



CENTRE FOR A RESPONSIBLE FUTURE

# 2021 ANNUAL REPORT

Year in Review



GREENER, HEALTHIER, MORE COMPASSIONATE WORLD

# TABLE OF CONTENTS

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- 01** Overview of Charity
- 02** About CRF
- 03** President's Message
- 05** Our Governing Board
- 08** Minutes of the 22st AGM
- 11** Financial Statement
- 16** Impact
- 17** 2021 at a Glance
- 20** Partners and Collaborations
- 24** The Year Ahead





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

**UEN** S99SS0065J

**DATE OF CHAIRTY  
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 their 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

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In short 2021 was a year of hope. We all hoped for life to get back to normal, travel to resume and many more things. However, amongst all this hope, the one thing that was certain - a collective movement towards tackling the climate crisis by empowering and focusing on solutions that can reduce our footprint on the planet.

Whether it was the IPCC report or COP 26 at the global level, or back home setting up of the Ministry of Sustainability and the Environment, emergence of SG Eco fund and a whole host of initiatives – the move towards a sustainable future for all is no longer a conversation for a section of our society.

Of course, the plant-based movement is at the forefront of this. Multiple studies have now proven that a switch to plant - based diet can reduce carbon emissions. In 2021, investments in this space were equally matched with the innovations and interest from consumers.

For us at CRF, it was a year of re-building and charting the path for future for the organisation. The Executive Board worked closely to design and think through the focus areas of the organisation while keeping the interests and needs of our members a priority.

This year was particularly busy one as we undertook a range of projects while upgrading our technology capabilities internally, improving the website while also ensuring members are provided with adequate value when needed. The presence of various committees at the Executive Board also helped us deliver more value to our members while staying lean as an organisation.



As we chart our journey for 2022 and the years to come, we move into an exciting phase for the plant-based movement in Singapore.

Keeping in the mind the above directions, this year will be focused on 3 main pillars of work

- Structuring and implementing a more comprehensive membership system (tiered structure) for individuals as well as companies
- Enhancing the services offered to the members
- Developing a forward looking organisation with robust volunteers and academic support

We are thankful and grateful to have a member base and an Executive Board, which is driven to make a mark and bring more value add to this space.

We look forward to your support in 2022, as we chart out the future for CRF in the coming years.



**Mayur Singh**  
President  
Centre for a Responsible Future



# OUR GOVERNING BOARD



We look forward to your support in 2022, as we chart out the future for CRF in the coming years

**Mayur Singh**  
President



We look forward to delivering talks, insights, activities and more in 2022 to encourage more people to shift towards a plant-based diet. We appreciate your engagement with and support for CRF.

**Richard Hartung**  
Treasurer

“

Excited about all the new developments in the plant-based sector and looking forward to more events and partnerships.

**Bianca Polak**  
Secretary



”

It has been exciting to watch the plant-based ecosystem in Singapore grow! We continue to strive to increase accessibility of plant-based lifestyles for all.

