

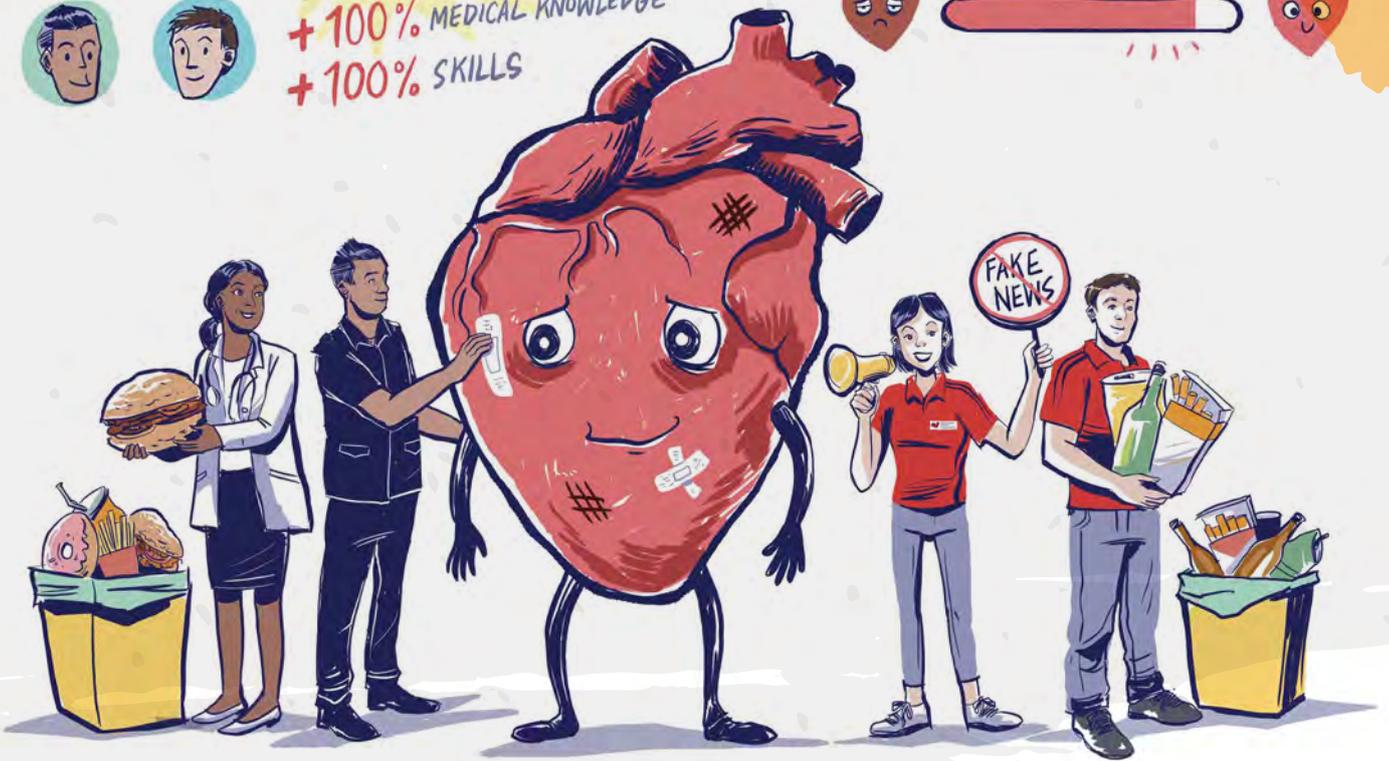
# BUILDING A HEART HEALTHY NATION: 50 YEARS AND BEYOND



**LEVEL UP!**

- +100% COMPETENCY
- +100% MEDICAL KNOWLEDGE
- +100% SKILLS

RESTORING HEALTH...



**ANNUAL REPORT 2019/2020**



Singapore  
Heart  
Foundation  
Your Heart We Care



## Vision

To be a leading heart health movement and a household name in Singapore through educating and motivating the public, assisting those affected and supporting community-based research to better understand the landscape of heart disease in Singapore



## Mission

To promote heart health, prevent and reduce disability and death due to cardiovascular diseases and stroke



## Core Values

**H**onesty and Integrity  
**E**nthusiasm and Passion  
**A**ccountability and Transparency  
**R**esearch and Innovation  
**T**eamwork and Collaboration  
**S**haring and Caring



## Constitution

The Singapore Heart Foundation (SHF)'s Board of Directors consists of 12 elected members and up to 8 co-opted members. Out of which at least three directors shall be from the medical profession including at least one who is a member of the Singapore Cardiac Society. Each elected member of the Board shall hold office for a term of two years, commencing from the date of election until the Annual General Meeting (AGM) in the second calendar year thereafter.

The Board and Management of SHF firmly believe that a genuine commitment to good corporate governance is essential to the sustainability of the Foundation's mission to promote heart health, prevent and reduce disability and death due to cardiovascular diseases and stroke; and are collectively responsible for ensuring compliance with the Code of Governance and all relevant laws and regulations.



# ***Content***

- 01** Chairman's Message
- 03** Numbers at a Glance
- 05** Our Board of Directors
- 07** Organisation Chart
- 09** Management & Staff
- 11** Our Golden Jubilee
- 15** Educating & Empowering
- 21** Advocating Life-saving Skills
- 28** Improving Hearts
- 33** Spreading the Message
- 35** Helping Hands
- 37** Financial Sustainability
- 39** Corporate Governance

## Chairman's Message



In Singapore, 17 people die from cardiovascular disease (heart diseases and stroke) every day. In 2019, 1 out of 3 deaths in Singapore was due to heart diseases or stroke. These deaths can be prevented by addressing behavioural risk factors and improving one's lifestyle by smoking cessation, eating well, exercising, and having regular medical check-ups.

One of the core missions of the SHF since its inception in 1970 has been to raise awareness of these risk factors and supporting Singaporeans in effecting lifestyle behavioural changes to reduce CVD deaths.

When I took up the chairmanship for SHF on 1 Sep 2019, I had outlined three areas which I would like to further SHF's mission. Firstly, SHF will play an **active advocacy role** for cardiovascular health by working with all stakeholders such as the Ministry of Health, Singapore Civil Defence Force (SCDF), hospitals and relevant organisations to lend an active helping hand in shaping initiatives, designing programmes and building infrastructure to raise the overall awareness of heart health among Singaporeans. As a small organisation with limited resources, such partnerships will help us leverage one another's strengths to advocate for heart health and to reach out to more members of the public. In Nov 2019, we worked with the SCDF and HDT Singapore Taxi to expand the AED-on-Wheels Programme by equipping 50 taxis with AEDs and training its drivers in CPR+AED skills so that they can respond to cardiac arrest cases via the myResponder app. These roving defibrillators and community first responders will increase the AED coverage and contribute to the improvement in the sudden cardiac arrest survival rate in Singapore.

Secondly, with the flux of fake medical news over social media, the Foundation will strive to be the **source of accurate and reliable health and medical information** to provide scientifically proven, evidence-based medical facts to our clients as well as the public. We will harness technology and various forms of communication platforms – from traditional to social media – to make medical information more accessible, interesting, and easier to understand. Last year, we boosted content on

our social media to debunk myths on heart health, as well as worked with social media influencers and YouTubers to send across important heart health messages to the younger audience via the voices they are most familiar with. For the elderly who are most vulnerable to fake news, we tried to reach them through the traditional media and various events like the National Heart Week/ World Heart Day roadshow and talks held at our Heart Wellness Centres (HWCs).

The third aspect is in **manpower upskilling and training**. Continual learning will be a culture within the SHF to enable staff to be mission ready, able to carry out their roles professionally and competently. Working in a social service agency (SSA) can be an attractive and satisfying career option for those with the right aptitude. SHF may even become the training ground for those who may subsequently move on to work in other SSAs.

Fendi, our young physiotherapist at HWC, serves as an exemplary model. Identified as an aspiring allied health professional with passion in cardiac rehabilitation and committed in patients' wellbeing, Fendi received the mentorship of SHF's senior physiotherapists for over a year and was granted the physiotherapist certification by the Allied Health Professions Council in Jan 2020. This illustrates the role that SHF can play in cultivating and growing talents who have the heart to serve, thereby uplifting the capability of SHF and the social service sector. I also hope Fendi will stay with SHF for a long time and continue caring for our heart patients, just as SHF will continue with investment in manpower upskilling.

The Foundation hopes to do more, and this cannot be done without your support, not just financially, but also in terms of your precious time and efforts. So, thank you for helping us bring SHF to where it is today.

I would also like to express our sincere gratitude to Professor Terrance Chua who handed over the baton as Chairman of the Board to me in Sep 2019. During his 12 years of chairmanship, Prof Chua has led SHF to embark on several life-saving initiatives such as the CPR+AED certification training, making us now one of the most reputable providers in the industry. Besides continuing efforts in community education using traditional methods, Prof Chua also encouraged the use of technology to engage with the young, such as the introduction of a social robot in our school programme and the creation of the CPR self-learning kiosks. These are great initiatives which we will continue to support, promote, and improve on.

2020 has proved to be challenging with the COVID-19 pandemic. Yet, I am sure that with a positive mindset and the right attitude, we will find more opportunities than hurdles ahead. I look forward to working with you for many years to come.

**Professor Tan Huay Cheem**  
*Chairman, Board of Directors*

(Appointed 1 Sep 2019)



## COMMUNITY EDUCATION



**>3,400**  
visitors and  
participants at events



## BP INITIATIVE @ SCHOOLS

**42**  
primary schools



**29,900**  
family members



**10,000**  
Upper Primary  
School students



**236**  
sessions

## NUTRITION



**52**  
nutrition talks



**3,354**  
participants



**265**  
clients attended  
nutrition counselling

# NUMBERS AT A GLANCE



## HEART SAFE



**265**  
certification classes



**4,081**  
certified in life-saving  
skills (e.g. CPR+AED)



## RESTART A HEART



**1,343**  
people trained in  
non-certification  
courses



**20**  
CPR kiosks  
islandwide

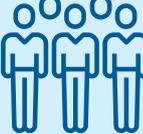


**> 15,000**  
users of CPR kiosks



**SAVE-A-LIFE**

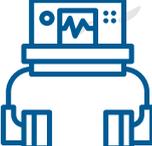
**9,766**  
AEDs mapped

**2,435**  
clients



**>50**  
classes weekly



**18,974**  
myResponder  
app downloads

**HEART WELLNESS CENTRES**

**NUMBERS AT A GLANCE**

**PR & COMMUNICATIONS**



**371**  
reports on TV, radio,  
print and websites



PR value  
**>\$6,215,000**



Website  
**>212,000**  
unique visitors



Facebook, Instagram,  
Twitter followers  
increased  
**≈10%**



**HEART SUPPORT FUND**



**\$273,739.99**  
disbursed

**115** beneficiaries



**FUNDRAISING & VOLUNTEER MANAGEMENT**




**1,270** volunteering hours



**>\$7,000,000** raised

**PATRON**

- ESM Goh Chok Tong – Appointment Date (AD): 7 Sep 2013

**HONORARY ADVISORS**

- Prof Koh Tian Hai – AD: 2 Apr 2005
- Mr Liak Teng Lit – AD: 10 Apr 2004
- Mr Lim Soon Hock – AD: 31 Mar 2001
- A/Prof Lim Yean Teng – AD: 18 Apr 1998
- Dr Lily Neo – AD: 10 Apr 2004
- Mr Tan Kin Lian – AD: 29 Mar 1997
- Mr Wong Yew Meng – AD: 10 Apr 2004

*Our 49<sup>th</sup> Board of Directors*



**Chairman Emeritus**

AD: 26 Jul 2008

**Dr Low Lip Ping**  
Cardiologist

Low Cardiology Clinic

Past Appointments:

Vice Chairman  
Chairman, 25 Apr 1992



**Chairman**

AD: 31 Aug 2019

**Prof Tan Huay Cheem**  
Cardiologist, Director

National University Heart Centre,  
Singapore

Past Appointments:

Member, 24 Jun 2006  
Honorary Secretary, 30 Jun 2007



**Vice Chairman**

AD: 26 Jul 2008

**Dr Tan Yong Seng**  
Cardiothoracic Surgeon

Tan Yong Seng Heart Lung &  
Vascular Surgery Pte Ltd

Past Appointments:

Member, 31 Mar 2001  
Honorary Secretary, 24 Jun 2006  
Member, 30 Jun 2007



**Vice Chairman**

AD: 26 Jul 2008

**Ms Tan Lee-Chew**  
ASEAN Managing Director  
for Public Sector

Amazon Web Services

Past Appointment:

Member, 24 Jun 2006



**Honorary Secretary**

AD: 31 Aug 2019

**Mr Goh Chiew Seng**  
Managing Director

IMI Lifestyle Products Pte Ltd

Past Appointments:

