



**ACES CARE LIMITED**

AGEING WITH RESPECT  
AND DIGNITY

# **The Future of ACES CARE**

Annual Report FY 2022/23







## **Content**

- 4 About Aces Care Limited – Vision, Mission & Objectives**
- 6 Chairperson’s Message**
- 8 Corporate Information**
  - Board of Directors
  - Management Staff, Auditors, Financial,  
Company Secretary/Legal Advisor
- 10 Major Milestones 2022**
- 12 The Launch Of ACES Care HelpLife**
- 14 Activity Highlights Of The Year**
- 20 About ACES Care HelpLife Volunteers**
- 24 Corporate Governance**
- 31 Our Direction For The Future**







**VISION**      **Ageing with Respect and Dignity**

**MISSION**      **A world leveraging on strengths of all ages to harness a great future for being human**

**OBJECTIVES**      The objectives of ACES Care Limited are as follows:

**1** To empower older adults to continue to be active, contributing and engaged citizens so that they can make a difference for themselves and their communities active, be contributing and engaged

**2** To work together with partners and donors to ensure that the community supports and embraces ageing with respect and dignity

**3** To raise awareness of needs and opportunities for successful ageing through:

- ✓ provision of education and outreach
- ✓ raising funds for innovative solutions
- ✓ creating opportunities and employment for older adults to contribute and work
- ✓ mobilising community support, conducting research and providing education on happy ageing



# Beneficiaries call **+65 6979 6979**

**ACES CARE HelpLife  
is a support service hotline operated  
and staffed entirely by seniors.**

It aims to relieve seniors of loneliness and isolation, while helping them to find purpose while ageing.

Callers call +65 6797 6797 to seek advice, share worries, and request for assistance with tasks such as ordering meals or rescheduling online medical appointments. They can even share their happy moments or find affirmation in others during milestones like becoming a grandparent!



# Helping Our S Age With Con





Seniors  
Confidence

# Chairperson's Message

by Dr S Vasoo

ACES Care Helpline is an innovative organisation which uses online and telephone contact to reach out to lonely and isolated seniors to help them meet their psycho-social needs. The organisation also works to provide physical care where needed.

The service is manned by senior care agents through online services. Seniors who call 6797 6797 reach an agent who will identify specific issues to be addressed. Then, steps are taken by our senior agents to meet their needs. Furthermore, a unique feature of this Care Helpline is that all cases are subsequently followed up upon to check if their needs are met.

I am glad to see that there are further efforts to make this helpline more responsive through improved AI systems,

which is a first-of-its-kind being implemented here in Singapore.

We would like to thank our generous donors, and look forward to their continued support. We also express our deep appreciation for all the voluntary services rendered to keep this Care Helpline going.

I am also pleased to see that the organisational renewal process is in place, allowing younger, but equally passionate leaders to participate and to move ACES Care Helpline ahead in the coming years, we will see more value-added programmes being implemented to reach more seniors in need.

**Dr S Vasoo**  
Emeritus Professor



# Corporate Information

as of 31 March 2023

## Board of Directors



**CHAIRMAN**  
**DR S VASOO**  
Appointed 1st April 2016



**VICE CHAIRMAN**  
**DR TAN BEE WAN**  
Appointed 1st April 2016



**VICE CHAIRMAN**  
**MR TAN POH LENG STANLEY**  
Appointed 1st April 2016  
Resigned 1st January 2023



**MS NG PECK ENG SUSAN**  
Appointed 1st April 2016



**TREASURER**  
**MS NG MING MING**  
Appointed 1st April 2016



**MS TAN BEE CHOO**  
Appointed 1st April 2016



**DR ISABEL SIM**  
Appointed 1st April 2022



**MR TAN KIAN HAO**  
Appointed 1st January 2023





---

## **Audit & Finance Committee**

**DR ISABEL SIM**

---

## **Fund-Raising Committee**

**DR TAN BEE WAN**

---

## **Management Staff**

**MR LOH WEE HIANG**  
Project Director

**MDM NOELENE DE FOE**  
Centre Manager

---

## **Lead Volunteer and IT support**

**MR MARCOS VALDES**

---

## **Company Secretary**

**ALLEN & GLEDHILL LLP**

---

## **Auditor**

**FIDUCIA LLP**

---

## **Accounts & Bookkeeping**

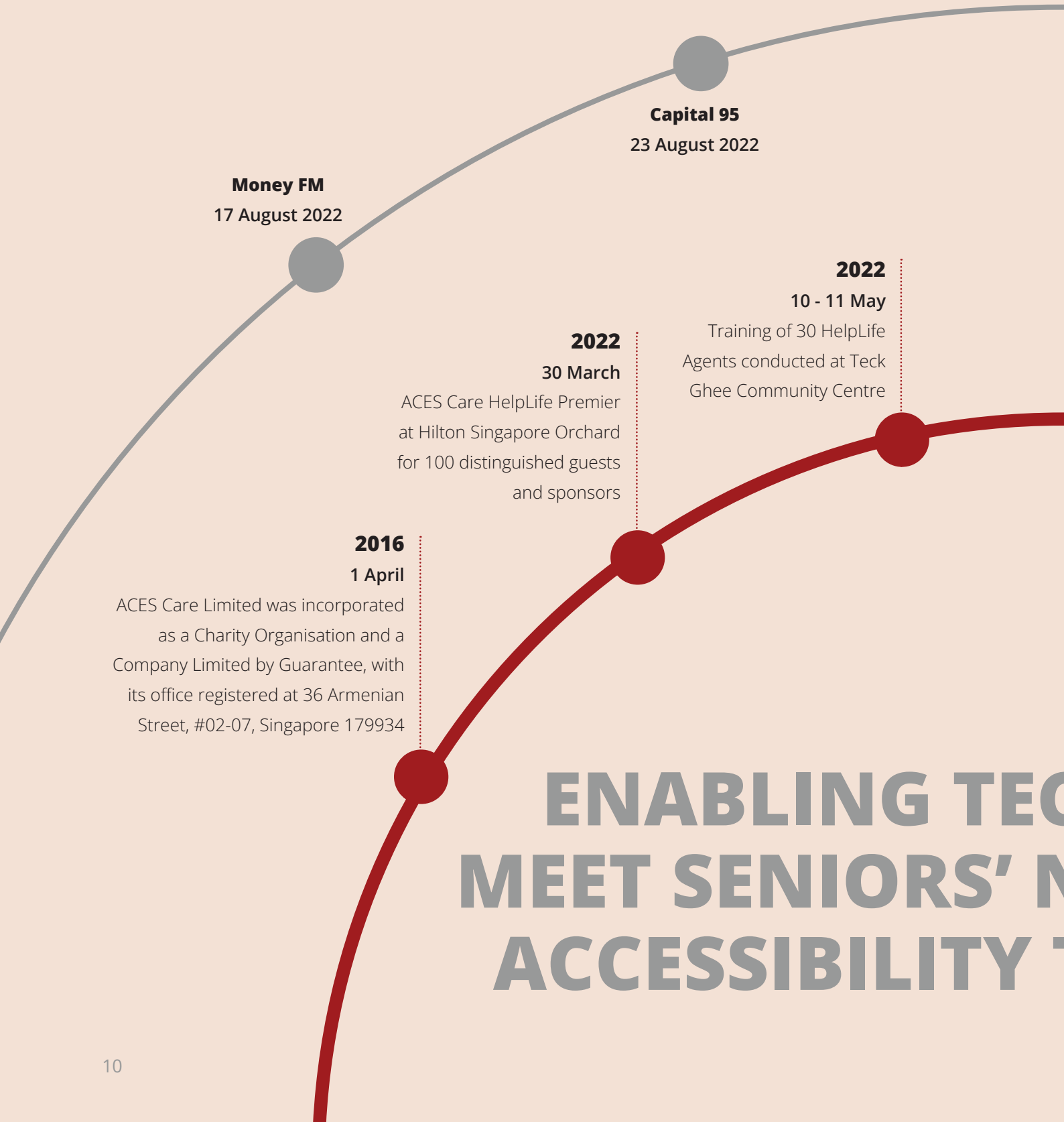
**PROVIDENCE MANAGEMENT SERVICES PTE LTD**

