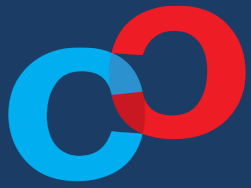


Southeast Asia's  
First Social Change Consultancy

# ANNUAL REPORT 2020

[socialgood@conjunctconsulting.org](mailto:socialgood@conjunctconsulting.org)  
<https://www.conjunctconsulting.org>



**CONJUNCT  
CONSULTING**

Strategy with a Heart



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CONJUNCT CONSULTING - STRATEGY WITH A HEART

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**Our mission** is to engage, mobilise and empower talent to strengthen Social Good Organisations.



We provide practical and realistic recommendations that are implementable and allow for long term growth.

# OUR AREAS OF CONSULTING

Strategic Planning

Financial Sustainability

Human Capital Development

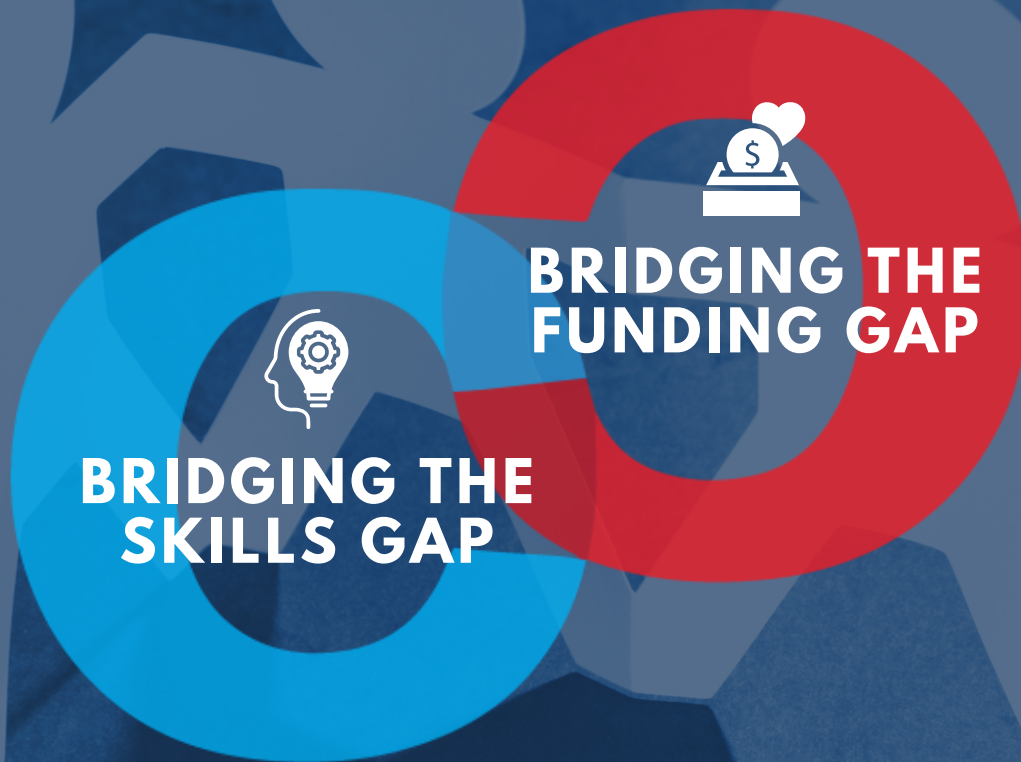
Operations Management

Branding & Marketing

Impact Assessment



We believe access should be available to social good organisations of all sizes and financial abilities.



**ACCESS TO SKILLED TALENT FROM DIVERSE EXPERTISE**

**ACCESS TO QUALITY CONSULTING AT AFFORDABLE RATES**





We collaborate with diverse skilled talent from universities, the private and public sector to strengthen social good organisations and the social good sector.



**Non-profit  
Organisations &  
Social Enterprises**



**The Singapore  
Government**



**Trained University  
Student Consultants**



**Working  
Professionals**



With pro-bono and low-bono talent, we provide quality consulting services that are affordable and accessible to social good organisations.

150+

social good organisations serving the elderly, children, youth, people with disabilities and the environment helped.

270+

capacity-building projects and workshops completed.

96%



partners recommend Conjoint Consulting and believe our work will help them better serve their beneficiaries.