Member, 1 Apr 2000  
Honorary Secretary, 29 Mar 2003  
Assistant Honorary Secretary, 24 Jun 2006



**Assistant Honorary Secretary**

AD: 31 Aug 2019

**Dr Mak Koon Hou**  
Cardiologist

KH Mak Heart Clinic Pte Ltd

Past Appointment:

Member, 10 Apr 1993



**Honorary Treasurer**

AD: 23 Sep 2017

**Mrs Elsie Foh**  
Former Career Banker

Past Appointment:

Member, 7 Sep 2013

**Member**

AD: 31 Aug 2019

**Prof Terrance Chua**  
 Cardiologist, Medical Director  
 National Heart  
 Centre Singapore

Past Appointments:  
 Member, 1 Apr 1995  
 Honorary Secretary, 27 Mar 1999  
 Member, 29 Mar 2003  
 Vice Chairman, 30 Jun 2007  
 Chairman, 26 Jul 2008

**Member**

AD: 29 Mar 2003

**Dr Chee Tek Siong**  
 Cardiologist  
 Chee Heart Specialist Clinic

Past Appointments:  
 Member, 1 Apr 1995  
 Assistant Secretary, 30 Mar 2002

**Member**

AD: 23 Sep 2017

**Mr Chong Chou Yuen**  
 Former Career Accountant

Past Appointments:  
 Member, 30 Jun 2007  
 Honorary Treasurer, 26 Jul 2008  
 Member, 30 Jul 2010  
 Honorary Treasurer, 7 Sep 2013

**Member**

AD: 24 Jun 2006

**Dr Goh Ping Ping**  
 Cardiologist  
 Asian Heart &  
 Vascular Centre

**Member**

AD: 24 Jun 2006

**Mdm Koh Teck Siew**  
 Character & Citizenship  
 Education Advisor  
 Ministry of Education

**Member**

AD: 23 Aug 2014

**Dr Bernard Kwok**  
 Medical Doctor  
 Clayton Consultants Pte Ltd

**Member**

AD: 30 Jul 2011

**Mrs Regina Lee**  
 School Principal  
 Ministry of Education

**Member**

AD: 26 Jul 2008

**Prof May Oo Lwin**  
 Professor  
 Nanyang Technological  
 University

**Member**

AD: 11 Jul 2009

**Mr Peter Sim**  
 Advocate & Solicitor  
 Sim Law Practice LLC

**Member**

AD: 30 Jun 2007

**Dr C Sivathasan**  
 Cardiothoracic Surgeon  
 The Heart Lung &  
 Vascular Centre

Past Appointments:  
 Member, 1 Apr 1995  
 Vice Chairman, 6 Apr 1996

**Member**

AD: 23 Sep 2017

**Clin A/Prof Jack Tan**  
 Deputy Head and  
 Senior Consultant  
 National Heart  
 Centre Singapore  
 Head of Cardiology  
 Sengkang General Hospital

**HONORARY LEGAL ADVISOR**

- Mr Peter Sim  
 – Sim Law Practice LLC

**BANKERS**

- DBS Bank Ltd
- Singapura Finance Ltd

**AUDITORS**

- External – RSM Chio Lim LLP
- Internal – Shared Services  
 for Charities Ltd

**INVESTMENT FUND MANAGERS**

- Bank of Singapore Limited
- DBS Bank Ltd

# Organisation Chart

## DEPARTMENTS & COMMITTEES



### Community Education

- National Heart Week/  
World Heart Day
- Go Red For Women



### Fundraising

- Charity Cup



### Cardiac Rehabilitation/ Heart Wellness Centre/ Heart Health Hub

- Professional & Research
- Heart Support Fund



### PR & Communications

- Editorial
- PR & Media

## COMMITTEE MEMBERS

### Community Education

#### Chairperson

Dr Chee Tek Siong  
Appointment Date (AD): 23 Aug 2014

#### Vice Chairperson

Dr Tan Yong Seng  
AD: 11 Jul 2009

#### Ex-Officio

Prof Terrance Chua  
AD: 27 Mar 1999

Dr Low Lip Ping  
AD: 1 Apr 1995

#### Members

Mr Goh Chiew Seng  
AD: 23 Aug 2014

Ms Tan Lee-Chew  
AD: 11 Jul 2009

Ms Joanne Yap  
AD: 26 Sep 2015

### National Heart Week/ World Heart Day

Meetings: 2

#### Chairperson

Mrs Regina Lee  
AD: 14 Mar 2019

#### Members

Dr Chee Tek Siong  
AD: 1 Sep 2018

Prof Terrance Chua  
AD: 28 Jul 2012

Mr Goh Chiew Seng  
AD: 28 Jul 2012

Dr Goh Ping Ping  
AD: 6 May 2019

Dr Low Lip Ping  
AD: 7 Sep 2013

Dr Mak Koon Hou  
AD: 26 Sep 2015

Dr Tan Yong Seng  
AD: 23 Sep 2017

### Go Red For Women

#### Chairperson & Spokesperson

Dr Goh Ping Ping  
AD: 26 Jul 2008

#### Member

Dr Chan Wan Xian  
AD: 1 Sep 2018

### Fundraising

Meeting: 1

#### Chairperson

Mr Goh Chiew Seng  
AD: 1 Apr 2000

#### Charity Cup

Meetings: 3

#### Chairperson

Mr Peter Sim  
AD: 10 Sep 2016

#### Co-Chairperson

Dr Low Lip Ping  
AD: 23 Aug 2014

#### Members

Mr Joe Chan  
AD: 29 Mar 2003

Mr Chong Chou Yuen  
AD: 26 Jul 2008

Mr Goh Chiew Seng  
AD: 10 Sep 2016

Mr Jimmy Goh  
AD: 24 Jun 2006

Dr Bernard Kwok  
AD: 1 Sep 2018

Mr Eric Teoh  
AD: 29 Mar 2003

### Cardiac Rehabilitation/ Heart Wellness Centre/ Heart Health Hub

Meetings: 4

#### Chairperson

Prof Tan Huay Cheem  
AD: 24 Jun 2006 till 31 Aug 2019

Dr Tan Yong Seng  
AD: 31 Aug 2019

#### Members

Mrs Chan Siok Tian  
AD: 24 Jun 2006

A/Prof David Foo Chee Guan  
AD: 29 Mar 2003

Mr Goh Chiew Seng  
AD: 29 Mar 2003

Mdm Koh Teck Siew  
AD: 31 Aug 2019

Ms Diana Lau  
AD: 31 Aug 2019

Adj A/Prof Tan Swee Yaw  
AD: 24 Jun 2006

Dr Peter Ting  
AD: 30 Jul 2011

A/Prof Raymond Wong  
AD: 26 Jul 2008

A/Prof Yeo Tee Joo  
AD: 23 Sep 2017

### Professional & Research

#### Chairperson

Prof Tai E Shyong  
AD: 11 Jul 2009

#### Member

Prof Terrance Chua  
AD: 28 Jul 2012

### Heart Support Fund

#### Chairperson

Dr Goh Ping Ping  
AD: 24 Jun 2006

#### Members

Mrs Lee Lay Beng  
AD: 24 Jun 2006

Dr Lim Chong Hee  
AD: 24 Jun 2006

Dr Tan Ju Le  
AD: 2 Apr 2005

Mr Tan Tian Wui  
AD: 12 Mar 2020

Ms Genevieve Wong  
AD: 24 Jun 2006

Dr Wong Keng Yean  
AD: 2 Apr 2005

### PR & Communications

#### Editorial

Meeting: 1

#### Editor

Mr Patrick Deroose  
AD: 31 Mar 2001

#### Members

Dr Chee Tek Siong  
AD: 31 Mar 2001

Prof Terrance Chua  
AD: 29 Mar 2003

Dr C Sivathanan  
AD: 31 Mar 2001

### PR & Media

#### Chairperson

Mr Chong Chou Yuen  
AD: 30 Jul 2010

#### Member

Mr Goh Chiew Seng  
AD: 30 Jul 2010



### Heart Safe

- Training
- R-AEDi Initiative
- Restart A Heart

### Heart Safe

#### Chairperson

A/Prof Lim Swee Han  
AD: 23 Sep 2017

#### Co-Chairperson

Dr Chee Tek Siong  
AD: 23 Aug 2014

#### Honorary Advisor

Dr Fatimah Lateef  
AD: 30 Jun 2007

#### Ex-Officio

Prof Terrance Chua  
AD: 11 Jul 2009



### Finance/ Investment

- Finance
- Investment
- Governance & Audit

### Finance/Investment

Meetings: 4 (Finance) / 3 (Investment)

#### Chairperson

Mrs Elsie Foh  
AD: 23 Sep 2017

#### Members

Mr Chong Chou Yuen  
AD: 23 Sep 2017

Prof Terrance Chua  
AD: 26 Sep 2015 till 31 Aug 2019

Ms Alicia Foo  
AD: 23 Aug 2014

Prof Tan Huay Cheem  
AD: 31 Aug 2019

Ms Tan Lee-Chew  
AD: 28 Jul 2012

#### Governance & Audit

Meetings: 4

#### Chairperson

Mr Chong Chou Yuen  
AD: 23 Sep 2017

#### Members

Prof Terrance Chua  
AD: 11 Jul 2009 till 31 Aug 2019

Mrs Elsie Foh  
AD: 23 Sep 2017

Prof Tan Huay Cheem  
AD: 31 Aug 2019

Mr Richard Tan  
AD: 26 Sep 2015



### Schools Programme

- Community Outreach
- Fitness & Nutrition

### Schools Programme

#### Chairperson

Mrs Regina Lee  
AD: 30 Jul 2011

#### Member

Mr Goh Chiew Seng  
AD: 24 Jun 2006

#### Community Outreach

Meeting: 1

#### Chairperson

Mr Goh Chiew Seng  
AD: 26 Jul 2008

#### Members

Dr Chee Tek Siong  
AD: 11 Jul 2009

Mdm Koh Teck Siew  
AD: 11 Jul 2009

Prof May Oo Lwin  
AD: 11 Jul 2009

Dr Mak Koon Hou  
AD: 26 Sep 2015

Ms Shelly Malik  
AD: 11 Jul 2009

Mrs Jaswant Sroya  
AD: 11 Jul 2009

Dr Tan Yong Seng  
AD: 11 Jul 2009



### Human Resource

- Human Resource

### Human Resource

Meetings: 2

#### Chairperson

Prof Tan Huay Cheem  
AD: 26 Jul 2008 till 31 Aug 2019

Mr Goh Chiew Seng  
AD: 31 Aug 2019 (Member since 26 Jul 2008)

#### Members

Ms Alicia Foo  
AD: 31 Aug 2019

Mdm Koh Teck Siew  
AD: 26 Jul 2008

Mr Peter Sim  
AD: 7 Sep 2013



# OUR TEAM

## Management, Administration & HR

- 1 **Lim Kiat**, Manager, Programmes
- 2 **Raymond Chiang**, Manager
- 3 **Natalie Tang**, Supervisor
- 4 **May Lee**, Senior Executive

## Community Education

- 5 **Linda Wee**, Assistant Manager
- 6 **Zinnia Lau**, Senior Executive

## Finance & Procurement

- 7 **Desmond San**, Assistant Director (AD: 1 Jul 2020)
- 8 **Hazel Yeong**, Senior Assistant Manager
- 9 **Ang Sock Hoon**, Assistant Manager
- 10 **Kelly Goh**, Supervisor
- 11 **Evan Yue**, Executive
- 12 **Joanne Ho**, Executive
- 13 **Peh Jiaqian**, Executive

## Heart Wellness Centres

- 14 **Jacqueline Leong**, Senior Manager (AD: 1 Jul 2020)
- 15 **Ann Loh**, Senior Assistant Manager
- 16 **Eileen Lee**, Senior Executive cum Nurse Educator
- 17 **Jesamine Ling**, Senior Executive
- 18 **Angel Lee**, Executive
- 19 **Joanne Low**, Executive
- 20 **Ruth Tay**, Executive
- 21 **Feng Shumin**, Senior Physiotherapist
- 22 **Fendi Ahmad**, Physiotherapist
- 23 **Philip Tay**, Senior Therapy Assistant
- 24 **Muhamad Haziq**, Therapy Assistant
- 25 **Tan Zhong Shern**, Therapy Assistant

## PR & Communications

- 26 **Chng Kheng Leng**, Senior Manager (AD: 2 Jan 2020)
- 27 **Samantha Chan**, Supervisor

## Fundraising and Volunteer Management

- 28 **Vikki Chan**, Manager, Partnership Development
- 29 **Julia Hoh**, Executive
- 30 **Patricia Phua**, Executive

## Heart Safe

- 31 **Denise Ng**, Assistant Manager
- 32 **Jerry Song**, Senior Executive
- 33 **Ong Wee Teck**, Executive

