



THE PURPLE PARADE LTD
100 Peck Seah Street
#08-14, PS100
Singapore 079333

Email : admin@purpleparade.sg
Website: <http://www.purpleparade.sg/>

Company Reg No:
201616367W

THE PURPLE PARADE LTD

Annual Report for Year Ended 31 March 2021

The Purple Parade Ltd or TPPL was set up on 15 June 2016 as a public company limited by guarantee.

It was registered under the Charities Act on 31 October 2016.

| | |
|----------------------------|---|
| Unique Entity Number (UEN) | 201616367W |
| Registered Address | 100 Peck Seah Street #08-14 PS100 Singapore 079333 |

Board Members

| Designation | Name |
|--------------------|--|
| Chairman | Ms Rachel Ong Sin Yen wef 23 June 2021 |
| Honorary Treasurer | Ms Er Sock Kian |
| Member | Mr Ang Wei Neng |

Banker

DBS Bank Ltd

Auditor

S H Tang & Associates LLP

On behalf of the Board of Directors, I am pleased to submit to our members The Purple Parade Ltd's ("TPPL") Annual Report for the period of 1st April 2020 to 31st March 2021 ("FY2020/2021").



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OUR MISSION

The Purple Parade is Singapore's largest movement that supports the inclusion & celebrates the abilities of persons with special needs. We are making a movement towards a more inclusive society by opening eyes of the community to people with special needs.

OUR VISION

Our vision is for the spirit of the movement to continue for many more years to come; and for the special needs community to be fully included, valued and celebrated in our country.

Why The Purple Parade?

The core of The Purple Parade movement is to ensure that people with special needs are included in the main chapter of Singapore's growth and have equal access and full participation in all aspects of life including daily living, lifelong learning, employment and social participation.

About our Brand



The Purple Parade brand is made up of a purple square and the brand name. Purple symbolises solidarity for people with special needs. The square symbolises equality (equal length on all sides), inclusiveness and strong building blocks.

The Purple Parade Ltd: <http://www.purpleparade.sg/>



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THE PURPLE PARADE 2020 LIVESTREAM CONCERT



BRIEF OVERVIEW

The Purple Parade is a ground-up collaborative initiative by volunteer groups, supported by various community and corporate organisations and facilitated by the Central Singapore Community Development Council (CDC) and The Purple Parade Limited (TPPL).

Currently, signature event of TPPL is The Purple Parade organised annually, usually in 4th quarter of each year.

The Purple Parade 2020 aimed to bring greater awareness to the public. It was open to all who believe in the cause to show their support, either to parade, volunteer, showcase their abilities or simply to be present. Traditionally held on one day, at one location, the parade has grown from 3,000 to 10,000 in physical attendance in recent years.

Despite the Covid-19 pandemic, the initiative pressed on – so the community could continue to lend their support for people with disabilities in Singapore. This 8th but inaugural digital edition ushered a suite of many firsts in its programming and brought a range of new programme opportunities onto the digital world.



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Over the years, the Purple Parade have created opportunities for such displays through the 5C segments of Campaign, Carnival, Concert, Contingent and Conversations. The segments allow for an inclusive celebration of abilities as partners come together to show support for inclusion.



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ABOUT THE FIRST-EVER DIGITAL EDITION OF THE PURPLE PARADE 2020

- The Purple Parade 2020 was fully online.
- The 2020 edition culminated with a **Livestream Concert** on **Saturday 31 October**, 3.00pm to 4.45pm. It engaged and interacted with the broader community mainly through digital platforms, like Facebook, Instagram, and through its website.
- The **Livestream Concert** at Suntec City was attended by:
 - Guest of Honour, Mr Lawrence Wong, Minister for Education and Second Minister for Finance;
 - Special Guest, Mr Masagos Zulkifli, Minister for Social and Family Development, Second Minister for Health, and Minister-In-Charge of Muslim Affairs;
 - Host Ms Denise Phua, Mayor of Central Singapore District and Adviser to The Purple Parade;
 - Mr Chong Kee Hiong, Chief Executive Officer, Suntec REIT;
 - Mr Arun Madhok, Chief Executive Officer, Suntec Singapore;
 - Mr Lim Hock Yu, Chief Executive Director, People's Association;
 - Mrs Margaret Goh, Director of The Purple Parade Limited, Member of The Purple Parade 2020 Working Committee
 - "Faces and Friends" of The Purple Parade;
 - The Purple Parade Working Committee (comprising People with Disabilities); and
 - Representatives of People with Disabilities.
- The **Livestream Concert**, from 3.00pm to 4.45 pm, offered a programme of pre-recorded and live performances, as well as live chats with local celebrities and Paralympians, with giveaways to be won.
- **Highlights of the Concert** included:
 - Premiere of the '**Signing Hands**' Music Video;
 - Screening of a Purple Pledge video montage by more than 2,500 Singaporeans from the People, Public and Private sectors;



