

CONJUNCT CONSULTING

# ANNUAL REPORT

2016-2017

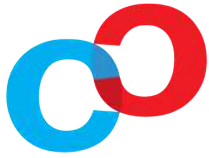
---



---

128, Prinsep Street, Singapore  
info!@conjunctconsulting.org  
www.conjunctconsulting.org

 CONJUNCT  
CONSULTING  
STRATEGY WITH A HEART



# PRESIDENT'S MESSAGE



## Dear Members of the Conjunct Community,

This year is Conjunct's 5th year anniversary. It was a great chance for us to take stock of what we have achieved and how much further we have to go.

Our non-profit consulting programme continues to grow – this year we launched a new project structure that allows non-profit partners the opportunity to take on longer projects and opt into multiple cycles. We also launched our new Partner Event Series which brings experts together to share their knowledge on areas that are most needed and relevant to the social sector in Singapore. We have also successfully completed our first overseas project in Cambodia in the hope that we will be able to serve non-profits across Asia.

In 2014 we launched our Corporates & Institutions arm. Over the years, it has been exciting to see how companies have stepped forward to say that they want to give back more effectively and meaningfully. It is hard work, to find the right match between corporates and non-profits and structure a programme that meets the needs of both sides; but there can be no greater joy than seeing a partnership between a corporate and a non-profit really take off.

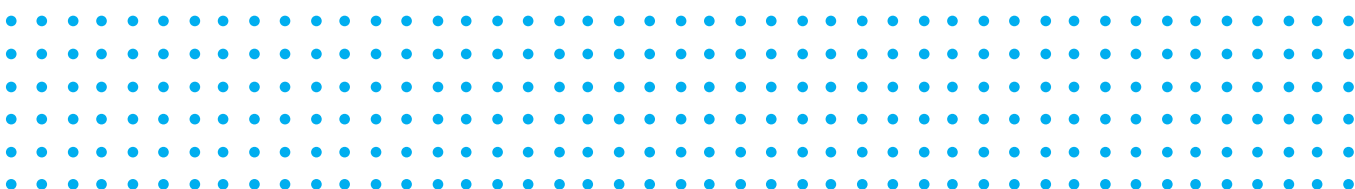
I am incredibly happy to announce the launch of Conjunct Academy that is in line with our vision to create high-impact socially conscious leaders. We aim to become the platform to train youth leaders and social sector practitioners to better solve problems in society. We successfully ran 2 problem solving bootcamps for over 120 youth this year with great feedback. The Academy is still in its nascent stages, but we believe it is a programme with great potential and are excited to develop it further.

It has been my privilege to work with so many volunteers within the Conjunct Community. You are truly the lifeblood and soul of the organisation, you make the challenging days worth it, and the good days even better. Thank you, for stepping up, for giving back, for being such an incredibly talented group of people, and for enabling us to do what we do.

I continue to be amazed by the power we have as a collective force to bring about greater change for Singapore and in the region. It is my hope that as a community, we will continue to look further and be bolder in our pursuit of developing a social sector that is innovative, effective and progressive.

**Sincerely,**

**Samantha Lee**  
**President, Conjunct Consulting**



# CONTENT

## **ABOUT CONJUNCT**

---

Who we are  
Board and Team

## **OUR WORK THIS YEAR**

---

Social Good Organisations  
Corporates & Institutions  
Conjunct Academy  
Other Projects

## **CONJUNCT COMMUNITY**

---

Volunteer Community  
5th Anniversary

## **IMPACT & BRAND CONJUNCT**

---

Events & Events Attended  
Communications  
Social Impact delivered



# WHO WE ARE

Conjunct Consulting is committed to strengthening social good organizations by engaging, mobilizing and empowering pro bono talent in Singapore. Over the past five years, we have worked with over 100 social good organizations, through 140+ consulting projects and corporate skills-based engagements engaging over 1000 volunteers.

A core part of our mission is developing high-impact social-sector leaders and building a community of socially conscious change-makers. Through our three university chapters at NUS, SMU and NTU, we equip and deploy students to serve the priority needs of the nonprofit sector, working alongside leadership of organizations such as AWWA, Singapore Cancer Society and DaySpring.

Through our work with corporates such as GE, GSK, and Macquarie Bank, we tailor skills-based volunteering projects to ensure meaningful partnerships, providing a crucial tie between good intentions and impactful outcomes.