**Mock Yuan Ning**  
Assistant Secretary

“

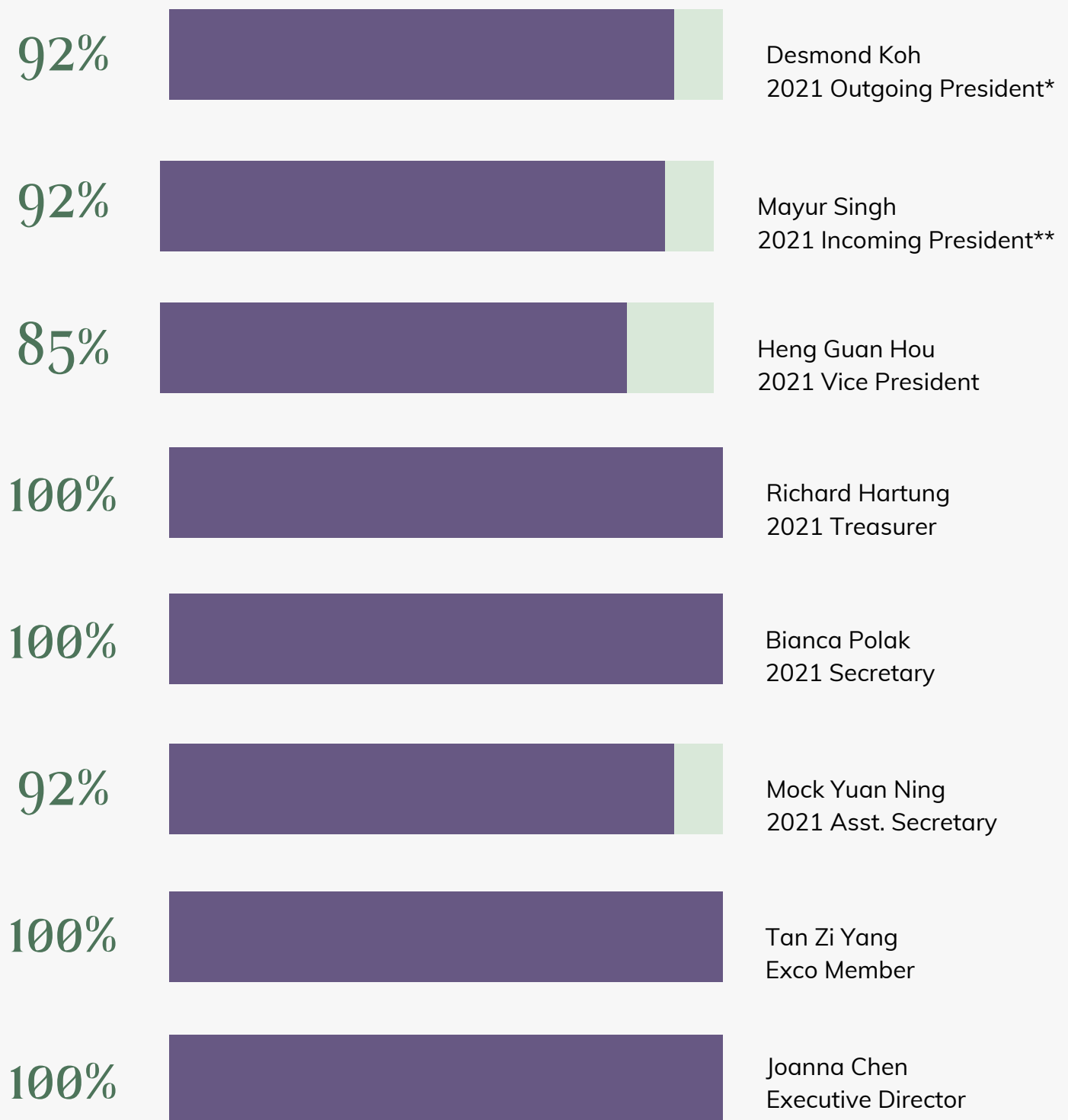
It is heartening to see how the community has continued to remain active through virtual means over the past year. Fingers crossed that physical events go back to being the norm soon

**Tan Zi Yang**  
Member





# 2021 BOARD ATTENDANCE



\*There is a change in President in November 2021, due to Outgoing President's physical relocation outside Singapore

\*\*Mayur Singh has replaced Desmond Koh in December 2021 as CRF new President

# MINUTES OF 22ND CRF AGM



**DATE** Saturday, 27 March 2021

**TIME** 11:00 AM to 12:00 PM

**VENUE** <https://zoom.us/j/94893095874> (Meeting ID: 948 9309 5874)

## 1 PRESIDENT'S WELCOME

1.1 Desmond Koh, President of CRF, took the chair at 11.30 am and welcomed and thanked everyone for coming to the 22nd CRF Annual General Meeting

1.2 Mr. Desmond Koh briefed on the ground rules for AGM

1.3 Mr. Desmond Koh welcome incoming exco committee members and shared that 2020 was a very challenging year on personal and professional front. The number of activities in the pipeline that had to be cancelled and postponed. However, CRF managed to expand our executive team and the team skilfully adapted to the changes and move events to an online format e.g. business talks, Earthfest.

1.4 Despite the challenge, Desmond shared that during the course of the year, we looked inwards and reflect on things that are important to us and found more clarity on what we want to do in 2020. 3 aspirations (1) increase resources – people and capacity (2) enhance member outreach and (3) improve the digital tools we use to increase our capacity.

## 2 BRIEF REPORTS FROM CRF STAFF & EXCO

2.1 Mr. Heng Guan Hou, Vice President of CRF shared the impact created for 2020

2.2 Ms. Bianca Polak, Secretary of CRF reviewed the key activities that happened in 2020 especially on Veganuary which saw 70% increase in participants and Earthfest that included 66 collaborations over 21 session.

2.3 Ms Cath Jacobs , Director of CRF shared on other partnerships

2.4 Ms Joanna Chen, Executive Director talks about the three key pillars to focus in 2021 which is (1) Resilience & Sustainability (2) Members Outreach and (3) Digital Enhancements

2.4 Ms Joanna Chen, Executive Director talks about the three key pillars to focus in 2021 which is (1) Resilience & Sustainability (2) Members Outreach and (3) Digital Enhancements

2.5 Mr Tang Zi Yang, Exco Member explained in detailed on engaging new people for exco and also enhancing communications for members

2.6 Ms Mock Yuan Ning, Assistant secretary further elaborated on some of the digital enhancements

### 3 TO RECEIVE & ADOPT MINUTES OF THE 21st ANNUAL GENERAL MEETING

23.1 Mr. Desmond Koh asked for the adoption of 2020 meeting minutes and other matters.

3.2 Mr. George Jacobs proposes to adopt and Patricia Reed seconds to adopt

### 4 TO RECEIVE & ADOPT THE FINANCIAL REPORT FOR 2020

4.1 Mr. Desmond Koh opens the floor for members to adopt the financial statements from 1 Jan to 31 Dec 2020.

4.2 Mr. Richard Hartung proposed the Financial Report be adopted and Mr Mark Soh seconded. The Financial Report was adopted unanimously.

