

2019 ANNUAL REPORT



**CENTRE FOR
A RESPONSIBLE FUTURE**



Outgoing President's Address



Since its founding in 1999, Centre for a Responsible Future (CRF) – originally Vegetarian Society (Singapore) – has been an important part of the Singapore story. I joined in 2002. Over time, I have performed various roles in the organization, and I look forward to continuing my work with CRF in the future. I derive a great deal of satisfaction from being a small part of the big things CRF does.

I'm very happy that Desmond Koh has agreed to become CRF President. When we asked him to come on board, it was a case of "Nothing ventured, nothing gained"; so, it was a very pleasant surprise when Desmond said "Yes".

Desmond's task is a difficult one, because we have grown significantly since our early days, as has the entire plant-based space. Thus, I call on everyone to do what you can to support Desmond and the other devoted members of the CRF leadership team. Your support can take many forms: time, talent, funds and good will.

Our efforts at CRF have never been more crucial. Thanks for all you do, and see you at future CRF events.

A handwritten signature in black ink that reads "George Jacobs". The signature is written in a cursive, flowing style.

George Jacobs,
(Outgoing) President, Centre for a Responsible Future

PhD

Incoming President's Address



First of all, I would like to express my gratitude to our beloved outgoing President George for his incredible leadership over the past 18 years. When I first decided to take on this responsibility, I knew that I would never truly be able to fill the shoes he left behind. I seek our members' kind patience with me as I endeavour to do my best for the organization and its mission.

I started on my plant based lifestyle journey as a vegetarian about 14 years ago. I was motivated by a desire not to partake in the killing of sentient beings. I continued on this journey because I felt great physically, and believe that it has been very positive for me healthwise. Today, my devotion to this lifestyle is enhanced by a conviction to leave as small a footprint as I may on Mother Earth. I am far from perfect, and hope I will continue to learn from all our members in my journey to doing better in this regard.

Thank you for giving me this wonderful opportunity to serve in this role as President of the Exco. On behalf of all CRF stakeholders, I would like to express gratitude to Exco Members who served in 2019 and would like to also welcome our new Exco members for 2020.

S/N	2019 Exco Members (Alphabetical order)	2020 Exco Members (Alphabetical order)
1	Amy Thoo	Amy Thoo
2	Aproop Dheeraj	Aproop Dheeraj
3	Ashley Chow Wen Xin	Ashley Chow Wen Xin
4	Bianca Polak	Bianca Polak

5	Damon Lim	Esha Batish
6	Farheen Mukri	George Jacobs (advisor)
7	George Jacobs	Heng Guan Hou
8	Heng Guan Hou	Katya Salomon
9	Joyce Lim	Mock Yuan Ning
10	Michael Broadhead	Murli Ravi
11	Murli Ravi	Patricia Reed
12	Patricia Reed	Tang Zi Yang
13	Rajeswari Vikiraman	
14	Shweta Singh	
15	Xinyu Tok	

I look forward to collaborating with my fellow Exco members, all CRF members and our partner stakeholders, in inspiring and realising a Responsible Future.

Yours consciously, Des



Desmond M. Koh,
(Incoming) President, Centre for a Responsible Future

OLY

Minutes of the 20th AGM

Date: Sunday, 3rd March 2019
Time: Noon to 2PM
Venue: Eight Treasures, 282 South Bridge Road Singapore 058831
Number of members present: 31 (+5 by proxy)
Number of observers/non-members: 29

1 PRESIDENT'S WELCOME

1.1 Dr. George Jacobs, President, took the chair and welcomed and thanked everyone for coming to the 20th CRF Annual General Meeting. We received words of greetings from a couple of the founding members of VSS (CRF's predecessor organization), Allein Moore and Balakrishna Matchap. This was followed by a presentation by CRF's employees, Sumita Thiagarajan, Kimberly Huang and Cath Jacobs, outlining ongoing projects and plans for 2019.

