



FY19/20

Playeum Annual Report
April 2019 to March 2020

A close-up photograph of a woman and a young child, likely of Asian descent, engaged in an art activity. The woman, on the left, is looking down at the child's hands with a gentle smile. The child, on the right, is focused on painting a wooden stick with a brush. They are both wearing dark blue sleeveless shirts. The woman has a gold-colored wristband on her left wrist. The background is blurred, suggesting an outdoor setting with other people and structures.

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LETTER FROM OUR ED & BOARD

Playeum's overarching aim is to raise and support the voices of all children, including children of different abilities and socio-economic backgrounds.

Voice is an expression of thoughts, ideas, opinions and views. When expressed and heard, it builds validation, confidence, and inclusion. Our children need these from early days to know that they can make a difference and that they are valued in our communities, now and throughout their lives. When children are given continued opportunities for their voices to be heard, they are empowered to make their own choices and this builds agency over time.

Playeum facilitates the expression of voice using a tool that is universal and innate - play and the arts. Play and the arts is a meaningful way that children can find their voice and develop agency to navigate their world. When children play, they're not just messing around. They're solving problems, creating, experimenting, thinking and learning. They are developing the life skills they'll need to thrive in our rapidly changing world.

Play starts in early childhood but it also needs to become a life-long skill. Imaginative play and the arts also builds emotional and mental health, because children's brains are literally shaped by playing and interacting with people around them.

Research from the Centre on the Developing Child at Harvard University shows children's brain architecture is shaped by responsive, positive interactions.

It's especially crucial in early childhood, when children's brains are most responsive to stimulation. Imaginative play and engaging in the arts also help children develop emotional intelligence. They learn how to manage emotions, deal with disappointment, bounce back to try again, and cooperate with others.

Playeum is especially focused on using visual art, making with repurposed materials, storytelling and other art forms as a channel to develop creativity and imagination. When creativity and the imagination is unleashed, it creates a platform for voice and agency to develop.

For children to truly have safe (physical and psychological) spaces and opportunities to develop their creative muscle, adults need to see children as creative and competent individuals in their own right.

When we see children through these lenses, we naturally facilitate their creative growth in a very different way that enables them to scaffold their learning. How do YOU view children?

We would like to thank all our partners and contributors who work with us on this crucial journey.

Serving with Gratitude,

Executive Director: Charlotte Goh

Board of Directors: Irene Liu

Jaelle Ang

Leon Toh

Jennifer Loh

Petrina Kow

Sue Adams

Sumitra Pasupathy



OUR VALUES

Playeum's pedagogical approach is underpinned by its values:

Creating & holding safe physical & psychological space that is **FREE OF JUDGEMENT**

Allowing space for curiosity and developing the **INTRINSIC MOTIVATION** to learn

The freedom to **CREATE**

EQUAL OPPORTUNITIES for all children to express themselves, and for their voices to be heard

Engaging **FAMILY & COMMUNITY**

Use of **PLAY & THE ARTS** as a medium for adults and children to learn together and co-create

A close-up photograph of a young child with dark hair, wearing a purple shirt, holding an inverted green plastic bottle. Red liquid is being poured from the bottle's opening, creating a thin stream that breaks into small droplets. The background is blurred, showing hints of other people and an outdoor setting.

THINKING OF THE PEOPLE, THE PURPOSE & THE PRACTICE

Using play and the arts as tools, we create equal opportunities for children to be seen and heard, express creativity and celebrate individuality.

Our work is carried out with the intention of providing safe physical and psychological spaces for children to thrive in being the best version of themselves now and in their future.

While Playeum's work centers around the child, working with the adults in their life plays a great level of importance in bringing about systemic impact. We reach both children and adults through the work that we do at the Children's Centre for Creativity, our specially designed programmes and outreach in community areas.

In the work that we do for both children and adults, Playeum uses the framework of PEOPLE, PURPOSE and PRACTICE.

Playeum is about leading transformation of people using play and the arts. When considering the PEOPLE, we seek to understand the needs, challenges, and end goals of audiences we work with – this refers to the beneficiaries and as well as the surrounding stakeholders who also greatly influence the success of our projects. We seek to understand them, their culture, their challenges, and where they see opportunities.

Playeum's vision is embodied in the PURPOSE. We seek to understand the purpose of our collaborations and partnerships; ensuring that there is alignment between the needs of our partners and our vision.

The PRACTICE is the end experience we create. We co-create outcomes together with our partners; which then informs the way in which we design and carry out our programmes for them.

PILOTED
1ST
RESEARCH
PROGRAMME:
OPEN MINDS,
OPEN DOORS

OVER
2,260
CHILDREN & ADULTS
SERVED THROUGH
COMMUNITY
OUTREACH
EVENTS & PROGRAMMES

153
PRE-SCHOOL
EDUCATORS
EMPOWERED THROUGH
2,448
HOURS OF
PROFESSIONAL
TRAINING

115
CORPORATE
VOLUNTEERS
ENGAGED THROUGH
CSR PROGRAMMES

198
SCHOOL
GROUPS
GOT CREATIVE
AT THE CHILDREN'S
CENTRE FOR CREATIVITY

9,500
PLAYFUL
FAMILIES
VISITED THE
CHILDREN'S CENTRE
FOR CREATIVITY



WHO PLAYEUM IMPACTS, AND WHY

Playeum aims to make children's lives better – and communities stronger – by building a future for Singapore where learning through play and the arts empowers children to become creative and engaged life-long learners.