---





# Major Milestones



**ENABLING TECHNOLOGY  
MEET SENIORS' NEEDS  
ACCESSIBILITY**





# Media Coverage

**96.3 Hao FM**  
2 August 2022

**2022**

6 June

Launch of ACES Care HelpLife by Prime Minister Mr Lee Hsien Loong at Teck Ghee Community Club, attended by 300 guests, sponsors, and donors. Our journey begins!

**Capital 958, 8World.com**

17 August 2022

**2023**

27 February

ACES Care Limited approved as an Institution of Public Character (IPC) under the Charities Act 1994, for one year (until 26 February 2024)

**2023**

31 March

ACES Care HelpLife has attained an exceptional fulfillment rate of **99.7%** since its launch, with a total of **2,433** incoming calls and **3,861** outgoing calls

**TECHNOLOGY TO  
MEET NEEDS AND GAIN  
ACCESS TO THE WORLD.**



# Helping Our Seniors Age With Confidence







# The Launch of ACES Care HelpLife

The ACES Care HelpLife celebrated its birthday on 6 June 2022. Our launch, held at Teck Ghee Community Centre, was graced by Prime Minister Mr Lee Hsien Loong, which made the occasion exceptionally memorable and meaningful.

HelpLife is a project by ACES Care Limited and serves as a platform for senior volunteers to assist seniors-in-need. All volunteers undergo at least two months of training, building up soft skills such as building rapport, and technical skills required to operate the call system. These passionate volunteers are also equipped with knowledge about different schemes that can help seniors, so they can direct seniors to help available.

Seniors may call the helpline for counselling and a range of essential

support services, such as the online ordering of meals, changing and setting up medical appointments, dealing with emergencies and using the internet to stay connected.

The system was built by social enterprise Octopus8 and is AI-enabled. It creates a profile for each caller in a secure system so our dedicated volunteers can follow up. While HelpLife was piloted in Ang Mo Kio, we are working to expand it nationwide.

The hotline is accessible by phone at 6797 6797 from Monday to Friday from 0900 hours to 1700 hours. We would like to thank all our supporters, volunteers, and callers for making this possible. We look forward to serving the community to the best of our abilities.

# Activity Highlights of the Year

## Communications & Outreach

- OBJECTIVES**
- Raise awareness of the ACES Care HelpLife hotline among seniors, families with elderly relatives, community-based organisations, social service agencies, and potential volunteers
  - Build credibility and capability through spotlighting outcomes, volunteer and beneficiary stories, and media stories where appropriate

- STRATEGY**
- Build general public awareness through earned influence media stories and stories on social media (Facebook)
  - Build community awareness within AMK GRC through outdoor advertising, distribution of marketing collaterals and on-the-ground publicity platforms

### OVERVIEW

#### June 2022

Launch of ACES Care HelpLife in June 2022, covered by mainstream print and broadcast media

#### August 2022 and January 2023

Follow-up media stories on English and Chinese radio

#### On-going

Regular content uploads to Facebook, the hotline's social media platform

#### October 2022

Marketing collaterals including street banners, lift lobby e-posters, and food centre table decals were put in place around Teck Ghee to raise awareness

#### November 2022

Marketing collaterals including A6 flyers and pocket-size calendars were distributed to homes with seniors. Standing banners were also made available for on-site roadshows.

#### November 2022 to February 2023

Above-the-line media campaigns on buses, trains and at MRT stations

#### January 2023

Media Release announcing 93% fulfilment rate disseminated to all target media







## Media Coverage for Launch: June 2022

The launch of ACES Care HelpLife secured a fair bit of media coverage, largely due to it being the first-ever hotline for seniors by seniors, and because it was launched by Prime Minister Mr Lee Hsien Loong himself

The Straits Times



CNA



The New Paper



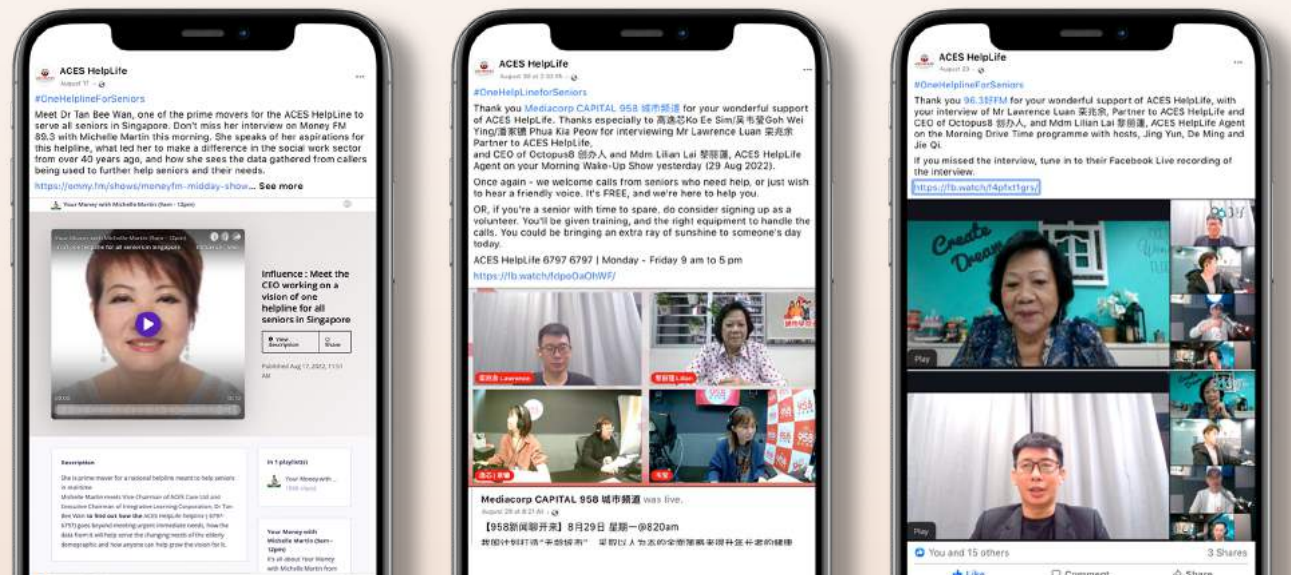
ZaoBao





## Media Coverage: Follow Up Stories

- Story angles pitched to the media were mainly human interest stories such as interviews with volunteers sharing their first-hand experiences
- A media release announcing the 93% fulfilment rate was sent out
- Moving forward, other viable story angles hope to include partnership tie-ups with other organisations, as well as the setting up of ACES Care HelpLife centres in other constituencies to provide assistance through their respective networks of grassroots leaders, volunteers and town councils



