



CENTRE FOR A RESPONSIBLE FUTURE

2020 ANNUAL REPORT

YEAR IN REVIEW



GREENER, HEALTHIER, MORE COMPASSIONATE WORLD

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CENTRE FOR A RESPONSIBLE FUTURE

Centre for A Responsible Future is a registered charity under the Charities Act and operates on a not-for-profit basis.

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DATE OF CHARITY REGISTRATION

28 January 2005

REGISTERED ADDRESS

46 Kim Yam Road #01-06 The Herencia
Singapore 239351



ABOUT US

OBJECTIVES

1. To inspire and support people and organisations in Singapore to:



Move towards a plant-based lifestyle



Make more compassionate choices for all animals



Make more environmentally sustainable choices



Improve health and fitness through an active plant-based lifestyle

2. To support plant-based products businesses and entrepreneurs to grow their businesses

VISION/MISSION

We engage people and organisations in Singapore to adopt more responsible practices for a better future.



PRESIDENT'S MESSAGE

2020 presented many of us with new challenges both on the personal and professional front. We held our last AGM in a time of restricted movement and all experienced a different way of life during the few months in Circuit-Breaker . What has followed since is a slow move to recovery impeded by the uncertain nature of the Covid-19, and the difficulty of mounting a coordinated, international response to the pandemic.

CRF projects that were in the pipeline had to be either postponed or cancelled. Nonetheless, we expanded our executive team, and they skillfully adapted to the changing circumstances by transitioning events to an online format – most notably moving our flagship festival Earthfest and our business talks to an online format.

Safety precautions have rendered physical meet-ups for members challenging. While this naturally limits the opportunities to foster more effective connections with each other, this period of reduced social connectivity has many of us more time to ponder and reflect.

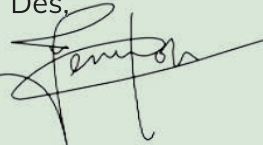
The issue of the impact of food on people and the planet was brought to the forefront with supply disruptions during Covid, and the fact that Covid-19 is a zoonotic disease, with research data suggesting the origins was brought about by humans consuming an exotic animal.

In the course of looking inwards, we have found greater clarity in terms of what we would like for CRF in the coming year. These aspirations include:

- 1) Improving our internal resources such as our People and Financial capacity to further and sustain our mission.
- 2) Enhancing our members and community outreach.
- 3) Enhancing our current digital tools to increase CRF capacity internally and externally.

As we emerge into what we believe will be a more positive year in 2021, we thank you again for being our members and we welcome you as part of our active community in realising these aspirations.

Yours consciously,

Des,


President
Centre for a Responsible Future



By building on CRF capacity,
I look forward to a more positive and impactful 2021

Desmond M. Koh
President
Centre for a Responsible Future



OUR GOVERNING BOARD



In a year of physical challenges, we have managed to strengthen our online presence with interesting talks and events!

Bianca Polak
Events Officer



Zen haiku: What is the sound of one hand clapping? It takes an ensemble to orchestrate a symphony! It resonates with our exco team too. Thanks everyone for your hard work.

Guan Hou
Vice President



Through our work with various stakeholders, we strive to make plant-based lifestyles a more accessible choice.

