



IPC UEN No: 201203801G

Social Health Growth Ltd

**PREPARED BY: ALSON BOO - CREATE A SOCIAL AND IMPACT
ENVIRONMENT AND BUILD A ECOSYSTEM WITH THE COMMUNITIES**



1.SOCIAL HEALTH GROWTH (SHG)

- **VISION**

- To help parents and underprivileged families to grow their children into healthy & contributing members of society

- **MISSION**

- **SOCIAL**

- *To understand social inclusion & emphasize the significance of social belonging across communities, race and creed.

- **HEALTH**

- *To support and promote physical and emotional well-being of single parent, unwed mothers and their children

- **GROWTH**

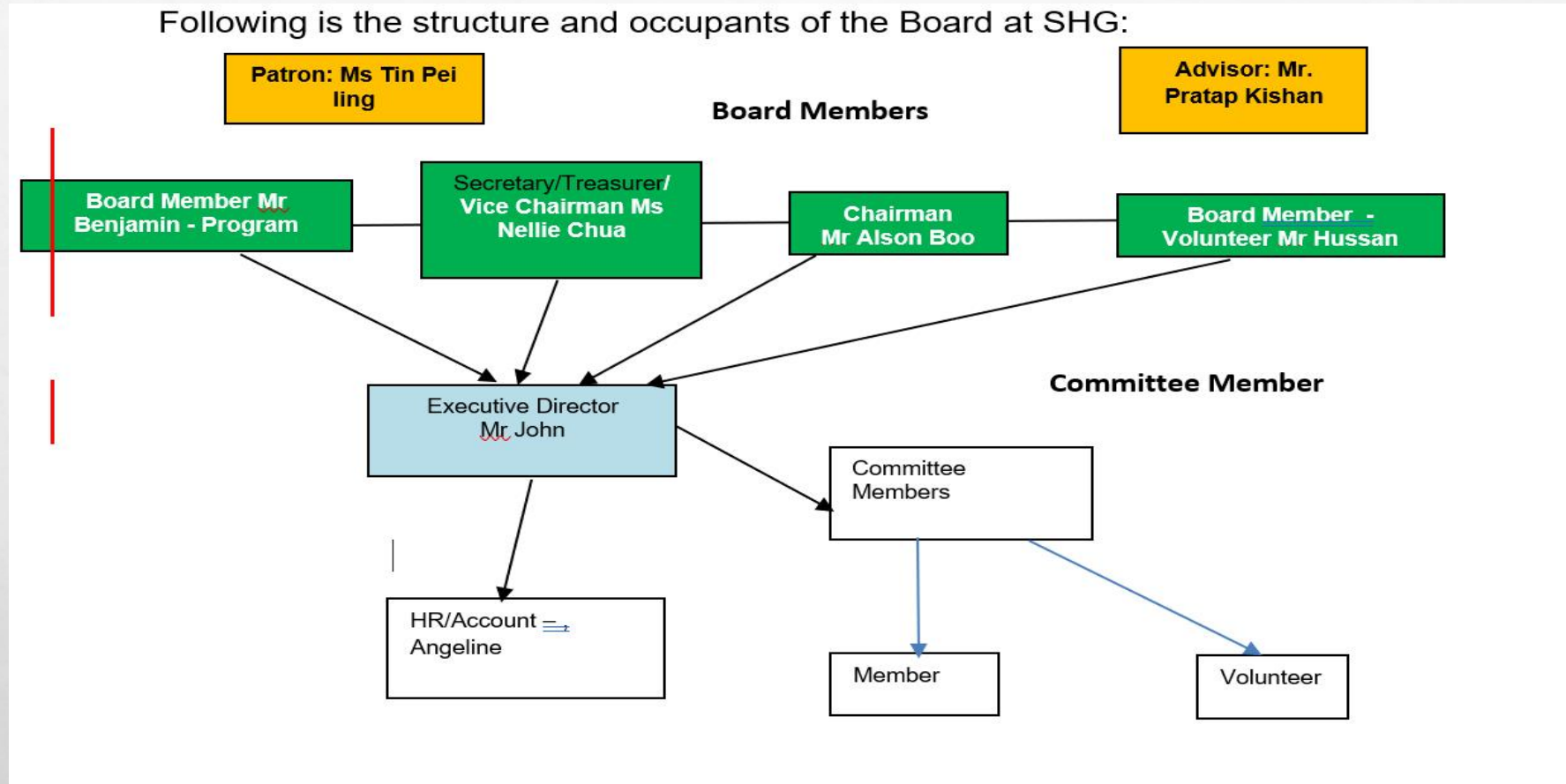
- *To uplift & support single parent to grow as mature individuals

