



EMPOWER AGEING
MAKING AGEING WELL POSSIBLE



Empower Ageing Limited

Annual Report for Year
Ended 30 June 2024



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About Us

Empower Ageing is a registered charity, recognised as an Institute of Public Character, with a mission to make ageing well a reality for every senior. Since 2016, we've been supporting seniors in three key areas: frailty, dementia, and social isolation. Through a variety of evidence-based programmes, educational workshops, advocacy efforts, and research-driven solutions, we're helping seniors live their best lives.

We offer specially designed exercise programmes to improve strength, cardiovascular health, and overall physical wellness. Our digital literacy workshops empower seniors to safely navigate the online world, keeping them informed and protected from online scams.

At Empower Ageing, we believe in a holistic approach to ageing—one that helps seniors stay active, connected, and independent, allowing them to thrive in today's ever-changing world.

Objectives

The objects of the Charity are as follows:

To foster a healthier, more inclusive community by supporting those facing challenges such as age, illness, disability, financial hardship, or other disadvantages, via the following benchmarks:

- 1 Ensure every senior above 60 has access to opportunities for ageing well.
- 2 Make essential resources for healthy and fulfilling ageing affordable and accessible to vulnerable seniors.
- 3 Redefine the ageing journey as one of independence, vitality, and quality of life.
- 4 Provide tailored health solutions through community-based initiatives and centre-based programmes designed with seniors in mind.
- 5 Empower seniors with skills and knowledge while equipping caregivers, volunteers, and care professionals locally and internationally.
- 6 Advocate for a positive and empowering perspective on ageing, engaging the public and industry stakeholders through outreach and education.

Vision

Ageing Well Made Possible

At Empower Ageing, we believe that ageing well means staying active, connected, and empowered—living with independence and enjoying a vibrant quality of life. We're here to help seniors navigate the challenges of ageing, addressing common concerns and even reversing decline where possible. We want to create opportunities for every older adult to live a fulfilling life and reach their fullest potential. By fostering these possibilities, we believe the gift of ageing gracefully can become a reality for all.



Mission

Empowering a New Way to Age

At Empower Ageing, we provide solutions that help older adults mitigate age-related challenges, transforming the way they age.

Why do we exist?

- 1 To ensure every older adult above 60 has access to opportunities for ageing well.
- 2 To make the resources needed for healthy ageing affordable for those who are vulnerable.
- 3 To redefine ageing as a journey of independence, dignity, and quality of life.

We are committed to reaching seniors who face frailty, chronic illness, depression, or social isolation—those who may feel hopeless or marginalized by society. Many are burdened by healthcare costs they cannot afford or struggle with limited mobility, leading to reduced social interactions and a loss of meaning and purpose in their lives. These challenges perpetuate ageism and self-blame, creating a vicious cycle that we aim to break. At Empower Ageing, we strive to restore hope, connection, and vitality to every older adult, ensuring they can embrace ageing with confidence and joy.

Our Approach

We are dedicated to reshaping the ageing journey through a holistic approach that combines advocacy, community-based programmes, education, and research-driven innovation. Our initiatives empower seniors to embrace independence, equip caregivers with vital skills, and support professionals in fostering an environment where every senior can age with dignity, vitality, and purpose.

Advocacy Through Awareness Campaigns

We are sparking conversations about how ageing can be a vibrant and empowering chapter of life. Through impactful community outreach and awareness campaigns, we challenge stereotypes and reshape public perceptions, fostering a more inclusive and supportive environment for seniors.

By engaging with industry stakeholders, policymakers, and the public, we drive meaningful change and advocate for policies that support the well-being and dignity of older adults. Together, we are building a society where ageing is celebrated and embraced.

Programmes

Our programmes are designed to deliver tailored, evidence-based solutions that enhance seniors' quality of life and health outcomes. Through community-based interventions and centre-based programming, we offer a diverse range of activities aimed at empowering older adults to stay active, connected, and engaged. Our signature initiatives include:

- **SilverFit:** Physical wellness programmes that enhance strength, mobility, and overall health.
- **SilverSurfer:** Digital literacy workshops that equip seniors with the skills to navigate the digital world confidently and safely.
- **SilverVentures:** Social engagement activities that foster connection, purpose, and a sense of community.

Together, these programmes provide seniors with the tools to thrive, maintain independence, and embrace ageing with vitality and confidence.

Education

We believe education is key to empowering seniors, caregivers, and care professionals. Our workshops and training sessions, such as **Strong Again**, are designed to equip seniors with the skills and confidence to navigate daily life independently. We also provide caregivers and professionals with the tools and knowledge they need to deliver effective, compassionate care, ensuring a supportive and informed network for every senior. Through education, we're building a community where ageing is met with strength, dignity, and empowerment.

Research and Development

Our research-driven approach helps to pioneer and pilot high-impact solutions that enhance the ageing experience. Key areas of focus include:

- **Training and Programme Curriculum:** Developing best-in-class educational content for seniors and caregivers.
- **Therapeutic Tools:** Creating innovative resources like apps, toolkits, and technology that improve seniors' health and well-being.
- **Technology for Health:** Exploring cutting-edge technologies that can enhance physical, cognitive, and emotional health outcomes for seniors.

Through our R&D efforts, we establish empirical evidence to demonstrate the effectiveness of our programmes and transfer knowledge from international best practices to adapt and localise for the Singapore context.

SilverDreamsHub: A Hub for Transformation

All our initiatives are integrated through the SilverDreamsHub, a central platform that brings together various programmes, services, and resources to transform the ageing experience. The SilverDreamsHub is uniquely embedded in the community through our Kopitiam Initiatives, where seniors can connect in familiar, accessible environments such as local kopitiams (coffee shops). This approach fosters a sense of community, providing seniors with opportunities for socialisation, learning, and engagement in their neighbourhoods.