Yuan Ning
Assistant Treasurer

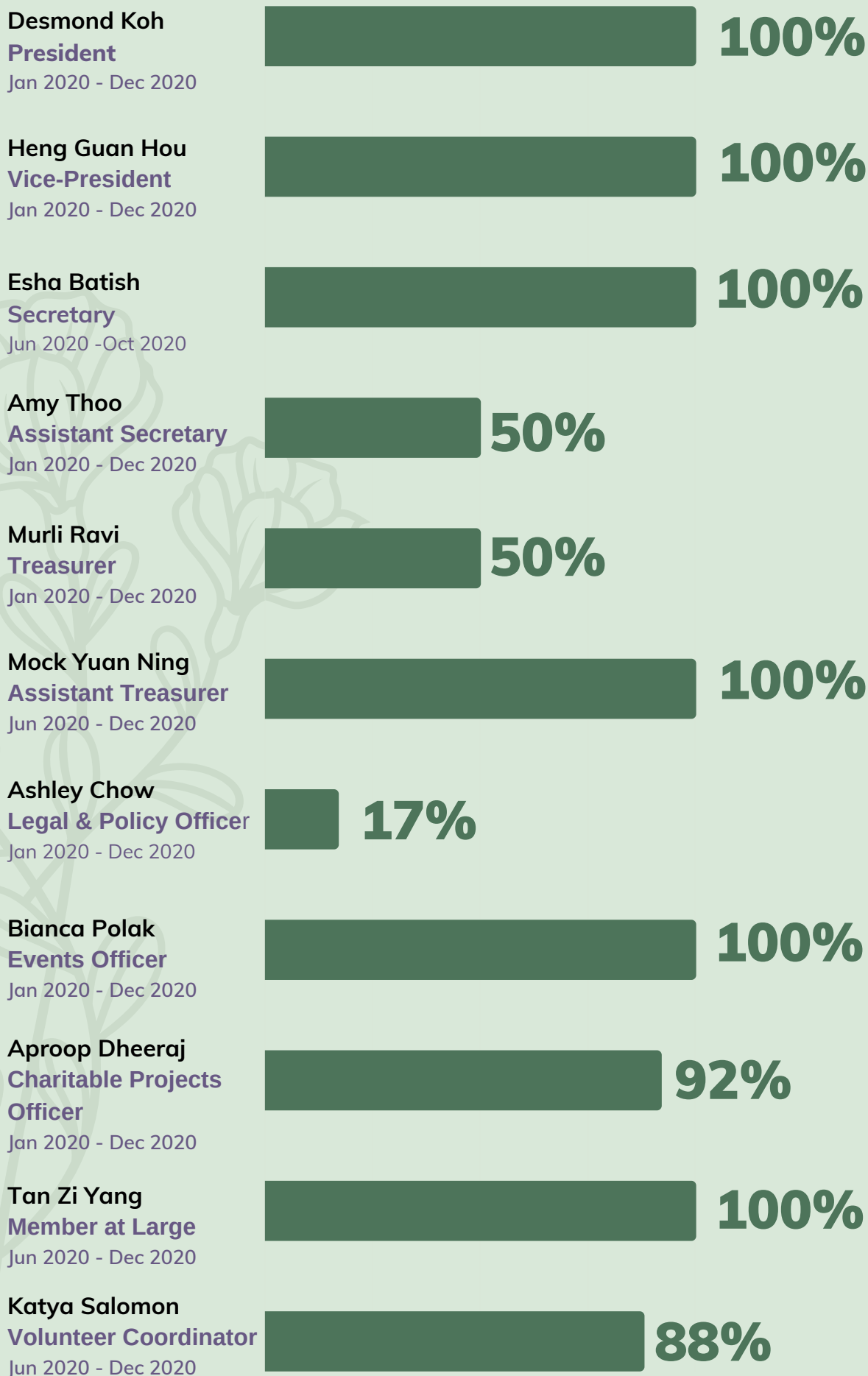


Looking forward to being part of a team that blends a variety of skills and experiences to further an admirable cause.

Zi Yang
Member at Large



2020 BOARD ATTENDANCE*



MINUTES OF 21ST CRF AGM



DATE Sunday, 28 June 2020 Sunday

TIME 1:00 PM to 2:00 PM

VENUE <https://zoom.us/j/99563282563?pwd=Uml1bEljeE1yenVyOHdqTXU1anMzQT09> (Meeting ID: 995 6328 2563, Password: 938854)

ATTENDANCE

Number of members present: 41

Number of observers/non-members: 0

1 PRESIDENT'S WELCOME

1.1 Desmond Koh, President of CRF, took the chair, and welcomed and thanked everyone for coming to the 21st CRF Annual General Meeting.

1.2 Outgoing President, Dr George Jacobs then delivered a warm welcome and said a few words of his joy in serving VSS / CRF in the past years. He shared his confidence in the leadership of Mr Koh and the good hands of the Executive Committee and encouraged members to continue to support CRF in any way they can.

1.3 The Vice-President, Mr Heng Guan Hou, warmly welcomed newly joined Exco members Esha Batish, Katya Salomon, Mock Yuan Ning and Tang Zi Yang. He thanked the Exco members who have ended their term and left the committee before this AGM for their good work and contributions.

2. BRIEF REPORTS FROM EXECUTIVE DIRECTORS

2.1 Catherine Jacobs, Executive Director thanked all Exco and volunteers for the opportunity to be involved in CRF. She shared that CRF had achieved a strong social media presence and managed a steady growth of members since 2019. CRF will continue working with members to raise awareness of plant based diet.



2.2 Cath briefly reported on CRF's past event with the aim of creating a business network environment: Disruption in Food and Sustainability Summit (DFSS) and bi-monthly business networking events.

2.3 Kimberly, Executive Director presented on the successful event of EarthFest in 2019 and Veganuary 2019 which established a lot of partnerships with non-veg restaurants to provide more plant based options. Kim shared that EarthFest 2020 will be in the virtual edition, in collaboration with Swapaholic.