- *To instil financial independence leading to better future

2.OUR BENEFICIARIES

- **CHILDREN**
 - From Low income families / single parent / unwed mother
- **SINGLE PARENT**
 - Low household income (\$300-1,800) with 3-8 children
 - Live in one room rented HDB flat
- **TOTAL BENEFICIARIES : MORE THEN 9500 BENEFICIARIES (890 HOUSEHOLD)**
 - Referred by Henderson Community club, Singapore Buddhist Welfare Association, SANA, Tanjong Pagar @ Family Services, SSA and Social Enterprises, CDCs, Macpherson CC

3. OUR COMMITTEE, MEMBER, VOLUNTEER



COMMITTEE MEMBERS & VOLUNTEERS ➤ 4 Board Members ➤ 8 Committee Members
➤ 288 Volunteers ➤ Volunteer Doctors: Dr Lim Meng Yong & Dr Tan E

RAISING AMBITION

Step 1

SDG 5 to unsure single parents get a job to support themselves financially

Being able to drive change within gender equality, With more values and impactful for themselves and their children – SDG 5. To achieve by 2026

Step 2

PATHWAYS

PATHWAY 1

Coach them to be financial sustainable

PATHWAY 2

Co-creation with company for
ESG/CSR values creation

PATHWAY 3

Create innovative ideas for 0 waste

Step 3

ACTIONS

List down their
debts and
cashflow, reduce
hunger and
poverty, SDG1
and 2

Plan for their
enrichment
learning in
coaching and
mentoring

Plan for their
children's
academy learning

ESG integration

CSR for
company

Peer and group
support – digital
transformation

Share resourcing
with beneficiaries
and corporate
donors

Monthly
collection of used
clothing

Used clothing to
make new design
t-shirt and
totebags

Step 4

SUB
GOALS

Educating the beneficiaries in financial sustainability

Co-creation with companies (NGO,SE, SMEs) for
volunteering

Re-used clothing from corporate and individual donors

Fundamental: impacting 100 single mothers and 500
children by 2025 June, reduce hunger and poverty, SDG1
and 2

Fundamental: 50 company involvement by Dec 2025

Aspirational: Workshop and seminar and social media

Fundamental: Make 1000 totebags by June 2026 (new
design)

Aspirational: Social Media sharing. Peer and group
support

Step 5

METRICS

Aspirational: House visit, social media influences and
NGO, NPO partnership



**SDG
AMBITION**



Step 6

BUSINESS PROCESSES

Risk management department

HUMAN Resource

Social Development

Sales and Operation

Step 7

SYSTEM OPPORTUNITIES

SYSTEM OPPORTUNITY
Existing peer influencing

SYSTEM OPPORTUNITY
Helping corporate to see values and miss gaps within a ECOsystem

SYSTEM OPPORTUNITY
Usefulness of reusable clothing

KDD1

KDD2

KDD3

How might you...

Create the beneficiaries impart so that they could build a stronger and positive mindsets. Improve beneficiaries wellbeing, healthy exercises for SDG 3

How might you...

Build an opportunities for company to fill their missing gaps within their industries. Improve energy saving by using solar panel, SDG 7.

How might you...

Stronger community between individual donors and beneficiaries. So that beneficiaries could be flexible in managing their daily needs by using SDG 12

KEY DESIGN DECISIONS (KDDs)

Step 8

Job Creation: Giving jobs to single parents and low-income families, SDG 8. Our customers purchase the clothing from our SE, and between pay 20% to 30% to our beneficiaries depending on which models. Our customer guide our beneficiaries, what are the design and cutting. example T-shirt, Totebags, dresses, masks etc.. Meeting 0 carbon by using solar energy to operate our sawing machine and heat press machine. Our beneficiaries will teach the younger and new beneficiaries the skills. Some beneficiaries will deliver the goods and some will be working on social media for adv.



