

SOCIETY FOR WINGS

www.wings.sg Tel: 6250 1108
9 Bishan Place #06-05 Singapore 579837



MISSION

Prepare women over 40 to age successfully

SERVICE MODEL

- Education
- Direct services (e.g. counselling)
- Support groups

CLIENT TYPE

No of Clients Served	YE 2011	YE 2010
Women Members	4,850	5,258
Women participants ^a	23,835	17,207

PROGRAMMES

- Trainings and talks aim to increase awareness of issues relating to health, finance and relationships among older women.
- Support groups enable older women to form friendships and find support from these networks to change habits that would better prepare them for the ageing process.

FINANCE

Year	YE 2011	YE 2010
Income (\$'000)	783	562
Expense (\$'000)	706	528
Surplus/Deficit (\$'000)	77	34
Surplus/Deficit % of Expense	11%	7%
Operating Reserve Ratio	8 months	9 months
Direct Charitable Expense %	81%	74%

GOVERNANCE/LEADERSHIP

ORGANISATION

President	Dr Kanwaljit Soin	Registered Charity	Yes
Chairman Tenure	2007 – Present (Term duration unknown)	Registered IPC	Yes
Board Size	13	Sector	Social Services
CEO/ED Name	Ms Yong Shan Juan	Regulator	Charities Unit
No of Employees	7 ^b	No of Years Operation	5
Salary Info Disclosure	Yes	Recognition/Endorsement	Its "Bond Project" won the 2009 Intergenerational (IG) Bonding Awards that recognises exemplary IG programmes in Singapore.

^a This refers to the total number of participants that attended WINGS' programmes

^b 3 are part-time staffs.

IMPORTANT NOTICE

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Mission: Prepare women over 40 to age successfully

- First centre dedicated to prepare older women in Singapore to age successfully
- Focus on awareness building and support networks to reduce downstream negative effects of ageing
- Strong growth in membership and number of programme sessions since WINGS started in 2006

Most Pressing Need:

- Greater and more sustained funding for new programme development and service expansion

Sector	Elderly	Model	<ul style="list-style-type: none"> • Education • Support groups • Direct services (e.g. counselling) 														
Client Type	Women aged 40 and above	No. Of Clients	5,258 Members 23,855 ¹ Participants														
Financial Health	<table border="1"> <thead> <tr> <th>Year</th> <th>2011</th> <th>2010</th> </tr> </thead> <tbody> <tr> <td>Income</td> <td>\$782,633</td> <td>\$561,893</td> </tr> <tr> <td>Expense</td> <td>\$706,112</td> <td>\$527,565</td> </tr> <tr> <td>Surplus</td> <td>\$76,521</td> <td>\$34,328</td> </tr> <tr> <td>Reserve Levels¹</td> <td>8.4 months</td> <td>9.4 months</td> </tr> </tbody> </table>	Year	2011	2010	Income	\$782,633	\$561,893	Expense	\$706,112	\$527,565	Surplus	\$76,521	\$34,328	Reserve Levels¹	8.4 months	9.4 months	<p>See FINANCE section and GLOSSARY for important notes</p> <p>Earliest audited annual report is for the period of 26 Dec 2007 (WING's registration date) to 31 Mar 2009</p>
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ANALYSIS SUMMARY

Programmes	<i>Preventive education and group-based activities to reach older women have been well received by them</i>
Finance	<i>Mainly supported by donations, but greater and more sustained funding needed for new programme development and service expansion</i>
Leadership	<i>Leadership is forward-thinking and ensures smooth transition to new leaders</i>
Organisation	<i>Scope to reach more needy older women to meet its mission</i>

BACKGROUND: Early preparation can help older women adapt to old age successfully

Singapore has a rapidly ageing society. Older women face greater health and financial risks compared to older men, and tend to outlive them. Today, for every 1,000 men aged 80 and above, there are 1,800 women. Many older women are or will be the future caregivers of their families. This care giving ability can be affected by well-being, moral and preparedness for the ageing process. WINGS is the first non-profit organisation dedicated to providing holistic support for older women to age successfully.

PROGRAMMES: Preventive education and group-based activities to reach older women have been well received by them

- WINGS' programmes prepare women to improve their health, wealth and happiness as they age. Programmes include education (i.e. training workshops, public talks, resources such as health guides), peer-support (i.e. support groups) and direct services (i.e. counseling, activity classes).
- Programmes are focused on helping clients move from awareness to positive behavior change, becoming positive influences in the larger community.
- For example, WINGS developed a mentoring programme with group accountability to encourage participants to form new habits in the areas of health and finances. Programme graduates can exercise positive influence by returning as volunteer mentors.

¹ Includes non-member and repeat participants.

- WINGS feel that their preventive work has positive downstream effects for clients, with spill-over effects on clients' families and the community.
- Programmes are continuously improved based on client feedback, independent programme evaluations and management review.
- Most members are from middle income backgrounds; WINGS is working to reach women of lower income groups through members' volunteering efforts.

“Programmes and activities are mentally and physically stimulating and contribute to our well-being” - Mandy Teh, homemaker

RESULTS:

- Membership has more than doubled in 5 years since WINGS started in 2006.
- A 2010 survey showed most individuals would recommend WINGS' services to others.

MONITORING:

- WINGS train volunteer lesson evaluators to assess programmes on a monthly basis. They are developing indicators to track the success of programmes in changing client behavior.



FINANCE : Mainly supported by donations, but greater and more sustained funding needed for new programme development and service expansion

- In FY2010, 28% of revenue is from programme and membership fees and 45% is from donations. Government grants for specific projects form 25% of total revenue.
- In FY2010, about 70% of the funds were spent on programme delivery (i.e. trainer/speaker fees) and the salaries of programme delivery staffs.
- Currently, WINGS is at full capacity for the budget it has, so greater and more sustained funding is needed for new programmes and service expansion.

LEADERSHIP : Leadership is forward-thinking and ensures smooth transition to new leaders

- WINGS looks ahead to develop programmes that anticipate the changing needs of newly ageing women.
- Recent smooth transition of the executive director and ongoing board renewal plans ensure continuity of leadership.

ORGANISATION : Scope to reach more needy older women to meet its mission

- WINGS is very focused on achieving client outcomes that align with their vision of successful mature women and developing programmes that realize this vision.
- Continued efforts to reach older women in lower income groups and struggle with basic needs.
- Launch of a WINGS chapter in Hong Kong points to the success of the WINGS model in meeting its mission and potential to expand its services overseas.

¹ This refers to the number of months that an organisation can continue operating for based on its reserves. Operating expenditure excludes depreciation cost.

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