2 TO RECEIVE & ADOPT MINUTES OF THE 19TH ANNUAL GENERAL MEETING

2.1 Dr. Jacobs asked everyone to look through the minutes of the 19th VSS AGM.
2.2 Zarin Patel moved that the minutes be accepted and Patricia Reed seconded. The minutes of the 19th AGM were received and adopted unanimously.

3 TO RECEIVE & ADOPT THE 2018 ANNUAL REPORT OF THE MANAGEMENT COMMITTEE

3.1 Dr. Jacobs invited everyone to go through the 2018 Annual Report and welcomed any questions, comments, suggestions and/or disagreements.
3.2 Dr. Jacobs opened the floor for members to accept and adopt the Annual Report. Patricia Reed proposed that the Annual Report be accepted and Michael Broadhead seconded. The Annual Report was adopted unanimously.

4 TO RECEIVE & ADOPT THE FINANCIAL REPORT FOR 2018

4.1 Dr. Jacobs welcomed any queries and comments on the 2018 Financial Report. The Pro-Veg grant funding and the Benevity portal were highlighted as new initiatives that helped raise funds.

4.2 With no questions on the finances, Dr. Jacobs invited members to receive and adopt the Financial Report. Michael Broadhead proposed that the Financial Report be adopted and Guan Hou Heng seconded. The Financial Report was adopted unanimously.

5 CONSTITUTION UPDATE AND ELECTIONS

5.1 Murli Ravi ran through the major changes to the CRF Constitution. Low Chip Koon proposed that the changes to the Constitution be adopted and Raghava Nallan Chakravarti seconded. No one voted against adoption.

5.2 Elections and nominations. Zarin Patel proposed, Low Chip Koon seconded appointments. No opposition.

6 TO ELECT TWO HONORARY AUDITORS FOR THE YEAR 2019

6.1 Dr. Jacobs thanked last year's auditors for their work. He then invited members present to stand as the coming year's auditors.

6.2 Hilmi Hayan and Anupriya Iyer volunteered, and they were approved as the honorary auditors for the year 2019. No opposition.

7 ANY OTHER BUSINESS

7.1 Low Chip Koon asked about the use of the term 'plant based' in the Objectives section of the CRF Constitution. Michael Broadhead explained that this was done in order to make CRF's objectives broader, as some alternatives to mis-using animals to obtain food for humans involve materials other than plants, such as fungi and cell-based meat.

7.2 Raghava N C asked if personal membership in Vegetarian Society (Singapore) would automatically transfer to membership in CRF. Kimberly Huang stated that while new membership schemes were under development, VSS members could rest assured that their membership would be honoured.

7.3 Dr Jacobs thanked the outgoing Exco members for their service.

8 END OF AGM

8.1 Dr. Jacobs thanked everyone for their presence and participation. He also thanked Ms. Zenna Ho of the Well Dressed Salad Bar for providing tea, snacks and cakes for the AGM. He then declared the AGM closed at 2:00 pm.

Recorded By:



Rajeswari Vikiraman
Secretary

Vetted & Confirmed By:



George M. Jacobs
President

2019 at a glance

2019 was an eventful year as we successfully hosted many incredible events under the umbrella of CRF following our organizational revamp. In parallel with our continuous growth, we have also increased corporate engagement with the aim of making plant-based diets more mainstream, thereby reducing the eating of animals, protecting the environment and enhancing human health.

CRF's collaboration with other organizations within and outside of Singapore boosts CRF's visibility and creates opportunities to reach a wider audience.

Through our pragmatic and heartfelt approach, we have secured funding from a few foundations which support our objectives. Such funding puts our work on a more financially sustainable path.

Our mission statement remains the same:

"We inspire and support people and organizations in Singapore to make humane, healthy and environmentally sustainable choices through advocacy, education and engagement."

New look: CRF new logo and website

We are housing all of our programmes under one roof, providing one platform for our activities and enhancing our focus on sustainable diets, environment and animal advocacy. Having an integrated web presence allows us to use digital marketing more effectively, enabling us to reach more people and be better advocates.