By combining the warmth of a local kopitiam with tailored programmes and services, the SilverDreamsHub creates a welcoming space for seniors to come together, stay active, and remain engaged in their communities. This integrated approach ensures that seniors have easy access to support, while also promoting social cohesion and reducing isolation.

At Empower Ageing, we are shaping a future where ageing is not something to fear, but an opportunity to live life to the fullest. Through our SilverDreamsHub - Kopitiam Initiatives, we create a sustainable, community-driven model that empowers seniors and transforms the ageing experience for all.

Chairman's Message

There is a Chinese idiom that reads, “十年树木，百年树人。” Roughly translated, it tells us that trees take 10 years to grow, but a 100 years is needed to cultivate a person.

I open my reflection for this past year with this idiom because our sector has grown ripe with laudatory labels for our seniors. Silver generation. Merdeka generation. Old is gold. These labels have their rightful justification. Yet the idiom calls us to remember that the journey of growth hasn't stopped just because society piles on the honorifics. One might otherwise think that these labels of admiration are a subtle way of saying that the journey of growth has reached its plateau.

That cannot be so. Not simply because Singapore is an ageing population that will be increasingly dependent on a vibrant senior population. But because this concerns who we are fundamentally as persons. The mission and vision of Empower Ageing has stayed the same throughout the tides of change that time has wrought: Because seniors remain persons with yet more room for growth, we must make ageing well possible.

This past year has been marked by a mix of the same key moments, and also significant changes. From the mainstay that has been Go For Your Mountain, to movement in our leadership where our outgoing Executive Director Ben handed over the mantle to the inimitable Narash.



As you read through our annual report, I hope you find good cheer and cause for consideration. What would it look like for ageing well to be made possible? For whole persons to be well cultivated in the care of the community? Obviously, we have ideas about how these things are possible. But give it some thought, and then let us join heads, hearts, and hands towards turning our ideas into action.

Singapore is a garden city of trees well tended. Let's make it a graceful city of persons well cultivated too.

Albert Lim
Chairman
Empower Ageing



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Chief Executive Officer's Message

As we reflect on the past year and look ahead to the future, I am filled with immense pride and gratitude for the progress we have made together at Empower Ageing. Our mission to empower older adults to age with dignity, purpose, and vitality has driven every decision, program, and partnership we've pursued.

The past year has been a transformative one for Empower Ageing. We have expanded our reach, introduced innovative programmes, and deepened our engagement with seniors and the communities we serve. Initiatives like **SilverFit**, **SilverSurfers**, and **SilverVentures** have continued to thrive, touching the lives of countless seniors and providing them with opportunities to grow, connect, and live more fulfilling lives.

One of the key highlights has been our ability to foster stronger intergenerational bonds. Through collaborations with youth organisations and universities, we have seen the transformative power of mutual learning and connection between seniors and younger generations. These moments remind us that aging is not just a stage of life—it is an opportunity for shared wisdom, growth, and joy.

As we step into the upcoming year, our focus remains unwavering. We are committed to reaching underserved communities, embracing diversity, and ensuring that seniors from all walks of life have access to the resources and support they need. Our programmes will continue to evolve, leveraging digital innovation, community partnerships, and sustainable practices to maximize impact.

Sustainability is at the heart of our plans. Establishing a robust financial foundation and securing resources for long-term growth remain critical priorities. We are also committed to strengthening our governance and organisational capacity, ensuring that Empower Ageing is well-positioned to deliver on its mission in the years to come.

None of this would be possible without the collective efforts of our dedicated team, passionate volunteers, generous donors, and supportive partners. Together, we are building a vibrant, inclusive ecosystem where seniors can thrive, and I am deeply grateful for your unwavering belief in our cause.

As we embark on the next chapter of our journey, I am confident that the best is yet to come. With your continued support, Empower Ageing will remain a beacon of hope, strength, and purpose for seniors across our community.

Thank you for being a part of this mission. Let's continue to make a difference, one life at a time.

With gratitude and hope,
Narasimman
Chief Executive Officer
Empower Ageing



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Overview of Charity

Overview of Empower Ageing Ltd.

Empower Ageing Ltd. (UEN: 201619560Z) was established as a company limited by guarantee on 18/07/2016, with its registered address located at 81 Ubi Avenue 4, #11-09 UB One , Singapore 408830. It obtained registration as a charity under the Charities Act (Chapter 37) on 29 December 2016.

Governing Instrument

Empower Ageing Ltd. operates under its Constitution, which outlines the organization’s structure and governance. The Board, comprised of voluntary members, is elected annually during the Annual General Meeting. Board meetings are convened at least once every three months to oversee organizational matters.

Corporate Details

Corporate Website: <https://empower.org.sg/>
Corporate Email: contact@empower.org.sg

Services

Advocacy
Programmes

Auditor

Auditing services for Empower Ageing are provided by CREDO ASSURANCE LLP, located at 545 Orchard Road #10-06 Far East Shopping Centre, Singapore 238882

Bankers

Empower Ageing maintains its banking operations with DBS Bank, situated at 12 Marina Boulevard, Marina Bay Financial Centre Tower Three, Singapore 018982.