2.4 Kim also shared that CRF had hosted many community outreach activities including talks, supermarket tours etc, which was proudly led by CRF's dedicated volunteers. There was also an increase in collaborations with big corporations like Plaza Singapura, Tanglin Mall etc.

3 TO RECEIVE & ADOPT MINUTES OF THE 20th ANNUAL GENERAL MEETING

3.1 Mr Desmond Koh asked everyone to look through the minutes of the 20th CRF AGM.

3.2 Mr Christian Capelli moved that the minutes be accepted and Ms Charlotte Mulleman seconded. The minutes of the 20th AGM were received and adopted unanimously.

4 TO RECEIVE & ADOPT THE 2019 ANNUAL REPORT OF THE MANAGEMENT COMMITTEE

4.1 Mr Desmond Koh invited everyone to go through the 2019 Annual Report and welcomed any questions, comments, suggestions and/or disagreements.

4.2 Mr Koh opened the floor for members to accept and adopt the Annual Report.

4.3 Mr Aproop Dheeraj proposed that the Annual Report be accepted and Mr Prasan Arora seconded. The Annual Report was adopted unanimously.

5 TO RECEIVE & ADOPT THE FINANCIAL REPORT FOR 2019

5.1 Mr Murli Ravi provided members with a brief summary of the Financial Report and explained the P/L statement and unused grants to the members. He also thanked both Executive Directors - Cath and Kim for their hard work in getting big donations and sponsorship. He welcomed any queries and comments on the 2019 Financial Report.

5.2 With no questions on the finances, Mr Ravi invited members to receive and adopt the Financial Report. Ms Ong Shieh Yuan proposed that the Financial Report be adopted and Ms Kylie Kay seconded. The Financial Report was adopted unanimously.

6 TO ELECT TWO HONORARY AUDITORS FOR THE YEAR 2020

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

6.2 Mr Mark JR Soh and Mr Racharla Varun Kumar volunteered, and they were approved as the honorary auditors for the year 2020. No opposition.

7 CONSTITUTION UPDATE

7.1 Esha Batish ran through the major changes to the CRF Constitution, namely to the wording of the Mission Statement.

7.2 Katya and Lisha raised questions on the change of CRF's objective. Aproop presented the comments from ROS and MCCY.

7.3 Ms Cherish Yeo proposed that the changes to the Constitution be adopted and it was seconded by Ms Catherine Yeo. No one voted against adoption of the recommended changes.

7.4 Desmond opened to the ground if there was any specific objection to the change of the constitution and welcomed a separate discussion if there is any query.



8 AOB

8.1 Mr George Jacobs, Ms Bianca Polak and Ms Kimberly Huang then shared some upcoming events and encouraged members to participate.

8.2 Mr Murli added some words of encouragement and hope for CRF's progress and thanked past exco members for the hard work they've put into the Society. He encouraged members to continue to play an active part in the growth of CRF.

9 END OF AGM

The AGM was adjourned by Mr Desmond Koh at 2. 05pm.

Mr Koh thanked the members for their attendance and participation. He welcomed everyone to continue supporting CRF by providing help, support and advice , and the Exco members for their work in making the 1st Virtual AGM for CRF a success. He then declared the AGM closed at 2:10 pm.

Recorded By:



Esha Batish
Secretary

Vetted & Confirmed By:



Desmond Koh
President





FINANCIAL STATEMENTS

Profit and Loss
Centre for a Responsible Future
1 January 2020 to 31 December 2020

Income

Revenue

Revenue: Donations \$21,707.07

Revenue: Events \$11,439.70

Revenue: Membership

Revenue : Membership : Business \$1,937.00

Revenue : Membership : Individual \$2,399.16

Revenue : Membership : Start-up \$4,242.30

Total Revenue : Membership \$8,578.46

Total Revenue \$41,725.23

Less Cost of Sales

Cost of Sales: Event Fees \$2,080.98

Total Cost of Sales \$2,080.98

Gross Profit \$39,644.25



Less Operating Expenses	
Advertising & Marketing	\$3,626.96
Bank Fees	\$336.38
Conferences & Events	\$1,765.76
Memberships & Subscriptions	\$840.23
Office Expenses	\$381.65
Outsourced Services	\$4,069.80
Postage & Delivery	\$11.00
Printing & Stationery	\$216.74
System & IT Expenses	\$4,867.93
T&E Expenses	\$3,051.62
Telephone & Internet	\$74.75
Employee Compensation & Related Expenses	
Employer Contributions & Payroll Taxes	\$5,349.00
Staff Welfare	\$2,455.90
Wages and Salaries	\$59,460.77
Total Employee Compensation & Related Expenses	\$67,265.67
<hr/>	
Total Operating Expenses	\$86,508.49
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Operating Profit	-\$46,864.24
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Non-operating Income