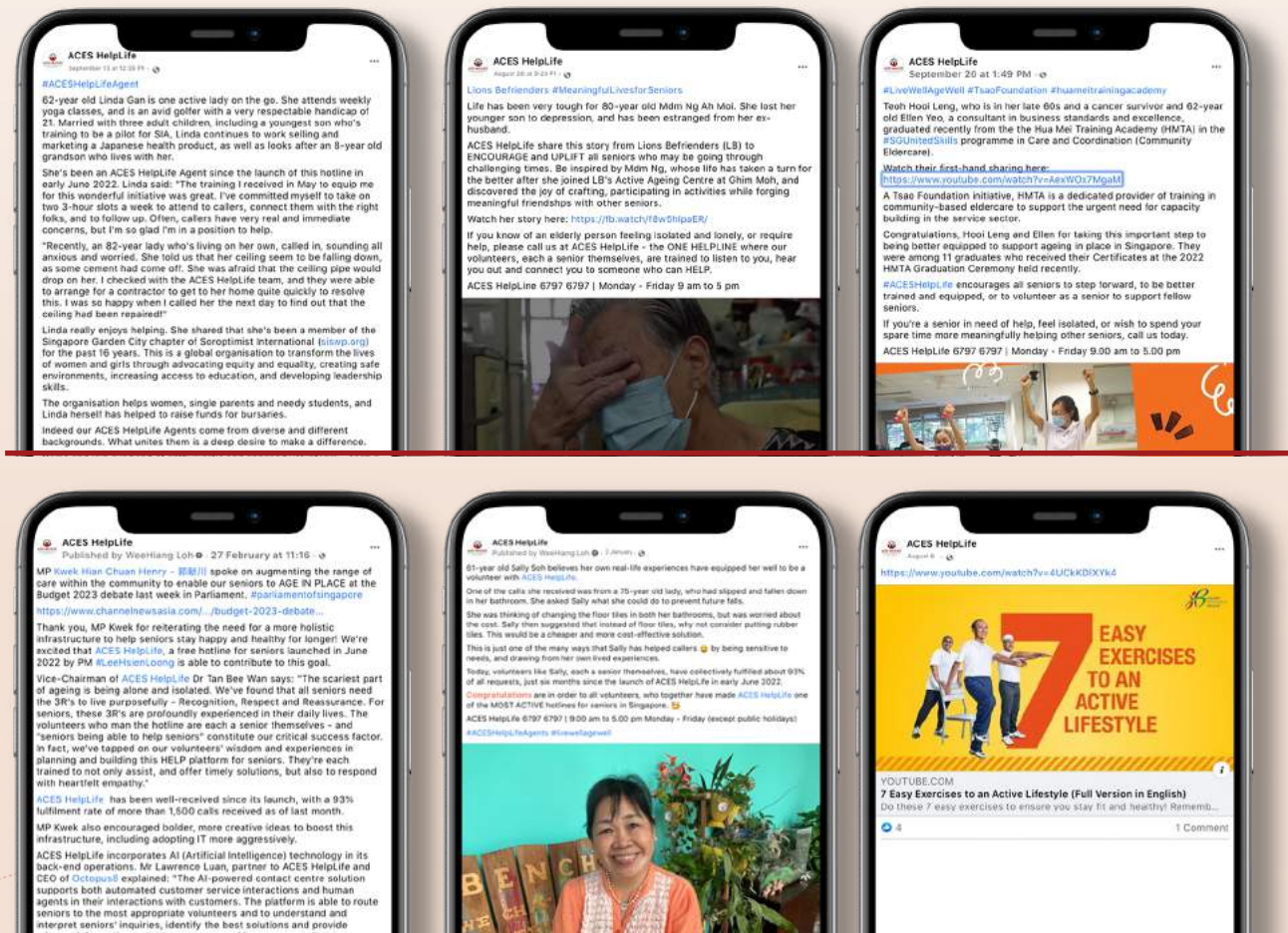
January 2023: Capital 958, 8World.com





## Social Media (Facebook)

- Content on social media platforms like Facebook can raise awareness for potential callers, and to encourage more seniors to sign up as volunteers
- Through this past year, new content has been uploaded about once or twice a week on average
- Underlying messages include to age healthily, be more active, and to be more informed
- Content includes:
  - a. Sharing of first-hand experiences by ACES Care HelpLife agents (volunteers)
  - b. Tips, info and news from credible resources like IMDA, AIC, HPB Active Ageing, Healthy 365 App, Thye Hua Kwan, Lions Befrienders, Tsao Foundation, etc
  - c. Featuring other organisations like SSAs, public and private bodies, strengthening and building the relationship between ACES Care HelpLife and our partners
  - d. Senior-friendly activities and events around town, including festive occasions