## CONSULTING PROJECTS

30 projects every year

## COPORATES & INSTITUTIONS

Skilled volunteering projects

## CONJUNCT ACADEMY

Bootcamp style training

## OTHER PROJECTS

Government, International and off-cycle projects



# BOARD AND STAFF



**Jia Chuan**  
Founder & Chairman



**Samantha Lee**  
President (Staff)



**Christina O Hagan**  
VP - Partners (Staff)



**Mala Rajpal**  
VP - External Affairs  
(Staff)



**Natalie Kennedy**  
DVP - Corporates &  
Institutions (Staff)



**Tamara Singh**  
Board Member



**Calvin Chu Yee Ming**  
Board Member



**Mike Stamp**  
Board Member



**Prasanna**  
Board Member

# LEADERSHIP TEAM - 2016/17



**Jane Soon**  
Finance & Accounts



**Liew Ee Chan**  
VP - Training



**Adrian Chew**  
VP - Corporates &  
Institutions



**Louis Liow**  
Chapter Director - NUS



**Zhen Ting**

Chapter Director - SMU



**Alexandra Low**  
Chapter Director - NTU



**Cai Ying**  
VP - People



**Liam Pang**  
VP - Operations



**David Thian**  
DVP - Training



# PROJECT HIGHLIGHTS

---



Established in 1970, AWWA's objective is to empower the disadvantaged within society and help them to lead dignified and independent lives. AWWA engaged Conjoint to develop an impact assessment framework, focusing on one of their oldest offerings, the Senior Community Home. The programme has been effective in providing for the seniors' basic needs, but limited evaluations have been conducted regarding the seniors' wellbeing. Conjoint's team successfully researched the most suitable impact assessment framework which would be most effective for AWWA. In phase 2 of the project, we developed the necessary tools and processes to collect the required information to provide the impact results alongside a communication manual to help AWWA communicate the programme's impact to their external stakeholders. .

Over the last 26 years, Gracehaven has served many young people, providing them a nurturing home, care and protection, rehabilitation and help with reintegration back into their family life and society. Gracehaven has achieved this through an array of holistic programmes designed to cater to the wellbeing of each individual. Having experienced many successes in the last 26 years, Gracehaven engaged Conjoint's Team to facilitate answering the question 'Where to Next'? Conjoint teams have worked side by side with Gracehaven to review their current programmes, identify medium and long term goals and develop an exciting road map in how to achieve those goals and continue to serve the needs of their young beneficiaries most effectively. .



Wings is a non-profit, singularly focused on promoting active ageing for women. Since 2007, WINGS empowers women to embrace ageing with confidence by enabling them to take responsibility for their happiness, health and security (financial). While, Wings has seen the number of beneficiaries growing, the membership base was experiencing a high churn rate. The goal was to expand its programs to as many people as possible, especially from lower income groups. WINGS therefore engaged Conjoint to develop an effective marketing strategy, which would raise awareness and promote the value and benefits of its programmes. The marketing strategy had a specific focus on identifying suitable partners for WINGS and how to develop effective and sustainable partnerships to grow and strengthen WINGS and the valuable work they do.

To see the complete list of consulting projects done this year, click [HERE](#).



Conjunct continues to build our Corporates and Institutions practice. This year was a busy year for the C&I team, as we rolled out new project formats and forged new relationships to drive private sector talent to our nonprofit partners.

## PROJECT HIGHLIGHTS

[Click to watch the video](#)



### GE – Engineering Good – SPD

This multi-stage project used GE's well-known core strengths – engineering and business strategy – to serve the needs of two social good organisations. Skills-based volunteers from GE took part in a Scalathon alongside leadership from Engineering Good, (EG) a social enterprise delivering engineering solutions to people with disabilities, to address their next phase of growth. Second, GE engineers worked with EG and SPD to design and deliver accessible devices for children with cerebral palsy and autism.

### GSK – BMDP – SOAP

This year saw the completion of the partnership between GSK and the Bone Marrow Donor Programme. Over six months, professionals from GSK-APAC worked in teams with an aim to help BMDP double its database of bone marrow donors over the next three years, a goal which appears very much on track to be achieved! We also launched a new skills-based project with GSK and Special Olympics Asia Pacific (SOAP), the regional arm of Special Olympics, which is the world's largest sports organisation and advocate for children and adults with intellectual disabilities.