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- Unveiling of the first-ever **Purple Map**, with messages of inclusion from all over; and
- Exciting performances by The Purple Symphony, MINDS, Thye Hua Kwan Moral Charities, Rare Disorders Society (Singapore), Very Special Arts Singapore – VS Choir and Dance Spectrum International, in collaboration with local artistes, Tay Kwei, Vincent Ng and Joanna Dong. There will also be variety engagements by “Friends of People” and local celebrities Elvin Ng, Chew Chor Meng, Eelyn Kok, as well as “Faces of The Purple Parade” and Paralympians Yip Pin Xiu, Theresa Goh and Maximillian Tan.
- Additionally, there are [Human Library stories](#) on The Purple Parade’s website, and in November and December, there was a series of ‘**See The True Me x Purple Conversation**’ **live chat sessions** for insightful and engaging conversations with People with Disabilities and their proxies.

HOW THE 5 C’S ARE ADAPTED FOR 2020

In this year’s digital edition, the 5Cs took a digital form:

- **Campaign** – Everyone was encouraged to recite, record, and share the **Purple Pledge** on their social media platforms. Submitted Pledge videos were put together to form a montage that will premiered at the Livestream Concert on 31 October. (<https://www.purpleparade.sg/purple-pledge>)
-
- **Carnival** – The Purple Parade 2020 **Merchandises** were available for purchase online at <https://purpleparade.sg/shop>. The online store also featured merchandises and products by various Disability Organisations.
- **Concert** – **Livestream Concert** was broadcasted on The Purple Parade’s Facebook page (@PurpleParade) on 31 October 2020 from 3pm to 4.45pm. The show featured inclusive performances and appearances by Faces and Friends of Purple Parade, such as Yip Pin Xiu, Alister Ong, Eunice Olsen, and more. Till date, it has garnered more than 57,500 views. (https://www.facebook.com/watch/live/?v=803937806842311&ref=watch_permalink).



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- **Conversations** – A collection of **Human Library** featuring stories of People with Disabilities has been published at <https://purpleparade.sg/stories>. In collaboration with National Council of Social Service's (NCSS), 'See The True Me' campaign, there were **Live Chats** with PWDs to share their lived experiences from 5 November to 3 December.

<https://www.purpleparade.sg/programmes/live-chat>

More details can also be found at www.purpleparade.sg/about.



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HIGHLIGHTS OF THE PURPLE PARADE 2020