We provide opportunities to make a difference with mentoring, project-based learning and real-life work, shaping the next generation of social sector leaders.

**600+**

working professionals deployed for pro-bono or low-bono skills based volunteering.

**1,000+**

university students trained & mentored to deliver impact-based projects.

 **95%**

of team members believe the project positively impacts the social good partners.



# A WORD FROM OUR EXECUTIVE DIRECTOR

I've been lucky enough to have been involved with Conjoint Consulting for almost three years now and have worked closely with our leaders and teams in various consulting areas at all project stages.

Together, we have pioneered new initiatives, improved our processes, and laid the groundwork for a sustainable future. We were able to achieve these by developing and testing solutions in a dynamic manner, with cooperation and co-creation with our key stakeholders. I am ever so grateful for their ingenuity, patience and support.

As our society recovers from the pandemic, we look forward to helping more social good organisations re-evaluate their services and resources to the changing needs of the community. I am confident we can achieve this together with our amazing community of passionate skilled talent with a heart.

*Yasmine Tan*

EXECUTIVE DIRECTOR





# FEATURED WORK

*Building the capacity of social good organisations*



NCSS Volunteer Management Network Event 2019





# FEATURED STRATEGIC VISIONING WORKSHOP



**cpas**  
Cerebral Palsy Alliance Singapore

## UNDERSTANDING

Cerebral Palsy Alliance Singapore (CPAS) is a charity empowering persons with cerebral palsy or multiple disabilities to realise their full potential and lead fulfilled, dignified lives, since 1957. One of their core programmes is CPAS School, a double session special education school offering the SPED Curriculum with a Trans-Disciplinary Approach.

## OBJECTIVE

The workshop aimed to **design the vision and strategies** for CPAS School, that will guide their action plans for the next 3 years. Conjunct Consulting worked with CPAS School to facilitate a 2-day workshop event. By creating materials, conducting pre-work preparation and analysis, and helping to facilitate an engaging two-day workshop, Conjunct enabled CPAS school to achieve its strategic planning objectives.



**Conjunct Consulting is able to  
understand the needs and directions  
of the Social Service sector.**

- Mrs Koh-Lim Ai Lay, Principal





# World Vision

## FEATURED VOLUNTEER MANAGEMENT

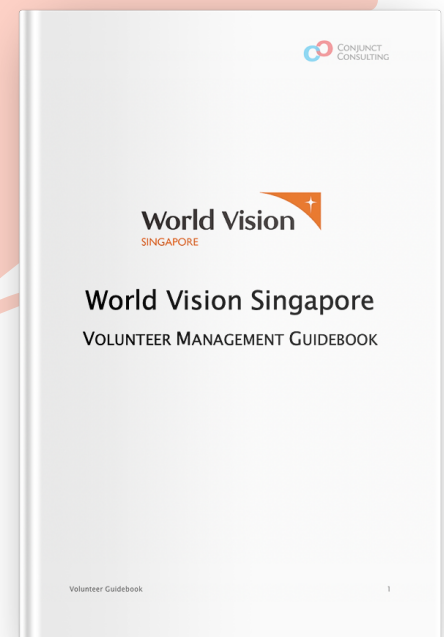
World Vision is an international Christian humanitarian organisation dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the root causes of poverty and injustice. They serve all people regardless of race, language or religion. Through their child sponsorship programme, they are able to journey with a community to ensure the basic needs of the children are met for a promising future.

In partnership with Conjunct Consulting, World Vision aimed to design and develop a **robust volunteer ecosystem**.

In-depth interviews covering needs analysis and volunteer requirements were conducted as well as co-creation workshops, Conjunct's consultants helped to shape an effective volunteer management processes which supported World Vision to better match needs to volunteer skillsets and experience.

**“Conjunct Consulting has demonstrated the ability to deliver quality service. Their confidence in their work and knowledge reflects their dependability and competence.”**

- Mr David Chung, Volunteer Manager







## FEATURED FINANCIAL SUSTAINABILITY STRATEGY

Sree Narayana Mission is a charity that provides programmes, services and interventions for the less privileged, regardless of race, language or religion.

To help SNM maintain and **achieve greater long-term financial sustainability**, the project aimed to optimise SNM's funding and revenue streams.



Conjunct Consulting produced several key deliverables. Together, these provided clarity and optimisation for SNM's financials and grant matching processes.

