educational book and toys that are packed in school bags. With the help from Dover Court International School and many other pre and primary schools in Singapore, we raised a whopping **\$3,360 and received 230 donated bags**.

3 #BeASanta - Christmas Campaign

During the season of giving of 2022, we invited the community to join us in sharing the gift of reading and writing by hosting a book drive. This book drive encouraged members of the public to donate children's books to be included in our Learning Kits that were distributed to 100 underprivileged children. With the help of generous sponsors from the community, *T for Toys*, *One Dollar Store*, *Play N Learn*, *ShopGiftGood* and *Dover Court International School*, we curated Learning Kits consisting of school bags, educational toys, stationery and storybooks for our beneficiaries.

Beyond our Learning Kits, we also organised our Be-A-Santa fundraising campaign. Our goal was to continue funding weekly Phonics classes for underprivileged children across Singapore through the next year. Our raised funds will be used to...

- 1) Provide learning materials for our beneficiaries
- 2) Fund the operations of our free phonics classes
- 3) Support outreach efforts to help more children in need
- 4) Hire professional and well-equipped teachers

**Total amount
raised: \$10,300**

With Tote Board SG's 1 for 1 matching grant!

Featured on:





The Year Ahead:

2023

1) Let's Teach English - Volunteer training programme

LTE is a 3 hour crash course for volunteer teachers. The course will include an introduction to Jolly Phonics and how to apply the 5 pillars of literacy in one's class. The course will include plenty of hands-on experience and role play to allow these volunteers to gain the necessary skills to implement Jolly Phonics effectively in their classes. The 5 pillars we will cover are letter sounds, blending, letter formation, segmenting and tricky words. Furthermore, the course will also include teaching strategies that will be practical and useful to new teachers.

"Teaching Children with
Special Needs"

"Lesson Planning"

"How to make classes
more engaging"

2) Let's Learn English - Parent accompanied programme

LLLE will be a 4-week parent accompanied (children aged 4 to 6) programme that focuses on helping parents improve their confidence and skills in teaching English and Phonics at home! This programme will combine the Jolly Phonics curriculum and SmallTalk strategies into a digestible and accessible 4 week course for parents of various English abilities. SmallTalk is a set of strategies that have been used by ECDA (Singapore) and Victorian Department of Health and Services (Australia). They are simple teaching and parental tips and tricks that are designed to help parents improve their relationships and interactions with their children.

During the 4 weeks, both parents and the children will experience storytelling sessions about local Singapore folklore. We will use these stories to help teach Jolly Phonics. Furthermore, parents will also get to do fun and educational activities with their children. These activities are designed to help parents practise the different skill sets they need when facilitating their own lessons at home. We will also share the different tips and tricks educators use and how to create their own fun learning environment in an affordable and sustainable manner.

3) Phonics Digital Resource Pack

PDRP is an online Jolly Phonics and teaching resource for parents and volunteer teachers. This resource pack consists of 8 educational videos that can be conveniently accessed via Youtube. The pack will include topics that were covered in our physical training such as the 5 pillars of Jolly Phonics, teaching strategies and classroom management tips. We will also include DIY activities- used by CTA teachers that have been useful in capturing children's attention during lessons.

Oftentimes, it is difficult for adults to join our physical programmes due to work or family responsibilities. Hence, we want to ensure that time and distance does not restrict anyone from being able to learn. Through PDRP, parents and volunteer teachers can learn on the go and watch the videos at their own convenience.

Examples of topics covered in PDRP:

"How do I get my child to be interested in learning English?"

"My child hates spelling. What should I do?"

"5 DIY activities to create and play at home together"

"Tips and trick to encourage your children to learn English"



Welcome to my VLog!

3,197,155 views · May 30, 2017



SHARE



SAVE



Curious Thoughts Giving
8.3M subscribers

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Upcoming Fundraising Campaigns



MOTHER'S DAY HEROES: EMPOWER MOMS IN NEED

For most of us, our mothers are our heroes. They are the epitome of strength, love and sacrifice. However, even heroes need support. Mothers from underprivileged families in Singapore are struggling to afford basic essentials to support their children.

This Mother's Day, let's help to provide all mothers with the items they need to be a Superhero. With your help, we can reduce the financial burden for these mummies!



Mother's Day **MAY 2023**



Thank you to our partners and sponsors!



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Curious Thoughts Giving



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