Other Income	\$11,406.23
Total Non-operating Income	\$11,406.23

Non-operating Expenses

Depreciation & Amortisation	\$8.00
Total Non-operating Expenses	\$8.00

Net Profit	-\$35,466.01
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Vice President:



Mr. Heng Guan Hou

Auditor:



Mr Mark JR Soh

Auditor:



Mr Racharla Varun Kumar





Balance Sheet
Centre for a Responsible Future
As of 31 December 2020

Assets

Bank

Cash in Bank	\$152,797.97
Total Bank	\$152,797.97

Current Assets

Accounts Receivable	\$242.94
Other Assets	\$4,069.80
Total Current Assets	\$4,312.74

Fixed Assets

Plant & Equipment	\$2,052.00
Plant & Equipment: Less Accumulated Depreciation	-\$2,052.00
Total Fixed Assets	\$0.00

Non-current Assets

Intangible Asset	\$960.00
Intangible Asset: Less Accumulated Amortization	-\$8.00
Total Non-current Assets	\$952.00

Total Assets	\$158,062.71
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Liabilities

Current Liabilities

Accounts Payable	\$4,324.60
Other Current Liabilities	\$54,277.12
Total Current Liabilities	\$58,601.72

Total Liabilities	\$58,601.72
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Net Assets	\$99,460.99
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Equity

Current Year Earnings	-\$35,466.01
Retained Earnings	\$134,927.00
Total Equity	\$99,460.99

Vice President:



Mr. Heng Guan Hou

Auditor:



Mr Mark JR Soh

Auditor:



Mr Racharla Varun Kumar

IMPACT

261
members

\$21,707
donation

11
events

10
collaborations

200 - 1,100
views for each of
Swap4Earth live
sessions

70%
Y-o-Y
increase in SG
Veganuary
pledges



2020 AT A GLANCE

FEBRUARY

CRF's first business networking session: Plant-Based Diet: Fitness and Nutrition (CRF Talks), connecting our members and the public with experts sharing plant-based diet nutrition and optimizing diet plans.



MAY

#SupportLocalSG digital initiative was launched where CRF partnered with plant-based businesses to give away goodies to our community and encourage all to support local plant-based businesses

JANUARY

Veganuary month commenced with the premier screening of *Eating Animals* at Projector, followed by two food sessions at Bayswater Kitchen and The Living Cafe. A day trip to Animal Paradise in Johor was also organized.



MARCH

In partnership with Crane Club, two special screenings of *Eating Animals* as part of Seed to Soul's inaugural edition.



JUNE

First CRF business talk on Zoom focusing on: The Real Impact of COVID on the Demand and Supply for Plant-Based Nutrition. The 21st CRF Annual General Meeting was held.



AUGUST

The second series of CRF online Business Talks was held. The topic for the month was how is the plant-based ingredient industry disrupting the food and beverage industry.



SEPTEMBER

Swap4Earth was held - a collaboration between Swapaholic & EarthFest for a weekend-long online festival with talks, workshops, yoga, and fitness to celebrate sustainability and plant-based diets.



DECEMBER

The third series of CRF online Business Talks was held: Plant-Based Resilience - The recipe to winning in turbulent times.



ACTIVITIES IN-FOCUS



01 Veganuary

This year marked the third year running of 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 this includes 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. Of all the participants, 62% completed the month on a plant-based diet. The number of global signups reached 400,000.

During the month of January we organised a screening of Eating Animals at The Projector as a launch event for Veganuary 2020, as well as food meetups at The Living Café and Bayswater Kitchen. A trip to Animal Paradise in Johor was also part of the activities.

02 Swap4Earth

Swap4Earth was a virtual eco-conscious festival organised by CRF EarthFest & Swapaholic over the weekend of 12 & 13 September 2020. The theme was to swap your mindsets to *learn, *connect, *empathise and *act to strengthen integration to our Planet and the People. There were a variety of speakers, discussion sessions, and activities, that included 66 collaborations over 21 sessions.

The event received a great reception from the public with viewership between 200 - 1.1K views for each of the live sessions.