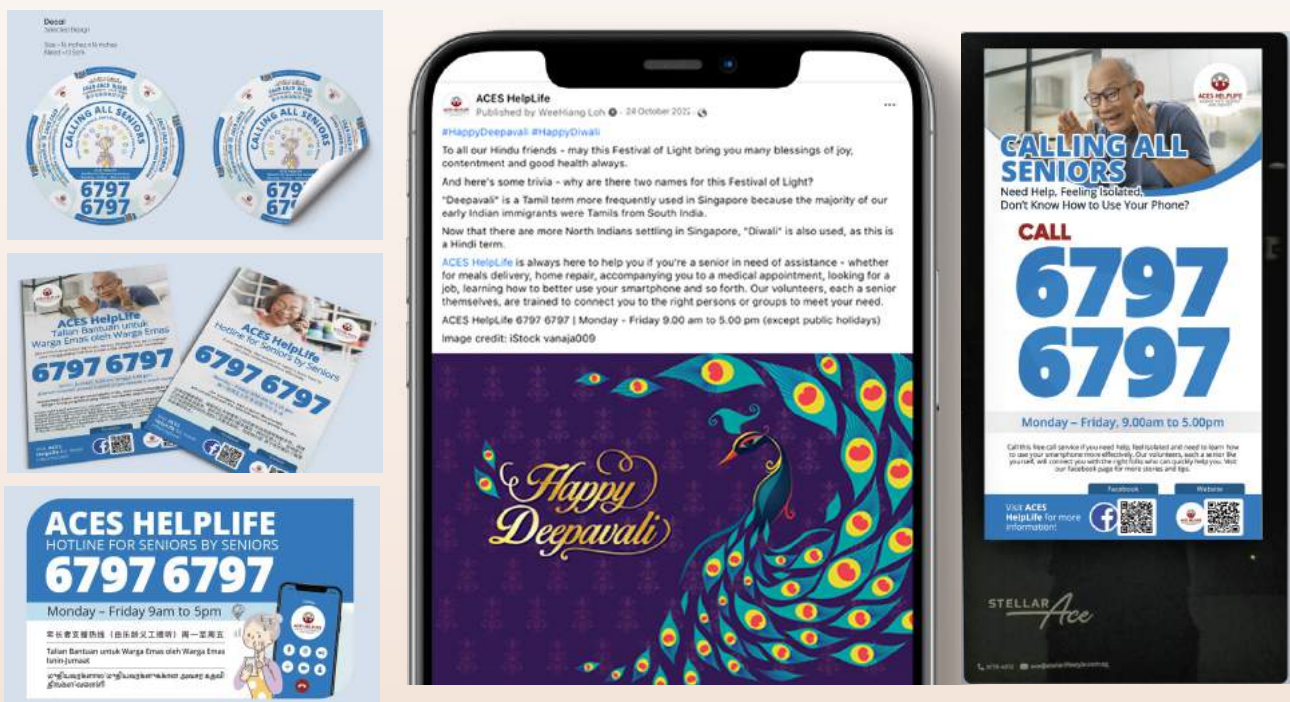






## Marketing Collaterals: From October 2022 onwards

- Outdoor publicity materials were put in place at different sites within Teck Ghee. These included banners, lift lobby posters and decals on food centre tables
- Publicity handouts like fridge magnets, pocket-size calendars and flyers were given out to residents and homes with elderly, to further raise awareness of the hotline.





## Above-the-Line Advertising (Oct 2022 – Feb 2023)

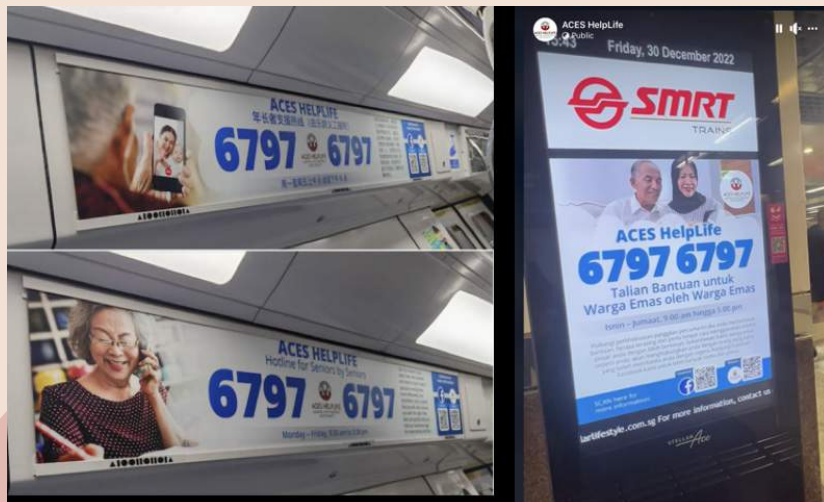
### SBS TRANSIT

- Rear bus panel ads on SBS Transit single-decker buses
- Two bus services that serve the Teck Ghee area were chosen: 261 and 268
- Campaign period: late October 2022 to February 2023



### SMRT

- Ads were placed in an entire train with 54 panels in four languages
- 200 units of digital iViewSMRT panels along the North-South line (leisure hours) displayed our posters
- Campaign period: December 2022 – January 2023





**VOLUNTEERS**  
ANNUAL REPORT FY 2022/23







# About ACES Care HelpLife Volunteers

What we do would not be possible without the dedication and hard work of our volunteers. Meet some of the giving spirits behind HelpLife!



## Unni Krishnan

72-year-old Unni Krishnan has always had a deep desire to help others. He was a grassroots leader in Yio Chu Kang for more than 30 years, and served as a Silver Generation Ambassador. As an ACES Care HelpLife Agent, he has helped many who require assistance. He recounts: "I remember taking a call from a man who wanted to learn how to use his smartphone. I referred him to a Digital Office near to where he lives, and an appointment was made. However, the appointment had to be changed a couple of times, so in the end, we arranged for the Digital Officer to visit him in his home."

## Lilian Lai

77-year-old former nurse Lilian Lai is a grandmother to two. She brings her cheery and positive disposition to ACES Care HelpLife, where she commits to two to three shifts a week. Often, she jumps in to help in additional shifts when needed. She said: "I am very grateful for the comprehensive and professional training I received to become an ACES Care HelpLife agent. The calls I have received include enquiries on where to get booster jabs, CDC vouchers and house-cleaning services. I connect them to the right groups to get help. Being able to help other seniors has been meaningful and satisfying, and I encourage other fellow seniors to sign up as volunteers too!"





## Linda Gan

62-year-old Linda Gan leads an active life. She attends weekly yoga classes, and is an avid golfer with a very respectable handicap of 21. Married with three adult children, Linda continues to work selling and marketing a Japanese health product. She also looks after an 8-year-old grandson who lives with her. Linda has been an ACES Care HelpLife Agent since its launch. She said: "Often, callers have very real and immediate concerns, and I'm so glad I'm in a position to help. Recently, an 82-year-old lady living on her own called in, sounding all anxious and worried. She told us that her ceiling seemed to be falling down, as some cement had come off. We were able to arrange for a contractor to get to her home quite quickly to resolve this."

## Yong Meng Hee

Prior to retiring, Meng Hee served as the Chairman of an RC in Yio Chu Kang for two terms, and worked in shipping. He continues to take on the role of a Silver Generation Ambassador and finds it satisfying to connect with seniors and to encourage them to keep healthy. The callers he talks to have diverse needs, including those who feel lonely. Where appropriate, Meng Hee would arrange for a befriender to visit the person once or twice a week. He said: "I find it most meaningful to help seniors in need, and I really encourage other fellow seniors to sign up as volunteers to take calls at the ACES Care HelpLife hotline."





## Richard Loo

At 50 years of age, Richard doesn't quite qualify as a full-fledged "senior", but he's eager to pay it forward by making a difference as an ACES Care HelpLife agent. Richard still works full-time at a large technological company, and has been active with the grassroots since the tender age of 16. He treasures the "kampong spirit" and enthusiastically volunteered when he heard about the launch of ACES Care HelpLife. Once, he helped a caller who was in a panic due to a lack of power supply in her home, possibly due to a power trip. Richard was able to contact the Town Council of her town, who got a contractor to her home to assist her.

## Sally Soh

61-year-old Sally Soh draws on her own real-life experiences to help callers at ACES Care HelpLife. One of the calls she received was from a 75-year-old lady, who had slipped and fallen down in her bathroom. She asked Sally what she could do to prevent future falls without too much cost. Sally recommended rubber tiles as a cost-effective solution.



## Thomas Lee Kim Chye

72-year-old Thomas has been a Silver Generation Ambassador since 2016. He finds visiting and assisting seniors meaningful, and became an ACES Care HelpLife Agent since its launch. A recent caller needed help in hiring a domestic helper. Even though they could have called a maid agency directly, Thomas went above and beyond to find one that is close to her home. He said: "I do what I can. Even when something's beyond our scope, I will do my best to help another senior."