We always look for ways to improve and make sure our stakeholders have an enjoyable, intuitive and memorable experience with us. An integrated website makes it easier for us to share all our content and activities in one place, enabling the public to access the information with less hassle. It also creates the most impact for everyone to have a greater understanding of our different programmes and to learn how to get involved.

2020 lookahead

Our rapid expansion in 2019 brought with it strategic opportunities as well as risks. As with any growing organization, there were teething problems associated with simultaneously executing multiple new programs, with a new (and bigger) Exco, and new executive directors. The Covid-19 pandemic obviously creates an array of unprecedented challenges.

The focus for 2020 will be to apply lessons we learnt in 2019, and to continue building on the good work that CRF has been doing. Questions on the organization's purpose and direction have rightfully been raised,, and keeping in view members' wishes, CRF will be developing a comprehensive organizational framework to help in answering many key questions, namely:

1. What does CRF stand for?
2. Who does CRF serve?
3. What does the organizational structure and influence/power map look like?
4. What rules are the Exco, members, volunteers and directors bound by?
5. How do we continue to grow and become financially sustainable, within the boundaries of our mission and values?

Some of these questions are tough, and will take a lot of deliberation and patient communication. Ultimately, the plan is that the outcome of such discussions will be institutionalized in operational processes and upheld by close coordination in committees consisting of members, Exco and executive directors, with unity.

In focus

EarthFest

Earthfest had its fourth edition at Marina Barrage with new as well as repeat vendors and guest speakers. This yearly event has become a highly anticipated weekend activity for family and friends of all ages to enjoy delicious plant based food, sustainable products, fun and engaging games, inspirational talks and screening. More than 5,000 visitors attended this homegrown event in 2019.

The 2019 Earthfest was proudly sponsored by SPH, LingZhi Vegetarian, and Bio-home.



Photo: Earthfest 2019 at Marina Barrage

Building on the popularity of EarthFest at Marina Barrage, we held a smaller version of EarthFest for one week at a major shopping mall with the aim of raising more awareness of living a sustainable lifestyle. Plaza Singapura was our venue sponsor.



Photo: Earthfest Spin-Off at Plaza Singapura

Earth Excursion is a weekend getaway program on Bintan Island initiated by EarthLife (affiliated with EarthFest) to promote responsible eco tourism. Teaming up with LooLa Adventure Resort, an eco-resort, each participant gets to experience exciting, healthy and eco-friendly activities throughout both days, testing and developing eco solutions that are affordable to everybody, and developing community activities that are truly beneficial to everyone involved.



Photo: Earth Excursion trip at Loola Adventure Resort in Bintan

Disruption in Food and Sustainability Summit (DFSS)

The second edition of DFSS took place on March 29th, 2019 at the Grand Hyatt, Singapore. This was a one day conference featuring individual speaking slots and panel sessions and table top space for companies to promote their plant-based products. The summit forced on raising awareness and fostering the growth of sustainable plant-based/ alternative protein/clean meat and non-food (packaging) products across the value chain with innovation, partnerships and technology as enablers. Our objective was to showcase the latest developments in Singapore and the region and to provide a platform for organizations looking to form partnerships and launch or expand their businesses in the plant-based, clean meat and sustainable space. Special features included Shiok Meats launching their cell-based Shrimp at DFSS and Humane Society holding a high level press conference.

Attendees included 9 sponsors, 120+ delegates, 20+ media representatives, 36 speakers and 20 ecosystem partners, with regional and global representatives from Thailand, Indonesia, Singapore, Malaysia, Australia, Germany and New Zealand. The event was 100% plant-based with Grand Hyatt chefs preparing a special menu with our events sponsors' own products for the event. DFSS has a dedicated steering committee made up of Singapore government organizations, large commercial and SME organizations. The first DFSS took place in 2018 in partnership with the Green and Healthy Festival organized by Kampung Senang. This became an event fully owned and managed by CRF in 2019.



