



#CORPORATEHERO

CORPORATE ENGAGEMENT INFO KIT





WHO WE ARE

Established in 1995, Trybe is a social service agency that specialises in working with youth facing adversities. Our vision is “Every Youth a Success Story”. We believe that all youth are able to reach the fullest of their potentials to live successful lives. Thus, we are united by our mission - *to journey with youths who face adversities to lead purposeful lives; inspiring them to impact others.*

Trybe, an Institution of Public Character (IPC), is a member of the National Council of Social Services (NCSS). Our corporate values are **resilience, integrity, service, and excellence.**

Through our **Community & Youth Services (CYS) Division** and management of the **Singapore Boys’ Hostel (SBHL)**, Trybe provides youth with guidance and offer support for their families and communities, creating a complete ecosystem of care from **community-based interventions to individual aftercare services.**

VISION

EVERY YOUTH A SUCCESS STORY

MISSION

TO JOURNEY WITH YOUTH WHO FACE ADVERSITIES TO LEAD PURPOSEFUL LIVES, INSPIRING THEM TO IMPACT OTHERS

VALUES

**RESILIENCE
INTEGRITY
SERVING
EXCELLENCE**

WHENEVER I FEEL TEMPTED TO USE DRUGS AGAIN, I WOULD IMMEDIATELY CALL MY CASEWORKER. HE WAS THE STRONG PILLAR OF SUPPORT THAT I NEEDED.

Narish | Trybe Youth

Every at-risk behaviour is a youth’s way to deal with unmet needs.

We help the youth realise and work on the underlying issues behind these behaviours, leading them to a brighter future.

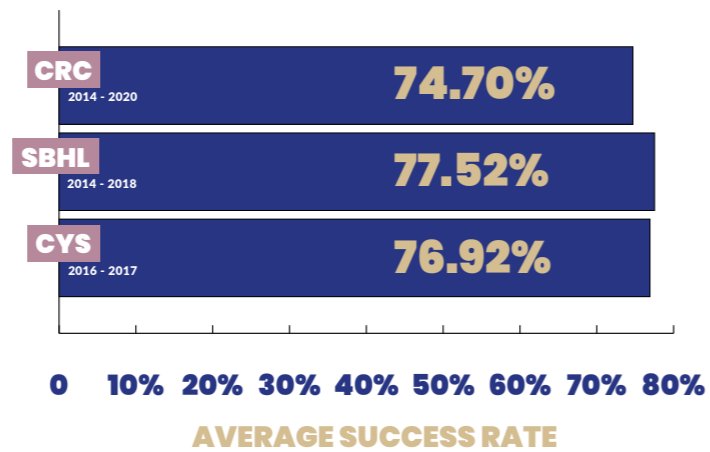
WHAT WE DO

We recognize that youths in Singapore are faced with different adversities in life. These adversities require different levels of support and Trybe is committed to provide a continuum of services, ensuring that the different needs of the youths are met.