Leadership

Governing Board Members/ Management Committee

NAME	DESIGNATION	DATE OF APPOINTMENT
Bee Sian Ling	Board Member	14/6/2023
Chew Tec Huan Stephen	Board Member	18/7/2016
Chng Pi Leong	Founder, Board Member	18/7/2016
Liew Seh Siong	Treasurer	01/11/2023
Lim Song Kiang	Chairman	18/7/2016

Staffing

NAME	DESIGNATION
Benjamin Chan	Executive Director (untill March 2024)
Narasimman	Chief Executive Officer
Rachel Chan Li Yu	Programme Manager/Exercise Physiologist (untill January 2024)
Wah Chin Yang, Alvin	Programme Executive/Exercise Physiologist (untill January 2024)
Eve Yeo	Accountant



Highlights of the Year

Summary Financial Performance

\$438,514

Total Income

\$436,637

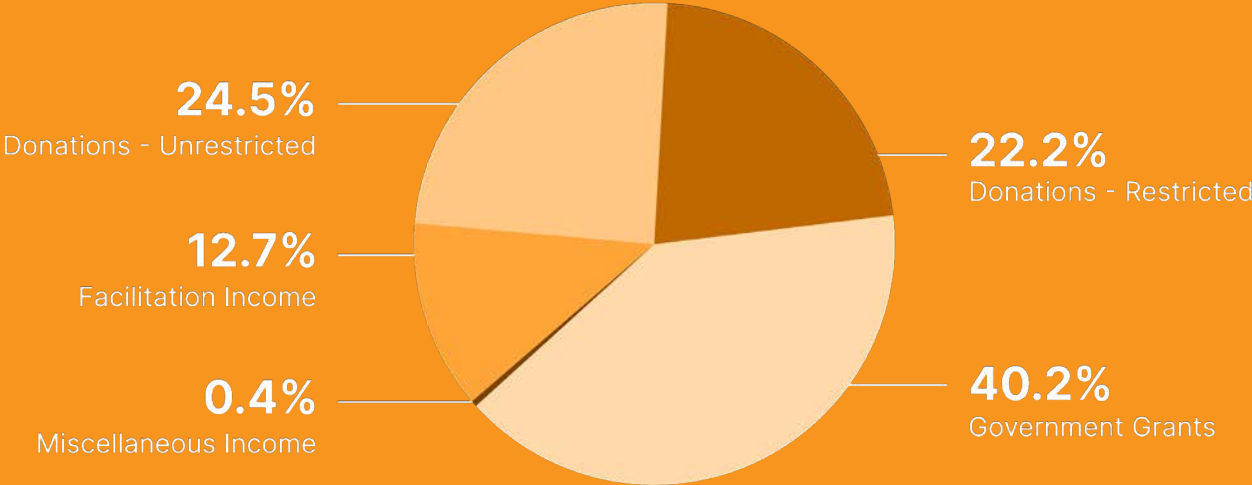
Total Expenditure

Major Financial Transactions

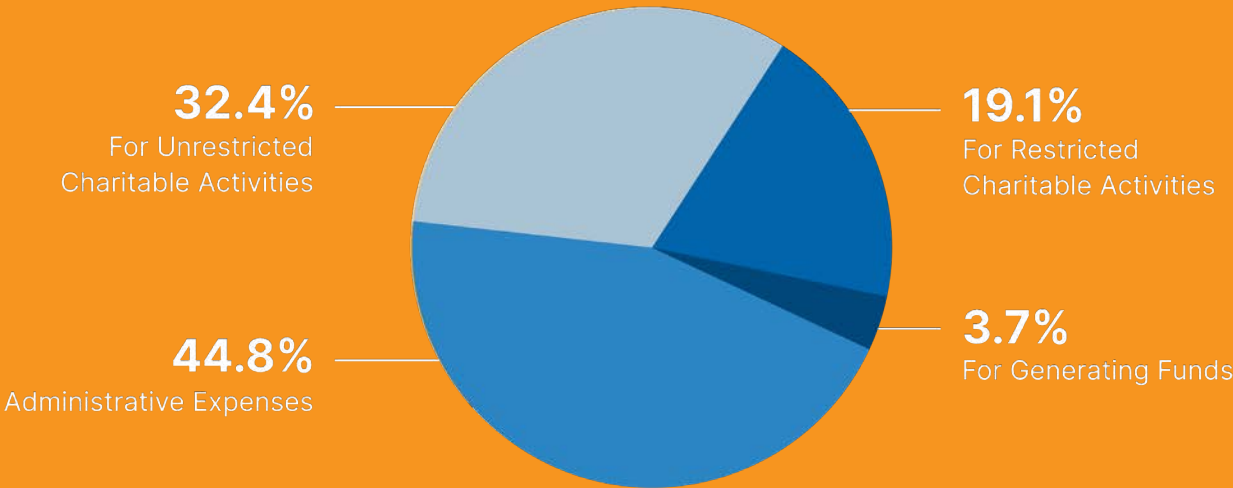
\$78,150

Payments to the Fireplace group

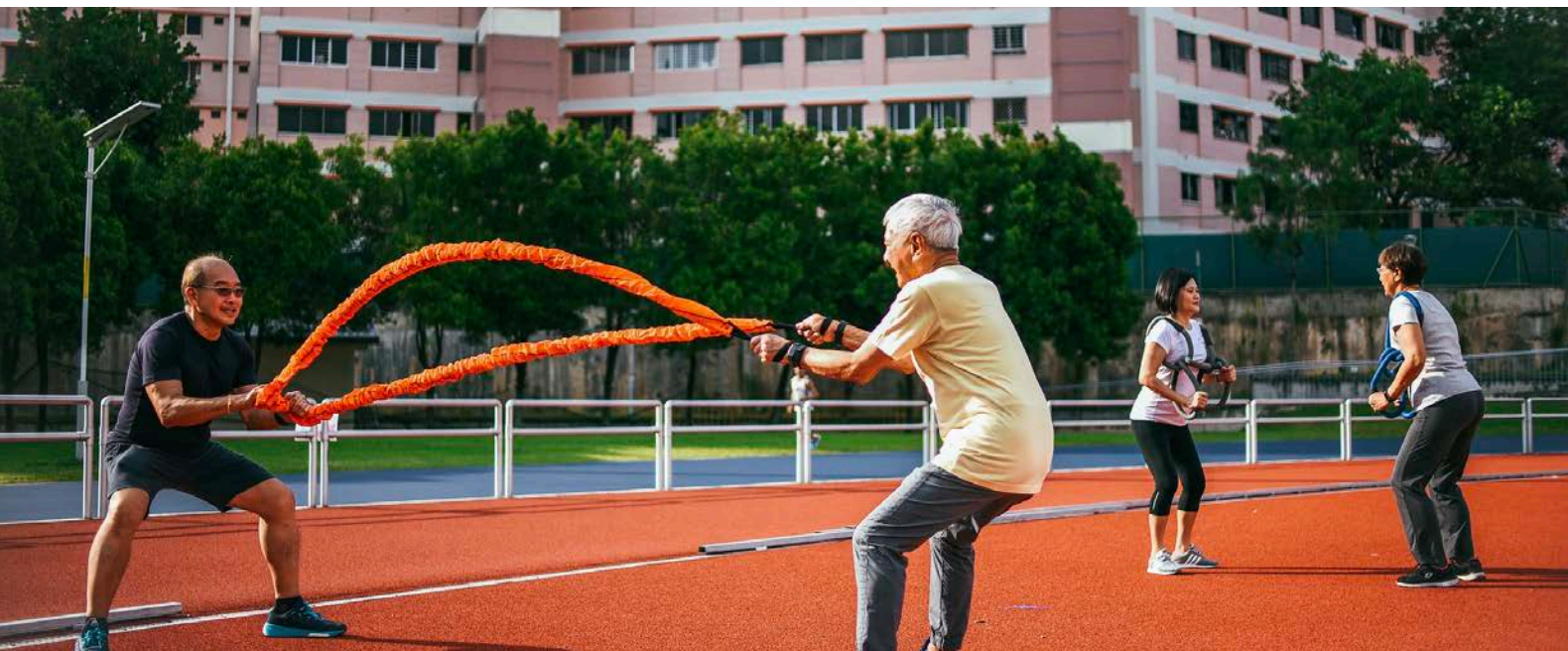
2023 Sources of Income \$467,186



2023 Distribution of Expenditure \$542,478



Our Work Programme & Activities



1. SilverFit

Since 2018, Empower Ageing has been nurturing the well-being of seniors through our SilverFit exercise programmes. Designed with research-backed principles like Functional Power Training (FPT), SilverFit empowers seniors to stay active and thrive. The series offers diverse options, including **SilverFit Strength**, **SilverFit Functional**, and **SilverFit Befrienders**, alongside a **Train the Trainer (TtT) programme** to equip staff and volunteers from our partner organisations with the skills to support seniors effectively.

In 2023, we deepened our collaboration with partners to deliver SilverFit in a variety of settings. These efforts are helping us refine and expand its impact, especially in community care environments, ensuring that seniors remain supported, connected, and engaged.

Cornerstone@Cheng San Active Ageing Centre

Empower Ageing has been proudly partnering with Cornerstone Community Services at Cornerstone@Cheng San Active Ageing Centre since 15 October 2018. Over the past five years, we've worked together to bring meaningful engagement and wellness to seniors through our SilverFit programmes.