4.3 The request for 2 members to be appointed auditors for 2021 was opened to the floor. Mr. Andras Varsanyi and Ms Eliza Tan volunteered.

### 5 TO RECEIVE & ADOPT THE 2020 ANNUAL REPORT OF THE MANAGEMENT COMMITTEE

5.1 Mr. Desmond invites the members to adopt and accept the Annual Report 2020

5.2 Mr. Andras Varsanyi proposed to adopt the Annual Report 2020 and Mr. Richard Hartung seconded

### 6 ALL OTHER BUSINESS

6.1 Mr. Desmond Koh invites questions from floor

6.2 Mr. Anndras Varsanyi asked the number of members are there in CRF. Ms Joanna Chen answered :261 individual, startup and corporate members

6.3 Mr Andras Varsanyi wanted to know what happens and how was the profit used.

6.5 Ms Joanna also shared that it was used internally to run our operational and manpower cost along with our activities. The details of break-down is in our 2020 statements.

6.6 Ms Betty Lu wanted to know more about digitally engaged events due to covid

6.7 Mr Richard Hartung shared that last year was a tough year and this could be picked up moving forward. A lot of opportunity on the digital side

6.8 Mr Andras Varsanyi wanted to know more veganuary partnership and its roadmap. Ms Bianca Polak replied that it started in the UK and is a worldwide initiative - CRF got involved in 2018. This year we did in partnership with Green Monday. And the outreach on social media. I hope we will be continuing this again in 2022. We normally start planning on this from July 2020.

## 9 END OF AGM

Mr Desmond 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.

The AGM was adjourned by Mr Desmond Koh at 12.03pm.

Recorded By:

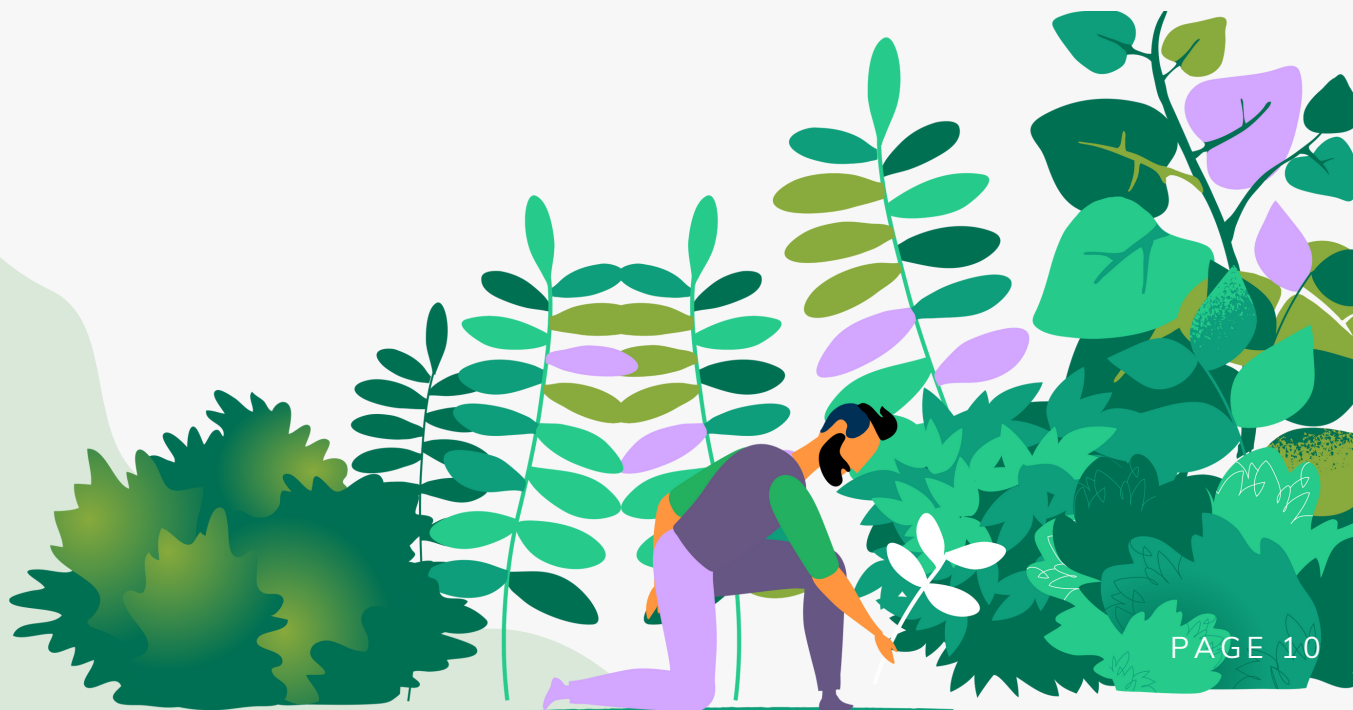


Bianca Polak  
Secretary

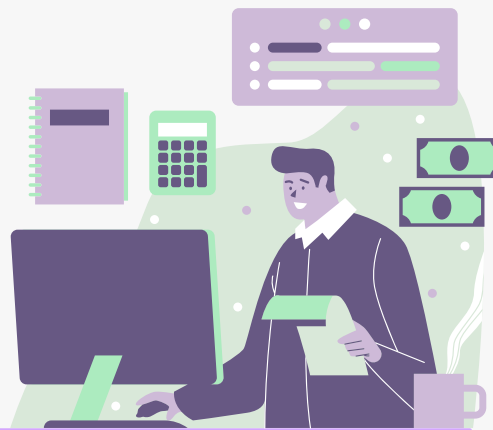
Vetted & Confirmed By:



Heng Guan Hou  
Vice President



# FINANCIAL STATEMENTS



Centre for a Responsible Future  
Profit and Loss  
1 January 2021 to 31 December 2021

**Income**

**Revenue**

Revenue: Consultancy	\$10,000
Revenue: Membership	\$8,160
Revenue: Donations	\$35,215
Revenue: Events	\$1,772
<b>Total Revenue</b>	<b>\$55,147</b>

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<b>Total Income</b>	<b>\$55,147</b>
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**Less Cost of Sales**

Cost of Sales for Consultancy Fees	\$1,500
Cost of Sales for Donations	\$471
<b>Total Cost of Sales</b>	<b>\$1,971</b>

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<b>Gross Profit</b>	<b>\$3,176</b>
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<b>Less Operating Expenses</b>	
Audit & Professional Fees	\$4,472
Conference & Events	\$2,421
Marketing Expenses	\$19,391
Memberships & Subscriptions	\$610
Office Expenses	\$21
System & IT Expenses	\$6,400
T&E Expenses	\$486
<b>Employee Compensation &amp; Related Expenses</b>	
Employer Contributions & Payroll Taxes	\$12,664
Out of Pocket Medical Expenses	\$91
Staff Welfare	\$40
Wages and Salaries	\$92,773
<b>Total Employee Compensation &amp; Related Expenses</b>	<b>\$105,568</b>
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<b>Total Operating Expenses</b>	<b>\$139,367</b>
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<b>Operating Profit</b>	<b>(\$86,191)</b>
<hr/>	
<b>Non-operating Income</b>	
Other Income	\$79,082
<hr/>	
<b>Total Non-operating Expenses</b>	<b>\$79,082</b>
<hr/>	
<b>Non-operating Expenses</b>	
Depreciation & Amortisation	\$629
<hr/>	
<b>Total Non-operating Expenses</b>	<b>\$629</b>
<hr/>	
<b>Total Operating Expenses</b>	<b>(\$7737)</b>
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Centre for a Responsible Future  
Balance Sheet  
As of 31 December 2021

**Assets**

**Bank**

Bank Account	\$89,529.03
PayPal	\$65.72
<b>Total Bank</b>	<b>\$89,594.75</b>

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**Current Assets**

Accounts Receivable	\$242.94
Prepayments	\$4,354.69
<b>Total Current Assets</b>	<b>\$4,597.63</b>

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**Fixed Assets**

Computer Equipment	\$2,750.00
Furniture and Fittings	\$900.00
Less Accumulated Depreciation on Computer Equipment	(\$1,684.67)
Less Accumulated Depreciation on Furniture and Fittings	(\$900.00)
<b>Total Fixed Assets</b>	<b>\$1,065.33</b>

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**Non-current Assets**

Intangible Asset	\$960.00
Less Accumulated Amortization on Intangible Assets	(\$104.00)
<b>Total Non-current Assets</b>	<b>\$856.00</b>

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**Total Assets** **\$96,113.71**

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## Liabilities

### Current Liabilities

Accounts Payable	\$4,390.12
Other Payable	\$0.10
Rounding	(\$0.10)
<b>Total Current Liabilities</b>	<b>\$4,390.12</b>

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<b>Total Liabilities</b>	<b>\$4,390.12</b>
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<b>Net Assets</b>	<b>\$91,723.59</b>
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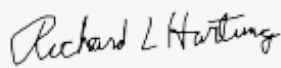
### Equity

Current Year Earnings	(\$7,737.40)
Retained Earnings	\$99,460.99
<b>Total Equity</b>	<b>\$91,723.59</b>

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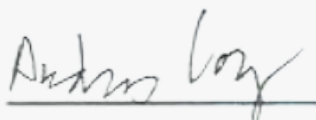
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Treasurer:



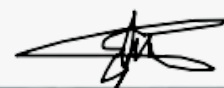
Mr. Richard Hartung

Sighted by,  
Member\*:



Mr. Andras Varsanyi

Sighted by,  
Member\*:



Ms. Eliza Tan

\*In accordance to Charities (Accounts and Annual Reports) Regulations 2011, Fourth Schedule 1( c)



2021 was a challenging year for CRF. While the top-line numbers in the Profit & Loss statement show a loss of just slightly more than \$7,000, CRF actually lost more than \$65,000 in 2021 once an accounting adjustment is factored in to the analysis.