## Restart A Heart

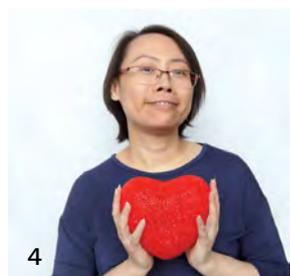
- 34 **Cassandra Lim**, Assistant Manager
- 35 **Emmanuel Ang**, Executive

## Save-A-Life Initiative

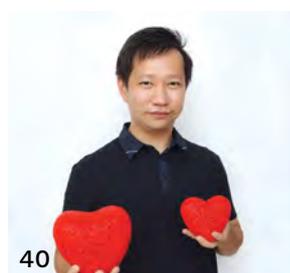
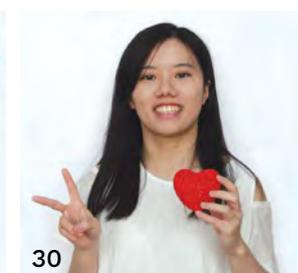
- 36 **Kenneth See**, Assistant Manager, Marketing
- 37 **Joanne Su**, Executive, Marketing
- 38 **Muhammad Khairil**, Operations Senior Executive
- 39 **Lin Zicheng**, Operations Executive
- 40 **Tan Han Cheng**, Operations Executive

## Schools Programme

- 41 **Grace Chen**, Assistant Manager
- 42 **Naomi Chang**, Senior Executive



Jeslin Sin, Director,  
Programmes (AD: 1 Jul 2012)



# OUR STORY



## 6 APR 1970

A group of cardiologists and philanthropists - Mr Tan Boon Chiang, Dr Charles Toh, Prof Chia Boon Lock, Mrs Christina Loke, Mrs Diana Eu, Mrs Eleanor Ngo, Ms Lee Siok Tin, Dr Lim Chin Hock, Dr Loh Tee Fun, Dr Low Lip Ping, Mrs Tan Pui Yong, Dr Tan Ngho Chuan and Dr Teoh Hoon Cheow - gathered to form Singapore National Heart Association (SNHA) to combat cardiovascular diseases.

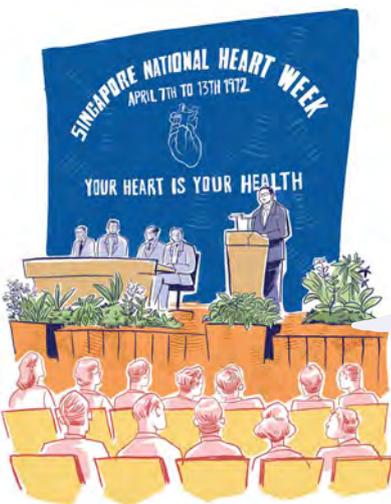
## SEP 2005

SHF launched the Go **Red** for Women campaign to bring home heart health messages to women in Singapore. Cardiovascular disease is one of the leading causes of death in women.



## 7 APR 1972

SNHA organised the first National Heart Week to educate the public on cardiovascular diseases. It is now known as the annual National Heart Week/World Heart Day.



## 22 APR 2004

SHF opened the first community-based cardiac rehab centre in Singapore to offer structured phase 3 and 4 cardiac rehab programme at a subsidised rate. As of 2020, SHF runs three community cardiac rehab centres.



## 30 AUG 1998

SNHA introduced the Healthier Choice Symbol (HCS) to promote healthy eating. (Did you know, SNHA sold HCS to the Health Promotion Board for \$10?)



## 8 APR 2003

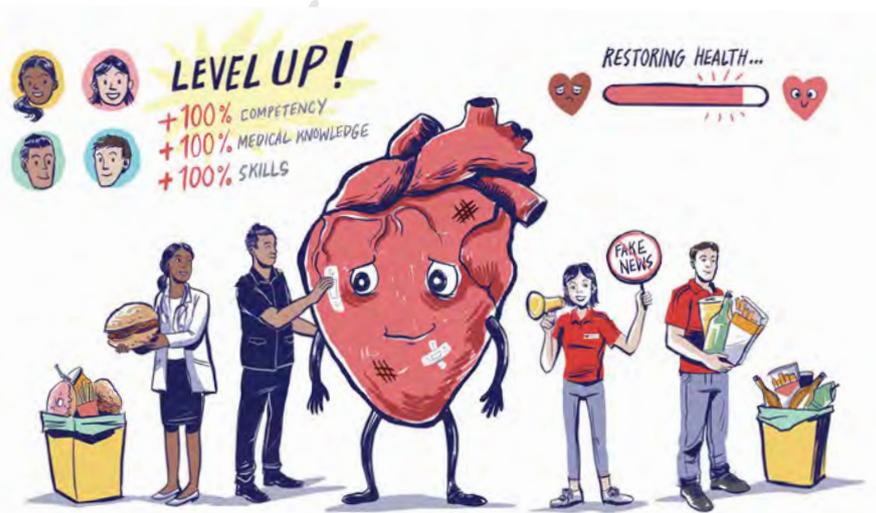
SNHA was rebranded to the Singapore Heart Foundation (SHF) for a more vibrant image with the tagline "Your Heart, We Care".





**22 SEP 2007**

SHF introduced the Heart Safe Initiative to improve out-of-hospital cardiac arrest survival rate in Singapore by creating an environment for more effective use for CPR and AED.



# LOOKING FORWARD

**Working towards a Heart Healthy Singapore through:**

- Active Advocacy through partnership
- Empowering the public with reliable information
- Manpower Upskilling

## R-AEDi



**25 MAR 2014**

SHF partnered with the Singapore Civil Defence Force on the Registry for AED Integration (R-AEDi), currently known as the Save-A-Life Initiative, to increase awareness and provide verified AED location information for the public.

**29 SEP 2018**

SHF developed Asia's first-ever CPR self-learning kiosk to make learning CPR more fun and accessible.



**12 APR 2015**

SHF launched Woof-a-thon, a walk-a-thon that promotes the cardiovascular benefits of dog walking.



# Our Golden Jubilee

SHF Patron ESM Goh Chok Tong unveiling the commemorative logo with SHF Board of Directors.



In view of the high mortality rate of coronary heart disease, a group of cardiologists and professionals initiated the formation of the Singapore National Heart Association (SNHA) in 1970, with the primary objective of educating the public about heart disease and its related risk factors. The association was later rebranded to Singapore Heart Foundation (SHF) in 2003.

In the 50 years since our founding, we have grown into a well-established and well-organised professional body with local, regional and international links. With increasing support from the public, generous benefactors and government bodies, we will continue to play an increasingly important role in promoting heart health in Singapore.

## Commemorative logo

In preparation for the 50<sup>th</sup> anniversary celebration, members of the public were invited to join a commemorative logo design contest based on the theme “Past, Present and Future of Heart Health in Singapore”. We received 23 submissions and the design by Mohd Izzat bin Md Winderia was selected as the winning entry.

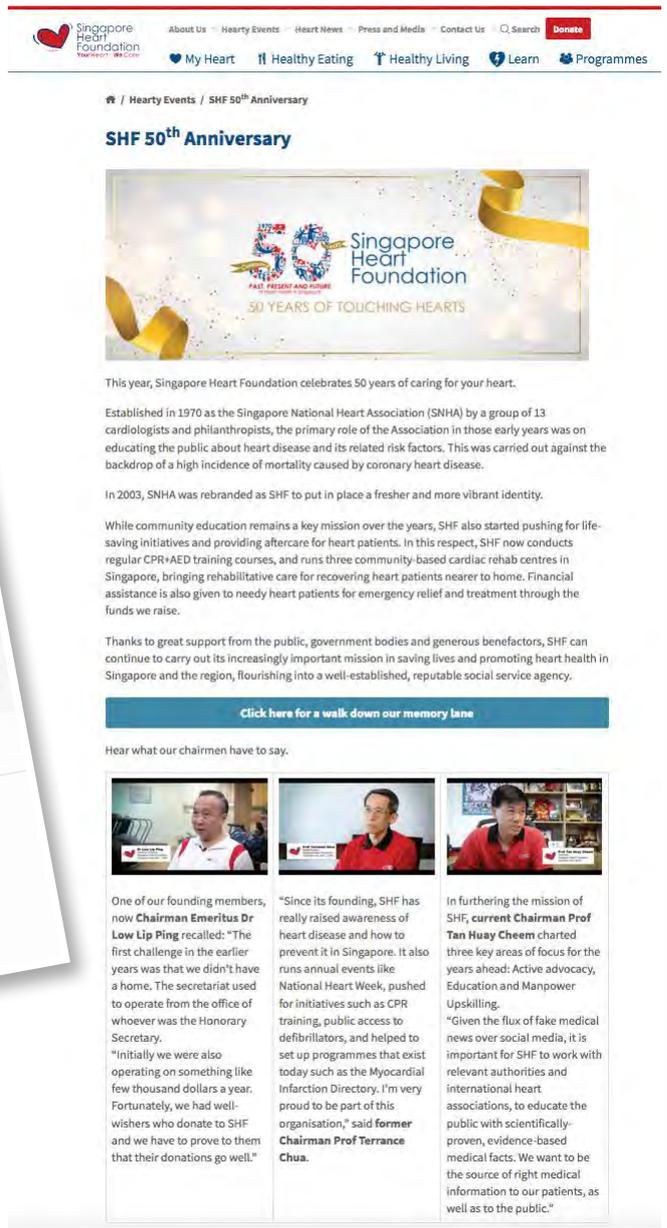
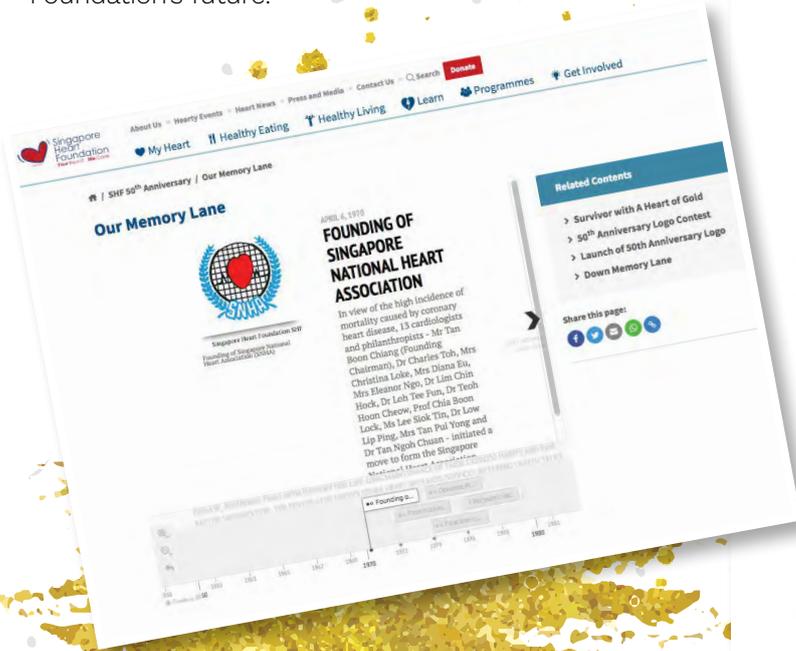
The design seeks to depict “an appreciation of our past, celebration of our present and inspiration of the future of heart health in Singapore”. The number ‘50’, made up of human figures and elements, represents SHF’s vision, mission and core values. Along with the illustrations are keywords portraying SHF’s spirit to lead and promote heart health movement in Singapore.

The logo was officially launched by our Patron ESM Goh Chok Tong at the Charity Cup Golf Tournament on 12 Jul 2019.

## Commemorative website

To mark this grand occasion, we created a commemorative page with an interactive timeline that provides an overview of our milestones in the last 50 years, bringing readers on a walk down memory lane.

The website also features our chairmen from the past and present – Dr Low Lip Ping (Chairman Emeritus), Prof Terrance Chua (immediate past Chairman) and Prof Tan Huay Cheem (current Chairman) – sharing their journey with SHF and thoughts on the Foundation's future.



## Sponsorship of 50 AEDs

To further the Heart Safe mission of improving the out-of-hospital cardiac arrest (OHCA) survival rate in Singapore, SHF announced the initiative to give away 50 AEDs to 50 social service agencies in celebration of our 50<sup>th</sup> Anniversary. These agencies were selected based on locations where cardiac arrest rates are relatively higher while AED coverage is lower. Some of these areas include Jurong, Sengkang, Pasir Ris and Yishun. Priority is also given to small and medium-sized agencies, as well as those not equipped with an AED.

# Community Education

Cardiovascular disease (heart disease and stroke) is one of the top killers in Singapore and worldwide, but the truth is - it is largely preventable. At SHF, promoting heart health to help the community prevent heart disease is the main thrust of our work. In FY19/20, we reached out to more than 3,400 members of the public through forums, roadshows and partnership programmes.

