

## Allkin Singapore

FY2025 Annual Report

### 1. Project Summary

Conceptualise, design, and produce an **Annual Report** for Allkin Singapore that showcases our impact, reinforces our strategy, and illustrates our work in FY2025 to inspire support from key target audiences.

### 2. Objectives

The Annual Report should:

1. **Showcase impact and accountability** – highlight the tangible outcomes of Allkin's work while ensuring transparency in performance and governance to build trust with stakeholders
2. **Reinforce our strategy and aspirations** – promote greater understanding towards Allkin's strategy, beliefs, and work, while reflecting our aspirations and efforts to address emerging challenges
3. **Strengthen stakeholder engagement** – celebrate the contributions of donors, volunteers, partners, and supporters, while inspiring new, continued or deeper support towards Allkin's causes
4. **Tell a compelling story** – use compelling narratives to emotionally connect with readers, making Allkin's work relatable, inspiring, and memorable
5. **Serve as a helpful resource** – support Allkin staff when interacting with or introducing the organisation to stakeholders

### 3. Target Audience

1. Potential donors, volunteers, advocates, and supporters
2. Corporate and government partners
3. Board of Directors and Committee Members
4. Allkin employees and beneficiaries
5. General public

### 4. Company Background

#### A. About Allkin Singapore

Founded in 1978, Allkin Singapore (formerly known as AMKFSC Community Services) is a community-centric social service agency that believes everyone can create positive change, including those who seek help.

Each year, the organisation journeys with over 20,000 vulnerable individuals, including children, youth, families, seniors, and persons facing mental health challenges.

Beyond immediate support, Allkin unlocks opportunities for them to grow their potential, strengthen support networks, and shape their communities – helping them overcome challenges, build a brighter future, and inspire others to do the same.

B. Our Vision, Mission and Strategy

**Vision** – Enhancing and enriching lives

**Mission** – Creating opportunities for people to build a brighter future

**Strategy** – We are committed to building thriving and connected communities through a regional ecosystem of care

C. Our Name & Logo

The name "Allkin" combines the words "all" and "kin", representing our commitment to embrace inclusivity, foster togetherness, and spark human connections. It also evokes the idea that no matter our differences, we – whether staff, beneficiaries, partners, donors, supporters, or everyday citizens – are united by a shared story and spirit.

Our logo reflects:



- Blue - trust and a sense of groundedness
- Orange - hope and optimism
- Sparkle - intersection of people, sparking new connections, ideas and beginnings
- Smile - welcoming, people-first nature.
- Letter 'A' - Allkin Singapore's history and legacy

D. Our Service Offerings

Allkin Singapore currently operates over 30 touchpoints, with the following service offerings:

*Individuals & Families*

- Family Service Centres (Ang Mo Kio, Cheng San, Sengkang, Punggol)
- Marriage & Parenting Support (Families For Life @ Community)
- Divorce Support & Family Counselling (Strengthening Families Programme)
- Transitional Shelter
- Restorative Service

#### *Children & Youth*

- Early Childhood Support (KidSTART @ Allkin)
- Student Academy
- Youth Service
- Preschool Outreach Programme

#### *Mental Health*

- Mental Health Service
- Psychological Service

#### *Seniors*

- Active Ageing Centres
- Community Case Management Service
- Good-To-Go
- GymTonic

#### *Community*

- Community Development
- Volunteer Management (SG Cares Volunteer Centres @ Ang Mo Kio, Punggol & Sengkang)

## 5. Project Details

### A. Annual Report History

Allkin's Annual Reports go beyond traditional documentation of financial and operational performance.

Since FY2020, we have embraced a **concept-driven, narrative-led format** to resonate more deeply with a broader audience. Each report has been designed to reflect Allkin's evolution and communicate who we are and what we do in a creative and thoughtful way. Past reports can be referenced [here](#).

More recently, our FY2023 and FY2024 Annual Reports have embraced **more engaging formats** to showcase Allkin's strategy and impact, while inviting audiences to be part of the journey.

- FY2023 Annual Report (our first report post-rebrand) - PDF report accompanied by an [interactive digital experience](#), including a personality quiz
- FY2024 Annual Report – PDF report accompanied by an [impact video](#) illustrating the tangible ways in which Allkin has uplifted the community in the last year

While these approaches were well-received for their creativity and strong storytelling, **key lessons** also emerged, which we hope to address when developing the FY2025 Annual Report.