Each week, seniors in the community can participate in **SilverFit Basic** sessions held twice a week, as well as **SilverFit Strength**, which runs five times weekly. Together, we've made a lasting impact, conducting 249 classes and reaching seniors at over 6,200 unique touchpoints, helping them stay active, healthy, and connected.

Jamiyah Nursing Home (Darul Syifaa)

In 2023, Empower Ageing proudly renewed its partnership with Jamiyah Nursing Home (Darul Syifaa), supported by the Community Silver Trust Fund. While the collaboration began in 2020, it faced delays during the Covid-19 pandemic and resumed with fresh momentum in 2023.

The partnership kicked off with training sessions for staff and volunteers to deliver **SilverFit Strength** to seniors in day care. In the next phase, we upskilled staff to incorporate innovative equipment, introducing a **step-up programme** tailored to further engage and empower seniors.

By the close of 2023, three staff members had completed training, and seven seniors participated in the enhanced SilverFit programme. The feedback from seniors has been overwhelmingly positive, highlighting the programme's ability to make a meaningful difference in their lives.



Integrating SilverFit into SilverDreamsHub - Boon Lay Kopitiam Initiative

In 2024, Empower Ageing introduced the SilverFit programme to our innovative Kopitiam Initiative at Boon Lay Kopitiam, transforming a beloved community space into a hub of exercise and social engagement for seniors. This unique initiative taps into the welcoming environment of the local kopitiam to strengthen social bonds while encouraging active ageing.

At Boon Lay Kopitiam, seniors participate in **SilverFit Functional** and **SilverFit Strength** sessions designed to enhance mobility, build strength, and promote meaningful social interaction. By embedding SilverFit into this familiar setting, we're making it easier for seniors to incorporate exercise and connection into their daily lives, helping to reduce social isolation and foster a greater sense of belonging.

This initiative has been warmly embraced, providing a vibrant space where seniors can meet, stay active, and build closer ties within their neighbourhoods. Together with **Hatch** and our valued partners, Empower Ageing is committed to creating inclusive ecosystems where seniors can thrive, stay connected, and live life to the fullest.