## Go Red for Women (GRFW)

An international movement started by the American Heart Association to end heart disease and stroke, the GRFW campaign was adopted by SHF in 2005 to bring home heart health messages to women in Singapore.



## Partnership with Saturday Club

For GRFW 2019, SHF partnered local apparel company Saturday Club to reach out to their female clients. With each apparel that Saturday Club sold in Mar 2019, SHF included a red dress pin, thank you card and a brochure in the parcel to raise awareness and educate the ladies on women's heart health. Saturday Club also donated 2% of its net proceeds to SHF, amounting to \$4,888.

## Edwards Lifesciences' Go Red for Women Celebration 2020

For the 8<sup>th</sup> year running, SHF is fortunate to have medical technology company Edwards Lifesciences (Singapore) support our GRFW campaign. Through a week-long fundraising drive, the company raised \$28,227 for SHF, allowing us to help fund treatment for underprivileged women suffering from CVD.

In conjunction with Wear Red Day on 7 Feb 2020, SHF was also invited to be part of their "Every Heartbeat Matters" celebration where we imparted useful heart health knowledge to their employees.



## National Heart Week / World Heart Day (NHW/WHD) 2019

Following the theme 'My Heart, Your Heart' set by the World Heart Federation, the NHW/WHD 2019 event was power-packed with engaging activities aimed at educating and encouraging Singaporeans to take simple steps for a healthier heart. Highlights include free health checks, educational games, Save-A-Life roadshow, live cooking demonstration by celebrity chefs Sam and Forest Leong, as well as Chair Yoga and Jump Rope mass workouts. About 2,000 people participated in this event at Kampung Admiralty Community Plaza on 29 Sep 2019.

To encourage members of the public to pick up life-saving skills, a free cardiopulmonary resuscitation (CPR)+automated external defibrillator (AED) certification course was conducted at the event, with 46 pre-registered participants receiving a two-year certification. Certificates were also presented to 15 Woodlands residents who had attended a CPR+AED certification course conducted earlier by the Woodlands Grassroots Organisations.



At the event, Guest of Honour Mr Amrin Amin, former Senior Parliamentary Secretary for Home Affairs and Health and MP for Sembawang GRC unveiled the second generation CPR Self-Learning Kiosk. The new and improved kiosk comes with more interactive functions and features a hands-only CPR challenge where participants are quizzed on their knowledge of CPR+AED and challenged to carry out good quality chest compression within 1 minute. For more information on the kiosk, please refer to the section on Restart A Heart (pg 25).



*“Heart disease is one of the top contributors to our disease burden, but we can all be empowered to take simple steps and encourage our loved ones to lead healthier lifestyles for a healthier heart.”*

*Mr Amrin Amin, former Senior Parliamentary Secretary for Home Affairs and Health and MP for Sembawang GRC*

## Asia Pacific Heart Rhythm Society (APHRS) Public Education Forum

Atrial Fibrillation (AF) is a heart condition affecting 1-2% of the Singapore population. It causes irregular, abnormally fast heartbeat and can increase the risk of stroke by up to eight times. To raise awareness, the 5<sup>th</sup> APHRS Public Education Forum held on 21 Sep 2019 took a special focus on AF and sudden cardiac death (SCD), with experts weighing in on the conditions and highlighting precautionary measures that can prevent its onset. Participants also picked up health-related information from exhibitors like HTM Medico, Stroke Services Improvement, and Polar Electro.

This forum, initiated by the Asia Pacific Heart Rhythm Society and Singapore Cardiac Society, took place at The Lifelong Learning Institute with Professor Fatimah Lateef, former MP for Marine Parade GRC as Guest of Honour and close to 500 participants in attendance.



# School Programmes



Risk factors that contribute to CVD, such as high blood pressure, obesity, inactivity and diabetes have roots in childhood. Inculcating healthy habits in kids helps prevent the onset of these risk factors later in life. SHF strongly believes that educating and empowering the young is critical in the prevention of CVD.

## Blood Pressure (BP) Initiative @ Schools

Launched in 2010, the BP Initiative @ Schools is a complimentary programme specially designed for Primary 5 students. Through a 1-hour workshop, students undergo awareness talk and practical session on how to use a BP monitor. They then bring home the BP monitor for a day to take the BP measurements of their adult family members and share their newly acquired knowledge. Since its launch, we have reached out to more than 94,000 children and 199,000 family members.

Results from surveys distributed to students and their families showed that students across the board have gained better knowledge of high blood pressure. More than 90% of respondents also agreed that this programme is useful. In addition, 98.6% of the students performed the BP measurement on their family members and were able to explain the readings accurately.

### Students' Knowledge about High Blood Pressure

The normal BP level is less than 130/80 mmHg **37.9%** **85.2%**

High salt intake can contribute to high BP **64.0%** **89.4%**

Student's confidence level of performing the BP measurement for their family members at home **30.6%** **76.3%**

■ Pre-programme ■ Post-programme

### FY19/20



**42**

(7 new schools)



**10,000**

Upper Primary School Students



**236**

Teachers



**168**

Parent Volunteers



**29,900**

Family Members  
Multiplier effect:  
1 student =  
2.99 family members



**236**

1-hour Training Sessions

### Family Members' Response Towards the Programme

Family members who had their BP checked and recorded, saw an increase in awareness of healthy BP levels. **80.5%**

Family members' response towards the usefulness of this programme. **90.1%**



“

*My daughter taught me how to measure my blood pressure after she brought home the BP monitor loaned from SHF. She explained what my reading represents and what I should do to achieve better BP! It is a nice initiative to spread awareness at a young age.*

”

Ben Lee, Parent

## Heart Health Educational Booth

In FY19/20, we supported 11 schools in their events and recess programmes to raise awareness on BP and heart health. The heart health booth includes poster displays and interactive activities such as hands-on BP measurements, quizzes etc.

1. Alexandra Primary School
2. Hong Wen School
3. Hougang Primary School
4. Meridian Primary School
5. Paya Lebar Methodist Girls' School (Primary)
6. Si Ling Primary School
7. Woodlands Ring Primary School
8. Yishun Primary School
9. Kent Ridge Secondary School
10. Zhonghua Secondary School
11. Jurong Pioneer Junior College



## Social Robot for Enhanced Interactivity Research

Xin Xin was developed as part of a research collaboration with the Nanyang Technological University to study its effectiveness in engaging children and raising their awareness on the importance of a well-balanced diet. It is programmed to differentiate healthy and junk food, assess students' choices of food items and provide immediate feedback in an interactive grocery shopping activity. This is part of a 1-hour nutrition programme, which is an extension of BP Initiative @ Schools.

Following positive feedback from the pilot study on social robot Xin Xin that was done last financial year, SHF enhanced its features in FY19/20 to incorporate robot interaction with the instructor during nutrition talks. This enhancement was piloted in Woodlands Ring Primary School and Naval Base Primary School with 315 participating students. The research study is still ongoing and data analysis is in progress.



# Nutrition

Knowledge is key when it comes to empowering individuals to adopt healthier lifestyles. At SHF, we deliver information on healthy eating and active living to the public through talks, workshops, booths and media.

Talks and workshops are conducted regularly at our three Heart Wellness Centres, schools, community centres and companies. Some companies we reached in 2019 include Manulife (Singapore) Pte Ltd, Hwa Seng Builder Pte Ltd and Gardenia Foods (S) Pte Ltd. Popular topics of our talks include “Supermarket-Smart: Understanding Food Labels”, “Healthy Eating Towards Healthy Ageing” and “Know Your Numbers”.



FY19/20



**52**  
Talks



**3,354**  
Participants



**86%**  
Satisfaction



## Nutrition Counselling

The Foundation also provides one-on-one nutrition counselling for SHF clients and members of the public. Such personalised counselling sessions allow individuals to understand their dietary habits and receive tailored advice to achieve healthier well-being. In FY19/20, a total of 210 clients attended the nutrition counselling sessions.

In 2019, the Foundation also introduced the new group nutrition counselling sessions, which are held in casual and interactive setting to boost the understanding of clients. Eight group nutrition counselling sessions were conducted with 55 clients. Surveys revealed an average of 30% improvement in nutrition knowledge.

“

*Information shared was very interesting and relevant for today's age.*

”

*Mr Padmakumar Unny, participant*



## Heart Healthy Mother's Day Celebration with Chef Lennard Yeong

Being diagnosed with Wolff-Parkinson-White syndrome, a condition that can lead to periods of rapid heart rate, Chef Lennard Yeong – a finalist on MasterChef Asia and in-house chef at Miele – is a strong advocate of heart-healthy lifestyle. With a common cause in mind, SHF and Chef Lennard teamed up for Mother's Day 2019 to create four sumptuous heart-healthy recipes to warm mothers' hearts. Guests, which included female clients from our Heart Wellness Centres, mummy bloggers and friends of the media, were invited to a food tasting session and treated to the four-course meal that is healthy, innovative, delicious and easy to whip up.

# Heart Safe

Statistics indicate that 70-80% of cardiac arrest cases occur either at home or in public places. In such cases, if the person nearest to the casualty – a relative, a colleague or a passer-by – can provide CPR promptly, the casualty's chance of survival will be significantly increased. SHF strives to improve the out-of-hospital sudden cardiac arrest (OHCA) survival rate in Singapore by creating an environment for more effective use of CPR and AED in the community.

## Training

We offer a variety of CPR+AED training programmes at affordable rates to encourage more people to pick up the important life-saving skills and help them be confident in responding to cardiac emergencies. All certification courses conducted by SHF include theory and practical assessments in accordance with guidelines from the Singapore Resuscitation and First Aid Council (SRFAC). Trainees will be awarded a 2-year certificate upon successful completion of the course.

*“Really excellent and informative. I feel confident in helping someone who requires compressions, AED, choking and bandage. Serious topic with a fun approach.”*

*Michael John Sutton, course participant*



### Basic Cardiac Life Support (BCLS)+AED Certification Course

**48** Classes      **602** Participants



### CPR+AED Certification Course

**190** Classes      **3,195** Participants



### Standard First Aid Certification Course

**12** Classes      **139** Participants



### BCLS+AED Instructor Course

**9** Classes      **98** Participants



### CPR+AED Instructor Course

**6** Classes      **47** Participants

**Total**      **265** Classes      **4,081** Participants

## Project Heart 2019

A major initiative that seeks to raise awareness about the importance of bystander CPR and the impact that learning CPR+AED skills can create, SHF's annual Project Heart event features mass CPR+AED certification training as a highlight, providing members of the public with the opportunity to learn and be certified in the life-saving skill at no cost.

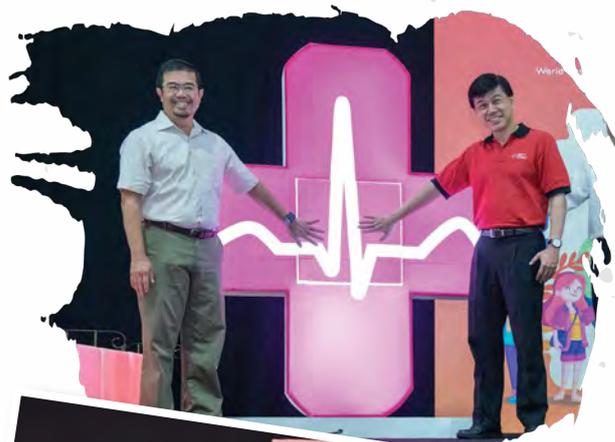
In Project Heart 2019, 668 people aged between 11 and 75 took part in the training, setting a new record as determined by the Singapore Book of Records. To uphold a high standard in CPR training, a quality CPR feedback system was used for the first time, allowing for a more accurate assessment of CPR administered. As a result, a few participants passed the assessment only after several attempts, while six participants did not fulfil the requirement and were not certified.



This event was co-hosted by the SRFAC and Unit for Pre-hospital Emergency Care (UPEC), in conjunction with the World Restart A Heart Day on 12 Oct 2019. Guest of Honour Mr Zainal Sapari, former MP for Pasir Ris-Punggol GRC, graced the event.

### Launch of the AEDs in Primary Care Clinics Initiative

In Singapore, AEDs are commonly installed at lift lobbies of HDB blocks, condominiums, community centres and shopping malls. Yet, not all primary care clinics (e.g. general practitioners, Traditional Chinese Medicine practitioners and dental) are equipped with an AED. The AEDs in Primary Care Clinics, launched at Project Heart 2019 by Mr Zainal Sapari, aims to bridge this gap by equipping more primary care clinics with AEDs and its staff with relevant training to increase their readiness to respond to OHCA cases. To encourage more clinics to participate, SHF also provides complimentary BCLS+AED certification training for each AED installed. As of 31 Mar 2020, 11 clinics have come onboard the programme.



### Survivor Awards Singapore

In a heart-warming ceremony, 30 dispatchers, fire fighters, paramedics and members of the public received certificate of commendation from the cardiac arrest survivors they saved, as a recognition to the pivotal role they played in resuscitation.