<https://www.crf.org.sg/dfss>

CRF business networking events

Off the back of DFSS and to support our business members, we launched a series of evening business networking sessions throughout 2019. The sessions are in the format of a panel discussion together with plant-based food sampling. We invite our members to participate in these sessions to provide a platform for them to discuss and promote their business and to enable the business audience to meet our members and network. Each of these sessions involved approximately 70 to 100 attendees, 5 to 6 panelists and 4 to 5 members providing plant-based food samples. We also invited our international members to participate in these sessions when they were in Singapore.

Past sessions include:

Innovation and partnerships in the Singapore plant-based ecosystem - opportunities and challenges - Hosted by Sodexo Singapore

<https://www.facebook.com/events/408007323265175/>



TGIM: Plant Powered Take Over - Hosted by WeWork

<https://www.facebook.com/events/2491738691053372/>

Investment Opportunities in Alternative Protein - Hosted by WeWork

<https://www.facebook.com/events/321238378810407/>



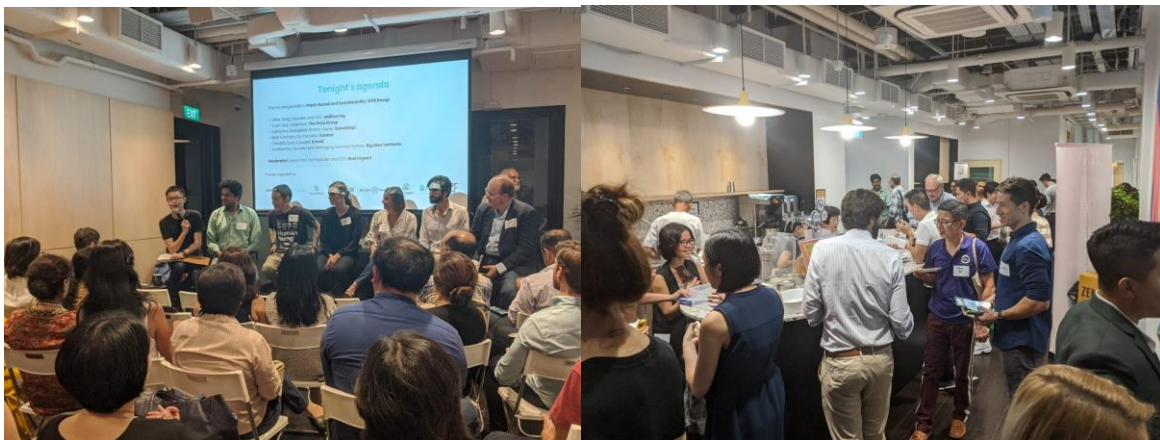
Vegan Beauty and Fashion - A Sustainable and Ethical Outlook - Hosted by A Good Space

<https://www.facebook.com/events/420239365231649/>



Plant-Based and Sustainability:2019 Recap - Hosted by WeWork

<https://www.facebook.com/events/643301352743260/>



CRF partner and member collaboration

(1) CRF participated in a number of commercial partner events and sessions throughout 2019 as supporting, or event community partner. These partner events gave CRF board members and our business members the opportunity to participate in public speaking and obtain booths/physical space at the events for free in order to promote organizations and products. Such events serve to raise CRF's profile among the business community.

Examples include:

Eco Carnival at Tanglin Mall - a two day consumer festival. CRF was the official supporting charity partner, and CRF members were invited to set up a booth for free at the festival to sell their products. All participants had to be CRF members and as a result, we significantly increased our membership from SMEs wanting to participate in the festival.

<https://www.facebook.com/events/2133026793661445/>

Fastrack: Tech for Zero Carbon Cities - a one day business session run by Engie Factory. Some CRF members were invited to participate for free through having booth space and participating in panel sessions. CRF board members were also invited to participate in a panel session.

<https://www.facebook.com/events/2319077554807270/>

(2) CRF partnered with corporates on holding internal sessions at their workplaces as the official charity partner. Such events raised CRF's profile, and also obtained donations or appearance fees for speaking to the corporates' staff at their workplaces.

