



BRIGHT HORIZONS FUND 2024 REPORT



Established by NTUC First Campus Limited in 2008, the Bright Horizons Fund (BHF) provides financial, health & well-being, as well as learning & development programmes for preschool children from low-income families.

\$2.6m was disbursed from Bright Horizons Fund, impacting over 6,000 beneficiaries and over 5,000 families in 2024. BHF supported children to receive quality preschool education to ensure their preschool journey is a rewarding one.



\$2.6m

disbursed from
BHF in 2024



6,944

children from low-income
families benefitted from
BHF Programmes in 2024



5,172

families benefitted
from BHF programmes
in 2024

BRIGHT HORIZONS FUND BENEFICIARY STORY

Hello Everyone!

My name is Aashiq* and I am six years old. I have 2 younger sisters, who are four and one year old respectively. One of my sisters is also currently enrolled in My First Skool. Let me share our story with you.

My daddy works as a delivery rider and is the sole breadwinner in my family. My mummy is a stay-at-home mother who took care of us. After my daddy's accident, he could not see from one of his eyes and had to stop working, which resulted in my parents struggling to provide us with our basic necessities like food and diapers. We had to move to my grandmother's place to stay for a period of time so that she can take care of us. Our school attendance became very irregular because there were so many problems at home.

When Mr Sean (Social Support Executive, from NTUC First Campus Limited) noticed our family's situation, he provided us with the emotional support that my mummy needed and also worked closely together with my family to establish a regular routine for us to ensure that I go to school regularly. Mr Sean also assisted my family in applying for the **Bright Horizons Fund's Financial Assistance Programme**. This programme supported us in meeting our school going needs by providing us with new sets of school uniforms annually. Due to my irregular attendance, I struggled to catch up with my peers in my learning. I attended the **Read to Reach Programme** and became more confident in communicating my needs, and catching up with my friends in class. In addition, I was able to practise reading at home by reading to my younger siblings with the materials I received through the **BHF Book Hamper Programme** and **NLB Ready to Read Starter Kit!**

Thanks to the **Infant Nutrition Programme**, my mummy can also purchase formula milk and diapers for my younger siblings using the vouchers provided, as my daddy couldn't provide for us for a period of time after his accident. Despite the financial difficulties, we

received birthday gifts through the **You Are Special!** programme on our birthdays. We were so happy to receive the gifts and it really cheered us up during this time!

With all the help and support given to us by BHF, we were able to reunite with my daddy and my attendance at school has also improved tremendously!

Thank you Bright Horizons Fund for supporting my family and ensuring our bright futures despite the dark period in our lives.

** Story is based on a real story of a child from My First Skool in 2024.*



Aashiq Muhammad Rizqin with his parents and 2 younger siblings



Scan this QR code to understand more on NTUC First Campus' Child Support Model – a holistic, multi-pronged approach to support low-income families and children.



Find out more about our CSM Programmes over here!

2024 ACHIEVEMENTS OVERVIEW



6,944 children
benefitted from
Bright Horizons Fund
Programmes



FINANCIAL SUPPORT

431 children
received financial support for
childcare fees

641 children
received school
uniforms

1,034 children
received support towards field
trip expenses

506 children
received funding
for graduation package

3,322 families
received a sponsored
NTUC Membership



LEARNING & DEVELOPMENT PROGRAMMES

377 children
benefitted from
Read-to-REACH
Programme

631 children*
benefitted from
Classroom Support
Programme

2,139 families
benefitted from
BHF Book Hamper
Programme

356 children
benefitted from
You've Got Talent
Programme

* From April 2024 onwards, 8 centres that were previously supported by BHF are now supported by ECDA via a new pilot programme.



HEALTH & WELL-BEING PROGRAMMES

1,305 children
received birthday
gift packs under
You Are Special! Programme

988 children
in K2 received
schooling essentials

266 families
benefitted from
Healthy Body, Healthy Mind workshop

270 children
benefitted from
Infant Nutrition Programme

2,074 participants
benefitted from
Family And School Together
(FAST) events

209 families
benefitted from
Caregiver Conversations workshop

OCBC-NTUC FIRST CAMPUS BRIDGING PROGRAMME

The OCBC-NTUC First Campus Bridging Programme offers children from low-income families who are newly enrolled in My First Skool centres to receive a one-time \$400 top-up into their Child Development Account. If eligible, children will receive a dollar-for-dollar matching grant under the Ministry of Social and Family Development's (MSF) Baby Bonus Programme. The total amount of \$800 received is sufficient to fund a child for close to 3 years* of preschool education.