# Corporate Governance

Aces Care Limited was incorporated on 1 April 2016 as a public company limited by guarantee. It was registered under the Charities Act on 28.09.2016. Its Constitution complies with the requirements of the Charity Act and is set up under its Sector Administrator, the Ministry of Health. Aces Care Limited is also Institute of a Public Character (IPC), registered under the Charities Act, 1994 on 27 February 2023.

The Board acts in the best interests of Aces Care Limited to fulfil its aspiration of meeting Seniors needs, its mission of linking Seniors to the right service providers with just a call, & its value proposition of humanising technology for Seniors by Seniors. The Board endeavours there are adequate resources for the operations and programmes of Aces Care Limited and that such resources are effectively and efficiently managed; that there are processes in place to ensure its compliance with all applicable laws, rules, and regulations. There is also in place an appropriate code of conduct, which upholds the core values of Aces Care Limited and processes to ensure compliance with the code.

The Board delegated day-to-day management of Aces Care Limited to the Management team headed by the Project Director. The Board approved all initiation of new programmes and activities, changes in current programmes and significant transactions. The Board also reviews and approves the annual budget prepared by the management. The Board meets 4 times a year to provide oversight in the following areas – Finance, Audit & Risk Management, Human Resources, HelpLife Programmes, Volunteers and Donors Management.

## **CONFLICT OF INTERESTS**

There are procedures for Board members and staff to declare actual or potential conflicts of interest. Board members and staff are expected to avoid actual and perceived conflicts of interest, where they have personal interest in business or third-party transactions or contracts that Aces Care Limited may enter into, or have vested interest in other organisation that Aces Care Limited has direct dealings. They are expected to declare such interests, abstain from decision-making and not vote or participate in matters where there is a potential conflict of interest.

## **FUNDRAISING**

Aces Care Limited has in place processes and practices to ensure that all fundraising activities are honest, ethical and uphold the public's confidence in fundraising and donations. Aces Care Limited ensures that all donations are used in accordance with donors' intentions and the specific purpose as communicated when soliciting donations. Processes are in place to ensure that donors' confidentiality is respected and all donor's information is always kept strictly confidential.



### PERSONAL DATA PROTECTION ACT

In compliance with the Personal Data Protection Act 2012, Aces Care Limited will not share any personal details with a third party without one's consent, and all personal data is kept strictly confidential.

### RESERVE POSITION AND POLICY

The Company's reserve position for financial year ended 31 March 2023 and 2022 is as follow;

|  | 2023<br>S\$ | 2022<br>S\$ | %<br>Increase / Decrease |
|--|-------------|-------------|--------------------------|
| Unrestricted Fund                                    |             |             |                          |
| - Accumulated General Fund                           | 436,317     | 63,551      | 587                      |
| Restricted or Designated Fund                        | N/A         | N/A         | N/A                      |
| Endowment Fund                                       | N/A         | N/A         | N/A                      |
| Total Fund   | 436,317     | 63,551      | 587                      |
| Total Annual Operating Expenditure                   | 424,155     | 17,005      | 2,394                    |
| Ratio of Funds to Annual Operating Expenditure (A/E) | 1.03        | 3.74        |                          |

Reference:

- C. An endowment fund consists of assets, funds or properties that are held in perpetuity, which produces annual income flow for a foundation to spend as grants.
- D. Total Funds include unrestricted, restricted / designated and endowment funds.
- E. Total Annual Operating Expenditure includes governance and administrative costs.

Aces Care Limited has a set of Reserve Policy in the management of our finances. The reserve is an unrestricted fund balance set aside for unexpected events, loss of funding or income and large unbudgeted expenses. The policy applies to that part of Aces Care Limited's income funds that are available for its operating purposes. It excludes restricted grants or funds. This policy serves to assure stakeholders that the reserves are well-planned and Aces Care Limited has a strategy for building up reserves of up to one year to ensure long-term sustainability. Aces Care Limited's Reserve Policy is to set aside an operating reserve of 6 months of operating expenses which will be progressively raised to 12 months in medium term (2-3 years) and 18 months in the longer term (3-5 years)

### WHISTLE-BLOWING POLICY

The Board is committed to a high standard of transparency, integrity, compliance, and accountability. The whistle-blowing policy aims to provide a means through which employees or members of the public could, in good faith, report any activity that infringes on the organisation's code of conduct or violates the law so that the organisation may take relevant action.

The policy covers serious concerns that could have a significant impact. These include:

- a) Fraudulent activity
- b) Incorrect financial reporting
- c) Unlawful activities; and
- d) Misconduct or unethical conduct



Reports of whistle-blowing concerns are kept confidential to the extent possible to meet the needs of the investigation. The Board is committed to protecting a person who reports in good faith from intimidation, retaliation, or adverse employment consequences.

If employees or members of the public have cause to suspect serious concerns, a report should be made by telephone, by e-mail ([whistleblowing@acescare.sg](mailto:whistleblowing@acescare.sg)) or by postal mail. All reports received will be channeled to the Board chairman and members of the Audit Committee.

### **RESTRICTED FUND**

National Council of Social Service (NCSS) – Capital funding

The NCSS – Capital funding represents the funding the Tech-and-GO! Charity Grant up to S\$234,768 for the computer software. The grant is support for enable the company to transform the service delivery and operations. The fund will be utilized by the depreciation of the computer software over the 3 years useful lives.

### **DISCLOSURE OF REMUNERATION AND BENEFITS RECEIVED BY BOARD MEMBERS**

No Board members are remunerated for their Board services in the financial year.

### **DISCLOSURE OF REMUNERATION OF THREE HIGHEST PAID STAFF**

Disclosure of annual remuneration of three highest paid staff who each receives more than \$100,000, in bands of \$100,000:

| Remuneration band              | Number of staff |
|--------------------------------|-----------------|
| Between \$100,000 to \$200,000 | Nil             |
| Between \$200,000 to \$300,000 | Nil             |

None of the above staff serve in the Board and none of the Charity's staff receives more than \$100,000 in annual remuneration each.

### **DISCLOSURE OF THE NUMBER OF PAID STAFF WHO ARE CLOSE MEMBER OF THE FAMILY OF THE EXECUTIVE HEAD OR BOARD MEMBERS**

Disclosure of the number of paid staff who are close members of the family of the Executive Head or Board members, who each receives remuneration exceeding \$50,000 during the year, in bands of \$100,000:

| Remuneration band              | Number of staff | Name of Executive Head or Board member with whom the staff is a close family member |
|--------------------------------|-----------------|---|
| Between \$100,000 to \$200,000 | Nil             |   |
| Between \$200,000 to \$300,000 | Nil             |   |

The Charity has no paid staff, who are close members of the family of the Executive Head or Board members, who each receives total remuneration of more than \$50,000 during the year.