2. Go For Your Mountain 2023

On 29 September 2023, Empower Ageing hosted our annual advocacy event, **Go for Your Mountain (GYM)**, under the theme “Celebrating Life.” This year’s event was dedicated to honouring and expressing gratitude to the seniors in our community.

We were privileged to have Ms. Yeo Wan Ling, Member of Parliament for Pasir Ris-Punggol GRC, grace the occasion as our Guest of Honour. For the first time, **Empower Ageing partnered with Youth Corps Singapore** as our Official Youth Partner for GYM. With their dedication to fostering youth volunteerism, Youth Corps mobilised approximately 400 youth volunteers to support the event. These volunteers were paired with senior participants to engage in meaningful intergenerational activities during the climb, embodying the spirit of connection and collaboration across generations.

Though nearly 1,300 participants registered and were eager to take part, inclement weather led to the event’s cancellation for safety reasons. Nonetheless, the celebration of seniors continued. Each senior participant received a commemorative medallion as a heartfelt token of appreciation for their invaluable contributions to our nation and the generations to come.

Despite the unforeseen challenges, **Go for Your Mountain 2023** remained a testament to the resilience, spirit, and significance of our seniors and the vibrant intergenerational bonds we strive to nurture.



Roland with his wife and son

Chan Woke Fung, Roland 78 years old (Retired)

Living with his wife and son in Choa Chu Kang, Roland leads a vibrant and meaningful life rooted in health, community, and connection. A familiar face at **New Life Community Services**, Roland actively contributes to the **Healthy Ageing Promotion Programme For You (HAPPY)**, an initiative by the National University Health System (NUHS) that encourages physical fitness among older adults. As a leader in senior exercise sessions, Roland inspires others to stay active and embrace a healthy lifestyle.

Pickleball is another passion that keeps Roland energized and socially connected. He plays weekly at **Yew Tee Community Building**, finding joy in the sport and camaraderie with fellow players. His dedication to physical activity is deeply personal, sparked by the loss of his brother to clogged arteries. Determined to prioritize his health, Roland made significant lifestyle changes and now shares his journey to inspire others to do the same.

Together with his wife, Roland is training to become a befriender, aiming to reach out to seniors in his neighbourhood who need support and companionship. Witnessing the challenges of loneliness among seniors, he is motivated to make a difference by offering care, friendship, and a listening ear. He understands the impact isolation can have on physical and emotional well-being and is committed to fostering stronger connections within his community. Roland’s interests don’t stop there. He is learning to play the ukulele at **New Life Community Centre**, adding a creative and joyful outlet to his routine. He also actively supports church activities, deepening his sense of purpose and community ties.

Through his unwavering commitment to health, compassion, and lifelong learning, Roland embodies the essence of active ageing. His journey serves as a powerful reminder of how one person’s dedication can uplift not only themselves but also the lives of those around them.

Lim Si En, Ruth (18 years old)

At 18, Ruth Lim Si En is spending her gap year before university as an intern with the **Youth Corps Community Internship**. Growing up in Bishan with her parents and six siblings, Ruth’s interactions with seniors were largely limited to her grandparents. That changed during her internship, where she found herself in a new and transformative role—assisting with digital classes for seniors.

This experience opened her eyes to a world she hadn’t deeply considered before. Ruth was struck by the seniors’ eagerness to learn and their remarkable teachable spirit, which challenged preconceived notions about ageing. She discovered that many seniors have a stronger desire to acquire new skills than people often assume. Helping seniors navigate the digital world gave Ruth firsthand insight into the hurdles they face. From language barriers and unfamiliar digital concepts to confusing app interfaces and the struggle of remembering multiple passwords, these challenges starkly contrasted with her own experience as a digital native.

Through this journey, Ruth developed a deeper appreciation for the realities of Singapore’s ageing population and the urgent need for digital skills education. She now understands how a lack of digital literacy can lead to isolation and loneliness for many seniors, and she feels inspired by the efforts being made to address this gap.

Whether through digital literacy classes, active ageing centres, or other community initiatives, Ruth sees the positive impact of these measures. Her time as an intern has strengthened her belief in the importance of building a more inclusive and connected society—one where seniors are empowered to engage fully in today’s digital age.



*Ruth
18 years old*



3. SilverSurfers Initiative

SilverSurfers Initiative: Bridging the Digital Divide

Since 2020, Empower Ageing has been at the forefront of digital empowerment for seniors through the **SilverSurfers Initiative (SSI)**, a national programme designed to equip seniors with essential digital skills. Supported by the **Infocomm Media Development Authority (IMDA)** through the Digital for Life Fund, SSI operates via a dedicated Telegram channel, engaging nearly 1,000 seniors nationwide daily in 2023.

As digital platforms become integral to communication, accessing services, and staying connected, many seniors face challenges navigating the online world. SSI addresses this gap with a structured and progressive learning approach, empowering seniors aged 60 and above to navigate the digital landscape safely and confidently.

Through a combination of **hands-on learning, group interactions, and easy-to-follow worksheets**, SSI helps seniors build critical skills to stay connected, informed, and independent. The programme's modular structure includes three sessions per module:



While SSI has long benefited seniors in **Active Ageing Hubs (AAHs)**, 2023 marked a significant milestone with the programme's integration into our **Kopitiam Initiative**. By bringing digital skills education directly to familiar community spaces, SSI is reaching even more seniors, making digital literacy an accessible and empowering part of their daily lives.

SilverSurfers at SilverDreamsHub - Kopitiam Initiatives: A Key Pivot in 2024

In 2024, Empower Ageing brought the **SilverSurfers Initiative** closer to the community by embedding it within the **SilverDreamsHub - Kopitiam Initiative**. Traditionally, kopitiams (local coffee shops) have been vibrant gathering spaces for seniors, offering comfort and familiarity. By introducing SilverSurfers into these beloved environments, we've created a unique opportunity for seniors to develop digital skills in a setting that feels accessible and welcoming.