The Big Draw 2014 Event
Wild Drawings Installation
by Dr Isabelle Desjeux
Gillman Barracks



1

CHAMPIONING CHILDREN

Play is a key way for children to develop emotional intelligence and 21st-century competencies. Using play & the arts, Playeum champions children at both preschool and primary school ages, and creates experiences that encourage creativity, expression of voice and builds agency.

2

EMPOWERING ADULTS

Systemic change happens when we change attitudes and behaviours across society. Playeum believes that to make a larger impact on children's ability to develop SEL skills and executive functions, working with the adults in their lives is key.

3

BUILDING COMMUNITY

Play and the arts bring communities together. Playeum engages with community groups and organisations in the social sector that support families and influence children's development in Singapore. When more people are aligned, systematic impact is created.

2019/20

AT A GLANCE

KEY IMPACT WORK

Seeing play in a different light: **The Children's Centre for Creativity**

The Children's Centre for Creativity served as a safe space for children, adults and families from all walks of life to play, imagine, create & exercise 21st-century competencies.

In 2019, the Centre presented Playeum's 6th hands-on exhibition - *I-Opener*. It featured the aesthetic and sensory play-worlds inspired by artistic designs and creations of four artists with a disability - Dr Dawn-joy Leong, Cavan Chang, Sol Pickens and Jo Devadason. Co-curated and produced by Playeum's Creative Directors Imran Mohamad and Dr. Esther Joosa, and Tech Catalyst Din Chan, the exhibition invited children aged 1 to 12 and their families to explore their senses through play and the arts, and view the world through the lens of the artists.

The Centre was open to children and families of all backgrounds to explore. We partnered with schools, family service centres, charities and community organisations to reach out to children of different socio-economic backgrounds and abilities. For those where fees were a consideration, they were supported by Play-Forward; Playeum's donations and sponsorship fund that serves children from marginalised backgrounds and children with special needs, by providing free admission to the Children's Centre for Creativity.

Our work at the Centre provided children with a platform to express thoughts & ideas, experiment with failure, deal with disappointment, bounce back to try again, and cooperate with others - building resilience, flexibility, communication, and collaboration. These are some of the key life skills for our rapidly changing world – and for the future of Singapore. Our programmes and events were designed and facilitated in a way that allowed children to make their own choices in a space free of judgment; and encouraged them to tap into their creativity and imagination.

This exhibition was supported by National Arts Council.



I-Opener:
Clement Space
by Dr Dawn-joy Leong

“When one of the Creative Directors, Dr Esther, first asked me to write poems for *I-Opener*, I felt both excited and nervous: it was an opportunity to share my creation and my voice, but at the same time, I wasn't sure if my work would be suitable.



I-Opener Exhibition
Poetree
by Jo Devadason
Playeum

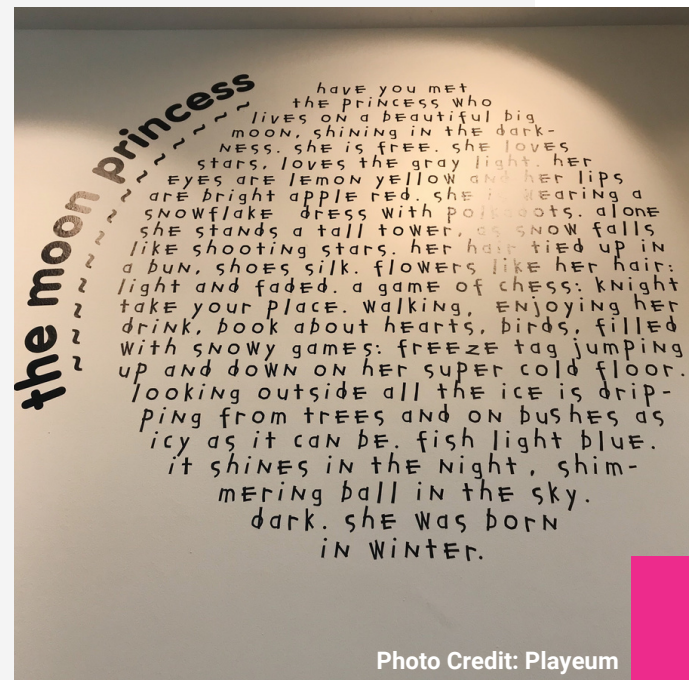


Photo Credit: Playeum

I enjoyed the process of creating the poems, being challenged to write in response to Cavan Chang's colourful work. I liked viewing his paintings and then expressing my feelings in words.