## BOARD GOVERNANCE

| S/N | Code Guideline   | Code ID | Response |
|-----|--|---------|----------|
| 1   | Induction and orientation are provided to incoming governing Board members upon joining the Board.   | 1.1.2   | Yes      |
| 2   | Are there governing board members holding staff appointments?  |         | No       |
| 3   | The Treasurer of the charity (or any person holding an equivalent position in the charity, e.g. Finance Committee Chairman or a governing board member responsible for overseeing the finances of the charity) can only serve a maximum of 3 consecutive years. If the charity has not appointed any governing board member to oversee its finances, it will be presumed that the Chairman oversees the finances of the charity. | 1.17    | Complied |
| 4   | All governing board members must submit themselves for re-nomination and re- appointment, at least once every 3 years  | 1.18    | Complied |
| 5   | The Board conducts self evaluation to assess its performance and effectiveness once during its term or every 3 years, whichever is shorter.  | 1.1.12  | Complied |
| 6   | Is there any governing board member who has served for more than 10 consecutive years?   |         | NA       |
| 7   | The charity discloses in its annual report the reasons for retaining the governing board member who has served for more than 10 consecutive years.   | 1.1.13  | NA       |
| 8   | There are documented terms of reference for the Board and each of its committees.  | 1.2.1   | Complied |

## CONFLICT OF INTEREST

| S/N | Code Guideline   | Code ID | Response |
|-----|--|---------|----------|
| 9   | There are documented procedures for governing board members and staff to declare actual or potential conflicts of interest to the Board at the earliest opportunity. | 2.1     | Complied |
| 10  | Governing board members do not vote or participate in decision making on matters where they have a conflict of interest.   | 2.4     | Complied |



## STRATEGIC PLANNING

| S/N | Code Guideline  | Code ID | Response |
|-----|---|---------|----------|
| 11  | The Board periodically reviews and approves the strategic plan for the charity to ensure that the charity's activities are in line with the charity's objectives. | 3.2.2   | Complied |
| 12  | There is a documented plan to develop the capacity and capability of the charity and the Board monitors the progress of the plan.                                 | 3.2.4   | Yes      |

## HUMAN RESOURCE AND VOLUNTEER MANAGEMENT

| S/N | Code Guideline   | Code ID | Response    |
|-----|--|---------|-------------|
| 13  | The Board approves documented human resource policies for staff.   | 5.1     | In Progress |
| 14  | There is a documented Code of Conduct for governing board members, staff and volunteers (where applicable) which is approved by the Board. | 5.3     | In Progress |
| 15  | There are processes for regular supervision, appraisal and professional development of staff.  | 5.5     | Yes         |
|     | Are there volunteers serving in the charity?   |         | Yes         |
| 16  | There are volunteer management policies in place for volunteers.   | 5.7     | In Progress |

## FINANCIAL MANAGEMENT AND INTERNAL CONTROLS

| S/N | Code Guideline   | Code ID | Response    |
|-----|--|---------|-------------|
| 17  | There is a documented policy to seek the Board's approval for any loans, donations, grants or financial assistance provided by the charity which are not part of the charity's core charitable programmes. | 6.1.1   | In Progress |





| S/N | Code Guideline   | Code ID | Response    |
|-----|--|---------|-------------|
| 18  | The Board ensures that internal controls for financial matters in key areas are in place with documented procedures.             | 6.1.2   | In Progress |
| 19  | The Board ensures that reviews on the charity's internal controls, processes, key programmes and events are regularly conducted. | 6.1.3   | In Progress |
| 20  | The Board ensures that there is a process to <b>identify, and regularly monitor and review</b> the charity's key risks.          | 6.1.4   | In Progress |
| 21  | The Board approves an annual budget for the charity's plans and regularly monitors the charity's expenditure.                    | 6.2.1   | In Progress |
|     | Does the charity invest its reserves (e.g. in fixed deposits)?   |         | No          |
| 22  | The charity has a <b>documented investment policy</b> approved by the Board.   | 6.4.3   | In Progress |

## FUNDRAISING PRACTICES

| S/N | Code Guideline  | Code ID | Response |
|-----|---|---------|----------|
| 23  | Did the charity receive cash donations (solicited or unsolicited) during the financial year?  |         | Yes      |
| 24  | All collections received (solicited or unsolicited) are properly <b>accounted for</b> and <b>promptly deposited</b> by the charity. | 7.2.2   | Complied |
| 25  | Did the charity receive donations in kind during the financial year?  |         | No       |

## DISCLOSURE AND TRANSPARENCY

| S/N | Code Guideline   | Code ID | Response |
|-----|--|---------|----------|
| 26  | The charity discloses in its annual report – (a) the number of Board meetings in the financial year; and (b) the attendance of every governing board member at those meetings. | 8.2     | No       |





Are governing board members remunerated for their services to the Board? No

27 Does the charity employ paid staff? Yes

28 No staff is involved in setting his own remuneration. Complied

29 The charity discloses in its annual report – (a) the total annual remuneration for each of its 3 highest paid staff who has each received remuneration (including remuneration received from the charity’s subsidiaries) exceeding \$100,000 during the financial year; and (b) whether any of the 3 highest paid staff also serves as a governing board member of the charity. The information relating to the remuneration of the staff must be presented in bands of \$100,000. OR The charity discloses that none of its paid staff receives more than \$100,000 each in annual remuneration. Yes

30 The charity discloses the number of paid staff who satisfies all of the following criteria: (a) the staff is a close member of the family\* belonging to the Executive Head\* or a governing board member of the charity; (b) the staff has received remuneration exceeding \$50,000 during the financial year. The information relating to the remuneration of the staff must be presented in bands of \$100,000. OR The charity discloses that there is no paid staff, being a close member of the family\* belonging to the Executive Head\* or a governing board member of the charity, who has received remuneration exceeding \$50,000 during the financial year. Complied



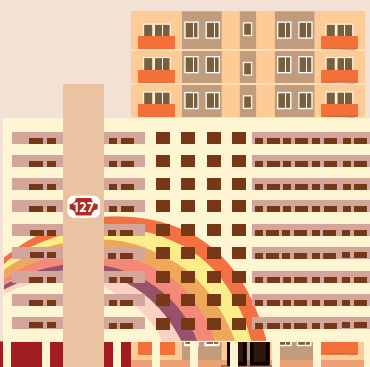


# Our Direction for the Future

ACES Care Limited is dedicated to adding value to and improving the human condition, and to make progress for eldercare. Our focus is to mobilise people to address problematic realities of eldercare and to create what is needed to improve the quality of life for seniors.

ACES Care Limited believes in the power of collaboration with community organisations, healthcare organisations and educational institutions. We strive not to duplicate the government's work but to focus on providing a strong holding environment for Non Profit Organisations (NPOs) to meet gaps in service delivery, respond to critical needs, and advocate for ageing with dignity and respect.

Our vision and mission set our future direction for the next five years. Some of the programmes we hope to refine and implement include:



## ACES CARE HELPLIFE

### Helping to reduce loneliness for seniors

Currently, there is little focus placed on “soft matters” beyond physical health, such as loneliness, isolation, and declining productivity. Seniors were among the most affected by the Covid-19 pandemic, as they were alienated by technology and isolated from their families. With charities closing their call centres, they faced difficulties as they were unable to use apps and alternative technologies for essential daily tasks, leisure, or to access information.

To address this, ACES Care Limited started the first online hotline to reach out to and fulfil the needs of seniors residing in Teck Ghee in 2022, with the support of the NCSS Tech-Go fund. During the first 6 months, callers were not only from Teck Ghee and Ang Mo Kio, with 40% of the callers coming from other constituencies. Therefore, the Board decided to extend HelpLife's services to all constituencies in Singapore!