### National Life Saving Day 2020

To thank CPR+AED instructors for their efforts in imparting life-saving skills and to facilitate knowledge sharing, SHF marked National Life Saving Day 2020 with a symposium and appreciation lunch at Suntec Singapore Convention and Exhibition Centre on 19 Jan 2020. Close to 360 CPR+AED instructors from various healthcare institutions and training centres were invited to attend. The Foundation was honoured to have speakers from People's Association, SingHealth (National Heart Centre Singapore, Singapore General Hospital, KK Women's and Children's Hospital), Singapore Red Cross Society, SCDF, St John Singapore, Sport Singapore and UPEC to share on high performance CPR, neonatal resuscitation, new life-saving devices, drowning and water safety.





## AED on Loan Programme

Started in Feb 2015, our AED on loan programme allows companies, schools and members of the public to borrow AED unit(s) from SHF for their events at no cost. As of 31 Mar 2020, we have loaned out AEDs on 43 occasions.

## Sale of AED

SHF sells AEDs at an affordable price. With every purchase of an AED, SHF will conduct a product demonstration and provide complimentary CPR+AED certification training for two staff. This is to ensure that the device will be administered safely and correctly. Since 2012, we have sold 602 units of AEDs.



Community Legal Clinics for those who face a legal issue arising from their resuscitation attempts. A webinar was conducted on 22 Nov 2019 to clarify any myths surrounding their fears.

The Good Samaritan initiative was also shared at the Law Awareness Weeks (LAWs) @ Community Development Councils (CDCs) event on 4 Sep 2019 – a collaboration between Law Society Pro Bono Services and the 5 CDCs. SHF and our volunteer Principal Chief Instructor Eric Lee received Certificate of Appreciation for our efforts in building a heart safe nation.

## AED-on-Wheels Programme

An initiative that seeks to increase the pool of community first responders, the AED-on-Wheels programme equips taxis with AEDs such that its drivers can be called upon to render assistance during emergencies. HDT Singapore Taxi joined the initiative in Nov 2019 with a fleet of 50 taxis, thereby increasing the total number of taxis with AEDs trawling the Singapore streets to 150.

SHF donated 50 AEDs for installation in the HDT taxis while SCDF trained participating taxi drivers in CPR+AED and first aid, so that they can respond to cardiac arrest cases when alerted via the myResponder app. The AED-on-Wheels programme was first rolled out in 2015 with AEDs installed in 100 SMRT taxis. Under the programme, drivers respond to an average of four cases a month.



## Good Samaritan Initiative

A recent survey conducted by SHF and SCDF revealed that one of the leading deterrents for not performing CPR on a stranger is due to fear of being sued if the casualty dies. Such fear is detrimental to the casualty as his chance of survival drops by 7-10% for every minute that no resuscitation is performed. To allay fears and encourage members of public to render help during a cardiac emergency, SHF collaborated with the Law Society Pro Bono Services to provide free legal consultations at their

# Restart A Heart

Restart A Heart (RAH) is a simplified non-certification CPR+AED training programme, for those who would like to learn some basic resuscitation skills but do not require certification. In the 1.5 hour session guided by certified instructors, participants get hands-on practice on an illuminating manikin that provides real-time feedback on the quality of chest compression.



FY19/20



**33**

Organisations



**10**

Public classes held



**1,343**

Participants trained

“ It was a very good and practical session to learn // useful life-saving skills guided by well-equipped instructors. ”

Mr Zaw Hlaing Oo, Quality Manager,  
Hamworthy Pumps Singapore



Group photo of Hamworthy Pumps Singapore Pte. Ltd.

## CPR Self-Learning Kiosk

To enhance the interactivity of the CPR self-learning kiosk and encourage more people to pick up basic CPR skills, SHF rolled out a new and improved version of the CPR Self-Learning Kiosk in Sep 2019, featuring an interactive touch screen and real-time voice prompts on the quality of chest compressions. The new kiosk designed by Nanyang Polytechnic final year Interactive Design student Ang Jin Wen and jointly developed with the poly, can detect the depth and rate of chest compressions performed on the manikin and give voice prompts in Singlish – “faster leh,” “slower leh” and “steady lah” – to motivate participants to perform good quality chest compressions.

A total of six V2 kiosks were deployed in public spaces with high human traffic, such as shopping centres, hospitals, community hubs and educational institutions. As of 31 Mar 2020, the V2 kiosks have been rotated to eight locations in six months and attracted more than 15,000 users.

The 14 V1 kiosks, on the other hand, have been rotated to 53 different locations islandwide since it was introduced in 2018. However, this version of the kiosk is unable to record usage data.

A kiosk was also placed in the Nanyang Technological University campus, in support of the Heart to Heart campaign - a student project encouraging females to pick up CPR skills.



*Many users are first time learners – exposed to CPR and practising it on a manikin for the first time because of the CPR kiosk. People who had been trained previously found the kiosk interesting and that it’s a good platform to refresh their skills.*

*Ms Kimberly Seah, undergraduate at the NTU’s Wee Kim Wee School of Communication and Information, who worked on the Heart to Heart Campaign*

## Hands-Only CPR Challenge

Together with the CPR Self-Learning Kiosk V2, SHF also launched a “Hands-Only CPR challenge” to motivate the public to try out the kiosks. The 1-minute CPR challenge requires participants to perform quality chest compressions with the right depth (4-6cm) and rate (100-120 compressions per minute), as well as answer quiz questions on the interactive screen to score points up to a maximum of 100%.

About 460 people shared their results on social media or via email in the seven-month-long challenge. Among which, 30 participants, with the scores between 89% - 100%, won prizes like Miele oven, Chan Brothers travel vouchers and CPR+AED certification course at SHF.

No. of kiosk users:	<b>&gt;15,955</b>
Average score for CPR challenge:	<b>74.01%</b>
No. of challenge participants:	<b>463</b>

*\*Figures taken from 26 Sep 2019 to 31 Mar 2020*



# Save-A-Life



“Each one of us can make a difference. Together we make change,” former United States senator Barbara Mikulski once said. This is a belief that drives SHF in our work with the SCDF on the Save-A-Life initiative to improve the national survival rate of OHCA. As we continue to cultivate a robust AED registry, expand our community of first responders and promote public awareness of the importance of CPR+AED, our key message to the public and AED owners this year is that anyone can save a life.



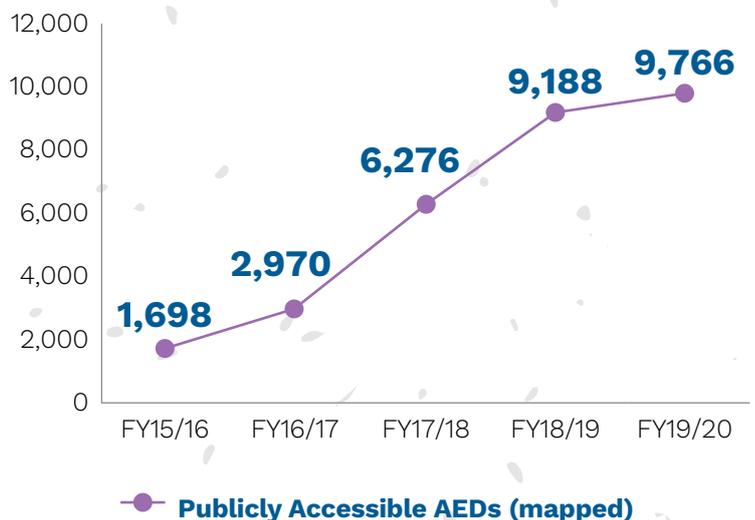
Together, SHF and SCDF are building a community with individuals who are informed about OHCA and empowered with effective skills in CPR+AED to give victims the highest possible chances of survival anytime and anywhere in Singapore.

## Anyone can find an AED

As of FY19/20, SHF’s operations team has mapped a total of 9,766 AEDs into the national AED registry.

Expanding the extent of the national registry puts more ready information at the fingertips of community first responders, who can access the registry through the myResponder mobile app.

With more AEDs being mapped and made visible to the general public, we edge closer to our goal of an improved OHCA survival rate, as community first responders anywhere in Singapore will be able to retrieve the nearest AED in the shortest possible time to apply it on an OHCA victim.



## Anyone can respond to the call

As of FY19/20, the Save-A-Life marketing team has achieved 18,974 downloads of the myResponder app and registrations to become volunteer first responders.

In line with our key message that 'Anyone Can Save A Life', our roadshows featured new interactive structures that allowed visitors to touch, feel and operate an AED trainer set, which mimicks how a real machine would work during a real emergency. Visitors could also play with interactive panels to quiz themselves on common questions about CPR+AED and OHCA.

Through this platform of enhanced Save-A-Life roadshows and community partner events, such as the Manulife roadshow and Home Team Festival 2019, we have increased the public's awareness and adoption of the myResponder app as a vital tool in saving lives.



Public's Response towards the Initiative

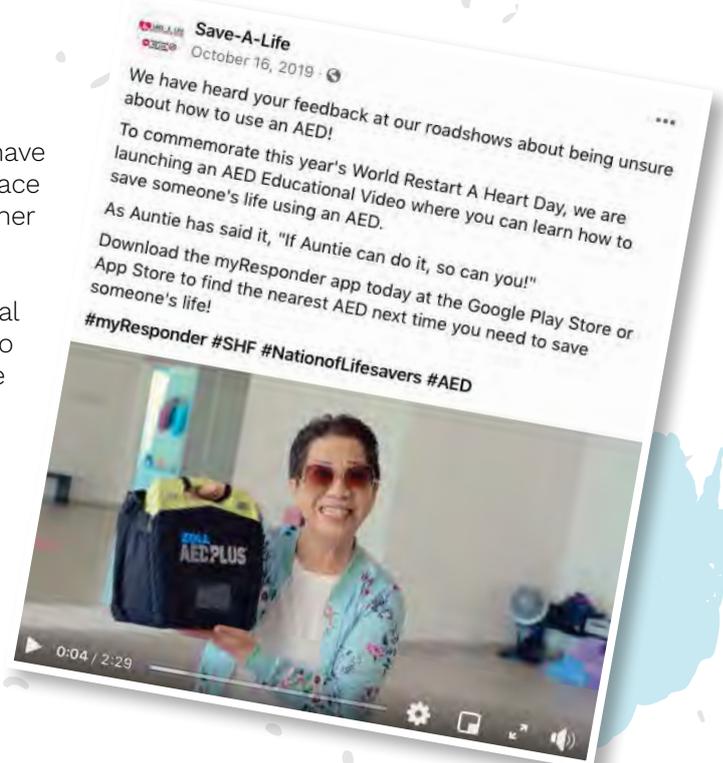


## Anyone can use an AED

On top of our usual roadshow events this year, we have also sought to reach new audiences in the digital space as people increase their time and interaction with other communities online.

In Oct 2019, SHF launched a simple AED instructional video for the layman entitled, "If Auntie can do it, so can you!". The catchy title and auntie ambassador were chosen to appeal to a wide audience with the simple message that saving a life using an AED is very easy to do. The video was an online hit that reached over 6,000 views with over 40 shares on Facebook.

Scan QR code to watch our AED video "If Auntie can do it, so can you!"



# Heart Wellness Centres



After a heart attack, heart surgery, angina, stent placement, angioplasty or other heart problems, patients are recommended to go through four phases of cardiac rehabilitation where phases 1 and 2 usually take place in the hospital's rehab unit. SHF is the only institution in Singapore that runs a structured community-based phase 3 and 4 cardiac rehabilitation programme, focused on lowering risk of repeat heart incident. Named the Heart Wellness Programme, our services cater to cardiac patients and at-risk individuals who have hypertension, diabetes mellitus, high cholesterol and obesity.

At the three Heart Wellness Centres (HWCs) located at Bishan Junction 8 (Office Tower), Fortune Centre and Bukit Gombak Sports Hall, our physiotherapists run more than 50 classes a week, catering to the needs of over 2,000 clients. Each session is conducted under the guidance of a physiotherapist who will assess and tailor the exercise routine for individual participant. All

clients are also supervised and monitored throughout the sessions to ensure utmost safety.

The Heart Wellness Programme is offered to heart patients at heavily subsidised rates, which are made possible with public donations. To join the rehab programme, patients must be referred by their doctors.