When I went to the opening of the exhibition, I was stunned by how many people were present: new faces but also old friends, all of whom I was very pleased to be able to share the experience with. I felt very honoured to see my poems on the wall and it made me feel like an actual poet. ”

Jo Devadason, 19
Poet and;
Artist at *I-Opener* Exhibition

Leveling the playing field for all children: Programmes for children from marginalised backgrounds

Playeum runs play-infused STEAM (Science, Technology, Engineering, Arts and Math) programmes for children from marginalised backgrounds. These high-touch programmes are specially designed and tailored to suit various needs; incorporating Playeum's very own pedagogy and facilitation style that give children a safe space to build their confidence, resilience, communication, innovation as well as social-emotional learning. Through these programmes, Playeum looks to break the cycles that hold children back by striving for long-term impact that inspires them to take charge of their own circumstances and meet their fullest potential.

Enabling Children through Playful S.T.E.A.M High-touch Programme

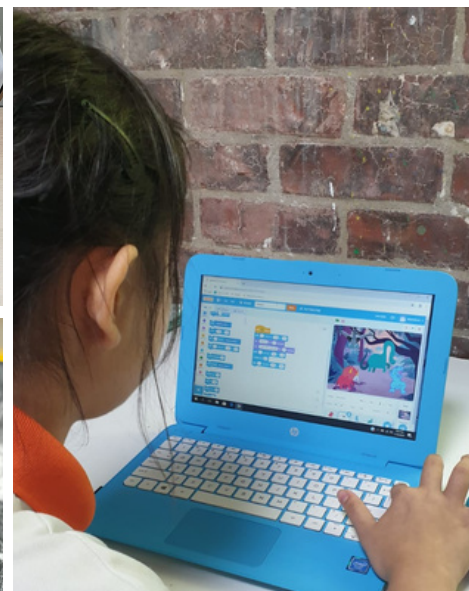
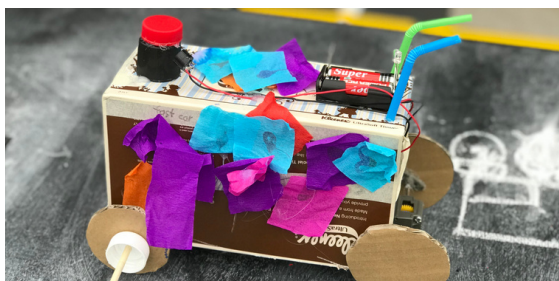
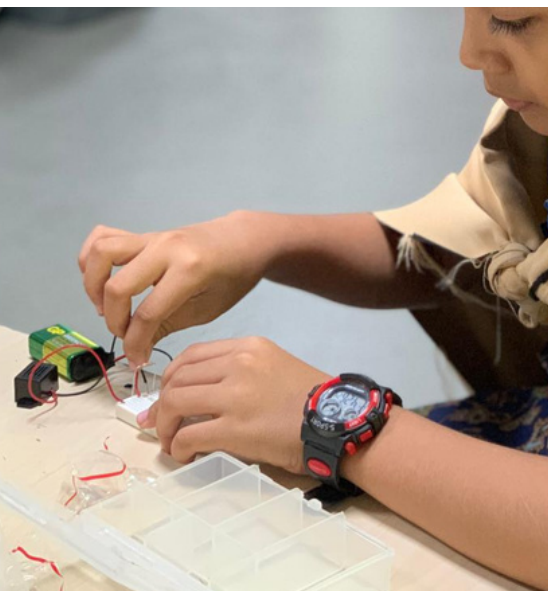
Funded by Quantedge Foundation

With the pilot programme that started in 2018, *Enabling Children through Playful S.T.E.A.M* was designed by Playeum for primary school children from the ages of 7 to 12 years old. The programme was built on a global interest in the importance of creating more play-based learning opportunities that incorporate the understanding of STEM. The programme used the arts to develop innovation, creativity and concepts of design with the aim of developing crucial 21st-century skills for the future. With the success of the first pilot programme, it was brought back for another round in 2019 to impact a second group of children in a local primary school.