COMPLETE ECOSYSTEM OF CARE



TRYBE SERVICES SUCCESS RATE*



Engaged more than 500* volunteers

More than 150,000* youth reached

More than 850* families impacted

* figures accurate as of April 2020

WITHOUT MY CASEWORKER'S SUPPORT, I COULD HAVE EASILY FALLEN INTO DEPRESSION

Theodore | Trybe Youth

TRYBE SERVICES

SERVICES / PROGRAMMES	CHRYSALIS	OASYS	SBHL Singapore Boys' Hostel	GRYT Growing Resilient Youths-In-Transition
ABOUT THE SERVICE	Chrysalis is our proposed solution to working with youths presenting at-risk behaviours and possibly mental health symptoms. The service involves assessing the youths and their families' needs, behaviours and interactions, which provide a holistic understanding of the issues.	OASYS is an integrated system of care focusing on a holistic community-based service. It consists of outreach and engagement, case management and treatment services for youth who struggle with substance-related issues.	Since 2011, Trybe has been appointed by the Ministry of Social and Family Development to manage and run the Singapore Boys' Hostel.	GRYT service aims to provide continued support for youth who are transitioning from institutions to the community.
CLIENTS	13 - 19 years of age, with either presenting behavioural risks, psychological and emotional needs	11 - 21 years of age, who are exposed to or currently engaged in substance abuse and are keen to seek help, or youths who require extended help after prior substance abuse support and treatment	12 - 21 years of age, male placed on probation by the courts with mandated Hostel residency as part of their Probation Order. Our residents are placed in our care for up to 12 months	13-21 years of age, transiting from institution-based probation or rehabilitation to the community
GOAL	<ul style="list-style-type: none"> Reduced offending risk behaviours Increased mental and emotional resilience Increased coping strategies and skills Improved familial and social interaction Improved network of community support (such as mental health resources) Increased abilities to engage with purposeful activities (i.e. school/ work/ etc.) Increased help-seeking behaviour 	<ul style="list-style-type: none"> Create early prevention awareness among youths through our outreach platforms for substance addiction problems Offer treatment to youth who face issues related to drug abuse Help reduce recidivism rates 	<ul style="list-style-type: none"> Help the youth live crime free lives Help the youth contribute positively to society Increase the level of familial support the youths receive Cultivate positive relationships with pro-social adult figures Complete their probation 	<ul style="list-style-type: none"> Create better rehabilitation outcomes through the continued support for the youth as they re-integrate into the community. Reduction in offending behaviour and become individuals that will contribute positively to society



“Businesses cannot be successful when the society around them fails”

HOW YOUR COMPANY CAN BENEFIT FROM SUPPORTING TRYBE



Supporting a Social Service Agency signifies commitment to moving societies forward. Integrating social impact into business goals creates favourable impact to a company's performance. It contributes to positive company culture and attracts new hires and customers who see value in social responsibility.

At Trybe, we acknowledge the value of working with corporates, community, and all our stakeholders. Through these collaborations, we are able to widen the scope of our support for youth facing adversities. Together, not only do we give them hope, but provide concrete solutions to the unmet needs of the youth and their family.

HOW YOUR COMPANY CAN BENEFIT FROM SUPPORTING TRYBE

1 IMPROVE PUBLIC IMAGE

Supporting Trybe can contribute to your goals of being branded as a socially responsible company. In today's digital era, companies that do good are gaining more exposure — and praise — for their social involvement. Your social impact can help you stand out in the market, giving you an edge over other competitors.

2 INCREASE POSITIVE PUBLICITY

As our supporter, we can feature your logo on our website, social media platforms and other online and offline publications. This can lead to organic online traffic, increasing your brand reach and potential new clients.

3 ENHANCE EMPLOYEE RECRUITMENT AND RETENTION

Employees are attracted to companies that are socially aware and engaged. This helps businesses recruit new employees and retain existing ones.

Laurence Lien, Chief Executive of National Volunteer and Philanthropy Centre of Singapore, says that young people are now more inclined to join companies that offer opportunities for employees to give back.¹ And according to Forbes, up to 88% of Generation Y believe in giving back to the community through work.²

88% OF GEN Y BELIEVE IN GIVING BACK TO THE COMMUNITY THROUGH WORK

Young people are now more inclined to join companies that offer opportunities for employees to give back

4 INCREASE INTERNAL STAFF ENGAGEMENT

Giving your employees an opportunity to contribute to Trybe's cause, creates a sense of community within your company. This empowers employees who are passionate about social impact.

As Trybe's corporate partner, you can provide personal development opportunities for your employees. By undertaking activities outside of their usual work responsibilities, employees gain the benefit of developing new social and technical skills, which can in turn be applied in the workplace.

Employees who are actively involved in corporate social responsibility programmes subsequently become your company's brand ambassadors. They gain greater pride in your company and become more proactive in sharing about it.