**ACES Care Limited is a support service hotline operated by seniors to help seniors.** Callers use the hotline for advice, to share worries, and to hear a human voice from another elder, who is also intimately familiar with the challenges of old age.

The volunteers are trained to listen and to help callers explore their options. The programme has a dual benefit for callers and for HelpLife volunteers — each providing the other with relief from loneliness, and giving more experience with using technology to help them in their outreach.

ACES Care HelpLife also serves an important data collection function that arms ACES Care Limited with a wealth of information to use in:

- **Advocating for policies that are responsive to the special needs of our** ageing population
- **Bettering public services for older people and to develop effective national guidelines** for home-based eldercare
- **Establishing new service structures** that would enable more older people to remain in their homes as needed

Our aim is to use the successful Teck Ghee experience to reach out to and enable all constituencies in Singapore to set up their own HelpLife, supported by the grassroots organisations and equipping their senior volunteers to become HelpLife Agents.



II

## **ACES IN PLACE (VERTICAL KAMPONGS AND GOOD NEIGHBOURS)**

Promoting neighbourliness and the use of community assets to enable older people to age in-place

ACES Care Limited will initiate the vertical kampong concept where each housing block **will identify two or three retirees or families to be trained as para-professional befrienders to help elderly-in-need to age-in-place happily.** These befrienders will cook for elderly-in-need, monitor their health conditions and be their health buddy, including arranging for their health check-ups and bringing them for social and recreational activities. The goal is to provide a sense of security and happiness for frail elderly to age successfully at home.

The vertical kampong concept can be extended further to encourage existing and new housing estates to become more age-friendly through the organisation of intercommunity activities with SACs, Community of Elders Network, and RCs. By doing so, it can encourage local communities to care and share, thus helping to build a good neighbourhood.

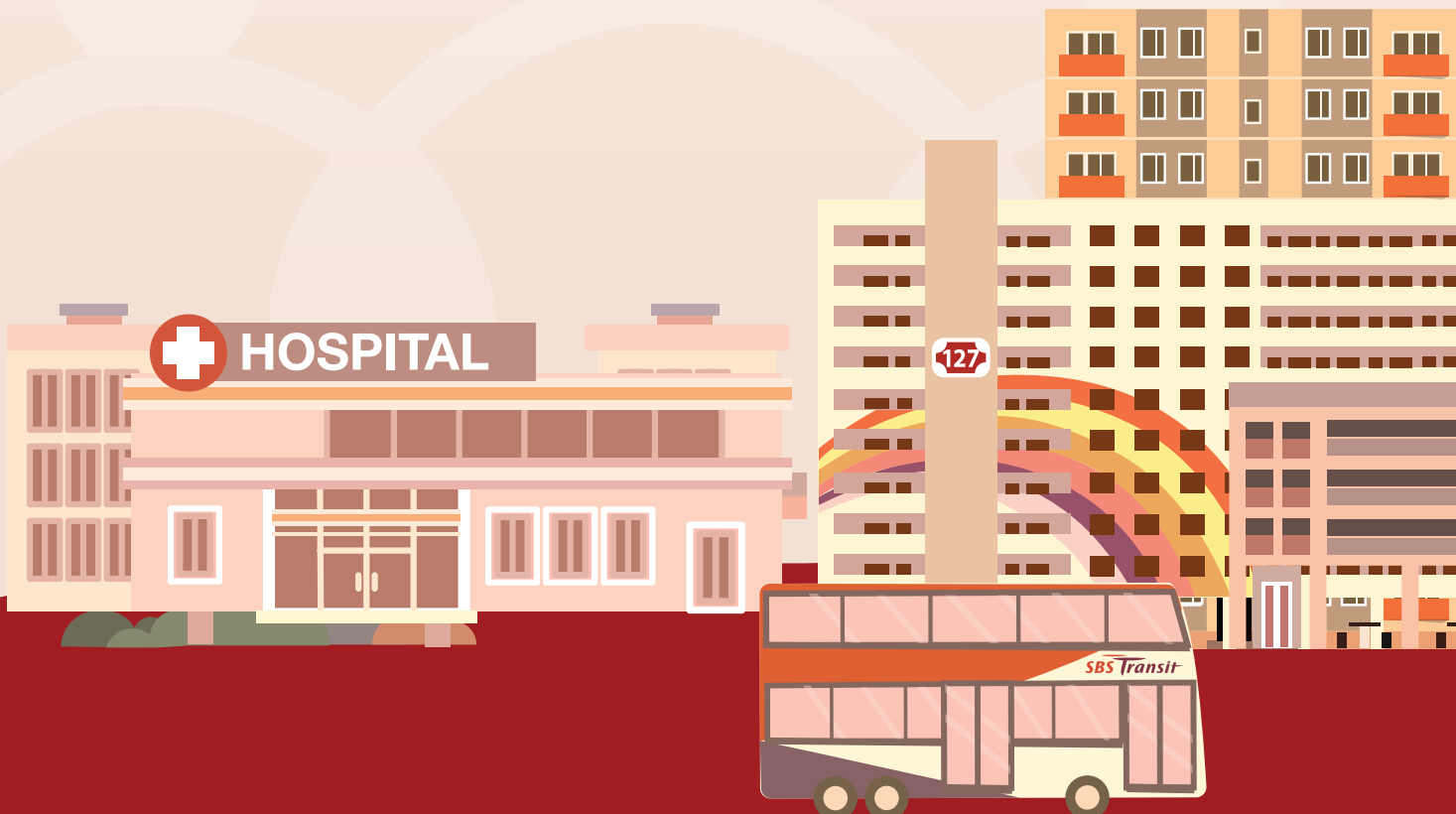
III

## **ELECTRONIC CARE APP (ECARE) TO LIGHTEN AND SHARE THE BURDEN OF CAREGIVERS OF FRAIL ELDERLY**

Harnessing technologies to empower caregivers

The paradigm-shift from current hospital models to home and self-care models of eldercare increases the caregiving duties of family members. They have to become experts of caregiving, and face the task of continuously updating and coordinating with other family members and an extended network of caregivers and medical experts to provide holistic care for seniors. The eCare App is an innovative way of improving the quality of care for frail elderly, and to meet growing demands for care related to conditions such as cardiovascular disease, cancer, chronic obstructive pulmonary disease, osteoporosis, vision impairment, and dementia.

**The eCareApp will help caregivers to update their family members on the patients' conditions, share knowledge, and track daily progress.**







**IV**

## **ACES CARE LIMITED PORTAL FOR SINGAPORE'S 3<sup>RD</sup> WORKFORCE**

**Increasing the employability of seniors**

As of 2015, there are 1.8 million persons in Singapore above the age of 50, with 400,000 people under 69 years old. These individuals are a potential workforce for employment and volunteerism.

We propose hosting a "Golden Opportunities" portal in response to this growing aged population, which consists of Professionals, Managers, Executives, and Technicians. The portal will match individuals to jobs and volunteering opportunities, help them access training and placing programmes, and self-development workshops such as resume writing.