### GSK + SOAP Scalathon



## OTHER DEVELOPMENTS

Our Community Impact Project format continues to deliver targeted support from specialised corporate teams. Teams of 4-6 corporate volunteers work with a nonprofit on a specific need over 8-12 weeks, with project scoping, project management support, and project impact evaluation provided by Conjunct.

IBM, Macquarie, Credit Suisse have all gotten included in the list of clientele for the C&I team this year.

# CORPORATES & INSTITUTIONS

# CORPORATES & INSTITUTIONS



## TESTIMONIALS

### FROM CORPORATE PARTICIPANTS:

I really enjoyed working on this project. This was the first time that I worked on a full fledged business plan for a non-profit cause, and I am convinced that it should be done much more often :)

It was a good experience working with the individuals associated with Conject- they were very approachable, helpful and knowledgeable of the type of analysis needed and were able to provide guidance.

### FROM NON-PROFIT PARTNERS:

The outcomes of this project are definitely worth the time we invested in it. We got some very interesting and relevant analyses and recommendations from the teams. Volunteers from the two corporate partners have been very helpful and committed, they shared their skills and brought a new perspective to some of the key issues we face.

This project was 150% worth it! The volunteers took their task very seriously and delivered more than what was expected. They were on-track with deliverables at each reporting. They looked at every angle of the issues and came up with solutions that would allow us to be a good service provider. It allowed a glimpse of what teamwork and divide and conquer looked like.

## SOME STATISTICS

**400 +** corporate participants

**94%** of participants feel they've **helped the NPO in a meaningful way.**

**95%** report having "fun" and that they **would do it again.**

**Nonprofit partners** report the project outcomes from our corporate work to be **9/10 useful.**

# CONJUNCT ACADEMY

The training arm of Conjoint - Conjoint Academy - was launched this year to contribute towards the mission of developing high impact socially conscious leaders. From September 2016 to April 2017, we ran 2 successful bootcamps along with a few more built into the pipeline



**98% +**  
**OF THE PARTICIPANTS**  
**ACROSS OUR**  
**BOOTCAMPS FELT**  
**THAT THE SKILLS**  
**LEARNT WERE USEFUL**  
**AND RELEVANT.**



## **3/4 SEPTEMBER'16 - NTU BOOTCAMP**

100 final year students from across specialisations at the NTU, attended the first ever Problem Solving Bootcamp. A blend of lectures and case study work kept the students engaged. All curriculum & case studies were developed in house at Conjoint. 98% of the participants agreed that the skills learnt were useful and relevant.

## **18/19 FEBRUARY'17 - OPEN BOOTCAMP**

25 students and professionals attended the second Problem Solving Bootcamp. This was a mixed group with students from different universities as well as professionals. We received some great feedback with 100% of the participants agreeing that the skills learnt were useful and relevant.

## **UPCOMING BOOTCAMPS - HALOGEN AND YCS**

In first quarter of FY 2017, we have two promising training programs to deliver. The first is for the entire staff & leadership team of Halogen Foundation. The second is to run a 3 day workshop for a cohort of 70 youth leaders at Youth Corps Singapore

## **WAY FORWARD AND NEXT STEPS**

Conjoint Academy has come to life this year and we are grateful for the support of our fantastic volunteers who have helped create as well as deliver the training. We would like to explore ways to expand the work of Conjoint Academy and refine our value proposition in the coming year.

# OTHER PROJECTS

Outside of the usual consulting cycle projects, we got a chance to work on some interesting projects. With the involvement of staff as well as professional volunteers , We worked with leadership and staff from a mid-size nonprofit and its 12+ member board of directors. We ran workshops with staff as well as board members to ensure alignment and also to help co-create the near and long term vision.

A team from Conjunct spent a week in Cambodia to evaluate the effectiveness of Lien Aid's Community Water Enterprise and identify the next steps to maximize impact. Primary research was done of households across 11 villages in 2 districts and findings were presented to make this programme successful in a large scale.

The Social Service Institute under the NCSS has created an online platform - Gatherhere. Conjunct was brought into target the initial pilot audience of Board Members. The project involved bringing some of the key influencers on board, articulating the value proposition, creating content and driving engagement in the initial phase.