SDG
AMBITION



3-6-9 Month Plan

Instructions

Key actions identify - to achieve our SDG Ambition Benchmark. Below factors:

- Actions
- Owners
- Timeframe
- Milestones
- Blockers
- Catalysts

Improve gender equality for low-income families

Create financial sustainability for our beneficiaries

6 MONTHS	12 MONTHS	18 MONTHS
<ul style="list-style-type: none">• Guide them and facilitate the coaching and mentoring session. In addition, looking into the missing gaps for any risk assessment.• By June 2025• Follow the regulation guidelines strictly till we meet our goal settings. And follows create a sustainable policy to drive change for 3 to 9 months. <div>Policy setting for sustainable reporting for all SMEs. Beneficiaries got a job. Improve from 20% to 30%</div>	<ul style="list-style-type: none">• Bring new beneficiaries and by inviting existing beneficiaries to co-create the guiding principles together. Drive action plan and meet stakeholders expectation.• By Dec 2025• Build policy internally and externally. For corporate partners	<ul style="list-style-type: none">• Create events and talks for beneficiaries to show case their works. Example Sharing sessions. Review goals settings and objectives so to being in alignment with beneficiaries and partners.• By June 2026• Train them for public speaking

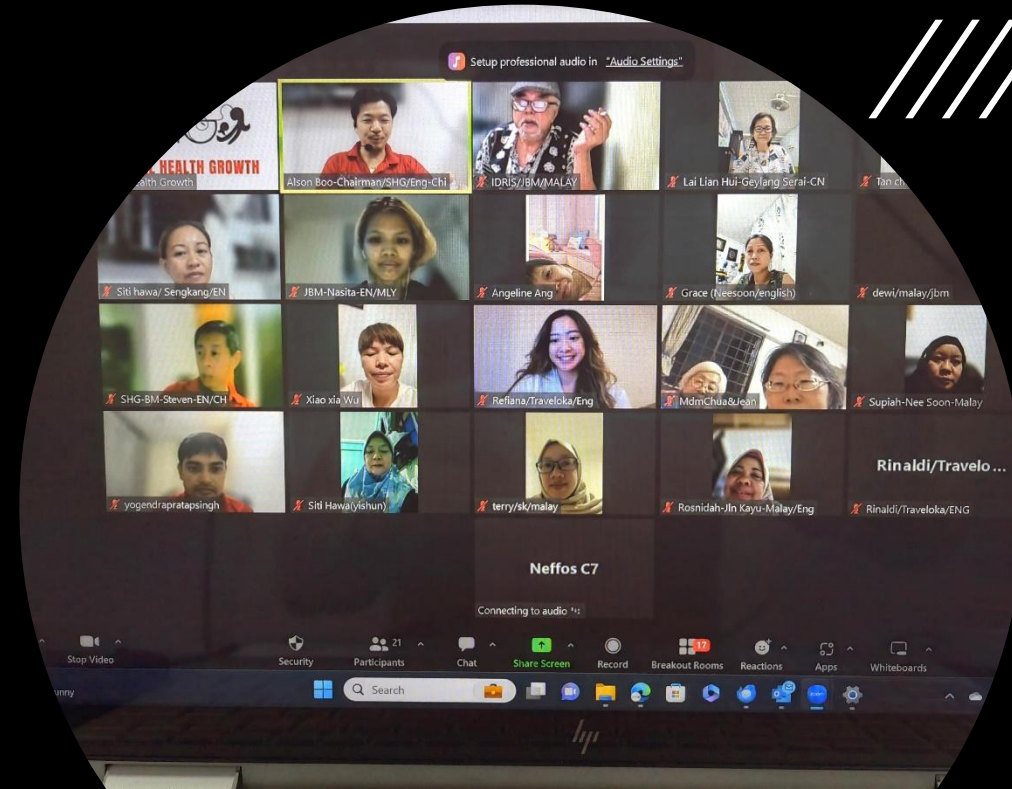
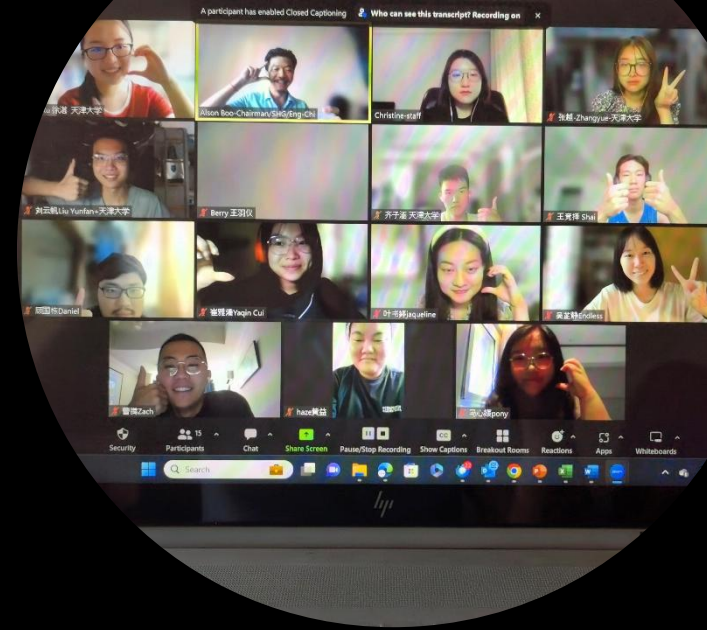
SHG ACADEMY - ESG/SDG/GRI-CSR-PPP