*“ I am happy attending the (cardiac rehab) sessions. SHF physiotherapists and staff are very caring and helpful in wanting all of us to improve and become healthier through exercise. ”*

*Mr Tan Boen Hian, HWC client*

Overall Client Profile	Total No. of Clients		Change
	FY19/20	FY18/19	
Cardiac Clients (Includes clients at risk of CVD)	<b>2,435</b>	<b>2,083</b>	<b>16.9%</b>
Down Syndrome Association Clients (DSA)	<b>41</b>	<b>42</b>	<b>-2%</b>
<b>Total</b>	<b>2,476</b>	<b>2,125</b>	<b>16.5%</b>

**Profile of clients (FY19/20)**

Female



**1,031**  
(↑20.4%)

Male



**1,404**  
(↑14.4%)

Chinese



**2,032**  
(↑15.9%)

Malay



**73**  
(↑30.4%)

Indian



**232**  
(↑28%)

Others



**98**  
(↑5%)

≤50 years old



**215**  
(↑10.8%)

51-60 years old



**578**  
(↑11.6%)

61-70 years old



**995**  
(↑11.8%)

≥71 years old



**647**  
(↑32.6%)



**First Anniversary of HWC@Gombak**

In celebration of the 1<sup>st</sup> Anniversary of the HWC@Gombak, we ran a special promotion between 1 Sep 2019 and 31 Dec 2019 where 124 clients were rewarded with free exercise sessions and eligibility to participate in a lucky draw.

The celebration culminated in a fun-filled event at the centre on 11 Jan 2020 with close to 40 clients joining our staff in activities such as charades and musical chairs. There were also CPR+AED demonstration and nutrition games to impart life-saving skills and wholesome heart-healthy lifestyle.





Healthy cooking demo with Chef Sam Leong & Forest Leong - 4 May 2019



Argentine Tango-based dance & movement class - Jun - Jul 2019

## Health Talks & Healthy Cooking Demonstrations

Besides physical activity, education on heart healthy living and knowledge empowerment is also an important aspect of our Heart Wellness Programme. In FY19/20, we conducted 18 health talks and cooking demonstrations for our heart wellness clients as well as members of the public, where they learnt about heart medications, diabetes, healthy cooking and etc.

On top of regular therapy exercise at the centres, clients also tried out other alternative exercises such as chair drumming and Argentine tango-based dance and movement that help to improve balancing, strength and agility.



How to keep your brain healthy as you age - 26 Apr 2019



Fighting diabetes 101 - 10 May 2019

4D3N Cameron / Ipoh Trip



5D4N Penang / Langkawi Trip

## Healthy Heart Support Group

The Healthy Heart Support Group provides a platform for cardiac clients to share their personal experiences and be a source of strength to one another. Activities are organised throughout the year for members to encourage bonding. The highlights of 2019 included a 4D3N holiday to Cameron and Ipoh from 28 Jun to 1 Jul 2019, and a 5D4N Penang and Langkawi trip from 7 to 11 Nov 2019, with 28 and 27 people on the tours respectively. A Christmas poinsettia craft workshop was also organised, where members, with guidance from an instructor, created their own Christmas floral decoration.



Christmas Poinsettias Craft Workshop

## Sharing and Learning Platform

SHF values sharing and learning opportunities with local and regional counterparts from the cardiac rehab arena, frequently hosting local and foreign delegations. Medical technology company Edwards Lifesciences Singapore visited the HWC@Bishan on 23 Feb 2020 to celebrate Chinese New Year with our clients and also discussed possibilities of future collaborations with our team.

To bridge the gap in understanding between the young and healthy, and those coping with heart diseases, SHF participated in schools' learning journey programmes, and mentored interns from Institute of Technical Education (ITE) and polytechnics.

Edward Lifesciences Singapore  
CNY visit to SHF HWC@Bishan



Ngee Ann Polytechnic visit to SHF HWCs - 16 Aug 2019



Duke-NUS visit to SHF HWCs - 4 Jul 2019



## Asia-Pacific Heart Network (APHN)

As the secretariat of the APHN, SHF facilitates the development and growth of heart foundations and associations within the Asia-Pacific region, with the common goal of reducing morbidity from CVD. On 24 May 2019, APHN organised the Cardiovascular Advocacy Workshop in Manila, Philippines. The full-day workshop was facilitated by Prof Trevor Shilton from the National Heart Foundation of Australia, with 20 participants coming from 10 regional heart foundations and associations. Participants took away a series of advocacy plans developed around the issues of specific non-communicable diseases chosen by the participants.





## Singapore Prevention and Cardiac Rehabilitation Symposium (SPCRS) 2019

Centering on the theme “Contemporary Cardiac Rehabilitation: Special Situations; Novel Measures”, the 2-day symposium focused largely on technology for telehealth. 21 expert speakers from Singapore and beyond shared interesting developments in cardiac rehab, such as the benefits of enhanced sensor technology in monitoring patients remotely; use of wearable tech and 5G network to receive real-time health feedback; and application of Artificial Intelligence in the automation of tasks to reduce staff workloads, allowing healthcare professionals more time for patient interaction.

The biennial conference held on 18 and 19 Oct 2019 also included workshops on physical activity, appropriate nursing care and proper nutrition for prevention of cardiac events. This event graced by Mr Edwin Tong, currently Minister for Culture, Community and Youth and Second Minister for Law, was a resounding success with almost 400 healthcare and allied health professionals from Singapore and the Asia-Pacific region in attendance. The next SPCRS is slated to take place in Oct 2021.



## Research

SHF actively engages in research work and studies to improve its programmes and activities. In 2019, SHF collaborated with NTU and published two papers titled “Measurement Structure of the Pittsburgh Sleep Quality Index and Its Association with Health Functioning in Patients with Coronary Heart Disease” and “Depression, Anxiety, Perceived Stress, and Their Changes Predict Greater Decline in Physical Health Functioning over 12 Months Among Patients with Coronary Heart Disease”.



## Developing talents

Under the supervision and mentorship of SHF senior physiotherapists Ms Virginia Tai, Ms Cindy Lim and Mr Tay Hung Yong over 1.5 years, our young physiotherapist Mr Fendi Ahmad received his registration with Singapore Allied Health Professions Council on 30 Jan 2020. In his assessment period with SHF, Fendi displayed passion in cardiac rehabilitation and is motivated and committed to care for clients. For staff like Fendi who has the right aptitude, SHF will remain committed to develop their skills and provide a satisfying career. A hearty congratulations to Fendi for the achievement!

# PR & Communications

## Generating Heart Health Awareness via Mass Media

SHF was featured 371 times across broadcast, print and online media platforms in this financial year. The total public relations (PR) value for the coverage secured is estimated to have an economic value of \$6,215,965.

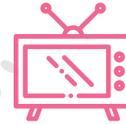
## Media Coverage



Online  
**311**



Print  
**45**



TV  
**8**



Radio  
**7**



## Enhancing Heart Health Messaging in Cyberspace

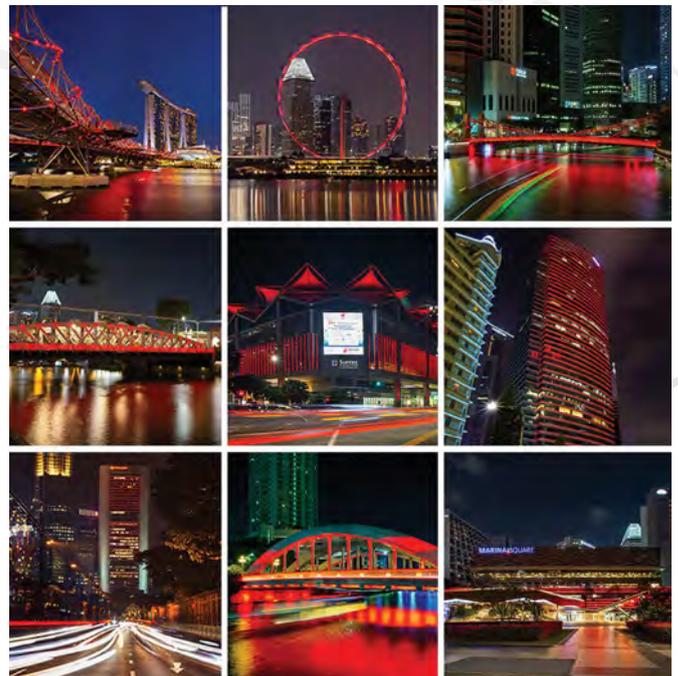
As media consumption pattern changes, SHF is also increasing our footprint on social media sites like Facebook, Twitter and Instagram. The PR & Communications team updates these pages regularly with interesting heart health facts and lifestyle-related articles to cultivate more interest among its users. In FY19/20, the number of followers across the three platforms increased around 10% with the majority between 18 and 45 years old.

These platforms also serve as publicity channels, driving traffic to the SHF website. In FY19/20, the website attracted 212,385 unique visitors, of which 67.2% accessed myheart.org.sg using mobile phones and 30.9% via desktop. Over 90.5% of web visitors were from Singapore.



## Creating Powerful Visual Symbols in the Fight Against CVD

To mark World Heart Day in 2019, SHF worked with 13 iconic buildings and landmarks in an illumination initiative. Suntec Singapore Convention & Exhibition Centre and Suntec City, Maybank Tower, Marina Square, the Singapore Flyer, Millenia Tower, OCBC Centre, Helix Bridge, Cavanagh Bridge, Elgin Bridge, Ocean Financial Centre, Victoria Concert Hall, The Fullerton Hotel Singapore and Anderson Bridge were lit up in red on 27-29 Sep 2019 for four hours every night, to create powerful visual symbol in the fight against CVD. Members of the public were encouraged to post their picture taken with any of the lit-up structures on social media with #worldheartday, and share how they power their hearts.





## Engaging Readers with Heart Health Developments and Practical Health Tips

*heartline* is SHF's quarterly heart health publication with a print circulation of 11,500, distributed in hospitals, clinics, community centres, schools, libraries, other social service agencies, as well as to SHF's corporate partners, donors and supporters. It features articles written by cardiologists, dietitians, physiotherapists and other healthcare professionals, touching on the prevention, management and treatment of heart diseases. We also provide the latest updates on SHF's events and activities aimed at raising public awareness about heart diseases.



## Woof-a-thon

More than just being man's best friend, dogs are also one of our heart's best allies! To raise awareness of the cardiovascular benefits associated with dog-walking, Woof-a-thon, was organised to encourage dog-lovers to go on walks with their furry friends. The 2.5km walk held on 2 Nov 2019 at the Punggol Oasis Terraces and graced by Mr Teo Ser Luck, former MP for Pasir Ris-Punggol GRC, saw a sign up of 300 dogs with their "fur dads and moms". Those without dogs also joined in the walk with their family and friends, lending support to the battle against heart diseases.

Other highlights at the event included basic health screening for pets, and CPR+AED demonstrations for both dogs and humans to advocate the importance of learning these skills. Some dogs also came dressed in a touch of red for the Furtastic Fashionista Parade.

## Health Education Class with Night Owl Cinematics

To engage younger audience in the topic of heart health, the Foundation worked with YouTube channel Night Owl Cinematics (NOC) on a comedic episode of Health Education Class where the YouTubers educated their followers on common health questions. SHF also gave away 50 slots of CPR+AED certification training to NOC's viewers in conjunction with our 50<sup>th</sup> anniversary celebration. Scan the QR code to view the video on the NOC's Health Education Class.



## Go Red for Men

According to the Journal of the American Medical Association, men who can complete more than 40 push-ups in 2 minutes are said to have significantly lower risk of incident CVD event compared to those completing fewer than 10 push-ups. As a reminder to men to take care of their hearts, SHF initiated the "Go Red for Men" campaign on International Men's Day, where we issued a push-up challenge to our corporate partners. Male colleagues at SHF challenged each other to kick start the challenge.

# Fundraising and Volunteer Management

As a social service agency with a lean workforce, SHF relies solely on public generosity as well as volunteers to sustain its prevention, resuscitation and aftercare programmes. In FY19/20, we were blessed with more than S\$7 million in funds from kind donors, and a band of volunteers who supported us with their warm hearts and helpful hands.

## Direct Debit Donor Programme (DDDP)

The DDDP is designed to encourage individuals to make small donations to SHF on a regular or one-time basis, while promoting the Foundation's various programmes. With the help of third-party fundraiser Salesworks Pte Ltd trading under the brand Supportworks (formerly known as APPCO Pte Ltd), a total of \$6,838,370.27 was raised in public donations through the DDDP in FY19/20 at pre-approved venues in Singapore.

A big thank you to all our generous donors who have supported the work of SHF throughout these years. Your donation allows us to continue playing an important role in saving lives and working towards a heart-healthier nation.



*With the help from our sponsors and the community, SHF has been able to actively educate the public on heart health and assist patients in need, since our inauguration in 1970.*

Golf Organising Committee 2019

## Charity Cup Golf Tournament 2019

An annual major fundraising event in its 18<sup>th</sup> edition, SHF Charity Cup Golf Tournament 2019 saw generous support from 110 donors from the corporate and private sectors, with Tote Board (Platinum), Woh Hup Pte Ltd (Gold) and Audi Singapore (Official Hole-in-One) as the main sponsors. A total of \$286,000 was raised at the event to support needy cardiac patients in their treatment, as well as to sustain the Foundation's on-going rehabilitation and community programmes. We were privileged to have SHF Patron ESM Goh Chok Tong as the Guest of Honour at this tournament held at Tanah Merah Country Club (Tampines course) on 12 Jul 2019.