1 Robert. H. 2019, 4 little known benefits of CSR for any company, <https://www.roberthalf.com.hk/blog/employers/4-little-known-benefits-csr-any-company>
2 Hewlett. S. A., 2009, Forbe, <https://www.forbes.com/2009/07/07/gen-y-volunteer-mentor-forbes-woman-leadership-community.html#42cf9740164a>

7 NETWORKING OPPORTUNITIES

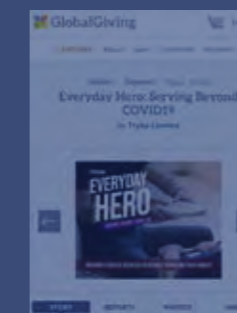
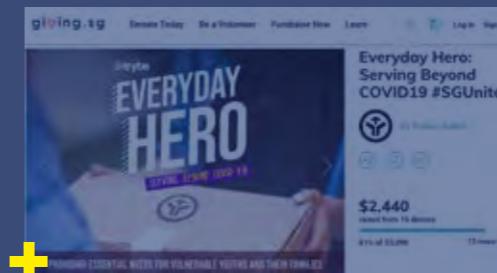
Trybe is a member of National Council of Social Service (NCSS) and has over 70 collaborators and stakeholders. Working with us gives you an added advantage of being introduced to our other partners and stakeholders such as government agencies and officials, as well as community partners.

As a charity with an IPC status, we are rightfully held to a higher standard, both in terms of regulatory compliance as well as governance

8 TAX DEDUCTION

Trybe is a Charity with Institutions of a Public Character (IPCs) status. With an IPC status, we are able to issue tax deductible receipts for qualifying donations from your company. By donating to us, you will be able to claim tax relief from your assessable income based on the amount donated, at a prevailing deduction rate. All qualifying donations to Trybe will be eligible for 250% tax deduction.

As a Charity with an IPC status, we are rightfully held to a higher standard, both in terms of regulatory compliance as well as governance.⁵ You can be rest assured that all donations given to Trybe are accounted for and managed under strict regulation.



5 ATTRACT NEW CUSTOMER & RETAIN EXISTING ONES

Working with Trybe helps entice new customers to come on board. In a 2016 Neilson survey, 56% of participants said “a brand being known for its social value” was a top purchasing driver.³ Consumers feel better purchasing from companies support initiatives.

Customers are more likely to be loyal to your brand if your company’s values are aligned with theirs. According to Forbes contributor Sarah Landrum, millennials prefer to do business with “company and brands with pro-social messages, sustainable manufacturing methods, and ethical business standards.”⁴

6 NEW CHANNEL TO MARKET AND EVALUATE PRODUCTS AND SERVICES

As our corporate partner, you will also gain a pool of potential customers; our staff, volunteers, followers on social media, and other stakeholders. This gives you an added channel to market your products and services. Trybe encourages open communication within the organisation. We are therefore open to provide you valuable feedback and evaluation if needed.

A BRAND BEING KNOWN FOR ITS SOCIAL VALUE WAS A TOP PURCHASING DRIVER

³ Casey, S., 2016, 2016 Nielsen Social Media Report, <https://www.nielsen.com/us/en/insights/report/2017/2016-nielsen-social-media-report/>
⁴ Sarah, L., 2017, Millennials Driving Brands To Practice Socially Responsible Marketing, <https://www.forbes.com/sites/sarahlandrum/2017/03/17/millennials-driving-brands-to-practice-socially-responsible-marketing/#722470c24990>
⁵ Charity Portal, 2020, <https://www.charities.gov.sg/setting-up-a-charity/Pages/About-Charities-And-IPCs.aspx>



#CORPORATEHERO

“If you want to lift yourself up, lift up someone else.”
— Booker T. Washington

Trybe understands that every company wants to make an impact to society but may approach it through different means. With that in mind, we have created an array of opportunities designed to meet the needs and wants of the company in achieving that goal.



WAYS YOUR COMPANY CAN SUPPORT TRYBE



WAYS YOUR COMPANY CAN SUPPORT TRYBE

DONATION

Trybe works tirelessly to help the youth work towards their success stories. But to do this, we need physical resources to sustain our programmes, services, and operational needs.