7 INTERESTING THINGS ABOUT THE PURPLE PARADE 2020

FIRST EVER DIGITAL EDITION



MORE THAN
2,700
PEOPLE PLEDGED

CLOSE TO
200
PARTICIPATING
ORGANISATIONS

7 LIVE-STREAM
INCLUSIVE CONCERT
PERFORMANCES

8 LIVE CHAT SESSIONS
WITH PWDS AND
CAREGIVERS IN NOV'20

MORE THAN
1300 MESSAGES OF INCLUSION
ON THE PURPLE MAP



FULLY ONLINE
PURPLE SHOP



Information is correct as at 29 October 2020

PurpleParade #PurpleParadeSG www.PurpleParade.sg



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LIST OF PARTICIPATING PARTNERS THE PURPLE PARADE 2020

| S/N | Partner | Type |
|-----|---|----------|
| (A) | Disability Organisations And Groups | |
| 1. | All Hands Together | Existing |
| 2. | Aphasia SG | New |
| 3. | APSN Delta Senior School | Existing |
| 4. | Association for Persons with Special Needs | Existing |
| 5. | Autism Association (Singapore) | Existing |
| 6. | Autism Resource Centre (Singapore) (The Art Faculty) | Existing |
| 7. | AWWA | Existing |
| 8. | Bizlink Centre Singapore Ltd | Existing |
| 9. | Cerebral Palsy Alliance Singapore | New |
| 10. | Chit Chat Café | New |
| 11. | Dialogue in the Dark Singapore | Existing |
| 12. | Disabled People's Association | Existing |
| 13. | Down Syndrome Association (Singapore) | Existing |
| 14. | ExtraOrdinary Horizons (EO) | New |
| 15. | Extraordinary People Limited | Existing |
| 16. | Grace Orchard School | Existing |
| 17. | Guide Dogs Singapore Ltd | Existing |
| 18. | Handicaps Welfare Association | New |
| 19. | Metta School | Existing |
| 20. | MIJ Special Education Hub (INSPO) | Existing |
| 21. | Mouth and Foot Painting Artists Pte Ltd | Existing |
| 22. | Movement for the Intellectually Disabled of Singapore | Existing |
| 23. | Muscular Dystrophy Association Singapore | Existing |
| 24. | Pathlight School | Existing |
| 25. | Rainbow Centre, Singapore | Existing |
| 26. | Rare Disorders Society (Singapore) | Existing |
| 27. | Red Cross Home for the Disabled | Existing |
| 28. | Redeafination | Existing |
| 29. | Runninghour Co-operative Limited | Existing |
| 30. | Singapore Association of the Visually Handicapped | Existing |
| 31. | Singapore National Stroke Association | Existing |
| 32. | SPD | Existing |
| 33. | St Andrew's Autism Centre (SAAC) | Existing |



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| | | |
|-----------------------|---|----------|
| 34. | St. Andrew's Mission Hospital & Singapore Anglican Community Services | Existing |
| 35. | SUN-DAC | Existing |
| 36. | The Animal Project | Existing |
| 37. | The Everyday Revolution | Existing |
| 38. | The Singapore Association for the Deaf (SADeaf) | Existing |
| 39. | Thye Hua Kwan Moral Charities | Existing |
| 40. | TOUCH Community Services | Existing |
| 41. | Very Special Arts (VSA) | Existing |
| 42. | Works of Hope (Crunchy Teeth) | New |
| 43. | YMCA of Singapore | Existing |
| (B) Agencies | | |
| 44. | Building and Construction Authority | Existing |
| 45. | Defence Science and Technology Agency | Existing |
| 46. | Gardens by the Bay | Existing |
| 47. | Institute of Mental Health | Existing |
| 48. | Khoo Teck Puat Hospital | Existing |
| 49. | National Council of Social Services | Existing |
| 50. | National Environment Agency | Existing |
| 51. | National Gallery Singapore | Existing |
| 52. | National Library Board | Existing |
| 53. | National Parks Board | Existing |
| 54. | National Youth Council (Youth Corps Singapore) | Existing |
| 55. | People's Association | Existing |
| 56. | SG Enable | Existing |
| 57. | Singapore Food Agency | New |
| 58. | Sport Singapore (Team Nila) | Existing |
| 59. | Tan Tock Seng Hospital | Existing |
| 60. | The Arts House | Existing |
| 61. | Yishun Community Hospital | Existing |
| (C) Corporates | | |
| 62. | 1 Degree C | Existing |
| 63. | Apple | Existing |
| 64. | Asia Farm | Existing |
| 65. | Bank of America | Existing |
| 66. | Braun Büffel | New |
| 67. | Citi Singapore | Existing |