Girls Gone Tech High-touch Programme

Funded by Sage Foundation

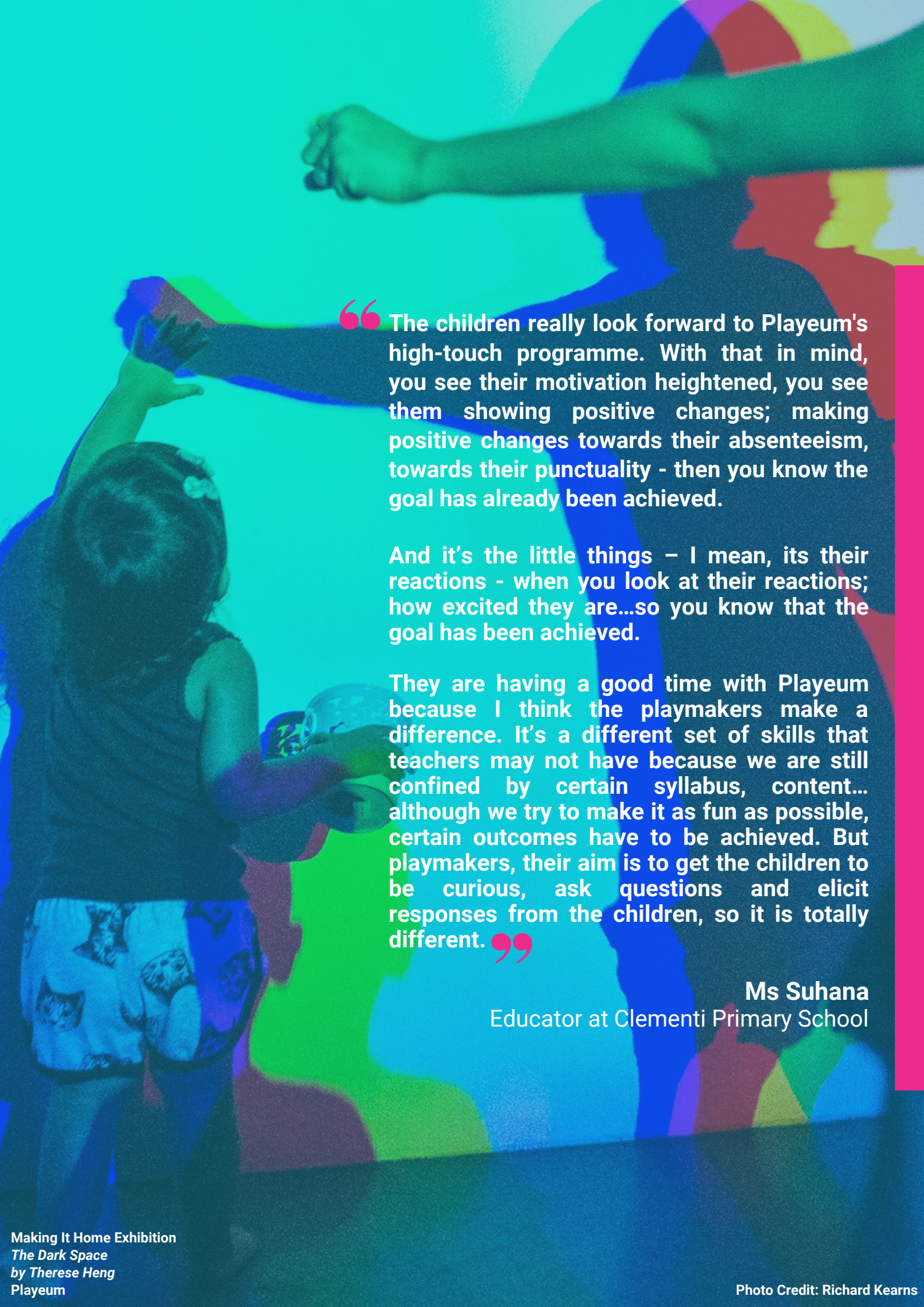
The *Girls Gone Tech* programme was designed for primary school girls from the ages of 7 to 12 years old. The programme looked at the growing local support for marginalised communities and global interest in the importance of creating more STEM learning opportunities that incorporate the arts, as innovation, creativity and design. In Singapore, only one-third of the technology industry is represented by women in the workforce. The gender imbalance can be due to cultural bias and stigmas that give less exposure to girls in the realm of technology. Early intervention during the primary going age hopes to equal out women representation in the technology industry. *Girls Gone Tech* returned for the second round in 2019; reaching out to another group of primary school girls under various family service centres.



28 HIGH-TOUCH
SESSIONS
CONDUCTED

1,404 HOURS
DEDICATED
TO PLAY &
BUILDING
SKILLS

IMPACTED 104
CHILDREN FROM
MARGINALISED
BACKGROUNDS



“ The children really look forward to Playeum's high-touch programme. With that in mind, you see their motivation heightened, you see them showing positive changes; making positive changes towards their absenteeism, towards their punctuality - then you know the goal has already been achieved.

And it's the little things – I mean, its their reactions - when you look at their reactions; how excited they are...so you know that the goal has been achieved.

They are having a good time with Playeum because I think the playmakers make a difference. It's a different set of skills that teachers may not have because we are still confined by certain syllabus, content... although we try to make it as fun as possible, certain outcomes have to be achieved. But playmakers, their aim is to get the children to be curious, ask questions and elicit responses from the children, so it is totally different.”

Ms Suhana
Educator at Clementi Primary School

Encouraging agency for all children: **Giving Tuesdays for children with disabilities**

Giving Tuesdays (GT) is a community project featuring the participation of children with varying disabilities engaged in unstructured play in a safe environment.

The project was initiated by Playeum in partnership with Arts of the Earth Learning Hub, and with the aim to latch on to the global generosity movement, Giving Tuesday (givingtuesday.org), unleashing the power of people and organisations to transform their communities and the world. Playeum piloted *Giving Tuesdays* at the Children's Centre for Creativity and opened its doors to all children aged 2 to 12 with disabilities and their families for FREE, every Tuesday afternoon to play alongside other visiting children.

Giving Tuesdays also featured a research component - *Open Minds, Open Doors*; it documented the impact of the programme to raise awareness on the importance of unstructured play in the lives of children with disabilities. This programme is supported by partial funding from the National Council of Social Services and private donors.



“Thank you for creating such a safe environment to allow the children to be creative, to be bold, to interact with others and to learn the different social aspects.

All these are learnt through child-led play! And each playmakers showed their love, appreciation and support for the child. Most importantly, the child can feel that these playmakers believe in them.