The portal can also promote intergenerational mentoring, where older adults are trained to be mentors for students, serving in various SSAs and schools to provide guidance for staff and students.

**V**

## **ACES CARE LIMITED SPECIAL AWARDS**

**Engaging older adults as a vital source of talent to benefit society through various Special Awards**

### **1. ACES CARE Fellowship Award**

The ACES CARE Fellowship Award aims to create and support pathways to connect seniors to opportunities for work that benefits society through a 1,000-hour assignment with selected NPOs, based on the senior's skills and interests.

#### **Key elements of the Fellowship for participants:**

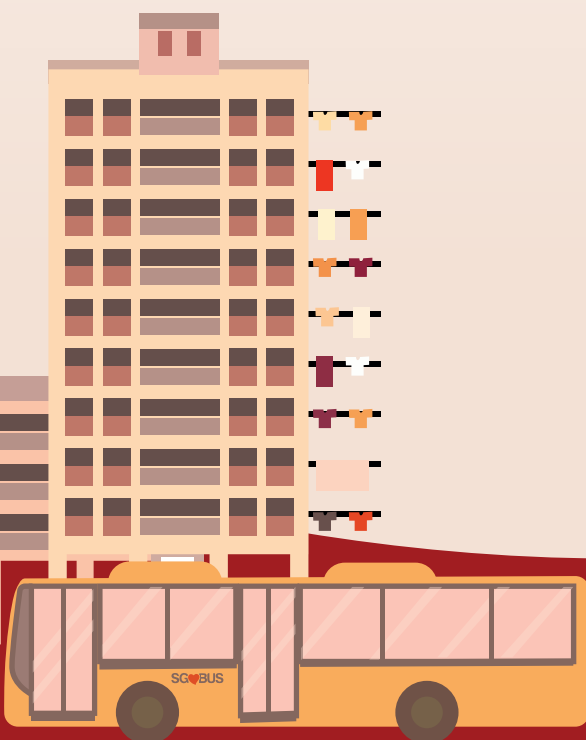
- Make significant contributions using the skills, experience and knowledge they already have
- Earn a stipend (\$20,000 to \$25,000) for completing a 1,000 hour assignment
- Enjoy a flexible work schedule (part-time for a year or full-time for 6 months)
- Learn first-hand about non-profits, foundations and other social institutions
- Establish contacts and personal networks in a new sector
- Join a peer cohort of ACES CARE Fellows

### **2. ACES CARE Innovative Prize**

The ACES CARE Innovative Prize showcases the value of experience, and proves that seniors can play a valuable role in innovation with the drive to make change.

#### **Key elements of the Prize:**

- An annual award of \$100,000 to individuals/groups who are aged 50+ to create new ways to solve social problems
- Over the next decade, we believe this Prize has the potential to take its message of later-life creativity and innovation to every corner in Singapore— demonstrating how the second half of one's life can be a time for change
- This award will be funded by the Foundation and/or corporations and supported by the local media





**VI**

## **COMMUNITY AWARENESS AND SENSITIVITY TO OLDER INDIVIDUALS**

### **Strengthening inter-generational bonds**

#### **3. The ACES Fast Pitch Award**

The ACES Fast Pitch Award serves as a hub and resource for leaders in various sectors and geographies who share ACES Care Limited's vision.

##### **Key elements of the Award:**

- Fast Pitch is a high-energy, rapid-fire pitch competition that awards \$10,000 to organisations actively working on innovations to dramatically advance the ageless movement
- Fast Pitch applicants submit an online application describing their organisation's innovation. Based on a careful review of the materials submitted, programme staff select 10 semi-finalists to participate in a live, digital audition via Skype or Google Hangout
- A team of staff and external reviewers then select five to advance to the final stage, where they receive additional coaching to prepare a three-minute "fast pitch" on their organisation's innovation to a live audience of aged leaders, including people from the non-profit, business, academic and philanthropic sectors, and members of the media
- A panel of expert judges provides individual feedback after each pitch. When all pitches have been heard, the judges award \$5,000 in prize money, and an additional \$5,000 is awarded by real-time audience vote
- One organisation can win both prizes
- Partnered with local media and foundations like Lien Foundation and ACCESS Health International

#### **a. Teaching empathy and respect for the ageing**

There is a deep divide between youth and the ageing, creating the need for both populations to better understand each other. Focused studies can yield deeper considerations of an issue, raise sensitivity of youth towards daily challenges of life for older individuals, and renew the generational promise of respect and dignity for elders.

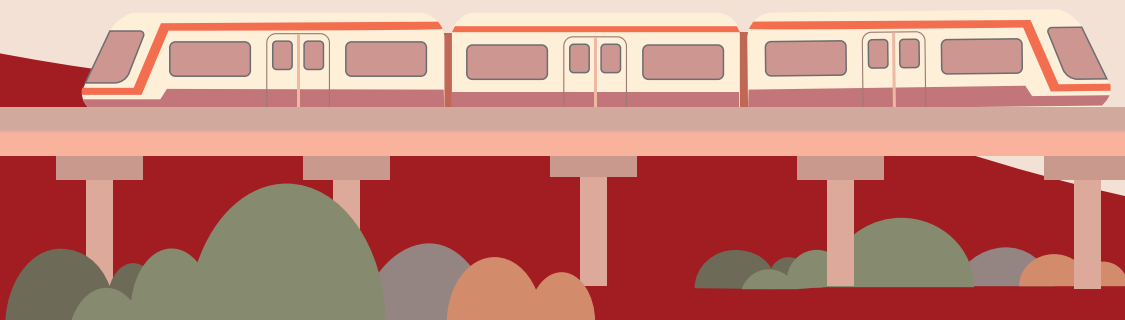
We hope to encourage this through a school essay contest on ageing. There will be 3 essay contests for primary, secondary, and tertiary schools. Participants are encouraged to reflect on the needs of elders and how their generation may be of assistance. Contestants must have performed volunteer work for at least one elder in a nursing home, seniors centre, or home-visit under the auspices of a Social Service Agency or other sites for older individuals.

Winners will win up to \$300 in prizes.

#### **b. Senior Hall of Fame**

This is a special website hosted by communications, technology or business polytechnics. It features brief biographies of older Singaporeans, as nominated by family or friends. It serves as a way to honour and promote commendable qualities of our elders, and enables younger generations to appreciate their diverse lives.

For \$50, a senior can be nominated for the Hall of Fame. In addition, for \$100, a certificate of honour will be sent to the senior, which also acknowledges the donor. This is a great gift for birthdays, special occasions or simply as a token of appreciation and love.







CSR PROJECT BY



**CHANGE  
AGENCY**  
Creative art of Make The Change

**Change Agency delivers** sustainable and affordable integrated solutions.

**Design Your Project Today.**



[www.changeagency.sg](http://www.changeagency.sg)





**ACES HELPLIFE**  
AGEING WITH RESPECT  
AND DIGNITY

 [www.acescare.sg](http://www.acescare.sg)

 6797-6797

 [contact@acescare.sg](mailto:contact@acescare.sg)

 [aces.helpife](https://www.facebook.com/aces.helpife)

Website

Facebook



Instagram

Spotify

Telegram