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| | | |
|------|--|----------|
| 68. | Connezt Dots | Existing |
| 69. | Cross - Sheaffer | Existing |
| 70. | Dance Spectrum International | Existing |
| 71. | DBS | Existing |
| 72. | Deloitte | New |
| 73. | Don8Buri | Existing |
| 74. | Eunice Olsen Media | New |
| 75. | Facebook | Existing |
| 76. | Genesis Vegan Restaurant | Existing |
| 77. | Go-Ahead Singapore | Existing |
| 78. | Goldman Sachs | New |
| 79. | Gong Cha (Singapore) | Existing |
| 80. | Google | Existing |
| 81. | Hair Plus Korean Salon | New |
| 82. | Hewlett Packard Enterprise Singapore | Existing |
| 83. | Hong Kong Sheng Kee Dessert (Select Group) | Existing |
| 84. | Joyre TCMedi Spa | New |
| 85. | JR Group | Existing |
| 86. | Keppel Land Limited (Ocean Financial Centre) | Existing |
| 87. | Kim Choo Kueh Chang | Existing |
| 88. | Lee Hwa's JewelSpace | Existing |
| 89. | Marina Bay Sands | Existing |
| 90. | Marina Centre Holdings (Marina Square) | Existing |
| 91. | Maybank | Existing |
| 92. | Mummy Yummy | New |
| 93. | Olsen Bakehouse | Existing |
| 94. | Parkway Pantai | Existing |
| 95. | Platinum Yoga | Existing |
| 96. | Resorts World Sentosa | Existing |
| 97. | Sasseur Asset Management Pte Ltd | New |
| 98. | Scanteak Signature | New |
| 99. | Singapore Business Network on Disability | Existing |
| 100. | Singapore Manufacturing Federation | New |
| 101. | Singtel | Existing |
| 102. | SMRT Corporation Ltd | Existing |
| 103. | StarHub | New |
| 104. | Suntec City | Existing |



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| | | |
|--------------------------|--|----------|
| 105. | Surbana Jurong | New |
| 106. | The Fullerton Hotel Singapore | Existing |
| 107. | Tower Transit Singapore | New |
| 108. | Unearthed Productions | Existing |
| 109. | United Overseas Bank | Existing |
| 110. | Watson's Personal Care Stores Pte Ltd | New |
| 111. | WeWork | New |
| (D) IHLs/ Schools | | |
| 112. | Beatty Secondary School | New |
| 113. | Bendemeer Secondary School | New |
| 114. | Blangah Rise Primary School | New |
| 115. | Boon Lay Secondary School | New |
| 116. | Bowen Secondary School | Existing |
| 117. | Canberra Secondary School | New |
| 118. | Catholic High School | New |
| 119. | Changkat Primary School | New |
| 120. | CHIJ St. Theresa's Convent | New |
| 121. | Chongzheng Primary School | New |
| 122. | Dunman High School | New |
| 123. | Edgefield Secondary School | New |
| 124. | Fairfield Methodist School (Primary) | New |
| 125. | Fernvale Primary School | New |
| 126. | Gongshang Primary School | New |
| 127. | Hai Sing Catholic School | New |
| 128. | Hillgrove Secondary School | New |
| 129. | Holy Innocents' High School | New |
| 130. | Innova Primary School | New |
| 131. | ITE College Central | Existing |
| 132. | James Cook University (JCU) | Existing |
| 133. | Jurong Pioneer Junior College | Existing |
| 134. | Jurong Primary School | New |
| 135. | Jurong West Secondary School | New |
| 136. | Kheng Cheng School | New |
| 137. | Kranji Secondary School | New |
| 138. | LASALLE College of the Arts | Existing |
| 139. | Management Development Institute of Singapore (MDIS) | Existing |
| 140. | Marymount Convent School | New |



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| | | |
|-------------------------------------|--|----------|
| 141. | Millennia Institute | New |
| 142. | Montfort Secondary School | New |
| 143. | Nanyang Academy of Fine Arts (NAFA) | Existing |
| 144. | Nanyang Polytechnic | Existing |
| 145. | Nanyang Technological University | Existing |
| 146. | National University of Singapore (NUS) | Existing |
| 147. | Naval Base Primary School | New |
| 148. | Ngee Ann Polytechnic | Existing |
| 149. | North Spring Primary School | New |
| 150. | Orchid Park Secondary School | New |
| 151. | Peirce Secondary School | Existing |
| 152. | PSB Academy | New |
| 153. | Raffles Girls' Primary School | New |
| 154. | Republic Polytechnic | Existing |
| 155. | Serangoon Garden Secondary School | New |
| 156. | Singapore Institute of Technology (SIT) | Existing |
| 157. | Singapore Management University (SMU) | Existing |
| 158. | Singapore University of Social Sciences (SUSS) | Existing |
| 159. | Singapore University of Technology and Design (SUTD) | Existing |
| 160. | St. Andrew's Junior College (SAJC) | New |
| 161. | St. Andrew's Junior School | New |
| 162. | St. Hilda's Secondary School | New |
| 163. | St. Stephen's School | New |
| 164. | Swiss Cottage Secondary School | New |
| 165. | Temasek Polytechnic | Existing |
| 166. | Victoria Junior College | New |
| 167. | Woodlands Secondary School | New |
| 168. | Yio Chu Kang Secondary School | New |
| 169. | Yu Neng Primary School | New |
| 170. | Yuan Ching Secondary School | New |
| 171. | Yuhua Secondary School | New |
| (E) Grassroots Organisations | | |
| 172. | Kampong Glam Citizens' Consultative Committee | Existing |
| 173. | Kreta Ayer-Kim Seng Citizens' Consultative Committee | New |
| 174. | Punggol Shore Citizens' Consultative Committee | New |
| 175. | Radin Mas Citizens' Consultative Committee | New |
| 176. | Toa Payoh East-Novena Citizens' Consultative | New |