This marks a pivotal evolution in our approach—melding the social and communal essence of kopitiams with the tools seniors need to thrive in an increasingly digital world.

At **Boon Lay Kopitiam**, seniors can now participate in **in-person SilverSurfers sessions**, where they learn a range of digital skills, from basic smartphone navigation to more advanced digital applications. Facilitated by trained volunteers and staff, these interactive workshops provide a hands-on learning experience, allowing seniors to practice using smartphones, tablets, and computers with real-time guidance and support.

For many seniors, this integration is a game-changer. It offers access to digital devices and internet connectivity that may not be readily available at home, while also addressing the intimidation often associated with digital learning. By bringing digital literacy into the familiar and social setting of kopitiams, we empower seniors to confidently embrace technology as part of their everyday lives.

A Transformative Impact: Bridging the Digital Divide and Fostering Community Connections

Empower Ageing's integration of the **SilverSurfers Initiative** into the **SilverDreamsHub - Boon Lay Kopitiam Initiative** represents a bold step forward in bridging the digital divide for seniors. By bringing digital literacy directly into the heart of the community, we've created an inclusive space where seniors can learn essential digital skills at their own pace. More than just a technology programme, this initiative fosters meaningful social interactions, helping to combat isolation and build a sense of belonging.

At SilverDreamsHub - Boon Lay Kopitiam, seniors are not only gaining confidence in navigating the digital world but also forming connections with their peers in a familiar and trusted setting. The programme creates a vibrant community atmosphere where seniors can meet, share experiences, and feel supported in their journey toward digital empowerment.

This initiative goes beyond teaching technology; it strengthens Empower Ageing's mission to enable seniors to live independently, safely, and actively in today's digital age. By reducing social isolation and enhancing mental well-being, the integration of SilverSurfers into kopitiams contributes to a broader vision of improving the overall quality of life for seniors.

Through this innovative approach, Empower Ageing continues to redefine what it means to age with dignity, confidence, and connection in a rapidly evolving world.



The Year Ahead

Building on the successes of the past, we are focused on expanding and evolving our programmes, strengthening community connections, and improving the digital accessibility and overall well-being of seniors.

By embracing new opportunities and forging stronger strategic partnerships, we are committed to creating a vibrant, inclusive ecosystem where seniors can thrive. We believe in empowering seniors to live their best lives—engaged, connected, and supported in every step of their journey.

Together, we will continue to shape a future where older adults are celebrated, empowered, and equipped to embrace all the possibilities that lie ahead.

Charity's future plans

Empower Ageing is dedicated to shaping a future where ageing is synonymous with vitality, independence, and joy. As we move forward, our strategic focus remains on building sustainable impact, expanding our reach to underserved communities, and enhancing the quality of life for seniors through innovative programmes and community-driven initiatives.

1. Expanding Reach: SilverSurfers, SilverFit, and SilverVentures Across Communities

In the year ahead, we aim to extend our programmes to even more kopitiam and neighbourhoods across Singapore, ensuring we reach a broader demographic of seniors, including those from diverse ethnic backgrounds and a larger number of men. Our vision is to create inclusive, thriving communities where seniors of all backgrounds come together to learn, grow, and support one another.

SilverFit – Reducing Frailty and Promoting Healthy Ageing

We will continue integrating SilverFit into kopitiam and community spaces, with a strong focus on measuring the reduction of frailty among seniors. By monitoring the physical health outcomes of participants, we aim to track improvements in strength, mobility, and overall well-being, empowering seniors to live more independently and confidently.

SilverSurfers – A More Organic and Intentional Integration

We also plan to refine the integration of SilverSurfers into the kopitiam initiative. We aim to make the programme more organic, allowing seniors to learn digital skills in a familiar and natural setting while being intentional about meeting their specific needs. In 2024, we will focus on creating a seamless blend of online support (via WhatsApp and YouTube tutorials)

SilverVentures – Expanding Horizons for Seniors

Through SilverVentures, we aim to bring seniors out of their neighbourhoods and provide them with enriching experiences beyond their usual environments. This will include excursions, intergenerational exchanges, and new opportunities for seniors to share their skills and experiences. We also want to empower our seniors to support other seniors in the community, creating a ripple effect of care, support, and knowledge-sharing that strengthens social bonds and fosters a sense of belonging.

2. Engaging the Next Generation: SilverFit with Students and Volunteers

We are thrilled to expand our volunteer base through collaborations with local universities, institutions of higher learning (IHLs), and other youth organizations. The **Strong Again - Train the Trainer Programme** will offer students the opportunity to join us as volunteers, assisting with SilverFit activities. These intergenerational exchanges will not only benefit the seniors, but also foster meaningful connections between young people and older adults. In doing so, we create a space where both groups can learn from each other, share experiences, and build lasting relationships that bridge generations.

3. Enhancing Digital Accessibility

As we look to the future, a key focus for Empower Ageing will be strengthening our digital outreach to ensure seniors are connected, engaged, and supported in an increasingly digital world. Our efforts will center on:



EXPANDING DIGITAL REACH

We will invest in digital platforms to make our programs, resources, and support easily accessible to seniors, whether online or in-person. By enhancing our digital presence, we aim to ensure that every senior can engage with us, no matter where they are.



INTEGRATING MICRO-LEARNING

Through digital engagement and micro-learning initiatives, we aim to offer seniors bite-sized, tailored learning experiences that align with their individual interests and needs. This approach will make digital learning practical, accessible, and effective, empowering seniors to enhance their skills at their own pace.