Without finances, we are unable to support those who truly need our help. Every contribution, whether big or small, plays a part in building the bridge for the clients to access professional help. Here are some possible options for your company to contribute to Trybe financially.

1 CORPORATE DONATION

Trybe accepts financial donation, both one-time contribution and regular giving. By expanding our monetary resources, we are subsequently broadening the scope of our support to the youth and their families.

2 CO-BRANDING A FUNDRAISING EVENT

We aim to have an annual fundraising event to obtain funds and increase awareness on issues surrounding youth with at-risk behaviour. We welcome you to co-organize and co-brand such activities as we see the value in your expertise and network. Trybe is open to one off events or long-term partnership for fundraising initiatives.

3 SPONSOR A FUNDRAISING EVENT

Your company can choose to sponsor at least one of our fundraising event components such as prizes, tokens of appreciation, meals, venue etc. As a sponsor, you will be entitled to different benefits such as logo placement on publicity materials and invitation to VIP networking sessions to name a few.

All qualifying financial donations are entitled to

250%

TAX DEDUCTION

Every contribution, whether big or small, plays a part in building the bridge for the clients to access professional help

4 EMPLOYEE REGULAR DONATION

For your employees who would like to give regularly, they can consider Trybe as their adopted charity. Employees can stipulate a portion of their salary to be donated to Trybe on a monthly basis. Individuals who donate to Trybe are also entitled to 250% tax deduction.

5 DONATION CANVASSING

Initiated by the National Volunteer & Philanthropy Centre, our nation comes together annually for one week in the month of December to celebrate the spirit of giving and encourage giving as a way of life. Your company can be part of giving week by helping Trybe raise fund through our donation card. We will assist to equip every employee with a donation card, allowing them to help canvass donations from their friends and family.

INDIVIDUAL CORPORATE DONORS ARE ENTITLED TO 250% TAX DEDUCTION

6 IN-KIND GIVING

Every kind of giving is valuable when it comes to corporate philanthropy. In-kind giving is the low hanging fruit of corporate philanthropy and an excellent way for companies to give back by leveraging their assets. Your company may consider purchasing the goods or services for Trybe instead of providing cash donation. Trybe also accepts pre-loved items in good condition, as long as there is a need. Do note that in-kind donation are not entitled to tax deduction.

7 SUPPORT DONATION CAMPAIGNS

Apart from direct giving, we also encourage your company to extend your support by increasing the target audience of our donation campaigns. You can help by sharing Trybe's online donation campaigns and Electronic Direct Mail (EDM) to your networks and social media followers.



SPONSORSHIP

As an Agency who has been actively serving the youth for the past 20 years, Trybe has identified a widespread presence of challenges that face our youth today. Our work with youth in different settings—from schools and community, to institutions, has revealed an increase in at-risk traits among youth.

These at-risk traits include conduct issues, peer and family relationship issues, poor response to school interventions, thrill-seeking behaviours, violent behaviour, substance addiction, and other delinquent behaviours. Trybe provides an array of services to meet each of the different needs, with the goal of providing the youth with the best support for them to overcome the adversities.

1 ADOPT A SERVICE

Your company can consider adopting one of Trybe's services for a year or longer period. By adopting the service, you will be covering the cost of the services to allow Trybe to support the targeted number of clients and meet output indented for each client. Trybe is open to explore co-sponsorship between your company and your partnering companies. We are also keen to explore different way in which your company can be further involved in the adopted service.

2 ADOPT A CLIENT

By adopting a client, your company is providing the financial support required for the clients to receive the intervention he/she needs through our service. We welcome discussion with your company if you are keen to be further involved in our journey with each client as we see each sponsoring company as asset to our services.



A good number of our school-going clients have difficulty paying for their transport fee or pocket money, resulting to frequent absences

3 SPONSOR SESSIONS OR ACTIVITIES

Every service we provide consists of different components to ensure we provide a holistic and comprehensive support that meets the need of our clients. Your company can sponsor the different components of our services.