03 Business networking and Panel Session

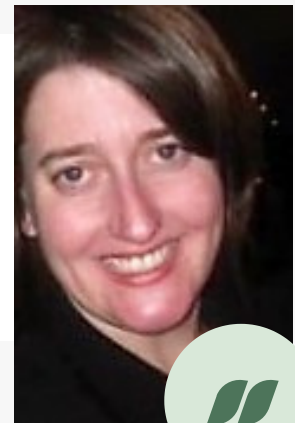
In February 2020, CRF held its first business networking and panel session focusing on Plant-Based Diet: Fitness and Nutrition (CRF Talks), connecting our members and the public with experts sharing plant-based diet nutrition and optimising diet plans. Targeted at the business audiences, featuring Luke Tan, Desmond Koh and CRF members who provided plant-based samples to the audience.

PARTNERSHIPS

CRF participated in several partner events and PR opportunities throughout 2020. These partner activities not only offer our board and business members free speaking and branding opportunities, but also provide the platform to raise the CRF profile among the business community.

Forming partnerships and collaborating across the sector is now more important than ever. CRF continues to highlight the many opportunities in the plant-based space in Singapore, providing an inclusive platform for businesses.

Cath Jacobs, Director



Tzu Chi Foundation

CRF was invited to be part of the official launch of their plant-based platform. CRF was interviewed on the topic focusing on 'Plant-Based landscape' in Singapore and was included in all online marketing and branding.





Healthy Conscious Festival by Green is the New Black

CRF was invited to be a community partner for the online event. It was a collaborated sales campaign on the tickets sold via the CRF unique link.



Plant-Fit Movement - run by awakemethod

An online event that promotes plant-based diets and nutrition. CRF collaborated with awakemethod on a sales campaign for the ticket sales of the event.



Earth Day Digital Conscious Popup by Green is the New Black

CRF was invited to be a supporting partner and was included in all branding and online marketing to a wide audience.

CRF was selected to be a charity recipient on several online donation platforms.

abillion

CRF was selected to be one of the charity recipients on the abillion portal. When the user makes a review, they choose a charity to donate \$1 per review.



susGain

CRF was invited to be one of the charity partners for the SusGain online portal. Users of the portal can select a charity to donate to when making purchases.



Your sustainability lifestyle app

SG Care Giving Week

SG Care Giving Week - CRF selected to be one of the charity recipients for an online campaign supporting smaller charities.



Like many organisations, 2020 has been a year of many adjustments and changes for CRF, both internal operations and external engagements. Nonetheless, this pandemic has strengthened our resilience in adapting rapidly and pivoting to new ways of working. It also allowed us to take a step back and reflect on past events and reimagine the future of CRF

Internally, we are restructuring and strengthening our capacity to prepare for the future, especially one that has evolved from the COVID pandemic. And in the year ahead, we would like to focus on three key pillars.

- (1) Resilience and Sustainability
- (2) Members Outreach
- (3) Digital Enhancement

We will continue to adapt and innovate to new ways so we can better further our mission and serve the needs of our growing members and community.

Joanna, Executive Director



#1 : Resilience & Sustainability

A nonprofit organization's resiliency and capacity to navigate change successfully depends largely on two key resources, namely the People and Financial sustainability.



People

In 2021, we would like to work towards creating an efficient eco-system for our Exco, Executive and Active Members, with the following objectives:

- 1** Better engagement program to attract new exco members on board.
- 2** Clear policies for executives to facilitate efficient work operations.
- 3** Better onboarding and engagement programmes for active members volunteering with CRF.



Financial Sustainability

We aim to grow our resources to weather changes and accomplish our long-term mission through:

- 1** Sustainable fundraising in line with CRF mission.
- 2** Corporate engagements which are in line and can further our mission.

#2 : Members Outreach

As important as it is to be in fast gear, it is also critical that we constantly devote time to rethink how we can better serve our members and continue to grow the plant-based community in Singapore.

Hence, our second pillar will focus on serving our members better.



Communication

We look to serve our members better by enhancing our communications & engagement

- 1** Regular updates to our members through various interfaces such as newsletter and other social media channels.
- 2** Pending Covid-19 government safety measures, to have more interactive networking sessions with our communities.



Marketing

We believe the impact is the greatest through collective actions. Hence in 2021, we aim to expand the community base through greater marketing efforts and other community programs

- 1** To enhance our marketing efforts for further outreach.
- 2** To organise events to share more about CRF mission and expand our community base.

Digital Enhancement

Covid-19 has led CRF to actively adopt a range of digital systems internally and externally. In 2021, we will place greater emphasis on some of our current IT system, especially those that play a crucial role in our community outreach.



Technology System

We will enhance our CRM tool and Marketing automation platform to increase our capacity to serve our members.

1

To move a new CRM system that can better serve the needs of our members.

2

To enable automation of tasks for efficient work operations.



CRF

2020 Annual Report