## STRATEGY & VISION ALIGNMENT PROJECT

Strategy alignment between board and staff

## LIEN AID RESEARCH PROJECT

Staff & volunteers did a project in Cambodia to measure effectiveness of the CWE project. Read the case study [HERE](#).

## GATHERHERE FOR BOARD MEMBERS

Project with SSI to kick off the first online learning platform

# VOLUNTEER COMMUNITY

Conjunct Consulting is a volunteer driven organisation and it's through this collaboration with our dedicated pool of volunteers that we are able to create the social impact that we do.

We feel privileged to have a community of dedicated volunteers delivering our core values through their skills, expertise and motivation as social advocates and changemakers. To date Conjunct has mobilised close to 1000 volunteers, including skilled professionals and students. Our professional volunteers span most of the key industries and skills and take up roles as Project Advisors, Project Scopers and internal changemakers within Conjunct itself. Conjunct has trained over 500 students through its three chapters in NUS, SMU and NTU for impact-based volunteering, who go on to work with our social good organisations to lead and deliver solution-based projects with sustainable outcomes.

In recognising the valuable work that our volunteers do, this year we started a new initiative 'Volunteer of the Month'. To date, we are proud to showcase our 'volunteers of the month' since last November and take the opportunity to say A BIG SHOUT OUT TO ALL OUR VOLUNTEERS AND THANK YOU!!!



# 5TH ANNIVERSARY CELEBRATIONS

On 3rd December 2016, we held our 5th Anniversary celebrations at the Singapore Swimming Club. Volunteers, non-profit partners, staff and board members all came together to celebrate 5 years of Strategy with a Heart.



## RECOGNISING NON-PROFIT PARTNERS

Non-profit partners who have rendered us great support in the last five years were recognised during our celebrations. Social Good Organisations are at the heart of our work and it made us so glad to see so many of them be a part of our special event.



## RECOGNISING VOLUNTEERS

Over 1000 volunteers, both student and professional, have been a part of the Conjoint journey over the last 5 years. We nominated and recognised some of them without whose support we could not have come this far. Volunteers continue to be the backbone of Conjoint.



## RECOGNISING CHAPTER LEADERSHIP

Our chapters at NTU, NUS and SMU bring on board so much enthusiasm, great work and support year in and year out. Each year over 100 young students become consultants with us and add so much value to the social sector in Singapore. The celebration would have been re-miss without recognising our wonderful chapters.



## FUN AND CELEBRATIONS

After the recognitions ceremony, we had loads of fun and frolic lined up for the 100+ audience of the Conjoint Community. There were fun quizzes, drumming, a Photo Booth and a great dinner over which we all reminisced, celebrated and wished Conjoint another successful 5 years.

# CONJUNCT PARTNER SERIES EVENTS

For the very first time starting October 2016, we started hosting events for our social good partners. These are held as 2 hour power talks on areas that are most needed and relevant to the social sector in Singapore. In the four events we held this last year, we had a cumulative audience of 175 across 50+ organisations.



## MARKETING FOR NON-PROFITS

Covering the topics of Facebook Marketing and Influencer Marketing, the first event saw 40 participants from 26 organisations attending the event. It was held on 27th October 2016 at Collision 8. 100% of respondent said: session gave them something new which was immediately implementable at their organisation

## TECHNOLOGY FOR NON-PROFITS

On 5th December 2016, Meghan Morrison, CEO of Swift River Consulting spent two hours walking 45 participants through the non-profit success pack of Salesforce. From getting started to case studies, it was all about what the technology can do for non profits. 90% of the participants said the session will help them in their job.



## CROWDFUNDING & GRANT WRITING

Four speakers, Prasoon, Billion Bricks, Aseem Thakur, Give.Asia, Patsian Low, DBS Foundation (former) and Marija Ralic, Microsoft joined us on 9th February to share with 50 participants on how to effectively Crowd-fund and Grant Write. 100% of respondents said the session gave them something immediately implementable at their organisation.

## UNDERSTANDING IMPACT ASSESSMENT

20th April saw us focussing on Impact Assessment. Initiating, implementing and communicating impact assessment was talked about by Emily Perkin, Just Cause; Karen Liew, AWWA and Aleksandra Barnes, Salt Communications respectively. 100% of them said they found the session useful.



# OTHER EVENTS

Outside of hosting our own events, the staff and chairman of Conjunct have also been active in participating as well as speaking at various forums and events, Captured here are some of the highlights.