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| (F) Social Service Agencies | | |
|------------------------------------|--|----------|
| 177. | Centre for Fathering | Existing |
| 178. | Club HEAL | New |
| 179. | Fei Yue Community Services | New |
| 180. | HCSA Community Services | New |
| 181. | ISCOS (Industrial & Services Co-operative Society Ltd) | New |
| 182. | REACH Community Services | New |
| 183. | Silver Ribbon (Singapore) | New |
| 184. | Sree Narayana Mission (Singapore) | New |
| 185. | Waterways Watch Society | New |
| 186. | Yong-En Care Centre | New |
| (G) Others | | |
| 187. | Be Kind SG | New |
| 188. | Big Bubbles of Joy | Existing |
| 189. | Cheerleading Federation (Singapore) | New |
| 190. | Dragonboat Association | New |
| 191. | Drum Prodigy Singapore | New |
| 192. | Heart of God Church | New |
| 193. | Qigong Association | New |
| 194. | The Boys' Brigade in Singapore | Existing |



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THE PURPLE PLEDGE

We, the people of Singapore, pledge our support for the community of People with Disabilities.

We will embrace our differences and celebrate the uniqueness of each individual.

We recognise that all of us are equal members of society.

We will promote equal access and full participation of People with Disabilities in all aspects of life, including daily living, lifelong learning, employment and social participation.

Together, we pledge to be a society where everyone will lead dignified and meaningful lives.



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STATEMENT OF FINANCIAL ACTIVITIES FOR THE FINANCIAL YEAR ENDED 31 MARCH 2021

| | <u>FY2020/2021</u> | <u>FY2019/2020</u> |
|-------------------------------------|--------------------|--------------------|
| | \$ | \$ |
| <u>ASSETS</u> | | |
| Non-current assets | | |
| Plant and equipment | <u>-</u> | <u>-</u> |
| Current assets | | |
| Inventories | - | 4,558 |
| Other receivables | 678 | 2,761 |
| Cash & cash equivalents | <u>31,359</u> | <u>33,685</u> |
| Total current assets | <u>32,037</u> | <u>41,004</u> |
| Total assets | <u>32,037</u> | <u>41,004</u> |
| <u>FUNDS AND LIABILITIES</u> | | |
| Funds | | |
| Unrestricted Fund | | |
| General fund | <u>27,037</u> | <u>32,972</u> |
| Total Funds | <u>27,037</u> | <u>32,972</u> |
| Current Liabilities | | |
| Accruals | <u>5,000</u> | <u>8,032</u> |
| Total current liabilities | <u>5,000</u> | <u>8,032</u> |
| Total liabilities | <u>5,000</u> | <u>8,032</u> |
| Total funds and liabilities | <u>32,037</u> | <u>41,004</u> |