A key reason for the loss was the lower level of income from grants and events. Whereas we held events and grants that bolstered CRF's financial strength in previous years, the continuing constraints due to the pandemic reduced these categories of revenue. Some of our events and community outreach services were tied to running communications initiatives, so the higher level of marketing expenses for these activities resulted in lower net income. That said, we remain grateful for the many donors who regularly contribute small amounts that add up to a larger sum that helps keep CRF operating.

We took steps during the year to reduce expenses to put CRF on a sounder footing. While staff are essential to running events and communicating information, we regrettably reduced our headcount during the year. We also took steps to rationalise our technology and marketing so that we can do more with less, while still delivering the services and insights that benefit our members as well as the broader public.

We are continuing to work to optimise our expenses as we start 2022 so that we manage expenses even better. Details of our financial position are in the financial statements in this annual report as shown above. We look forward to support from our members and the community so that we can continue to advance the adoption of a plant-based diet by more people in more ways.



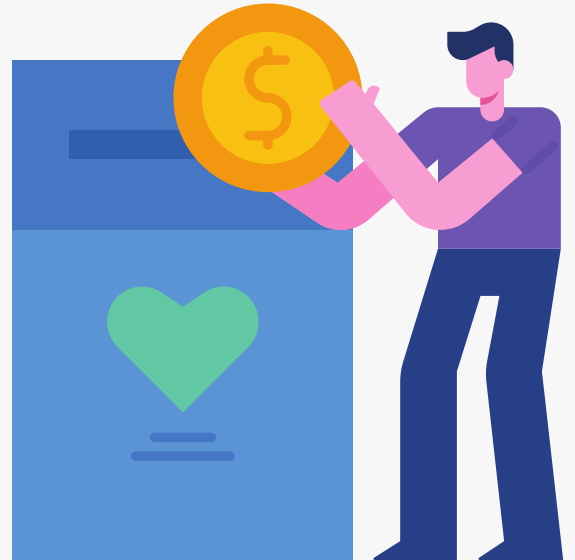
# IMPACT

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**240**  
MEMBERS



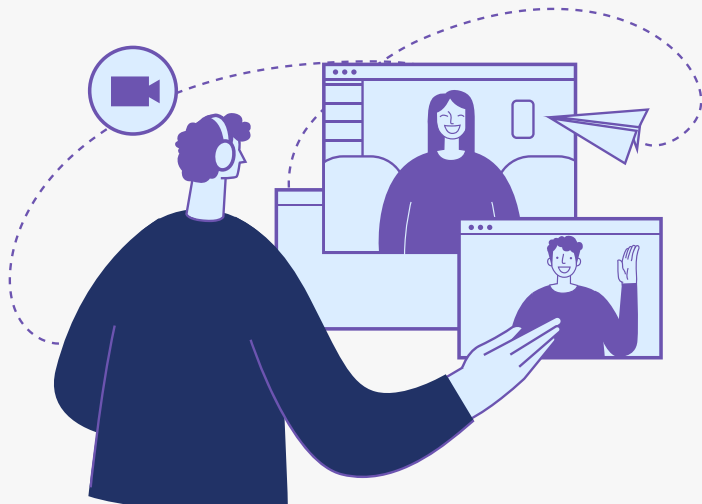
**\$35,215**  
DONATIONS



**10**  
EVENTS &  
CAMPAIGNS



**587 - 2200**  
ECOSPHERITY VIEWERSHIP  
PER SESSION



**> 587,000**  
GLOBAL VEGANUARY  
PLEDGE

# 2021 AT A GLANCE

– Q1 2021 –



## VEGANUARY 2021

This year marked the fourth year running of Veganuary in Singapore. Singapore's Veganuary campaign was directed by CRF, in conjunction with Green Monday. The campaign was launched with a screening of *The Last Pig* at the Projector, and continued with talks and food tours. Other partners included The Privé Group, VegThisCity and LivingVeggieByAnia.

## #A RECIPE OF CHANGE BY ECOSPERITY

CRF supported the first-ever campaign by Temasek's Ecosperity to engage the public on reducing the environmental impact of our food.