S

Mother of J, participant of Giving Tuesdays programme”

Giving Tuesdays: Open Minds, Open Doors

Little is known on how play supports children with a disability in terms of the development of executive and 21st century skills. Understanding what children can do through play is a process of discovery; *Giving Tuesdays* provided the opportunity for further exploration and observations on this, which were documented through a research component - *Open Minds, Open Doors*.

Interim Research Findings

220 HOURS OF GIVING TUESDAYS

MORE THAN 40 PARTICIPATING CHILDREN & THEIR FAMILIES

Impact on participating children



Greater flexibility & adaptability



Growing self-regulation & motivations



Increased levels of speech & communication



Showed high levels of acceptance, acts of kindness & social awareness

Impact on participating parents



Growing trust



Greater awareness on play



Empowerment & belief in self



Acts of kindness towards each other



Sharing experiences

Impact on Playeum facilitators



Engagement with families



Acts of kindness



Greater awareness on disability & play



Personal growth



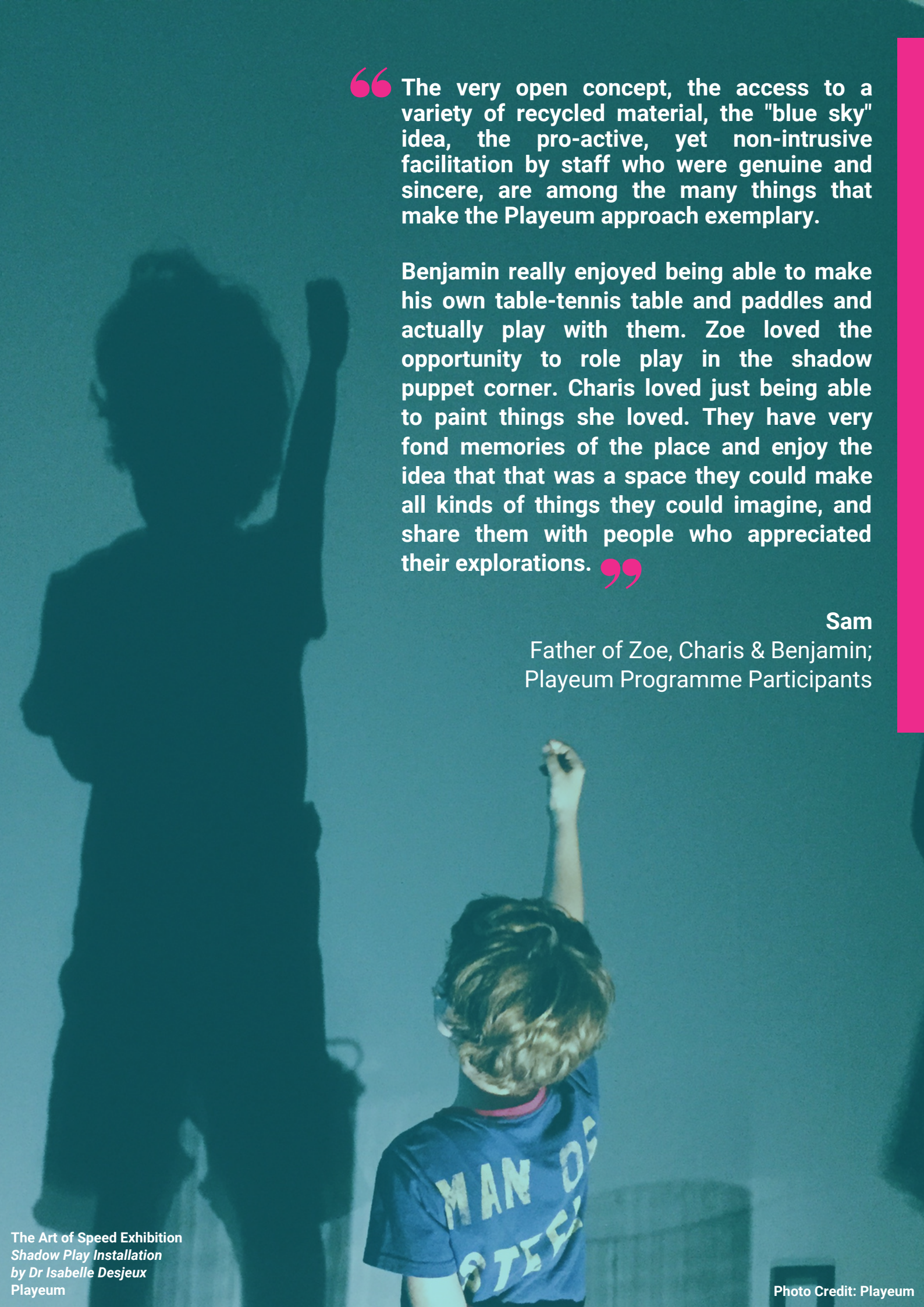
Interest in research

Key Highlights



- **More than 40 children with disabilities participated**, either on long or short term. They brought along their siblings and parents, and played with other visitors thus creating a unique, inclusive, and participative play space;
- Within **44 weeks** of opening its doors, Playeum was able to showcase how its environment allowed to develop a trusting relationship with the participants;
- Playeum **built collaborations** with various individuals, such as home-schooling parents and social service agents such as SPD, AWWA, Down Syndrome Association, South Central FSC in reaching out;
- A **systemic research framework** was developed and presented by Dr. Esther Joosa of Arts of the Earth Learning Hub, identifying the complexities of unstructured play practice and the factors influencing the impact.