4 FINANCIAL SUPPORT

Many of those we serve come from low income families and are in need of financial assistance. Some may not qualify for public financial aid but require support due to unique circumstances. A good number of our school-going clients have difficulty paying for their transport fee or pocket money, resulting to frequent absences. By providing short-term financial support, you are helping the youth resolve one of their greatest struggles so that they can focus on doing well in school, at work and life, in general.

5 EDUCATIONAL SPONSORSHIP

Good education leads to an individual's personal, social, and subsequently, financial growth. Formal learning prepares the youth to acquire new skills, values, and knowledge that can improve the quality of their lives. By providing educational sponsorship, not only will you be helping an individual focus on studies but also contribute in building the future of our Nation.



BY COLLECTIVELY ADVOCATING FOR THE YOUTH, WE ARE EMPOWERING THE COMMUNITY AS A WHOLE

6 CAPACITY BUILDING SPONSORSHIP

One way to multiple our impact is to increase our capacity. Through technology adoption, staff development, facilities and equipment enhancement, Trybe will be able to increase our efficiency and effectiveness in the long run. This is a long-term investment that guarantees greater impact in the future.

7 INTRODUCE OTHER SPONSORS

We believe in the many helping hands approach. With more support, we can do more for the youth and their families. And by collectively advocating for youth facing adversities, we are empowering the community as a whole.

VOLUNTEER

As a Social Service Agency that has been actively serving the youth for more than 20 years, Trybe has identified a widespread presence of challenges that our youth face today. Our work with youth in different settings, from schools and community to the rehabilitative institution that we manage has revealed an increase in at-risk traits among youth.

These at-risk traits include conduct issues, peer and family relationship issues, poor response to school interventions, thrill-seeking and violent behaviours, substance abuse, and other delinquent behaviours. Trybe provides an array of services to meet each of the different needs, with the goal of providing the youth with the best support to overcome adversities.

OUR 3 CORE PRINCIPLES FOR VOLUNTEERING ARE:

1 VOLUNTEERS ARE ESSENTIAL PARTNERS FOR TRYBE TO SUCCEED IN ITS MISSION

Trybe's mission is to journey with youths facing adversities to lead purposeful lives; inspiring them to impact others. This process requires a "many helping hands" approach and it is where volunteers play the indispensable role of filling in the gap and to complement our work in helping craft the youths' success stories.

2 VOLUNTEERS PROVIDE A DIFFERENT PERSPECTIVE AND ADD A NEW DIMENSION TO OUR WORK

As volunteers come with different background and experiences, they provide different perspectives that help add scope and depth to our work. The diversity of experience, skills and connections unlocks new realms of possibilities in the journey of crafting the youths' success stories.

3 TRYBE IS COMMITTED TO DEVELOPING OUR VOLUNTEERS AND HELPING THEM SUCCEED

We want to see our volunteers grow in their skills and ability to make an impact in society. Consequently, we strive to provide meaningful roles and supportive environment to facilitate this development and growth. We believe that open communication is key to helping our volunteers grow, and to improve our services. It is our hope that every volunteering experience at Trybe will be both meaningful and pleasant.

* Service-based Volunteering

- ✓ Direct involvement in outreach, intervention, rehabilitation and reintegration work
- ✓ Regular activities such as befriending, exposure programmes etc

Service-based volunteering empowers Trybe to do more with what we have. It provides us with additional manpower and resources, that complement the work that we do. Service-based volunteering allows participating companies to be directly involved in the outreach, intervention, rehabilitation and reintegration work that Trybe does with our clients.

Volunteers engage our clients through regular volunteering activities such as *befriending, exposure programmes, family engagement and many more*. Through engagement sessions, volunteers gain deeper understanding of the strengths and needs of our clients, developing more ideas on ways they can make a difference to society.

Volunteers are also empowered to plan and execute different volunteering activities that meet the needs of our clients, allowing them to experience the impact of their volunteering efforts directly.

* Skill-based Volunteering

- ✓ Empowers employees to utilize and develop their professional and personal skills
- ✓ E.g. Videography, HR capabilities, Tutoring, Legal advisory etc.