## CRF AGM 2021

Our AGM was held on 27 March 2021. The Exco engaged with members and shared 3 key aspirations for the year: (1) to increase resources, (2) to enhance member outreach and (3) to improve the digital tools we use to increase our capacity.



## GIFT FOR A RESPONSIBLE FUTURE: COMMUNITY GIVING TO THONG TECK ELDER CARE

From 12-30 March, for every \$15 donated to CRF through the campaign, a plant based meal was provided to Thong Teck Elderly Care. Proceeds to this campaign not only served to provide support to a elder care home with meals, the monetary support also helped to enhance initiatives delivered by CRF. Campaign partners include Herbyvorefoods, Budhaveg and fresh rice.



– Q2 2021 –



## DIET CHANGE FOR CLIMATE CHANGE CAMPAIGN

In support of World Environment Day, CRF ran an online campaign 'Diet Change for Climate Change'. For a month from 5 June - 5 July, CRF encouraged people to try plant-based dishes and products.



## UNLEASH HACKATHON WITH CRF

CRF moderated in an insightful panel session on food security, organised by UNLEASH - Innovation Lab for SDGs. Other panelists included Urban Tiller Singapore, Edible Garden City and The Food Bank Singapore.

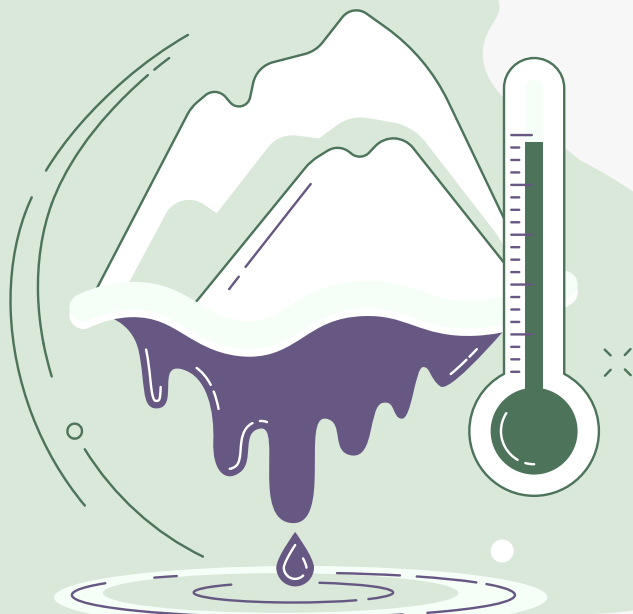
– Q3 2021 –

## GREENER PLATES GREATER IMPACT

From August to mid- September, CRF launched its Greener Plates, Greater Impacts campaign. To encourage users to join the movement, lucky winners were picked from those who signed up as members during the campaign, and were gifted with sumptuous and healthy hampers from Marylebone and Zenko.

## CLIMATE ACTION WEEK 2021 TOGETHER WITH MSE

In support of Climate Action Week 2021 and the Singapore Green Plan, CRF launched a social media campaign, showcasing facts on climate change and Singapore's involvement. Viewers were encouraged to adopt a plant-based diet and to purchase from ethical local sources of food, to reduce the reliance on imported food and thus reduce the carbon footprint of their food consumption.