Examples include:

Evonik Singapore - German manufacturing company with APAC HQ in Singapore. CRF was to present to their staff on the topic of 'Outlook of Sustainability' and obtained a donation in the form of an appearance fee.

<https://aps.evonik.com/region/seaanz/en/company/seaanz/singapore/>

Expedia Fitness Week - CRF was one of two charities chosen for Expedia staff to donate to. CRF enabled the Benevity platform and received donations through volunteers' work.

(3) Our members ran a number of events throughout 2019, and we actively promoted these events and negotiated discounted rates for our other members and wider network to

participate. CRF was included as the official charity or supporting partner of these events, thereby raising our brand's profile. Additionally, on certain occasions, we received donated proceeds from the event.

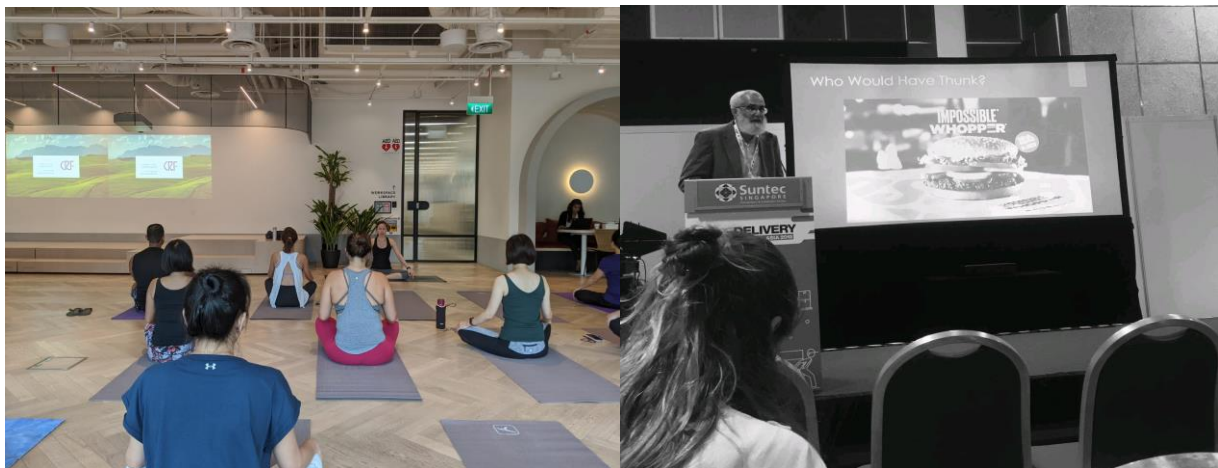
Examples include:

Towards a better future Charity Drive by The Prive Group at Maxi Coffee. CRF was given all the proceeds from the sale of cakes and \$1 from coffee sold at this event.

<https://www.facebook.com/events/2130601370579312/>

The Singapore Vegan Festival by EatRoamLive - a one-day consumer vegan festival. CRF members were given a discounted rate to exhibit at the festival and extended ecosystems were provided a discounted delegate rate.

<https://www.facebook.com/events/434848303777452/>



ProVeg Leadership Summit

Our Executive Directors, Kimberly and Catherine, travelled to Germany in August 2019 to attend the ProVeg Leadership Summit and pre Summit CEVA workshop. Both Executive Directors were invited to present in the Summit providing an overview of the plant-based scene in Singapore and an update on CRF. With 27 global vegan groups attending, lots of friendships and new partnerships were formed. As a result of attending, CRF was given a further grant by ProVeg. CRF was put forward by ProVeg to receive additional financial support from The GreenBaum Foundation. CRF was one of only two organizations to receive

this financial support from an initial pool of 30 global vegan groups put forward as potential grantees. This was in recognition of the great work CRF has done to raise the profile of the plant-based and alternative protein business community in Singapore, and to provide further support for future growth.