298 children
received a one-time
\$400 top-up into their Child
Development Account

** As at 2024, a child with household income of ≤\$4,500 per month, or Per Capita Income of ≤\$1,125 (for households with 5 or more members) pays an average of \$25 per month for their preschool fees after government subsidies. With the \$800, a child will be fully funded for at least 32 months of preschool education.*



This year, together with Bright Horizons Fund's Chairman - Mr Heng Chee How, OCBC volunteers joined us at one of our Family And School Together (FAST) events to support and bring joy to participants who were present.

NTUC FIRST CAMPUS SPONSORED NTUC MEMBERSHIP PROGRAMME

The **NTUC First Campus Sponsored NTUC Membership Programme** provides low-income families with the opportunity to enjoy various financial and employability benefits offered for NTUC members. Families can also earn NTUC Linkpoints to offset their grocery purchases at NTUC FairPrice. This support will continue until their child or youngest child leaves NTUC First Campus' preschool network.



3,322 families
received a sponsored
NTUC Membership
(worth \$117 per annum)

CLASSROOM SUPPORT PROGRAMME

The **Classroom Support Programme** provides additional support for children from low-income families to improve their academic performance and social-emotional skills in the classroom.



Teacher Khairiyah, our Learning Facilitator, supporting children's learning in small groups



631 children*

benefitted from
Classroom Support Programme
(including 233 children from the
7 centres funded by CapitalLand
Hope Foundation.)

* From April 2024 onwards, 8 centres that were previously supported by BHF are now supported by ECDA via a new pilot programme.

READ-TO-REACH PROGRAMME



377 children

benefitted from
Read-to-REACH Programme

The **Read-to-REACH Programme** is an early intervention programme that provides learning support to help raise the English literacy levels in My First Skool children who are from low-income families in a small group setting.



YOU'VE GOT TALENT PROGRAMME

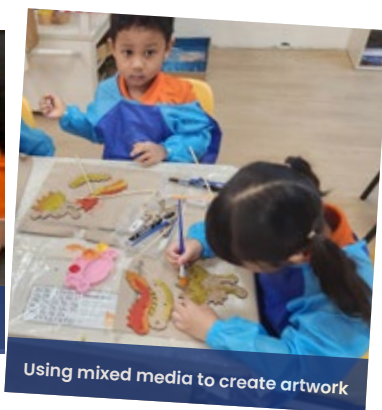
Under the **You've Got Talent** programme, children are given the opportunity to build their confidence and improve their self-esteem through various sports and arts enrichment programmes.



356 children benefited from You've Got Talent programme



Using various instruments to create music



Using mixed media to create artwork



Children performing at Singapore Maritime Officers' Union Lunar New Year Luncheon 2024

BRIGHT HORIZONS FUND BOOK HAMPER PROGRAMME



2,139 families received Book Hampers

The **BHF Book Hamper Programme** seeks to cultivate good reading habits in children from low-income families who may not have the financial abilities to buy books for their children in Kindergarten 1 and Kindergarten 2 levels. This programme was developed to kick start the love for reading at a young age.

The programme was expanded to Nursery 2 children* from 2024 onwards as BHF wanted more children to benefit positively from this literacy programme.

** Eligible for selected children from My First Skool centres islandwide*



"The Book Hamper Programme has truly benefitted us! Before bedtime, I share the stories from the books with Amelia and her younger sister. This helps promote family bonding while encouraging my children to read at home."

Parent of
Nur Yufira Amelia Binte Muhammad Yusuf

NATIONAL LIBRARY BOARD'S READY TO READ STARTER KIT

The **NLB Ready to Read Starter Kit** provides low-income families with ready resources such as books and educational toys to kick start reading habits with their children from 0 to 3 years old. This programme is part of the National Library Board's (NLB) initiative to encourage reading among babies and toddlers.

Bright Horizons Fund is appreciative of the National Library Board's strong support in partnering us for this literacy programme since 2022!



1,284 families
received NLB's Ready to Read Kits



FAMILY AND SCHOOL TOGETHER

The **Family and School Together (FAST)** programme offers educational tours and excursions for families to promote bonding time between parents and children through fun activities.