Our deepest appreciation goes out to all our sponsors, the organising committee, SHF staff and volunteers for making the Charity Cup Golf Tournament a swinging success!



## Volunteer Management

In FY19/20, SHF volunteers contributed about 1,270 volunteering hours which translated to a true economic value of \$12,700 (based on a market rate of \$10/hour). Services rendered include administrative and office support duties, as well as onsite event support for community outreach and fundraising activities.

To convey our sincere gratitude to volunteers who have contributed their time and effort towards our cause, SHF Board Members and other volunteers were invited to the SHF Volunteers and Friends' Appreciation Dinner 2019 at Orchid Country Club, where we celebrated the work of all of our volunteers and thanked them for their unwavering efforts and time in the past year. Our deepest appreciation to all volunteers for your time and effort in making Singapore a heart-healthier nation!



## Heart Support Fund (HSF)

SHF provides financial assistance for needy heart patients via the Heart Support Fund. In FY19/20, a total of \$273,739.99 was disbursed to 115 patients, including Mr Ong Chuan Seng (right), Mr Suhat Bin Jahman (top left), and Mr Manson Bin Rahim (bottom left).

The Fund offers financial aid of up to \$20,000 to defray the cost of a mechanical heart device or heart transplant/surgery, and monthly relief of \$300 to \$800 for up to six months to help patients who are unable to return to work immediately after suffering a heart condition or surgical procedure. Other areas of assistance include transportation subsidy for hospital follow-up visits and BP monitors. Heart patients in need of financial assistance must approach their hospital medical social workers who will facilitate the application with the Foundation. The application is then reviewed and decided upon by the HSF Committee.



# Summary of Financial Activities

	1 APRIL 2019-31 MARCH 2020	%	1 APRIL 2018-31 MARCH 2019	%
<b>INCOME</b>				
Fundraising activities	11,032,160	87	12,306,272	86
Charitable activities	1,269,447	10	1,847,493	13
Governance and operating activities	2,469	-	3,500	-
Other income	339,661	3	207,361	1
<b>Total</b>	<b>12,643,737</b>	<b>100</b>	<b>14,364,626</b>	<b>100</b>
<b>EXPENDITURE</b>				
Fundraising activities	2,228,075	24	2,813,061	31
Charitable activities	5,246,903	56	4,395,757	49
Governance & Operating costs	1,923,619	20	1,783,948	20
<b>Total</b>	<b>9,398,597</b>	<b>100</b>	<b>8,992,766</b>	<b>100</b>
<b>Net surplus before investment</b>	<b>3,245,140</b>		<b>5,371,860</b>	
<b>Investment income</b>	<b>1,000,181</b>		<b>776,581</b>	
<b>Fair value losses on financial instruments at FVTPL</b>	<b>(2,135,275)</b>		<b>(452,357)</b>	
<b>Loss on disposal of investment</b>	<b>(251,250)</b>		<b>(426,961)</b>	
<b>Net surplus for the year</b>	<b>1,858,796</b>		<b>5,269,123</b>	
<b>Fundraising Efficiency</b> (Fundraising Expenses/Fundraising Income)	<b>20%</b>		<b>23%</b>	

SHF's Fundraising Efficiency of 20% (Current year) and 23% (Prior year) are well within the Commissioner of Charities guideline of not exceeding 30%

## ANNUAL SALARY BANDS OF KEY MANAGEMENT PERSONNEL

\$200,001 to \$300,000	2	2
\$100,001 to \$200,000	2	2

# Summary of Financial Position

AS ON	31 MARCH 2020	%	31 MARCH 2019	%
<b>ASSETS</b>				
Property, plant & equipment	5,154,132	10	5,307,527	11
Investments	23,636,418	45	22,454,369	45
Right-of-use assets	902,352	2	-	-
Inventories	147,888	-	121,563	-
Trade and other receivables	403,156	1	587,860	1
Other assets	849,976	1	573,667	1
Term deposits	16,385,115	31	17,217,923	35
Cash and bank balances	5,106,929	10	3,226,836	7
<b>TOTAL ASSETS</b>	<b>52,585,966</b>	<b>100</b>	<b>49,489,745</b>	<b>100</b>
<b>FUNDS AND LIABILITIES</b>				
<b>Unrestricted Fund</b>				
General fund	34,187,871	65	39,483,962	80
Infrastructure development fund	15,000,000	29	7,000,000	14
<b>Restricted Fund</b>				
Asia-Pacific Heart Network Fund	10,543	-	47,355	-
Care & Share Matching Grant	542,904	1	997,101	2
Edwards Lifesciences Foundation	53,791	-	107,624	-
Heart Wellness Centre	33,866	-	45,045	-
AEDs In Bukit Gombak	21,099	-	48,716	-
National Council of Social Service (NCSS) – VWOs-Charities Capability Fund	1,200	-	10,200	-
Temasek Cares Fund	-	-	252,475	1
<b>TOTAL FUNDS</b>	<b>49,851,274</b>		<b>47,992,478</b>	
<b>TOTAL LIABILITIES</b>	<b>2,734,692</b>	<b>5</b>	<b>1,497,267</b>	<b>3</b>
<b>TOTAL FUNDS AND LIABILITIES</b>	<b>52,585,966</b>	<b>100</b>	<b>49,489,745</b>	<b>100</b>

All board directors and staff are prohibited to engage in any activities that directly or indirectly compete or conflict with SHF's interest. At the end of each financial year, all board directors and staff are required to make a Personal / Vested Interest Declaration.

The above is a summary of the audited accounts by RSM Chio Lim LLP, the independent auditors.

# Reserve Policy

SHF has a Reserve Policy that provides clarity in the Foundation's management of reserves. 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 the Foundation's income funds that are freely available for its operating purposes. It excludes endowment, restricted and designated funds. It is the intention of the Board of Directors to ensure that the level of reserves is adequate to sustain SHF for at least three years so as to enable SHF to have enough time to react to those events and to build alternative sources of income.

The primary objective of the Foundation's reserves management policy is to ensure that it maintains strong and healthy fund ratios in order to support its operations and potential initiatives.

SHF targets to maintain an optimum level of accumulated fund equivalent to three years of its budgeted operating expenditure. This excludes restricted funds. The Foundation regularly reviews and manages its reserves to ensure optimal fund structure, taking into consideration its future fund requirements, fund efficiency, projected income and operating cash flows.

The Investment Committee closely monitors the investment of surplus funds and reserves of the Foundation. The Investment Committee provides strategic direction on the long term financial and assets development of the Foundation.

The Foundation is not subject to externally imposed fund requirements other than those specified as restricted.

	CURRENT YEAR	PREVIOUS YEAR
(A) Unrestricted General Funds (Reserves)	<b>34,187,871</b>	<b>39,483,962</b>
(B) Annual Operating Expenditure	<b>8,433,493</b>	<b>8,367,588</b>
Ratio of Reserves [Formula of Reserve Ratio = (A) Total Unrestricted General Fund / (B) Annual operating expenditure exclude Investments]	<b>4.05:1</b>	<b>4.72:1</b>

The reduction in the Current Year's unrestricted General Funds was because of the increase in Infrastructure Development Fund to \$15 million (previously budgeted as \$7 million in FY18/19).

# Corporate Governance

SHF was established on 14 Jan 1970. Its Constitution complies with the requirements of the Societies Act and is set up under its Sector Administrator, the Ministry of Health (MOH). The Foundation is also a Charity and Institution of a Public Character (IPC), registered under the Charities Act, Cap 37. As a large IPC, SHF complies with the guidelines for Basic, Intermediate, Enhanced and Advanced tiers of the Code of Governance issued by the Charity Council. SHF's Governance Evaluation Checklist declared by the governing Board for the period of 1 Apr 2019 to 31 Mar 2020 can be viewed on page 42/43 and via the Charity Portal at [www.charities.gov.sg](http://www.charities.gov.sg).

## Board Governance

The Board of Directors acts in the best interests of the SHF and its donors so as to fulfil its mission of promoting heart health, preventing and reducing disability and death due to cardiovascular disease (heart disease and stroke).

No Board director holds a staff appointment and staff do not chair the Board. The Treasurer of SHF only holds a maximum term limit of four consecutive years. Board directors who have served on the Board for more than ten years (as listed below) remain because of their respective active contribution in areas of their expertise. Regular self-evaluations have been conducted to assess the Board's performances.

### Board directors who have served for more than 10 years:

- Dr Low Lip Ping
- Prof Tan Huay Cheem
- Dr Tan Yong Seng
- Ms Tan Lee Chew
- Mr Goh Chiew Seng
- Dr Mak Koon Hou
- Dr Chee Tek Siong
- Mr Chong Chou Yuen
- Prof Terrance Chua
- Dr Goh Ping Ping
- Mdm Koh Teck Siew
- Prof May Oo Lwin
- Mr Peter Sim
- Dr C Sivathanan

## Board Meetings and Attendance

A total of four Board meetings and one AGM were held during the financial year. All meetings during the year were chaired by a director, not an employee. The following sets out the individual Board director's attendance during the year:

Name of Board Directors	AGM	Board Meetings
Prof Tan Huay Cheem	-	2
Dr Tan Yong Seng	1	4
Ms Tan Lee Chew	-	1
Mr Goh Chiew Seng	1	4
Dr Mak Koon Hou	1	4
Mrs Elsie Foh	1	4
Dr Chee Tek Siong	-	3
Mr Chong Chou Yuen	1	4
Prof Terrance Chua	1	4
Dr Goh Ping Ping	-	-
Mdm Koh Teck Siew	1	4
Dr Bernard Kwok	1	4
Mrs Regina Lee	1	4
Prof May Oo Lwin	1	3
Mr Peter Sim	1	3
Dr C Sivathanan	1	3
A/Prof Jack Tan	-	2

The Board strives to ensure that the Board as a group have core competencies in areas such as medicine, accounting & finance, law & management and that it incorporates a degree of diversity. All Board directors must be independent and not have any family, employment, business and other relationships with SHF. Nor should any director's related companies or their officers interfere, or be reasonably perceived to interfere, with the exercise of the Board director's independent judgment, which should be made in the best interests of SHF and its donors.

SHF has various committees to assist the Board in covering key areas of management and in improving the oversight of management and accountability to stakeholders.

These committees provide oversight in the areas of community education, fund raising, cardiac rehabilitation, research, heart support fund for needy patients and their families, finance, governance & audit, PR & communications, human resource, schools programme and Heart Safe. The committees report to the Board regularly, including circulation of their meeting minutes.

All SHF committees are provided with written terms of reference which are reviewed regularly for relevancy.

## Strategic Planning

The Board reviews and approves the vision and mission of SHF annually to ensure that programmes and activities are in line with its objectives. They are documented and communicated to members and the public.

## Conflict of Interest

There are written procedures for Board directors and staff to declare actual or potential conflicts of interest. Board directors and staff are expected to avoid actual and perceived conflicts of interest, where they have personal interest in business transactions or contracts that SHF may enter into, or have vested interest in organisations that SHF has dealings with. They are expected to declare such interests as soon as possible, recuse from the decision-making process and not vote in matters where they are conflicted.

## SUB-COMMITTEES

### Human Resource Management

The Human Resource Committee exercises policy oversight of the human resource matters in SHF and ensures that there are systems for regular supervision, appraisal, professional development of staff and procedures to address grievances and resolve conflicts.

### Finance Management and Controls

The Board ensures that adequate internal controls for financial matters are in place and reviews SHF's financial & procurement policies, procedures, processes, key programmes and events to ensure that there are adequate resources for the various activities of SHF and that such resources are effectively and efficiently managed. There are also processes in place to ensure that SHF complies with all applicable laws, rules and regulations.

The Finance Committee also reviews the Foundation's quarterly financial performance and annual budget of operating & capital expenditure and recommend for the Board's approval. The committee ensures that SHF is in compliance with requirements in Financial Reporting Standards (FRS), the Societies Act, the Charities Act and regulation and the Code of Governance for Charities and IPCs.

The Governance and Audit Committee (GAC)'s primary responsibility is to assist the Board in fulfilling its oversight and fiduciary responsibilities and to act in the interest of SHF's donors and stakeholders. The committee reviews the efficiency and effectiveness of SHF's material internal controls, including operational and compliance control, risk management and adherence evaluation, ascertaining the adequacy of SHF's corporate governance, policy and procedures and the extent of adherence thereto.

To fulfil its aforementioned responsibilities, the GAC has full access to and the cooperation of the management team and staff; it also has direct access to external and internal auditors so as to investigate any matter within the GAC's terms of reference. The GAC reviews and approves the audit plans of external and internal auditors to ensure that sufficient resources are allocated to address key business risks. Internal controls (both operational and compliance), and business and financial risk management policies, are regularly reviewed for their efficacy by the GAC.