- A financial excel model (+usage guide)
- Grant matching guiding principles
- Project specifications template
- Grants database



The effort that **Conjunct Consulting** puts in to ensure well trained consulting teams led by well trained and knowledgeable team leaders is very evident.



- Mr S. Devendran, CEO





## FEATURED IMPACT ASSESSMENT

Solve Education! is a non-profit organisation that is committed to helping children and youth around the globe receive quality, effective education. They designed a gaming app to help disadvantaged children in Asia brush up their English skills.

In its engagement with Conjoint Consulting, Solve Education! aimed to **validate the learning outcomes** with what they have measured.

Conjoint's team developed the impact assessment framework with robust testing tools and visual dashboards to validate the learning outcomes of the app.

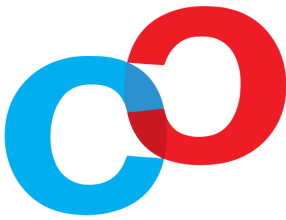
“Conjoint gave us great insights and delivered with professionalism. They understood our challenge, and came up with a few proposed methodology of impact validation, including a framework that we could use.”

- Ms Janine Teo, CEO & Founder





# FEATURED THOUGHT LEADERSHIP



Beyond impacting social good organisations one at a time, Conjunct Consulting draws on its experience working with many social good organisations to develop thought leadership for the sector.

For the first time, our 3 university chapters came together and conducted an exploratory study and analysis on board diversity.

Insights gathered showed that board diversity matters and positively impacts the financial performance of IPCs. Click [here](#) to find out more.



# FEATURED EVENTS

We work with sector partners to **curate and facilitate learning, practice and networking** in intimate and large-scale settings.



