

O'JOY CARE SERVICES

www.ojoy.org Tel: 6749 0190
5 Upper Boon Keng Rd #02-10 Singapore 380005



MISSION

"Be a leading organisation in the field of psychological care to enhance the well-being of older persons and their families"

SERVICE MODEL

- Centre and home-based Counselling
- Public education/training

CLIENT TYPE

No of Clients Served	YE 2010	YE 2009
Elderly	203	128
Caregivers	Unknown	113

PROGRAMMES

- Home-based counselling offers a safe space for the elderly to share openly.
- Training volunteers in counselling skills and deploying them improves the outreach and overall support for the elderly.
- Talks and workshops aim to improve elderly outlook on ageing and public understanding of elderly emotional needs.

FINANCE

Year	YE 2010	YE 2009
Income (\$'000)	479	390
Expense (\$'000)	414	318
Surplus/Deficit (\$'000)	65	71
Surplus/Deficit % of Expense	16%	23%
Reserve Ratio	8 months	10 months
Charitable Expense %	Ratio not reported. See charity's financial statements for detailed activity expense	

GOVERNANCE/LEADERSHIP

ORGANISATION

Chairman	Mr Chung Soon Bee	Registered Charity	Yes
Chairman Tenure	Sep 2011 - Present (1 st term)	Registered IPC	Yes
Board Size	7	Sector	Social Services
CEO/ED Name	Mr Choo Jin Kiat	Regulator	Charities Unit
No of Employees	9	No of Years Operation	7 ^a
Salary Info Disclosure	Yes	Recognition/Endorsement	O'Joy was selected by NCSS in 2009 to pilot a counselling project at a nursing home.

^a From January 2004 to present.

IMPORTANT NOTICE

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Mission: To be the leading psychological care organisation for older persons and their families

- Provides counselling for the elderly in their homes
- Trains caregivers and volunteers to provide quality emotional care for the elderly
- Mobilises volunteers for community outreach to the elderly
- Aims to improve public attitudes towards the elderly

Most Pressing Need:

- Funding to expand services to reach adults aged 50 and above, and to further develop expertise.

Sector	Elderly	Model	<ul style="list-style-type: none"> • Centre and home-based counselling • Public education/training 																				
Client Type	Elderly, their family members and caregivers	No. Of Clients <i>(From date of establishment to 31 Mar 2010)</i>	630 Elderly 650 Caregivers																				
Financial Health	<table border="1"> <thead> <tr> <th>Year</th> <th>2008</th> <th>2009</th> <th>2010</th> </tr> </thead> <tbody> <tr> <td>Income</td> <td>\$194,370</td> <td>\$389,699</td> <td>\$479,191</td> </tr> <tr> <td>Expense</td> <td>\$245,238</td> <td>\$318,079</td> <td>\$414,447</td> </tr> <tr> <td>Surplus/Deficit</td> <td>(\$56,581)</td> <td>\$71,620</td> <td>\$64,744</td> </tr> <tr> <td>Reserve Levels¹</td> <td>3 months</td> <td>11 months</td> <td>9 months</td> </tr> </tbody> </table>	Year	2008	2009	2010	Income	\$194,370	\$389,699	\$479,191	Expense	\$245,238	\$318,079	\$414,447	Surplus/Deficit	(\$56,581)	\$71,620	\$64,744	Reserve Levels¹	3 months	11 months	9 months	See FINANCE section and GLOSSARY for important notes	
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ANALYSIS SUMMARY

Programmes	<i>Current focus on elderly psychological care for those aged 65 years and above</i>
Finance	<i>Funding to allow expansion of services to adults aged 50 and above, and to build expertise in elderly psychological care</i>
Leadership	<i>Leadership renewal to ensure relevance and sustainability</i>
Organisation	<i>High potential for creating more impact through service expansion and by building expertise</i>