### B. Learnings

#### • **High resources, low impact**

- FY2023 interactive digital experience – timely for our first Annual Report post-rebrand, but limited reach and viewership compared to the PDF version on the main website
- FY2024 impact video – created in hopes of telling an equally impactful story in a less resource-intensive way, but limited use cases (may be difficult to screen a video with limited time, embed the video into other materials, etc)

- **Audience demographic and feedback** – more time and effort required to engage with FY2023 interactive digital experience and FY2024 impact video, especially for attention-short digital audiences and slightly older demographic that forms the majority of Allkin's supporter base

### C. Direction & Approach

Building on the learnings of our FY2023 and FY2024 Annual Reports, the FY2025 Annual Report should enable us to balance creative storytelling with ease of use through a well-designed publication accompanied by a supporting tool that is more readily accessible.

A key theme across FY2025 has been Allkin's **journey towards strategic integration**. This represents a natural progression from the theme of collaboration in the FY2024 Annual Report ('All Hands on Deck'). Over the year, we have increased our commitment to not just coming together but working more closely and cohesively with various stakeholders – leveraging unique strengths to deliver better, more sustainable outcomes for the people we journey with. Our efforts towards integration happen both internally and externally, spanning integration of systems and processes, neighbourhoods in the region, and services across life stages, etc.

As the needs of communities evolve, we understand that the future lies not just in providing quality, effective services as a single organisation, but in **co-creating a more holistic, seamless ecosystem of care with our clients, partners, and communities**.

Through our FY2025 Annual Report, we hope for audiences to understand and appreciate the various ways in which **integration is catalysing Allkin's progress as a leading, future-ready social service agency** through a strong, cohesive narrative. This should encourage audiences to be a part of this collective journey, whether as a donor, volunteer, partner, or advocate. To support the full Annual Report, we would like to create a simple digital microsite that highlights Allkin's impact in a way that is **easily accessible and highly informative at a glance**, encouraging stakeholders to begin, sustain, or increase their support for Allkin.

## 6. Deliverables

- **(1) x FY2025 Annual Report in PDF format**
  - At least 3 potential creative concepts that encapsulate Allkin's overall direction & approach (see Section 5)
  - Design and layout for no fewer than 70 pages (single-page, A4 format), with strong photography and artful illustrations

- Separate audited statement of accounts
  - Basic interactive PDF features (where applicable), including clickable content index, web and video links with thumbnails, page transitions, etc.
  - 2 full days of photography, including art direction (additional quotation to be provided should photography requirements exceed 2 days)
  - Final copies of all photographs, illustrations, icons, and other visual assets produced
  - Copywriting not needed
- **(1) x Digital microsite**
    - Design, development, testing, and launch of both web and mobile versions
    - Microsite should summarise Allkin's FY2025 impact, adapting relevant content (e.g. impact statistics) from the full Annual Report into a more concise, digestible format
      - References: [Singapore Cancer Society's 2024 Annual Report](#), [L'Oréal's 2023 Annual Report](#) (strong storytelling and clear data visualisations)
    - Potentially include a function to sort or filter microsite content by relevance to the user for a more streamlined viewing experience – e.g. based on target audiences (partner, donor, volunteer, etc.) or causes (mental health, seniors, community, etc.)
      - Reference: [Nanyang Polytechnic website](#) (option to switch roles to view website content tailored to your needs)

## 7. Content Outline

<b>About Allkin Singapore</b>
<ul style="list-style-type: none"> <li>● About Us</li> <li>● Our Vision, Mission, Values</li> <li>● Visual Representation of Our Strategy</li> <li>● Chairman, CEO &amp; Deputy CEO's Messages</li> <li>● Board of Directors</li> <li>● Management Team</li> <li>● Organisational Structure</li> </ul>
<b>Our Stories</b>
Up to (5) x photo-driven stories featuring Allkin's clients, contributors, communities, partners, and staff
<b>Our Impact</b>
Data-driven, illustrated visual representation of impact statistics
<b>Year-in-Review</b>

Illustrated visual representation of 12-15 key milestones and highlights
<b>Fundraising Highlights</b>
See FY2024 Annual Report
<b>The Year Ahead</b>
See FY2024 Annual Report
<b>Financial Highlights</b>
See past Annual Reports
<b>Corporate Governance</b>
See past Annual Reports
<b>Locations</b>
See past Annual Reports
<b>[Separate] Audited Statement of Accounts</b>
See past Annual Reports

## 8. Resources

Allkin Singapore	Past Annual Reports
1. <a href="#">Website</a>	1. <a href="#">FY2020 Annual Report</a>
2. <a href="#">Facebook</a>	2. <a href="#">FY2021 Annual Report</a>
3. <a href="#">Instagram</a>	3. <a href="#">FY2022 Annual Report</a>
4. <a href="#">LinkedIn</a>	4. <a href="#">FY2023 Annual Report</a>
5. <a href="#">TikTok</a>	5. <a href="#">FY2024 Annual Report</a>
6. <a href="#">Brand video</a>	
7. <a href="#">Explainer video</a>	
8. <a href="#">FY2024 impact video</a>	