- **CREATE JOB**
- **SOFTWARE (SKILLSFUTURE FRAMEWORK) & SCHOLARSHIP**
- **BENEFICIARIES SUPPORT**

***CONTINUOUS IMPROVEMENT TO
UPSKILLS**



TEAM COACHING



TEAM FACILITATION

A participant has enabled Closed Captioning Who can see this transcript? Recording on

haze黄益

马心媛pony

刘云帆Liu Yunfan+天津大学

叶书娜Jaqueline

崔雅涵CuiYaqin 天津大学

王冠泽 Shai

王羽仪-中南财经

徐湛 Zara 天津大学

顾国栋

yan/SHG/Eng-Chi

IDRIS/JBM/MALAY

Tan choon hwa-NeeSoon-Cn

hasinah JBM/ENG/MALAY

Yasumi_SMU

Umi Rose

Shikha - SHG - EN

Xiao xia Wu

Siti hawa -Sengkang-EN

Dewi-JBM-Malay

Siti Nurfatin JBM

Nee Soon-Supiah-Malay

SHG SOCIAL HEALTH GROWTH

SHG-BM-Steven-EN/CH

Siti(nee soon)

Ngasmi-JBM ne...

Ngasmi-JBM new mother

Mute Stop Video Security Participants Chat Share Screen Pause/Stop Recording Show Captions Breakout Rooms