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STATEMENT OF FINANCIAL ACTIVITIES FOR THE FINANCIAL YEAR ENDED 31 MARCH 2021

| | <u>FY2020/2021</u> | <u>FY2019/2020</u> |
|--|--------------------|--------------------|
| | \$ | \$ |
| Incoming resources | | |
| Income from generated funds: | | |
| Voluntary income | | |
| Donations | 21,000 | 10,500 |
| Other Income | <u>4,417</u> | <u>764</u> |
| | <u>25,417</u> | <u>11,264</u> |
| Income from charitable activities | | |
| Sale of merchandises | <u>-</u> | <u>48</u> |
| | <u>-</u> | <u>48</u> |
| Total Income | <u>25,417</u> | <u>11,312</u> |
| Resources expended | | |
| Cost of generating funds: | | |
| Sale of merchandises | <u>-</u> | <u>(20)</u> |
| | <u>-</u> | <u>(20)</u> |
| Resources expended on charitable activities: | | |
| Employee benefits | <u>(11,240)</u> | <u>(13,584)</u> |
| Governance costs | <u>(20,112)</u> | <u>(28,463)</u> |
| Total Expenditure | <u>(31,352)</u> | <u>(42,067)</u> |
| Net Expenditure | (5,935) | (30,755) |
| Reconciliation of funds: | | |
| Total funds brought forward | <u>32,972</u> | <u>63,727</u> |
| Total funds carried forward | <u>27,037</u> | <u>32,972</u> |



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LOOKING FORWARD

The Purple Parade

The Purple Parade is widely seen as a significant Capital Social Asset for Singapore. It is a unifying national platform to promote awareness of and celebrate abilities of Persons with Disabilities (PWDs). The desire is for the spirit of the movement to continue for many more years to come; and for PWDs to be more included, valued and celebrated in our country.

The Purple Parade Ltd

The Purple Parade Limited (TPPL) hopes to continue being the catalyst to bring about greater inclusiveness and recognition of the abilities of the disability community in Singapore.

TPPL will, through The Purple Parade movement, promote equal access and full participation of People with Disabilities (PWDs) in key aspects of life, including daily living, lifelong learning, employment, and social participation.

Together with participants and partners of the Purple Parade movement, TPPL seeks to play a key role to bring the Purple Parade Pledge to reality in this generation.

Plans for this Financial Year

In this Financial Year, TPPL will develop a strategic programme to build, strengthen and establish TPPL into a sustainable organisation to carry out and carry on the Purple Parade movement in Singapore, through:

- **TPPL leadership and management team formation**
- **Annual Main Purple Parade Cornerstone Event**
- **Year-Long Signature Programmes of**
 - Digital Human Library: Collection of stories and personal journeys of PWDs and key stakeholders such as caregivers, employers etc
 - Online Conversations series: Series of 45-min Live Chats with PWDs and/or Caregivers on their lived experiences



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- 'Walk In My Shoes' experiential series: Series of workshops to create public awareness in major disabilities through first-hand perspectives
- PWD Leadership Development Programme: A structured Leadership Development Framework and potential PWD leaders pipeline
- PWD Livelihood Promotion Programme: A curated online platform to showcase the talents and abilities of PWDs, and their availability for work

ACKNOWLEDGEMENTS

On behalf of TPPL Board, I would like to thank all staff, volunteers, partners and sponsors, and everyone else for their strong support and generous giving of time and resources. Thank you for rallying alongside us for this very special and meaningful cause.

Digitally signed by
Rachel Ong
Date: 2021.09.02
09:55:30 +08'00'

Ms Rachel Ong Sin Yen
For and on behalf of
Board of Directors
The Purple Parade Ltd
28 August 2021



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Company Reg No:
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STATUTORY DISCLOSURE

1. Board Members' Years of Service

None of the 3 Board Members of TPPL has served for more than 10 consecutive years.

2. Conflict of Interest Policy

Board members are required to declare conflicts of interest on an annual basis. In the event of any conflicting situations that arise any time through the year, members are to update the board in a timely manner.

3. Board Meetings

The Board did not meet during the Financial Year. Board Members communicated over the emails.

4. Disclosure of Remuneration

For FY2019/2020, TPPL did not employ any key management employees.

No TPPL staff receives remuneration exceeding \$100,000.

No Board Member receives any remuneration for their services to TPPL

5. Compliance with Code of Governance

During FY2020/2021, TPPL has been managed in compliance with the Code of Governance guidelines.

Digitally signed by
Rachel Ong
Date: 2021.09.02
09:55:49 +08'00'

Ms Rachel Ong Sin Yen

For and on behalf of Board of
Directors
The Purple Parade Ltd
28 August 2021