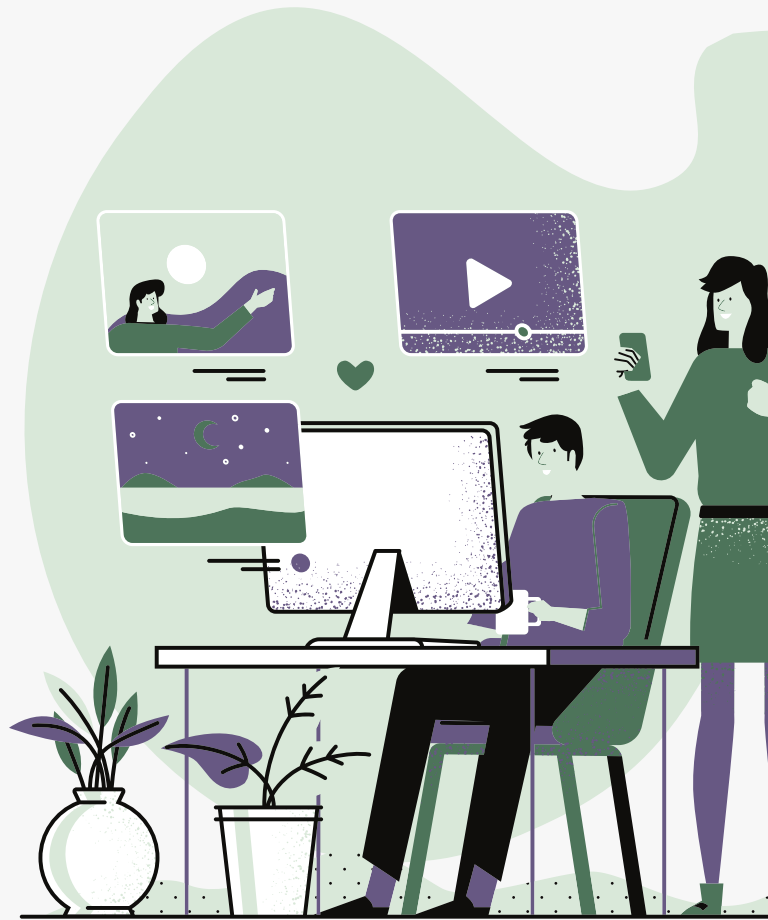


## SINGAPORE VEGAN FESTIVAL 2021

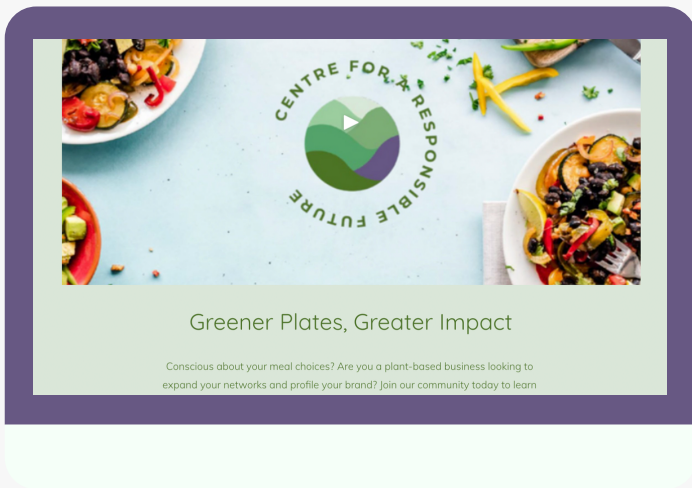
Singapore Vegan Festival, organised by EatRoamLive and supported by CRF, is aimed at spreading awareness about plant-based food products, and to promote the view that plant-based does not equal boring. CRF is proud to be the official community partner of the Singapore Vegan Festival 2021. From 4th - 5th September, the event was held at Swisshotel the Stamford. The popular SVF marketplace showcased several leading homegrown and International vegan brands, including gourmet vegan cheeses, gluten and dairy-free desserts, healthy snacks, plant-based meats, cruelty-free skincare, and lifestyle products.

# CRF TEAM DESIGN THINKING SESSION

The CRF Team had an intensive 4.5 hours design thinking workshop to unravel, identify and brainstorm innovative solutions to address today's problems in the plant-based and sustainability ecosystem. The Design Think Session was invaluable to focus the team's effort, and to strength the value proposition for our members and network moving forward.



– Q4 2021 –



## NEW WEBSITE LAUNCH ON 8 DEC 2021

CRF launched our revamped website on 8 December with a multitude of new information and features that gives our community even better insights into a plant-based lifestyle.

# PARTNERS AND COLLABORATIONS

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In March 2021, CRF was one of the supporting partners for Ecosperity's #ARecipeForChange. The focus of this month-long campaign was to shine a spotlight on the ecology of the food system and our climate – a pertinent topic following the unveiling of the Singapore Green Plan 2030 back in February 2021.

The campaign revolved around 3 central themes:

- (1) avoiding food waste;
- (2) encouraging the purchase of local produce; and
- (3) promoting the choice of alternative proteins.

Over 30 F&B restaurants were involved in this campaign, rolling out specially tailored menus inspired by the message of sustainability as “food for thought”.

The peak of the activities was during the school holidays from 13 March to 21 March 2021 and featured virtual events like live cooking demos, workshops and webinars. Members may recall seeing a familiar face in our former president, Dr George Jacobs, featuring a live demo on how to whip up a tempeh dish.