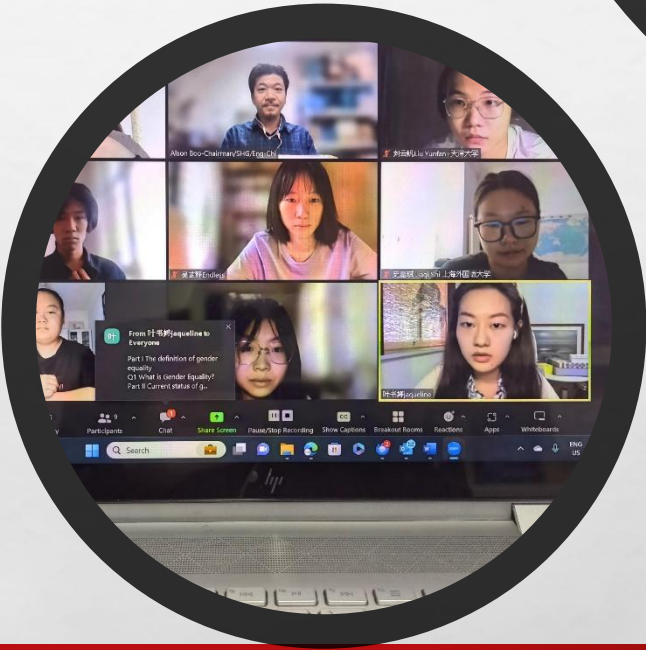
28°C Heavy rain

Search

Search

OMEN

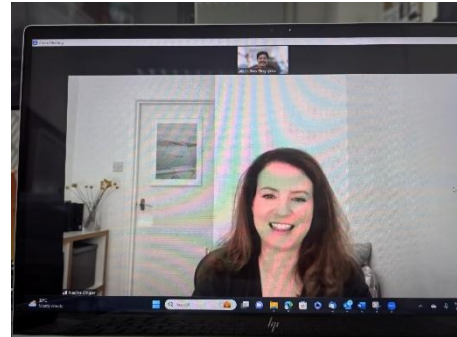
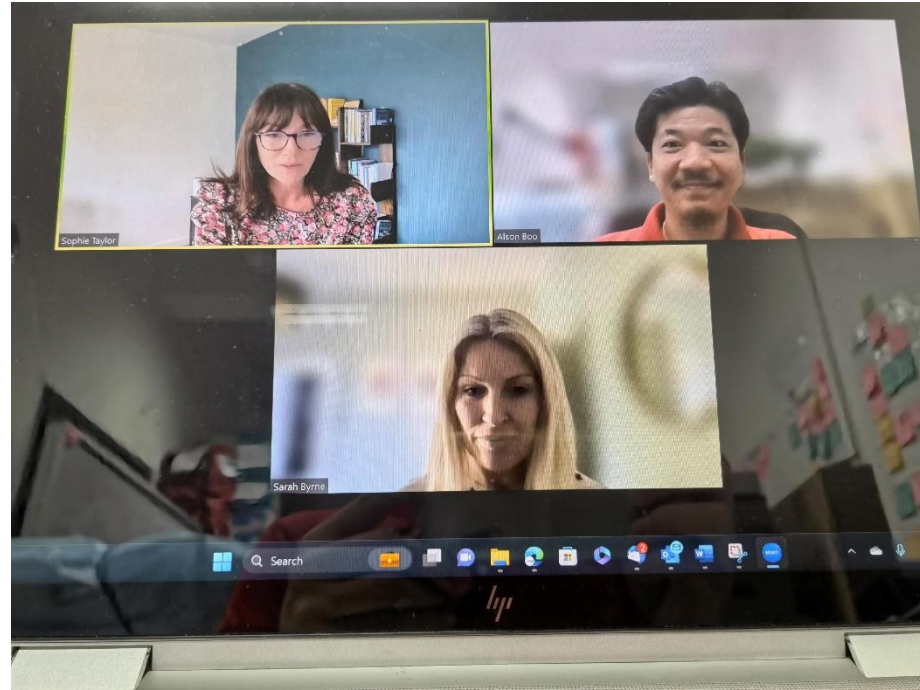
MENTORING



TEAM SUPERVISION

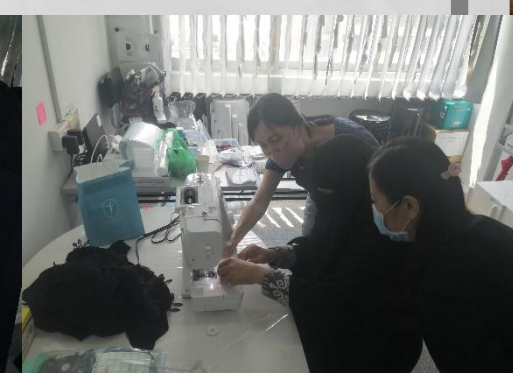
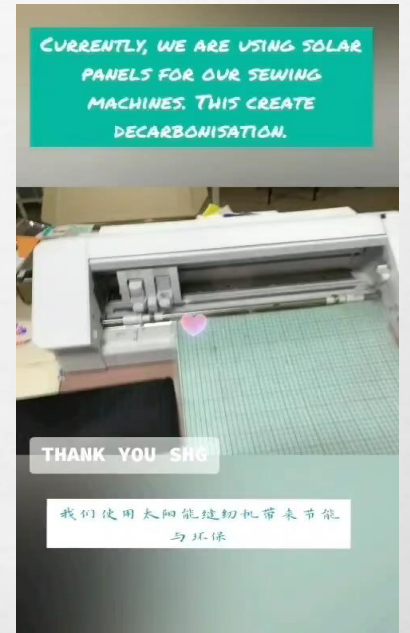


ONE TO ONE COACHING



SOCIAL MEDIA - DONE BY OUR SINGLE MOTHERS

- DIGITAL SOCIAL MEDIA ADS – TIC TOK, LINKEDIN, INSTAGRAM, TWITTER, WECHAT, FACEBOOK META,
- [HTTPS://FB.WATCH/VHPMOCPLQK/](https://fb.watch/VHPMOCPLQK/)
- [HTTPS://WWW.FACEBOOK.COM/REEL/894213499440523](https://www.facebook.com/reel/894213499440523)
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- [HTTPS://WWW.LINKEDIN.COM/FEED/UPDATE/URN:LI:ACTIVITY:7207639308973862912](https://www.linkedin.com/feed/update/urn:li:activity:7207639308973862912)
- [HTTPS://VT.TIKTOK.COM/ZSJ18BYMH/](https://vt.tiktok.com/ZSJ18BYMH/)
- [HTTPS://VT.TIKTOK.COM/ZSJ18XCEB/](https://vt.tiktok.com/ZSJ18XCEB/)
- SEWING – T-SHIRTS, TOTE BAGS, SHOES