Skills-based volunteering allows Trybe to leverage on specialized skills and talents of professionals to build and sustain our capabilities. As a Social Service Agency, we may not have access to resources or expertise to excel in certain corporate functions which are critical for us to operate efficiently. Skilled volunteers can help Trybe overcome this challenge and allow us to better serve our clients, producing greater impact to society.

Skills-based volunteering opens the door for individuals to use their personal and professional skills and talents to serve. Professionals who are passionate about their craft find it more meaningful when they are empowered to utilize their skills and talent to do good.

Through skill-based volunteering, employees experience a refreshing, creative change from daily work that enhances the overall work experience, bring about greater satisfaction to the employees.

* Event-based or Adhoc Volunteering

- ✓ One-off volunteering

We understand that some companies may only be able to commit to a one-off volunteering activity. We still value those volunteering hours as they contribute to the overall success of our work. By adopting an event, companies can support Trybe through manpower provision and other areas.

“ WE GREW IN OUR ABILITY TO UNDERSTAND AND EMPATHISE WITH THE CHALLENGES FACED BY THIS VULNERABLE GROUP IN SOCIETY ”

WHAT OTHERS ARE SAYING

"We are thankful for such a wonderful experience working with the Trybe team at the Singapore Boys' Hostel; they were very open to the ideas proposed by our school volunteering committee and were flexible and willing to accommodate to the busy schedules of our members. The work that Trybe does, resonated with what we hoped the members of our school volunteering committee would be able to gain and learn through their volunteering experiences with youths. After volunteering with the Singapore Boys' Hostel for a year, many of our members had shared that the experience **changed their perspectives about the youths and youths at risk in Singapore**, and they grew in their ability to understand and empathise with the challenges faced by this vulnerable group in society. **For many of us, this volunteering experience had been positive, rich and humbling.**"

Fronia Tang
Primary School Teacher (Ex-NUS Student)

ADVOCACY

At Trybe, we believe in the empowerment of our clients through advocacy. We want to be their voice and to share their story, bringing about change in their lives.

In Singapore, there are many young people facing adversities—youths who are often forgotten and underserved. Living on the fringes of society, they are oftentimes not given equal opportunities. In addition to their woes, these youths may be unaware of, or unable to receive the appropriate support available.

It is our calling to bridge these gaps and connect the youth to appropriate help they need. Many of these youth did not choose to be in a troubling situation. If given the chance, they would rather excel and live a better life. This is where we, as a society, come in.

As part of our outreach efforts, we seek to educate the public, allowing them to understand and support the youth better. Our hope is to get as much help as we can—all hands on deck, so we can respond to those who are reaching out for help.

We also want to extend our reach to youths with unmet needs, sharing with them a message of hope as help is available.

1 OUTREACH EVENT PARTNERSHIP

Corporates play an important role in outreach activities. Access to extensive networks widens the reach of our cause. Trybe is open to conducting talks, setting up booths at corporate events, and ad placements.

2 SUPPORT ADVOCACY CAMPAIGNS

Trybe pushes out different strategic advocacy campaigns for our clients and our cause on a regular basis. Corporates can extend the impact of these campaigns by sharing them to their networks and their social network platforms. This sends out our message louder and clearer.

3 REFER CLIENTS

Through their network and contacts, corporate partners may come in contact with individuals who will benefit from our services. We welcome corporates to help identify and recommend these individuals to us or to share about Trybe to them.

4 PUBLICITY FOR TRYBE

We welcome corporates to share about Trybe and the work we do with their staff and external partners. This publicity presents many opportunities for our organisation—be it for funding, client referrals or collaborations.



IT IS OUR CALLING TO BRIDGE THE GAP. TO PRESENT THOSE WHO ARE LIVING ON THE FRINGES OF SOCIETY, WITH EQUAL OPPORTUNITIES IN LIFE.

COLLABORATION

Collaborating with the right businesses allows organizations—whether big or small—to grow. It gives an opportunity for collaborators to inspire and learn from each other, and efficiently get work done.