REFRESHING OUR LOGO AND WEBSITE

To reflect our evolving mission, our digital update will better reflect our commitment to empowering seniors in a modern, inclusive, and user-friendly way. The redesigned website will become a central hub for information, resources, and engagement, helping seniors and their families connect with our programs seamlessly.

4. Strengthening Fundraising and Sustainability

In line with our vision for the future, we will focus on ensuring financial sustainability and securing the resources necessary to expand our impact. This includes:



ATTAINING A 1-YEAR RESERVE

We aim to establish a strong financial foundation that will support the ongoing growth and scaling of our programmes. By building a 1-year reserve, we will ensure that our efforts remain resilient, even in the face of unforeseen challenges.



ESTABLISHING FUNDRAISING STRATEGIES

A dedicated and passionate team will lead our fundraising initiatives, working to cultivate deeper relationships with our supporters and expand our donor base. This will allow us to continue driving our mission forward, ensuring that we can reach more seniors and have a lasting impact in the community.

5. Enhancing Organizational Capacity

To ensure the long-term success and impact of our initiatives, we will continue to invest in the development of our team and expand our volunteer base. This includes:

Volunteer Recruitment

We will actively recruit passionate volunteers who are committed to empowering older adults and making a meaningful difference in their communities. By fostering a community of dedicated volunteers, we will amplify our efforts and extend our reach.

Team Development

Empowering our team members is essential to the success of our programmes. We will invest in their growth, well-being, and professional development, ensuring they are equipped with the skills and resources needed to deliver innovative and impactful initiatives.

Strengthening Governance

We are committed to enhancing our governance structure by bringing in new board members who offer diverse skills and experiences. These individuals will play a crucial role in guiding Empower Ageing's strategic growth and ensuring our continued success in meeting the needs of seniors.

The Year Ahead: Empower Ageing's Vision for Transformation and Community Impact

As we look towards the upcoming year, Empower Ageing is poised for transformative growth and impact. Our mission is clear: to empower older adults to age with dignity, purpose, and vitality. Building on the successes we've achieved, we are focused on expanding and evolving our programmes, fostering deeper community connections, and enhancing both the digital accessibility and overall well-being of seniors. By embracing new opportunities and strengthening strategic partnerships, we aim to create a vibrant, inclusive ecosystem where seniors thrive and are empowered to live their best lives.

Charity's Future Plans: Empowering Aging with Purpose

Empower Ageing is dedicated to shaping a future where aging is defined by vitality, independence, and joy. Our strategic focus is on creating sustainable impact by reaching underserved communities and improving the quality of life for seniors. Through innovative programmes and community-driven efforts, we are committed to ensuring that every senior has the opportunity to live a fulfilling, active, and connected life.

CHARITY'S COMMITMENTS

Future Plans and Commitment

Empower Ageing is committed to shaping a future where aging is synonymous with vitality, independence, and joy.

Our strategic focus is on building sustainable impact, expanding our reach to underserved communities, and enhancing the quality of life for seniors through innovative programs and community-driven efforts.

1. Ensuring Accessibility and Inclusion

We are committed to reaching underserved communities, embracing diversity, and creating environments where all seniors, regardless of their background, feel welcomed, supported, and empowered. Our programmes are designed to be culturally sensitive and accessible, ensuring every senior can participate fully in their community.

2. Delivering Excellence and Measurable Impact

We aim to continuously monitor and evaluate the success of initiatives like SilverFit by measuring physical health outcomes and tracking improvements in seniors' independence. We will refine programmes like SilverSurfers to ensure they meet seniors' needs, seamlessly integrating technology training into their daily routines.

3. Fostering Empowerment and Leadership

Through initiatives like SilverVentures, we empower seniors to take active roles in their communities, sharing their skills, mentoring others, and contributing meaningfully to society. We also support intergenerational leadership by creating platforms for youth and seniors to collaborate, grow, and support one another.





4. Strengthening Community

We will continue partnering with local institutions, kopitiams, and community organisations to create safe, welcoming spaces for seniors. Our programmes will encourage intergenerational bonds, bringing younger and older generations together to learn from and inspire each other.

5. Embracing Innovation and Digital Growth

We are investing in digital platforms and micro-learning tools to enhance digital literacy and accessibility for seniors, ensuring they can engage confidently in an increasingly digital world.

6. Maintaining Organisational Excellence

We are focused on recruiting and developing passionate volunteers and team members who embody our mission and values. Strengthening our governance structure, we will bring in experienced leaders who offer diverse expertise to guide our strategic decisions and ensure sustainable growth.

7. Sustaining Financial and Organisational Resilience

To secure the sustainability and scalability of our programmes, we are building a robust financial reserve. Our innovative fundraising efforts, combined with deepened community support, will enable us to maintain resilience and drive continued impact.

IPC's Fund-Raising Plans for the Upcoming Year

To ensure the sustainability of our programs and capacity-building initiatives, Empower Ageing will actively engage the public, corporations, and private grantors to support our mission. We have several key fundraising events planned for the coming year, including our Charity Golf event and online fundraising campaigns, aimed at raising the necessary funds to continue our impactful work with seniors.

IPC's Expenditure Plans for the Upcoming Year

Our projected total fundraising expenditure, including staff manpower costs, is estimated to be close to \$100,000, in line with the required fundraising efficiency ratio. Donations made to Empower Ageing are eligible for a 2.5 times tax deduction, offering donors an added incentive to contribute to our cause.

Governance



Role of the Governing Board

The Empower Ageing Board is tasked with offering strategic guidance and oversight of the organization’s programs and objectives, guiding it towards the realization of its vision and mission through effective governance. Among its responsibilities, the Board must approve the annual budget and oversee expenditure, review and approve quarterly financial statements, and consistently monitor the progress of the charity’s programs.