**WITH CERTIFICATION
FROM OUR TRAINER
AND COACHES, WE
WOULD BE ABLE TO
ASSIST OUR CLIENTS
AND CUSTOMER IN
ACHIEVING ISO
STANDARD, ESG AND
SDG REPORTING FOR
THEIR ANNUAL
FINANCIAL
REPORTING.**



- **SIX SIGMA BELT BLACK**
- **ISO27001, ISO20000, ISO22301 (ORGANIZATION)**
- **DIGITAL HEALTHCARE (DIPLOMA) – NATIONAL UNIVERSITY OF SINGAPORE**
- **ACE CAPSTONE LEADERSHIP PROGRAM - SOCIAL SERVICE INSTITUTE AND AALTO UNIVERSITY (FINLAND)**
- **ISO14001, ISO9001**
- **OXFORD IMPACT FINANCE INNOVATIONS PROGRAM**
- **SAFE CONSULTANT**
- **SCRUMMASTER PRODUCT OWNER**
- **KANBAN**
- **ADVANCED CERTIFICATE IN SUSTAINABILITY & SUSTAINABLE BUSINESS – SINGAPORE MANAGEMENT UNIVERSITY – ESG/SDG**
- **GRI SUSTAINABILITY PROFESSIONAL**
- **TEAM COACHING AND TEAM MENTORING, SUPERVISION**

ACCREDITATION/AWARD/TRAINING PARTNERS



Social Emotional
Partnership with University of Helsinki



Founded 1966
Education Institute Member
International Association for Counselling
(An international non-governmental association with United Nations consultative status)

EMCC
European Mentoring & Coaching Council



Since 2023, SHG has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labor, environment, and anti-corruption





Traveloka (Indonesia and Singapore)

PAG investment (Singapore and Hong Kong)

**DONOR/SPONSOR AND
PARTNERS**



ST. JAMES'S PLACE
WEALTH MANAGEMENT



ST. JAMES'S PLACE
CHARITABLE FOUNDATION

Commitment Cards

SDG Ambition progress

We, Social Health Growth Ltd, commit to the following:

1. To improve gender equality and create jobs for low income families
2. Reduce 0 waste management with corporate and individual partnership
3. Reduce 0 carbon with corporate partnership

To ensure we meet the followings: Giving jobs to single parents and low-income families, SDG 8. Our customers purchase the clothing from our SE, and between pay 20% to 30% to our beneficiaries depending on which models. Our customer guide our beneficiaries, what are the design and cutting. example T-shirt, Totebags, dresses, masks etc.. Meeting 0 carbon by using solar energy to operate our sawing machine and heat press machine, SDG12. Our beneficiaries will teach the younger and new beneficiaries the educational skills, SDG 4. Some beneficiaries will deliver the goods and some will be working on social media for adv.

OUR GALLERY

OUR VOLUNTEERS



OUR BENEFICIARIES WITH YOUTH LEADERSHIP PROGRAM



OUR LONG TERM PROJECTS

Fruits and Vegetables



Financial Literacy



Computer Literacy



Diaper and Milk Powder



HealthTalk



English and Chinese Programme



Children Enrichment



Woman Empowerment Leadership



OUR LONG TERM PROJECTS

Food Ration



Coaching



House visit



2016 – Established
Social Enterprise – Pathways To Better Life



SPONSORS AND CSR PARTNERS



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One of our Member teaching Jalan Bukit Merah's Mothers healthcare services



One of our Donor donated one 20' ft container of rice



One of our Corporate Donor donated socks



House visit by our Board Member



Johnson & Johnson CSR program – Rice packing



Setsco Services Pte Ltd
CSR – Clothing program

Shell Eastern Petroleum Volunteer
CSR event show case and House
Safety program



Member and Volunteer
Foods Ration distribution

SPONSORS AND CSR PARTNERS

2014 Excursion To Zoo – Standard Chartered Bank



SPONSORS & CSR PARTNERS

- GOVERNMENT INVESTMENT CORPORATION (GIC) – COMPUTER LITERACY PROGRAM



SPONSORS & CSR PARTNERS • ELDERLY DANCE PROGRAM



THANK YOU

- **OUTCOME: LASTLY, WE CREATE SOCIAL AND IMPACT WITH FINANCIAL SUSTAINABILITY**