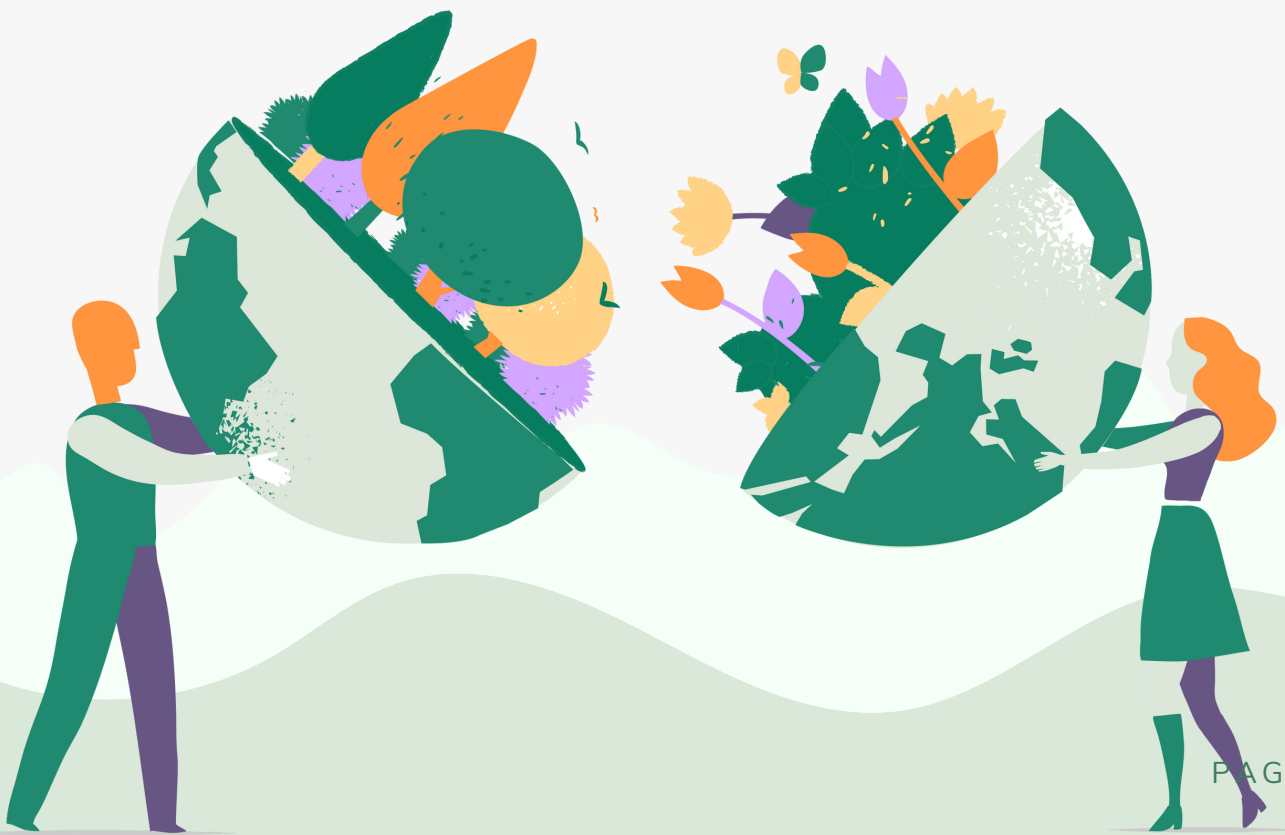
# Design for Community Action with NVPC

CRF has participated in a programme organised by NVPC and In partnership with BNP Paribas to to use design thinking to co-create a workable solution to CRF needs. The 2-month long programme enable the ideation to deliverance of various new initiatives implemented for CRF.

## Climate Action Week with Ministry of Sustainability and the Environment

Climate Action Week is an initiative organized by the Ministry of Sustainability and the Environment. The 21st edition also saw the launch of GreenGov.SG, the public sector's new sustainability movement.

Building on our momentum from the #ARecipeofChange campaign, CRF participated in Climate Action 2021. We carried out an online campaign, : Diet Change for Climate Change, to share fun facts on how food consumption patterns are linked to climate change and to raise awareness on the steps we can take on a personal level to play a part in this global effort to tackle climate change.



# THE YEAR AHEAD



In 2022, we plan to focus on the following three pillars of work:

## 1

### ENHANCED MEMBERSHIP

In the past year, CRF has sharpened its objectives and offerings, with our membership tiers newly launched in 2022. A more comprehensive membership system that includes Green; Gold and Platinum with varying levels of membership benefits will be implemented for individual members. There will also be more structured programmes and enhanced benefits for our business members.

## 2

### INCREASED PROGRAMMES AND EVENTS

With covid measures easing in 2021, we are looking forward to more physical activities that would be possible for our members and community. To kick start the year in 2022, CRF is resuming its series of talks, panel discussions, and events to share insights about the benefits and opportunities of a plant-based diet.

Not only this, CRF will be holding more physical events that cover topics ranging from health benefits of plant-based foods to the latest trends in the plant-based world to more networking sessions for our community.



For the year ahead, we strive to support our members with greater opportunities for interactions within the network.

Joanna Chen  
Executive Director



# 3

## ACTIVE COMMUNITY AND VOLUNTEERS

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CRF is excited to develop a forward looking organisation with our active community that includes robust volunteers and academic support. With an enhanced volunteer framework and engagement, we look forward to support from our members and the community so that we can continue to advance the adoption of a plant-based diet by more people in more ways.

Looking ahead, the above pillars will increase the operational and fund-raising initiatives in 2022 that will strengthen CRF's financial position and at the same time, create more impact on our vision.

We are adding back events and articles as well as other activities that deliver more collaboration and insights to our members and community. At the same time, we are working to strengthen relationships with companies and foundations to build a strong eco-system to support a plant-based lifestyle for all.

Do keep a lookout for our upcoming programmes, and we look forward to building the plant-based ecosystem in Singapore with you.





**CRF**

**2021 Annual Report**