The programme and research was featured in an article of the *Straits Times*, highlighting Playeum's innovative outreach and programme design.



“The very open concept, the access to a variety of recycled material, the "blue sky" idea, the pro-active, yet non-intrusive facilitation by staff who were genuine and sincere, are among the many things that make the Playeum approach exemplary.

Benjamin really enjoyed being able to make his own table-tennis table and paddles and actually play with them. Zoe loved the opportunity to role play in the shadow puppet corner. Charis loved just being able to paint things she loved. They have very fond memories of the place and enjoy the idea that that was a space they could make all kinds of things they could imagine, and share them with people who appreciated their explorations.”

Sam

Father of Zoe, Charis & Benjamin;
Playeum Programme Participants

Expanding mindsets playfully: Training, retreats & programmes for educators

Playeum reached out to both pre and primary school educators through training, retreats, learning journeys and bespoke programmes. We help provide ideas, expertise, and support in the creative facilitation of play with children. It is Playeum's hope that this support can transcend into real-life practices, however big or small, that can be easily adopted in learning environments.

In partnership with Arts of the Earth Learning Hub, Playeum worked with preschool educators through a formal training course endorsed by the Early Childhood Development Agency (ECDA)*. The course looked at ways educators could incorporate open-ended play elements & ideas into their classroom.

Playeum also ran retreats, training & learning journeys for primary school educators; providing opportunities that have real potential to shape children's learning through play - be it through curriculum planning, the design of their classroom space, or in the way, they, as adults, perceive play & creativity within themselves and for children.

**ECDA is the regulatory and developmental agency for the early childhood sector in Singapore, overseeing key aspects of children's development below the age of seven, across kindergartens and child care centres.*



160 EDUCATORS
EMPOWERED
THROUGH
PLAY
RETREATS

TRAINED
EDUCATORS
ACROSS **187**
PRESCHOOL
CENTRES

480 EDUCATORS
IMPACTED
THROUGH
PLAYEUM'S
APPROACH

Building playful communities:

Reaching more families through community programmes

We believe in building playful communities. Through outreach events and activities in public spaces, Playeum strives to create as many opportunities as possible that allow more families to experience the value that play and the arts gives. In 2019/20, Playeum worked with various community partners and charities, including Our Tampines Hub, Yayasan Mendaki, Southwest CDC, South Central Community Family Service Centre, National Council of Social Services, Malay Heritage Centre, and National Arts Council to provide more avenues for children and their families to experience together.

Our Makers' Cart at Our Tampines Hub

Free for all, *Our Makers' Cart* is Playeum's makers' cart stationed at Our Tampines Hub. Here, we provided a safe, non-judgemental space to play and experiment, giving children opportunities to unleash creativity and their imagination. Experimenting with a variety of up-cycled everyday materials, children aged 3 to 12 and their families were invited to explore hands-on, maker activities with Playeum's playmakers at the cart, and could take their creations home. *Our Makers' Cart* was open every weekend afternoon and saw over 700 children and their families.

Fizz Fizz Zoom

Supported by ExxonMobil Singapore

Fizz Fizz Zoom was a free holiday programme for children aged 7-12. Supported by ExxonMobil and featuring a chemistry focus, this programme aimed to encourage and nurture interest in mathematics and science, helping children to understand these concepts through applying them in everyday fun experiences. This programme took place over a week during the November holidays and was open to all of Playeum's charity partners and as well as the general public. Up to 70% of the 480 seats were taken up by children under various charity organisations.



“ I would like to share my deepest thanks for the partnership with Playeum, to engage our students in activities that help to unleash their creativity and build their problem-solving skills.

It is through the Playeum sessions that we get to break the pattern and do something new with them every now and then, and the children do enjoy the sessions very much.

Daryl Tan

Research Assistant at a Family Service Centre



2019/20

KEY EVENTS



Make Your Mark

Make Your Mark was a special event in celebration of Playeum's 10th birthday and The Big Draw (a UK-inspired annual drawing festival). Filled with activities designed for all ages, the event took place over two-days and invited families to bond through artful play. Playeum welcomed over 800 families and collaborated with different partners, young artists and volunteers. This event was supported by National Arts Council.



P.L.A.Y at Southwest CDC: Nurturing Happy and Creative Children

Joined by the Mayor of South West District, Ms Low Yen Ling, families under the Southwest CDC district celebrated a playful family day at the Children's Centre for Creativity. On top of exploring different activities together, families also enjoyed a special talk on nurturing happy and creative children, led by Playeum's Consultant Director of Pedagogy Dr. Esther Joosa. The event welcomed 95 children and adults.