World Vegan Month

In November, 2019, we organized a series of events to celebrate World Vegan Month. First, we led a visit to the Animal Sanctuary in Johor Bahru, Malaysia. Next, we had a vegan Tok Panjang lunch at the Peranakan restaurant. Some of our student members also held a potluck at Marina Barrage, and we contributed our presence and voice to the Conscious Festival followed by the Game Changers movie screening, both organized by Green Is The New Black. Additionally (though not quite in time for World Vegan Month), in early December 2019, we once again hosted Dr. Will Tuttle who graced us with his presence at two events. We invited our business members to provide plant-based food samples for one of the Dr. Will Tuttle events providing a platform for them to promote their products.



Photo: Animal sanctuary trip in Johor Bahru



Photo: Conscious Festival by Green is the New Black



Photo: Dr. Will Tuttle's Talk



Photo: Tok Panjang Lunch at the Peranakan

Veganuary

This year marked our second year running Veganuary in Singapore. The campaign was a resounding success, with a 70% increase in participants compared to the 2019 campaign (participants have more than tripled since 2018), and 19 restaurant and retail partners. The Singapore campaign was also featured in one of the major local newspapers, The Straits Times. Participants of the campaign received localised content for recipes, restaurant ideas, educational content, and more. Out of all the participants, 62% completed the month on a plant-based diet.




Photos: Veganuary 2019 Launch

Financial Statements

Financial Report		Balance Sheet as at 31 December 2019	
for the period			
1st Jan 2019	Assets		
to	Fixed Assets		
31st Dec 2019	Equipment	0	
	Total Fixed Assets		0
	Current Assets		
	Cash On Hand	190,189	
	Undeposited Funds	0	
	Inventory	965	
	Total Current Assets		191,154
	Other Assets		
	Prepayments	0	
	Total Other Assets		0
	Total Assets		191,154
	Liabilities		
	Current Liabilities		
	Other Current Liabilities	56,227	
	Total Current Liabilities		56,227
	Total Liabilities		56,227
	Net Assets		134,927
	Equity		
	Prior Year's Surplus/Deficit	161,620	
	Current Year Surplus/Deficit	(26,693)	
	Total Equity		134,927


Honorary Treasurer
Mr. Murli Ravi


Auditor
Mr. Hilmi Hayan



Auditor
Ms. Anupriya Iyer

Financial Report Income & Expenditure Statement for the year ended 31 December 2019

for the period	\$	%
1st Jan 2019		
to		
31st Dec 2019		
Income		
Donations in Cash	39,979	19.9%
Sponsorships	75,459	37.6%
Programme Fees	34,932	17.4%
Membership Fees	13,035	6.5%
Sales of Work	2,910	1.4%
Miscellaneous Income	34,427	17.1%
Total Income	200,742	100.0%
Expenses		
Salaries	57,922	28.9%
CPF Contribution	8,428	4.2%
Skills Development Levy	141	0.1%
Staff Training and Development	2,245	1.1%
Rental of Equipment	21,625	10.8%
Rental of Rooms	13,651	6.8%
Printing and Stationery	3,335	1.7%
General Expenses	9,610	4.8%
Cutlery and Groceries	2,120	1.1%
Plumbing Services	3,660	1.8%
Power Supplies	4,280	2.1%
Transport	2,664	1.3%
Communications	26,380	13.1%
Insurance	161	0.1%
Contingency Insurance	450	0.2%
Ambulance & Medical Services	599	0.3%
Accounting Fees	8,160	4.1%
Project Consulting Fees	4,000	2.0%
Content & Event Advisor Fees	37,459	18.7%
Media Management Fees	2,500	1.2%
Performing Fees	4,000	2.0%
Public Education	3,021	1.5%
Volunteer Development	1,531	0.8%
Bank Charges	455	0.2%
Transaction Fees	3,140	1.6%
Subscription Fees	905	0.5%
Permit and License Fee	967	0.5%
Depreciation of Fixed Assets	927	0.5%
Miscellaneous Expenses	3,102	1.5%
Total Expenses	227,436	113.3%
Net Surplus / (Deficit)	(26,693)	-13.3%


Honorary Treasurer
Mr. Murli Ravi


Auditor
Mr. Hilmi Hayan


Auditor
Ms. Anupriya Iyer