Term Limit of Board

In line with fostering succession planning and ensuring ongoing vitality within the charity, the Board has established a term limit of ten years for its members. Specifically, the Treasurer or Financial Committee Chairman (or equivalent) is subject to a term limit of four years. Any board member serving beyond 10 consecutive years should provide disclosure regarding the rationale for their continued tenure.

Board Meetings and Attendance

A total of four Board meetings and one AGM were held during the financial year. The following sets out the individual Board member’s attendance at the meetings:

In the past year, the board of directors met to discuss and deliberate, after which the respective decisions/ resolutions were made and passed accordingly:

NAME	ATTENDANCE
Bee Sian Ling	2/4
Chew Tec Huan Stephen	2/4
Chng Pi Leong	4/4
Liew Seh Siong	4/4
Lim Song Khiang	4/4

Disclosure of Remuneration and Benefits Received by Board Members

No Empower Ageing Limited director received any form of remuneration for his or her work contributed to the organization in the past year, or any time in the past.

There is no intention to engage any of our directors in any paid-for services.

Disclosure of Remuneration of Three Highest Paid Staff

Paid Staff Annual Remuneration Exceeding \$100,000

It is required that the 3 highest paid staff who received annual remuneration exceeding \$100,000 should be disclosed in the Annual Report, in bands of \$100,000.

None of the staff received remuneration exceeding \$100,000 for 2024.

Reserves Policy

Empower Ageing endeavors to establish a reserve equivalent to up to 12 months of operational expenses. This reserve is intended to provide a buffer period, enabling the organization to proactively address any potential disruptions to its income streams. It allows for the implementation of necessary measures, such as redirecting support for our initiatives, reallocating resources for beneficiaries, or adjusting staff deployment in the event of unforeseen circumstances. The adequacy of these reserves will be periodically assessed by the Board of Directors to ensure they remain sufficient to fulfill ongoing commitments.

Related Entities
Impart Ltd., a local charity, is a related entity as Mr. Albert Lim is the chairman of their Board of Directors.

Conflict of Interest Policy

Empower Ageing Limited has established a robust system of checks and balances to uphold corporate governance standards. A comprehensive conflict-of-interest policy applies to both the board of directors and staff members. Annually, directors and staff are required to complete a conflict-of-interest declaration form, disclosing any potential conflicts. Throughout the year, they must promptly inform Empower Ageing’s Chairman of any changes to their interests. During board meetings, members are reminded to declare any conflicts, particularly concerning financial transactions of the charity. Individuals who disclose conflicts of interest abstain from voting and involvement in related discussions. Any vested interests in business transactions or contracts must be declared to the board chair. Following declaration, members may participate in quotation or tender exercises but are prohibited from overseeing the administration, evaluation, and award of offers. The board retains the authority to determine the level of involvement for such individuals in these exercises.

There was a related party transaction in FY2024, where Empower ageing Ltd transfered \$93,080 to Impart Ltd. as a result of our joint fundraising campaign.

Whistle-Blowing Policy

Empower Ageing is steadfast in upholding exemplary ethical standards and fostering robust corporate governance practices, aligning closely with all legal, regulatory, and internal guidelines. Our Whistle-blowing policy, compliant with the Code of Governance, serves as a framework for individuals who harbor concerns regarding potential irregularities or misconduct within our organization. Empower Ageing unequivocally denounces any form of malpractice, impropriety, or breach of statutory obligations by our staff members during their duties. The Whistle-blowing policy endeavors to empower staff, partners, volunteers, suppliers, contractors, clients, and other stakeholders to voice concerns or report misconducts without fear of reprisal or adverse consequences. We assure full protection from any form of detriment or victimization to those who raise concerns in good faith.



Code of Conduct

At Empower Ageing, our commitment to excellence, integrity, and compassion forms the bedrock of our organizational values. Every member of the Board, staff, and volunteers upholds a code of conduct that reflects these core principles. It embodies our dedication to serving our community with transparency, respect, and professionalism in every interaction and initiative we undertake.

Personal Data Protection Act Policy (and Donor Confidentiality)

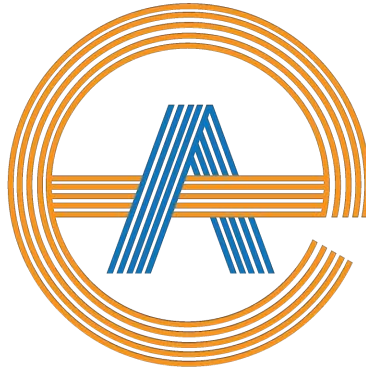
At Empower Ageing, we uphold the utmost respect and confidentiality for our sponsors, donors, partners, volunteers, and clients, ensuring their privacy and rights are protected. We are fully committed to complying with the Personal Data Protection Act established by the Singapore Government Parliament in October 2012. Personal information provided by sponsors, donors, partners, volunteers, and clients is handled with integrity and used solely to maintain or strengthen our relationship with them.

Individuals can request to have their names removed from mailing lists by contacting Empower Ageing. Additionally, we maintain strict confidentiality regarding donor information, ensuring that donors' names or details are not disclosed in any corporate materials or publications unless a partnership agreement exists between Empower Ageing and the donor.

Code Of Governance

Based on the last evaluation carried out in December 2024, the charity has complied fully with the applicable guidelines of the Code of Governance Evaluation Checklist for Institutions of a Public Character (IPC). Full checklist is available at www.charities.gov.sg





EMPOWER AGEING

MAKING AGEING WELL POSSIBLE