Singapore Art Week 2020

In celebration of the arts, Playeum took part in Singapore Art Week 2020 and saw over 150 families. Aside to discounted admission to the Children's Centre for Creativity, Playeum worked with artists Sonia Kwek and Din Chan on two different activities. Artist Sonia led children in a movement workshop called *Shape of You* while Artist Din created a soothing sound installation called *Touch of Serenity* in one of Playeum's spaces at the Centre.



NCSS X People's Association: Let's Play! @ Passion Wave

Playeum was part of Let's Play! @ Passion wave, organised by NCSS and People's Association. In collaboration with artist Cavan Chang, over 85 children and their families were invited to co-create a masterpiece out of drum painting. The event celebrated inclusivity within the community and the power of art in forging friendships.

FINANCIAL HIGHLIGHTS

The charity is financially supported by the following funding mix:

Donations

Grant Income

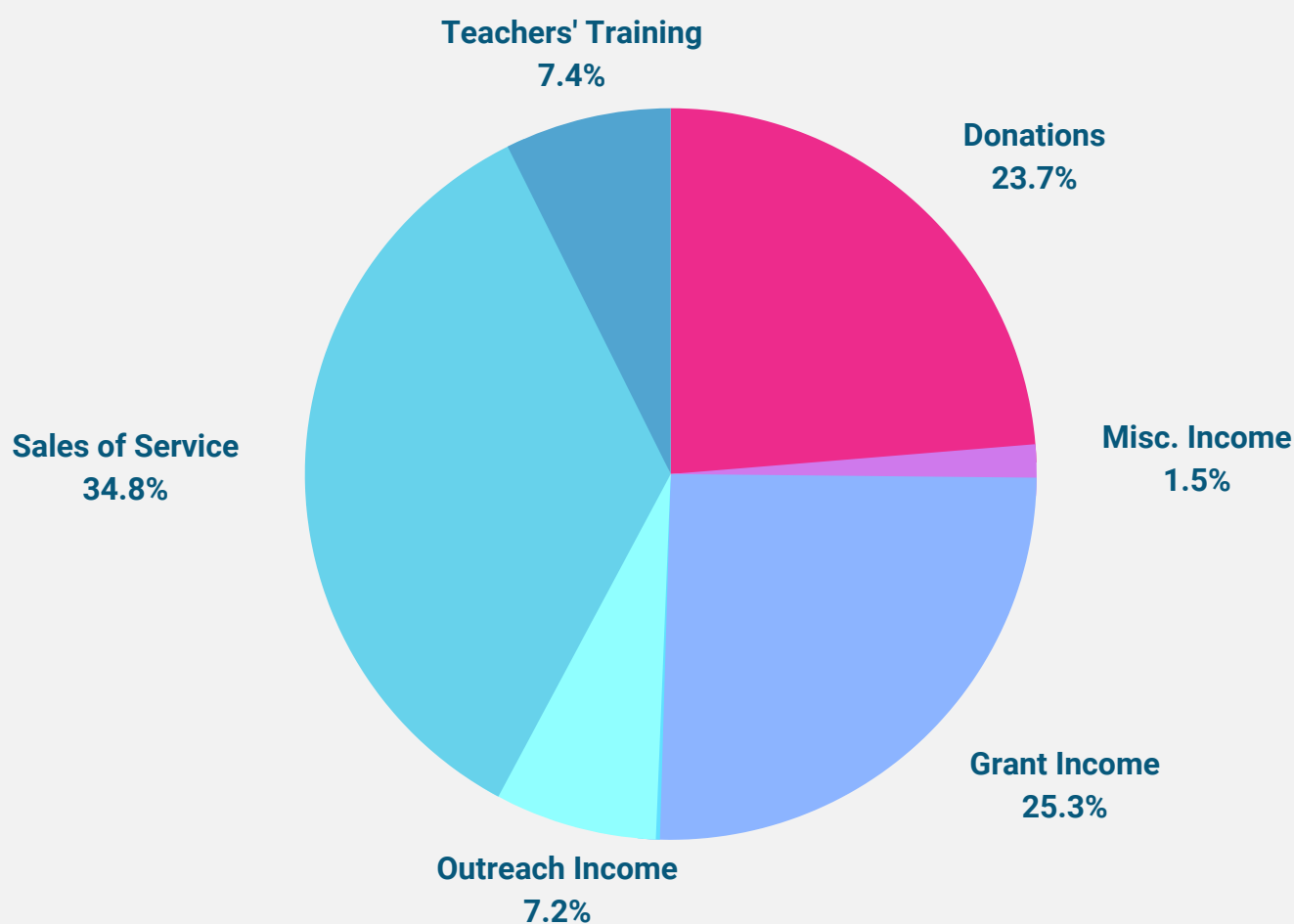
Donation-in-kind

Outreach Event Income

Sales of Service

Teachers' Training

Miscellaneous Income



Donations & Grants

- Playeum received donations totalling S\$198,477
 - This includes contributions from individuals through Giving.sg and cash donations, and from corporate entities, and through a fundraising event in partnership with Tatler Asia (Singapore) titled *Words Without Walls*.
- Playeum received a grant income S\$211,997
 - Grant sources include the National Arts Council (NAC) Cultural Matching Fund, Presentation & Participation Grant, and VWOs-Charities Capability Fund Consultancy Grant, Charity Support Fund and other Grants.