These reviews are carried out by either the external or internal auditors once annually. The GAC appraises and reports the reviewed results to the Board, advising the Board on the adequacy of disclosure of information, the appropriateness and quality of the management system and internal controls.

SHF adopts a strategic Enterprise Risk Management (ERM) process that includes an annual analysis of its major risks, which are then assessed against the SHF's risk appetite. In FY19/20, SHF's major risks were identified to be in the areas of strategy, operations, finance and compliance; each of which were posed as medium risks. With the support of Risk Owners, the ERM Committee, consisting of key management staff, plays a critical role in managing the organisation's risks. Controls are updated regularly to ensure that major risks are appropriately addressed. Half yearly risk monitoring reviews are conducted and reported to the GAC and for its own assessment.

Additionally, the GAC attends to all whistle-blowing feedback, seeing to their prompt investigation and following-up by the management team. In FY19/20, no whistle-blowing feedback was reported. The whistle-blowing policy aims to provide an avenue for stakeholders to raise genuine concerns relating to any aspect of SHF's operations, including serious breaches of the code of conduct by employees. Stakeholders may write in to [auditchairman@heart.org.sg](mailto:auditchairman@heart.org.sg).

Day-to-day management of SHF is delegated by the Board to the management team headed by the CEO.

The Investment Committee manages SHF's funds with care, skill, prudence and diligence, and for the sole interest of SHF. The Investment Committee makes policy recommendations to and for the approval by the Board. To meet the investment objectives of SHF, qualified external fund managers have been engaged to manage the investment portfolio. The committee also monitors and assesses the performance of the appointed external fund managers quarterly, reports to the Board on the investment performance and advises on matters relating to investment.

## Fundraising Practices

SHF has in place processes and practices to ensure that fundraising activities are conducted in an honest and ethical manner so as to uphold public's confidence. SHF ensures that all materials used in fundraising activities contain relevant and accurate information which do not misrepresent or contain material omission. SHF ensures that funds and donations are used in accordance with donors' intentions and the specific purpose as communicated when soliciting for donations. Processes are in place to ensure that donors' confidentiality is respected. Any information or records of donors are kept strictly confidential at all times.

## Disclosure and Transparency

SHF makes available to its stakeholders an annual report that includes information on its programmes, activities, audited financial statements, Board directors and executive management. The annual report and financial statements are also posted on [myheart.org.sg](http://myheart.org.sg) for public's access.

All Board directors serve on a voluntary basis and are not remunerated for their services.

The Human Resource Committee reviews and approves employee compensation and benefit packages, including the performance bonus recommended by the management. No staff is involved in setting his or her own remuneration.

The Foundation discloses in its annual report the annual remuneration of its key management staff in bands of \$100,000.

## Public Image

The SHF is committed to lawful and ethical behaviour in all its activities and requires that Board directors and employees conduct themselves in a manner that complies with all applicable laws, regulations & internal policies. They should also uphold the core values of SHF and accurately portray SHF's image to the members, donors and the public.

## Personal Data Protection Act

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

To read more about our Privacy Policy, scan this QR code:





**THANK YOU!**

**On behalf of our beneficiaries, SHF would like to thank all donors, sponsors and supporters for their unwavering support and generous donations!**

### **\$200,000 and Above**

Direct Donor Debit Programme Donors

### **\$50,000 - \$199,999**

Edwards Lifesciences Foundation  
Woh Hup (Private) Limited

### **\$10,000 - \$49,999**

Singapore Tote Board  
F&N Foods Pte Ltd  
Federal Oats Mills Sdn Bhd  
Malaysia Dairy Industries Pte Ltd  
Nestlé Singapore (Pte) Ltd  
Subway Systems Singapore Pte Ltd  
Chew How Teck Foundation  
HY Building & Maintenance Services Pte Ltd  
Manulife (Singapore) Pte Ltd  
Reachfield Security & Safety Mgt Pte Ltd  
Singex Holdings Pte Ltd  
Tan Ean Kiam Foundation  
Thong Teck Sian Tong Lian Sin Sia  
Edwards Lifesciences (Singapore) Pte Ltd

### **\$5,000 - \$9,999**

ADDP Architects LLP  
Arie Darma Enterprises (S) Pte Ltd  
Avi-Tech Electronics Limited  
Cortina Watch Pte Ltd  
Ho Bee Foundation  
HTM Medico Pte Ltd  
Kwan Im Thong Hood Cho Temple  
Lee Foundation  
Lian Soon Construction Pte Ltd  
Mitsubishi Electric Asia Pte Ltd  
Novartis (Singapore) Pte Ltd  
NTUC Fairprice Foundation Limited  
Pei Hwa Foundation Limited  
Quadrep Marketing (S) Pte Ltd  
RSM Chio Lim LLP  
Singapore Hypertension Society  
Singapore Pools (Private) Limited  
Tian Teck Investment Holding Co Pte Ltd

# Governance Evaluation Checklist

For large IPCs for the period of 1 Apr 2019 to 31-Mar 2020

S/No	Description	Code ID	Response
<b>Board Governance</b>			
1	<b>Induction</b> and <b>orientation</b> are provided to incoming Board members on joining the Board.	1.1.2	Complied
<b>Are there Board members holding staff<sup>1</sup> appointments? (Skip items 2 and 3 if “No”)</b>			No
2	Staff <sup>1</sup> does <b>not chair</b> the Board and does <b>not comprise more than one-third</b> of the Board.	1.1.3	
3	There are written job descriptions for their executive functions and operational duties which are <b>distinct from their Board roles</b> .	1.1.5	
4	There is a <b>maximum limit of four consecutive years</b> for the Treasurer position (or equivalent, e.g. Finance Committee Chairman or person on Board responsible for overseeing the finances of the charity). Should the charity not have an appointed Board member, it will be taken that the Chairman oversees the finances.	1.1.7	Complied
5	All Board members submit themselves for <b>re-nomination and re-appointment</b> , at least once every three years.	1.1.8	Complied
6	The Board conducts regular <b>self-evaluation</b> to assess its performance and effectiveness once per term or every three years, whichever is shorter	1.1.12	Complied
<b>Are there Board member(s) who have served for more than 10 consecutive years? (Skip item 7 if “No”)</b>			Yes
7	The charity discloses in its annual report the <b>reasons for retaining Board member(s) who have served for more than 10 consecutive years</b> .	1.1.13	Complied
8	There are <b>documented terms of reference</b> for the Board and each of its Board committees.	1.2.1	Complied
<b>Conflict of Interest</b>			
9	There are documented procedures for Board members and staff <sup>1</sup> to declare actual or potential <b>conflicts of interest</b> to the Board at the earliest opportunity.	2.1	Complied
10	Board members <b>do not vote or participate</b> in decision-making on matters where they have a conflict of interest.	2.4	Complied
<b>Strategic Planning</b>			
11	The Board <b>periodically reviews and approves the strategic plan</b> for the charity to ensure that the activities are in line with its objectives.	3.2.2	Complied
12	There is a documented plan to <b>develop the capacity and capability</b> of the charity and the Board monitors the progress of this plan.	3.2.4	Complied
<b>Human Resource and Volunteer<sup>2</sup> Management</b>			
13	The Board approves <b>documented human resource policies</b> for staff <sup>1</sup> .	5.1	Complied
14	There is a <b>documented Code of Conduct</b> for Board members, staff <sup>1</sup> and volunteers <sup>2</sup> (where applicable) which is approved by the Board.	5.3	Complied
15	There are processes for regular supervision, appraisal and professional development of staff <sup>1</sup> .	5.5	Complied
<b>Are there volunteers<sup>2</sup> serving in the charity? (Skip item 16 if “No”)</b>			Yes
16	There are <b>volunteer management policies</b> in place for volunteers <sup>2</sup> .	5.7	Complied
<b>Financial Management and Internal Controls</b>			
17	There is a documented policy to seek Board's approval for any loans, donations, grants or financial assistance provided by the charity which are not part of its core charitable programmes.	6.1.1	Complied
18	The Board ensures <b>internal controls for financial matters</b> in key areas are in place with <b>documented procedures</b> .	6.1.2	Complied

S/No	Description	Code ID	Response
19	The Board ensures reviews on the charity's internal controls, processes, key programmes and events are regularly conducted.	6.1.3	Complied
20	The Board ensures that there is a process to <b>identify, regularly monitor and review</b> the charity's <b>key risks</b> .	6.1.4	Complied
21	The Board approves an <b>annual budget</b> for the charity's plans and regularly monitors its expenditure.	6.2.1	Complied
	<b>Does the charity invest its reserves, including fixed deposits? (Skip item 22 if "No")</b>		No
22	The charity has a <b>documented investment policy</b> approved by the Board.	6.4.3	Complied
	<b>Fundraising Practices</b>		
	<b>Did the charity receive cash donations (solicited or unsolicited) during the year? (Skip item 23 if "No")</b>		Yes
23	All collections received (solicited or unsolicited) are <b>properly accounted for</b> and <b>promptly deposited</b> by the charity.	7.2.2	Complied
	<b>Did the charity receive donations-in-kind during the year? (Skip item 24 if "No")</b>		Yes
24	All donations-in-kind received are <b>properly recorded</b> and <b>accounted for</b> by the charity.	7.2.3	Complied
	<b>Disclosure and Transparency</b>		
25	The charity discloses in its annual report: i) Number of Board meetings in the year; and ii) Individual Board member's attendance.	8.2	Complied
	<b>Are Board members remunerated for their Board services? (Skip items 26 and 27 if "No")</b>		No
26	<b>No</b> Board member is involved in setting his or her own remuneration.	2.2	
27	The charity discloses the <b>exact</b> remuneration and benefits received by each Board member in its annual report. <u>OR</u> The charity discloses that no Board members are remunerated.	8.3	
	<b>Does the charity employ paid staff<sup>1</sup>? (Skip items 28, 29 and 30 if "No")</b>		Yes
28	No staff <sup>1</sup> is involved in setting his or her own remuneration.	2.2	Complied
29	The charity discloses in its annual report: i) The total annual remuneration (including any remuneration received in its subsidiaries), for <b>each of its three highest paid staff<sup>1</sup></b> , who each receives remuneration <b>exceeding \$100,000</b> , in bands of \$100,000; and ii) If any of the three highest paid staff <sup>1</sup> also serves on the Board of the charity. <u>OR</u> The charity discloses that <b>none</b> of its staff <sup>1</sup> receives more than \$100,000 in annual remuneration each.	8.4	Complied
30	The charity discloses the number of paid staff <sup>1</sup> who are close members of the family <sup>3</sup> of the Executive Head or Board Members, who each receives remuneration <b>exceeding \$50,000</b> during the year, in bands of \$100,000. <u>OR</u> The charity discloses that there is <b>no</b> paid staff <sup>1</sup> who are close members of the family <sup>3</sup> of the Executive Head or Board Member, who receives more than \$50,000 during the year.	8.5	Complied
	<b>Public Image</b>		
31	The charity has a <b>documented communication policy</b> on the release of information about the charity and its activities across all media platforms.	9.2	Complied

1. Staff: Paid or unpaid individuals who are involved in the day-to-day operations of the charity, e.g. an Executive Director or Administrative personnel.
2. Volunteer: Persons who willingly give up time for charitable purposes, without expectation of any remuneration. For volunteers who are involved in the day-to-day operations of the charity, they should also abide by the best practices set out in the Code applicable to "staff".
3. Close members of the family: Those family members who may be expected to influence, or be influenced by, that person in their dealings with the charity. In most cases, they would include:
  - That person's children and spouse;
  - Children of that person's spouse; and
  - Dependants of that person or that person's spouse.



#### **Headquarters and HWC@Bishan**

9 Bishan Place,  
#07-01 Junction 8 (Office Tower),  
Singapore 579837

**Office Tel:** 6354 9340 **Fax:** 6258 5240

**HWC Tel:** 6354 9348

#### **HWC@Fortune**

190 Middle Road  
#04-34 Fortune Centre (Retail Section)  
Singapore 188979  
Tel: 6336 9337

#### **HWC@Gombak**

810 Bukit Batok West Avenue 5  
#02-02 Bukit Gombak Sports Hall  
Singapore 659088  
Tel: 6337 9318

**UEN No.:** S70SS0007H

**Website:** [myheart.org.sg](http://myheart.org.sg)

**Email:** [info@heart.org.sg](mailto:info@heart.org.sg)

**Whistleblowing Email:** [auditchairman@heart.org.sg](mailto:auditchairman@heart.org.sg)



[www.fb.com/heartfoundation](http://www.fb.com/heartfoundation)



[www.twitter.com/heartSG](http://www.twitter.com/heartSG)



[@singaporeheartfoundation](https://www.instagram.com/singaporeheartfoundation)