1 EMPLOY OUR CLIENTS

Majority of our clients come from lower income families. Most of them seek employment during school holidays to supplement their household income. We seek to expand our portfolio of partners that could provide job placement for our youth clients.

2 CAREER DEVELOPMENT FOR OUR CLIENTS

We believe that formal education is tremendously beneficial to our clients. However, we understand that some of them are not academically inclined and may choose a vocational training route. We hope to engage as many Corporates across different industries that would be suitable to varying interests and skill-sets the youths possess. We also seek to collaborate with companies that can provide long-term mentorship to the youths.

3 PROVIDE EXPOSURE PROGRAMMES

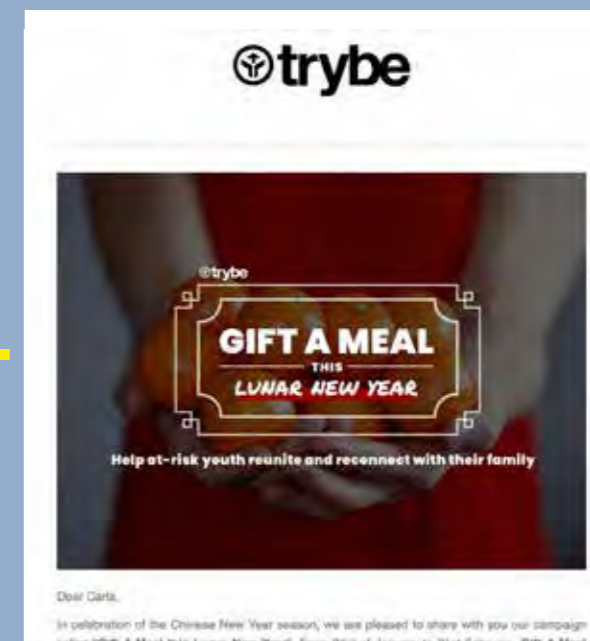
In our years of working with the youth, we realized that most of the time, clients are not aware of the different industries and employment opportunities available to them.

We hope to work with different companies to expose our clients to these opportunities. This could be in the form of learning journey, talks about your industry or even taking our clients on for a few days training programme. With better exposure, we believe the youth will have clear and concrete ideas for their career path.



Most of our clients seek employment during school holidays to supplement their household income

MOST OF THE YOUTHS ARE NOT EXPOSED ENOUGH TO THE DIFFERENT INDUSTRIES & EMPLOYMENT OPPORTUNITIES AVAILABLE TO THEM



4 JOIN OUR MAILING LIST

We value transparency and good governance. By signing up on our mailing list, we hope to keep our Corporate partners updated on our work and how your contributions are making an impact.

TOGETHER, WE CAN MAKE AN IMPACT

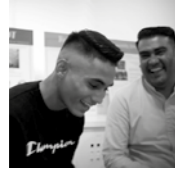


**“NONE OF US,
INCLUDING ME,
EVER DO GREAT
THINGS.**

**BUT WE CAN ALL
DO SMALL THINGS,
WITH GREAT LOVE,**

**AND TOGETHER WE
CAN DO SOMETHING
WONDERFUL.”** – MOTHER TERESA

TRYBE SUCCESS STORIES



Narish, a youth faced with a challenging past, physically abused by his father and mixed around with the wrong company, which ultimately led his life to spiral downhill.



Jackson (not his real name) has anger issues. He was disinterested in studies, involved in gang-related activities, and was subsequently arrested due to a gang altercation.



19—Theodore's age when he got arrested for unlicensed money lending. He wanted to earn money fast but did not want to burden his mother who was trying to make ends meet.



Charles (not his real name), was placed on probation for housebreaking and committing acts of mischief.

Their stories do not end here.



Read more about how these young men persevered towards a more purposeful life, with the help of Trybe and our community partners.

Scan the QR code for the full story.



BE A TRYBE CORPORATE HERO

If you would like to discuss how your company can partner with Trybe, please contact:

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www.trybe.org





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A SUCCESS
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