Review of Financial State

For the financial year 2019/20, the charity has a total fund of S\$9,980 (refer to the Financial Statements for 1 April 2019 – 31 March 2020 for the full details at <https://www.playeum.com/financial-reporting>).



PLANS MOVING FORWARD

Bringing Giving Tuesdays into schools

Following the initial results of the programme, the Invictus Fund is supporting this programme into learning environments; namely EIPIC school(s) - Early Intervention preschools for children with varying disabilities. For the next three years, Playeum plans to pilot this play-based learning innovation into several EIPIC schools and measure the impact it has on the children and the educators. Playeum has received funding for one EIPIC school and is seeking funds to expand this pilot further.

Continuing high-touch programmes

With the success of the high-touch programmes in 2019, Playeum sees importance in carrying on high-touch programmes and reaching out to more children from marginalised backgrounds. Playeum hopes to continue to work directly with schools, community organisations and charities.

Reaching more educators through training & programmes

Playeum's partnership with ECDA and Arts of the Earth Learning Hub continues into 2020, empowering more pre-school educators to facilitate their students' learning through open-ended play and creativity. We carry on to work with pre and primary schools in Singapore to understand their needs, the outcomes they want to create for student well-being and learning. We also plan to work with educators for more capability development projects.

Building more playful communities

Creating partnerships is important to Playeum and we seek to create more connections with other organisations in the sector. Our work with Our Tampines Hub, Mendaki, South Central Community Family Service Centre, Campus Impact and other community organisations will carry on in the year ahead.

Programmes for schools & families

Playeum will reach out to schools and families through programmes and events in the year ahead. These programmes will continue to inspire creativity and play within daily life, and provide adults with ways they can support children in their lives and encourage expression of voice.

PLAYEUM LEADERSHIP STRUCTURE

Board of Directors



Chairperson: Irene Liu
Partner
PwC's Southeast Asia Consulting



Jaelle Ang
CEO & Founder, The Great Room Offices
Board Director, Country Group Development, PCL



Jennifer Loh
Co-founder
Playeum Ltd



Leon Toh
Executive Director
Damson Capital



Petrina Kow
Storyteller & Voice Coach
Art of Voice



Sue Adams
Founder & Coach
Bamboo Development



Sumitra Pasupathy
Co-founder, Playeum Ltd
Global Partnerships Managing Director, Ashoka

Management Team



Charlotte Goh
Executive Director



Foong Jing Ming
Learning & Engagement



Vanessa Suhaimi
Communications
& Marketing



Imran Mohamad
Director of Operations



Nur Alisa Taha
Programmes & Events



Yong Pui Mei
Finance & Office Manager



Nur Hafizah
Operations Executive

PLAYEUM LEADERSHIP STRUCTURE

Playeum Ltd was set up on 17 December 2013 as a public company limited by guarantee. It was registered under the Charities Act on 11 August 2014.

Unique Entity Number (UEN): UEN201333807K

Registered Address: Common Ground @ 21 Bedok North St 1 #01-01 Singapore 469659

Governing Board Members/Committee

<u>Name</u>	<u>Designation</u>	<u>Date of Appointment</u>
Irene Liu	Chair	27 June 2017
Loh Nee Sian	Director	17 December 2013
Petrina Kow Wei Shih	Director	17 December 2013
Sumitra Pasupathy	Director	17 December 2013
Susan Carol Adams	Director	17 December 2013
Jaelle Ang Ker Tjia	Director	13 October 2015
Leon Toh	Director	1 January 2019
Charlotte Goh	Member (and ED)	25 April 2019

Occupation of Current Holders of the Relevant Offices & Previous Offices Held

Irene Liu - Current Chair of Playeum Board, Partner at PWC

Loh Nee Sian - Co-Founder of Playeum, Managing Director, Explorer Asia Holdings

Petrina Kow - Artist, Actress, Voice Coach, Educator

Sumitra Pasupathy - Co-Founder of Playeum, Country Director at Ashoka

Susan Carol Adams - Executive Coach, previous Chairperson of Playeum

Jaelle Ang - CEO & Co-Founder, the Great Rooms

Leon Toh - Executive Director, Damson Capital

Charlotte Goh - Executive Director, Playeum

P Board Meetings and Attendance

A total of three board meetings were held in the financial year. The Executive Director attended 100% of the Board Meetings.

<u>Board Members</u>	<u>Attendance: Sept 2019, Jan 2020, Mar 2020</u>
Sumitra Pasupathy	2 out of 3
Loh Nee Sian	3 out of 3
Susan Carol Adams	1 out of 3
Petrina Kow	1 out of 3
Jaelle Ang	2 out of 3
Irene Liu	3 out of 3
Leon Toh	1 out of 3

Director/Chief Executive Officer: Charlotte Goh, 15 August 2017

Banker: DBS Bank Ltd

Auditor: Fiducia LLP, 71 Ubi Crescent #08-01 Excalibur Centre, Singapore 408571

Related entities: The charity has no related entities

CONNECT WITH US

**“You can’t use up creativity.
The more you use, the more you have.”**

Maya Angelou



www.playeum.com



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