2,074 participants
participated in FAST in 2024



Mr Heng Chee How, Chairman of Bright Horizons Fund, playing pretend with the children



"Thank you Bright Horizons Fund and My First Skool for organising this event for my family. Bringing a family of 6 out can be costly. Through this event, we get to learn new things and spend quality time with our children while they too, had a lot of fun learning and playing with their classmates."

Parent of Afi Anaqi And Adi Anaqi

CAPITALAND-BRIGHT HORIZONS FUND READY-FOR-SCHOOL PROGRAMME

The programme has benefitted children and families in the following areas:

DISTRIBUTION OF SCHOOLING ESSENTIALS



988 children
received schooling essentials

The **CapitaLand-Bright Horizons Fund Ready-For-School Programme** provides schooling essentials to graduating K2 children as they prepare to transit to Primary One. A big thank you to the **32 CapitaLand volunteers** for their time and effort in packing and supporting the distribution of the schooling essentials for graduating K2 children.



"We are incredibly grateful to BHF for providing my daughter with schooling essentials as she starts primary school. These resources will help her focus on learning and build her confidence, giving our family peace of mind. Thank you, BHF, for supporting children like mine to succeed."

Mother of Celia



Recipients of the schooling essentials school bag



Packing of schooling essentials by CapitaLand Volunteers

CapitaLand Hope Foundation, a dedicated supporter of the Bright Horizons Fund, was hosted by one of our My First Skool centres in March 2024, to learn more about how the addition of **socio-emotional modules** foster the wellbeing of the children and reinforce executive functioning skills.

We thank the CapitaLand Hope Foundation for their continued support, which helps us provide **effective learning** and **build bright futures** for our children in this programme.



A sharing session during CapitaLand Hope Foundation's visit to one of the My First Skool centres.

YOU ARE SPECIAL! PROGRAMME

Despite their family backgrounds, birthday celebrations for children should be all about creating memorable and enjoyable experiences. Bright Horizons Fund ensures that this opportunity is given to all children through the **You Are Special! Programme**.



1,305 children
received a birthday gift pack on their birthdays in 2024



INFANT NUTRITION PROGRAMME



270 children

received grocery vouchers to purchase infant nutritional products

The **Infant Nutrition Programme** supports My First Skool children (up to 36 months old) from low-income families by enabling them to have access to a range of nutritional products that are required for their growth and development.



"The Bright Horizons Fund's Infant Nutrition Programme has been a blessing for E'jaaz's development and my journey as a mother. The grocery vouchers have eased financial strain, allowing me to buy essentials like milk formula and diapers. This support has ensured E'jaaz receives the nutrition and care he needs to grow healthy and strong. I'm truly grateful for the programme's help in providing for his needs and allowing him to thrive."

Mother of E'jaaz

HEALTHY BODY, HEALTHY MIND WORKSHOP

Under the **Healthy Body, Healthy Mind (HBHM) workshop**, parents are provided with tips and strategies to develop good eating habits in children and also help caregivers to take care of their own well-being.



266 families

benefitted from the Healthy Body, Healthy Mind (HBHM) workshop in 2024



Staff of Alpha Fitness conducting one of the Healthy Body, Healthy Minds online workout

CAREGIVER CONVERSATIONS

The workshop aims to build resilience in parents to better support their children's development and to equip them with skills to manage anger, defiance and aggression in children.



209 families

families attended the Caregiver Conversations in 2024*

* Both Healthy Body, Healthy Mind Workshop and Caregiver Conversations workshop will be sunset from 2025 onwards.



BHF CHAIRMAN'S MESSAGE



I would like to extend my deepest gratitude for your generous support and unwavering belief in our mission. Your contributions have been impactful in transforming lives and creating bright futures for our beneficiaries.

Your partnership reminds us that together, we can create meaningful change and build a more hopeful tomorrow. Thank you for standing by us and making a difference!



Mr Heng Chee How
Chairman, Bright Horizons Fund

THANK YOU FOR MAKING A DIFFERENCE



Scan the QR Code to our donation page to make a donation via PayNow, Bank Transfer or Cheque.



Giving.Sg



GIVE.asia

All donations of \$100 and above are eligible for 250% tax relief based on the contribution amount.



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