NCSS Volunteer Management Network May 2019



NCSS Residential Learning Programme Nov 2019





# OUR TALENT

*Nurturing socially conscious leaders*

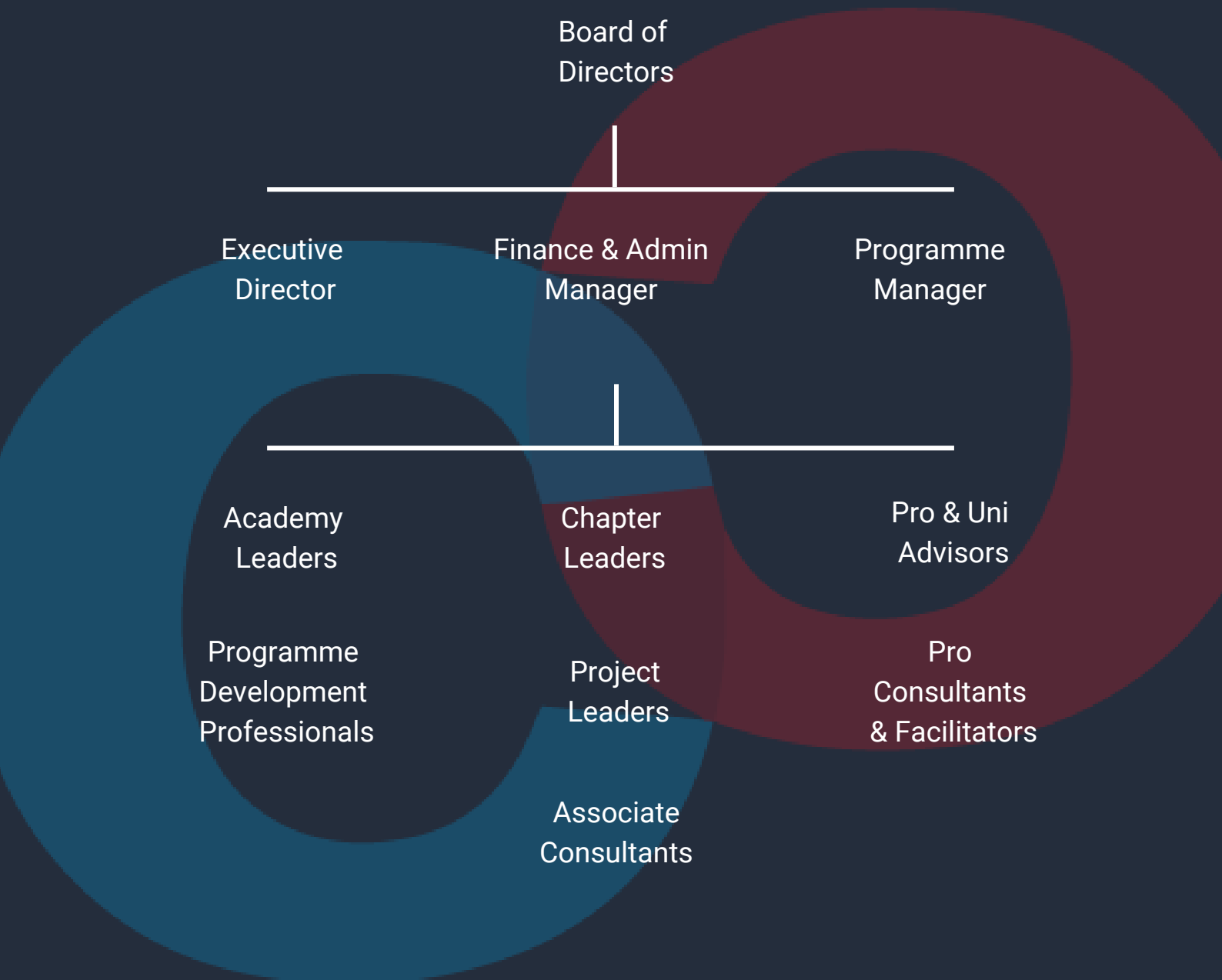


Conjunct Staff and Volunteer Leaders



Conjunct is fueled by talented staff and volunteers

# ORGANISATION CHART





# THE POWER OF GOOD TALENT

Our Professional and Student Volunteers



Mr Gary Chua  
Human Capital Solutionist

“

*My 7th project with Conjunct and still having the same enthusiasm as my 1st. This is down to the **INFECTIOUS PASSION** the students have to make a positive impact on society.*

”

“

*Conjunct's unique delivery model is a win all round – **for students** who get the experience of solving real-world problems, **for non-profits** who receive usable deliverables and actionable advice, and **for advisors** like me who are energised mentoring the students while making a difference in the community.*

”



Ms Jenny Sutton  
Non-Executive Director, Investor

# THE POWER OF GOOD TALENT

Our Professional and Student Volunteers

“The experience has been tremendous! It opened my eyes to skills-based volunteering and has inspired me to **CONTINUE HELPING NONPROFITS** even after graduation.”

- Mr Hans Alnando

NUS Conjoint Consulting Chapter Director



Conjoint Consulting Chapter Leaders 2019



## OUR BOARD



**Kwok Jia Chuan**

*Chairman & Co-Founder  
Since 2013*

*Global Lead, Payments  
Product Policy  
Google*



**Tamara Singh**

*Board Member  
Since 2013*

*Head of Asia Pacific  
OMFIF*



**Calvin Chu Yee Ming**

*Board Member  
Since 2013*

*Partner  
Eden Strategy Institute*

## GOVERNANCE

- *All board members have 100% attendance in the four board meetings from FY19-FY20.*
- *None of our board members receives remuneration for their services.*
- *None of our board members hold staff appointments.*
- *See our Audited Financial Statements and Governance Evaluation Checklist [here](#)*

# A WORD FROM OUR CHAIRMAN

2020 has been a year of challenges and adaptation, especially with the COVID-19 pandemic. Yet amid these challenges, we have continued to grow and improve our processes, continuing our mission of helping to create Strategy with a Heart. From the first day we were founded, we were and have remained clear in our vision to help other social good organisations so that they can create greater impact for their beneficiaries.

To meet the evolving needs of the social sector, Conjunct has also continued to remain agile and develop a range of new programmes to help other social good organisations. We hope to continue serving alongside all our partners in both old and new ways.

My sincere thanks goes out to each and every one of our hardworking and passionate staff and volunteers, without which Conjunct would not be where it is today. Your contributions continue to inspire me each day. Looking forward to even greater impact in 2021!

*Kwok Jia Chuan*  
CHAIRMAN & CO-FOUNDER





# SUPPORT US





DONATE



Your gift will help Conjunct to continue assisting social good organisations in fulfilling their missions for the betterment of their beneficiaries.

A social good organisation enjoys a subsidised rate of

**\$3,000**

to receive

a project value worth

**\$22,600**

Every

**\$1**

generates more than

**7 X**

worth of value





Conjunct Consulting (Singapore) Limited  
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Member of National Council of Social Service

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