## EVENTS - ATTENDED BY CONJUNCT

We have attended a total of 26 events in FY 2016-17 both nationally as well as internationally. From the Global pro bono Summit in Lisbon to the Governance Awards & sessions, from the RAISE Open talks and digital marketing bootcamp to HR & Marketing events at AmCham, we have been at every place where we could seek some value.

## EVENTS - CONJUNCT AS A SPEAKER

We got five great opportunities to engage with corporates and youth in the last year. We spoke at Amcham in June, kicking off their Corporate Community Day, at the GCNS Global Youth Forum, at SAP Asia on the subject of design thinking, at a Trends Watching conference and at the World Vision Youth Conference in Cambodia.



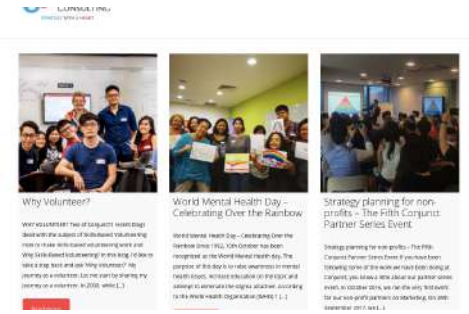
## AWARDS, RECOGNITIONS & MENTIONS

We were awarded the prestigious AmCham Cares awards for our continued contribution to society. Jia Chuan, founder Conjunct Consulting, was featured in the Peak Magazine. The Macquarie Foundation shared our work and partnership with them in a write up that was shared with various stakeholders. Some of our Non-Profit partners have mentioned us in their Annual Reports to recognise the work and support.



# COMMUNICATIONS

For the last year, we have made a conscious effort towards enhancing our communication with the various stakeholders of Conjunct. Apart from the various projects and events, we have also a host of digital content that captures the work of Conjunct



## BLOGS:

We have been consistently writing sharing 3-4 blogs every month since November 2016. The blogs cover relevant content on skills based volunteering, thought leadership pieces and ways in which Conjunct is participating in Global as well as national conversations. We also create content that highlights and recognises the work of some of our star volunteers and our non-profit + corporate partners.

## SOCIAL MEDIA:

Across our three main platforms of Facebook, LinkedIn and Twitter, we have been a lot more consistent as well as engaged with posting and responding to the content. In the coming months and year, we hope to leverage this further.

## CONJUNCT VIDEO:

At the fifth Anniversary celebrations, we released the first Conjunct video. Highlighting our journey, community and the various stakeholders, it captures the essence and vision of Conjunct. Click [HERE](#) to watch the video.

## CONTENT STATS

Blog posts - 25+

Website Views - 45k+

Blog Views - 3k+

## STATISTICS



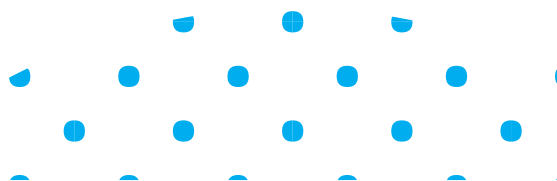
3.4k+

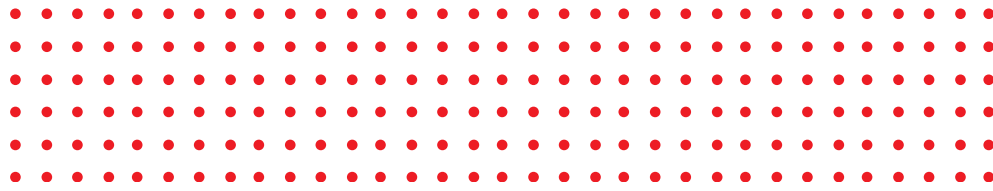
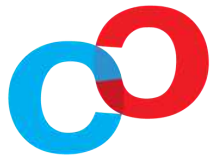


190+



1.9k+





# IMPACT DELIVERED

**43** PROJECTS & ENGAGEMENTS

**27** NO. OF NON-PROFITS WORKED WITH

**260** STUDENT & PROFESSIONAL VOLUNTEERS ENGAGED

**420** SINGAPORE YOUTH TRAINED

**110** CORPORATE PARTICIPANTS ENGAGED

**\$ 1,500,000**

**SOCIAL VALUE DELIVERED THROUGH PRO-BONO**