BACKGROUND: Psychological care for seniors is critically lacking

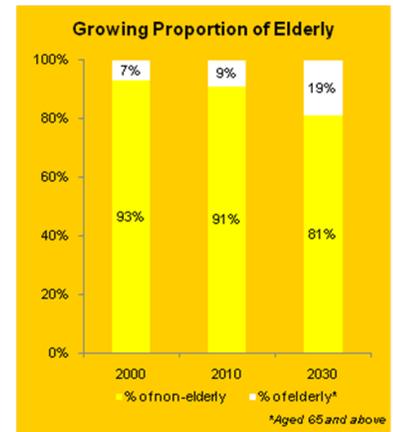
Singapore's elderly population is growing rapidly and is estimated to double by 2030. Psychological wellbeing is an important part of an elderly person's overall health and also affects their physical health outcomes. Sadly, one in 20 seniors suffers from depression and the suicide rate has increased by 50% over the past 10 years. Despite this, only a few Singapore centres provide dedicated psychological care for seniors. O'Joy Care Services is one such centre, founded in 2004 to meet this need.

PROGRAMMES: Current focus on elderly psychological care for those aged 65 years and above

- Home-based counselling allows the elderly to share their concerns in a comforting and secure space.
- Counselling training for volunteers improves the quality of community outreach for elderly people.
- Talks and workshops educate the elderly about the effects of aging and improve public understanding of the importance of mental well-being for the elderly.
- O'Joy plans to engage in more preventive work by expanding its services to reach adults aged 50 and above. Early treatment can help reduce or prevent adverse psychological affects (i.e. depression) when they are older.

RESULTS: Positive impact on elderly psychological well-being

- In FY09, over 80% of elderly persons who received counselling improved in their psychological well-being. Among the positive effects reported were improved relationships, fewer feelings of isolation and more motivation to take care of themselves. This has well exceeded their main funder’s performance target of 55%.

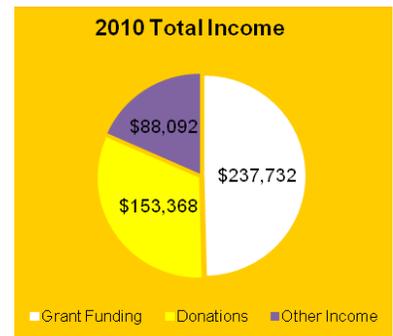


MONITORING: Focus on outcomes and results

- O’Joy has pro-actively and voluntarily adopted outcome monitoring frameworks to measure the impact of its counselling service to the elderly.
- A combination of case reports and client surveys provides the data.
- O’Joy monitors both quantitative and qualitative results in its reporting to funders.

FINANCE : Funding to allow expansion of services to adults aged 50 and above, and to build expertise in elderly psychological care

- Diversification between grant and donation funding shows O’Joy’s ongoing efforts to ensure more secure streams of funding.
- The current lack of dedicated funding for elderly psychological care limits the full potential of its key programmes as well as the development of future programmes in this area.
- O’Joy is looking for funding to further develop its expertise in elderly psychological care (i.e. treating depression); and to expand its services to reach adults aged 50 and above.



LEADERSHIP : Leadership renewal to ensure relevance and sustainability

- A commitment to leadership renewal is demonstrated with the appointment of a new executive director and committee president, as well as on-going outreach for potential candidates to join the Management Committee.
- The leadership is endeavoring to be more strategic in achieving O’Joy’s key objectives through more preventive work by expanding its services to adults aged 50 and above.

ORGANISATION : High potential for creating more impact through service expansion and by building expertise

- O’Joy is one of the few centres that provide dedicated psychological care for seniors in Singapore.
- It is the first to systematically deploy volunteer counsellors in one-to-one and in-person counselling for the elderly, a method also known as “para-counselling”. It was among the earliest to offer dedicated home-based counselling for the elderly.
- Given the limited number of elderly counselling centres and the growing need for elder psychological care, O’Joy’ can achieve greater impact by expanding its services and sharing its expertise with other service providers. Greater and more sustained funding would enable O’Joy to increase its impact among the elderly and those who would soon reach the age of 65.

ⁱ Reserves include funds restricted for the purchase of property, plant and equipment.

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