

SINGAPORE

COMPANY
OF GOOD[®]
FELLOWSHIP

nvpc[®]
Towards a
City of Good

Company of Good Fellowship

Impact Report

From Corporate Giving
to Corporate Purpose



About Company of Good Fellowship

The Company of Good Fellowship is a 12-week professional development programme designed to nurture changemakers from the private and public sectors, as well as Institutes of Higher Learning. Participants, also known as Company of Good Fellows, will be equipped with the knowledge and tools to activate their organisation's Corporate Purpose and drive positive impact in the ecosystem.



Launched in 2017, the Company of Good Fellowship has since had 217 Fellows from 168 organisations graduate across seven intakes of the programme.



Structured curriculum on how to activate purpose



Experiential sessions covering strategy to operations



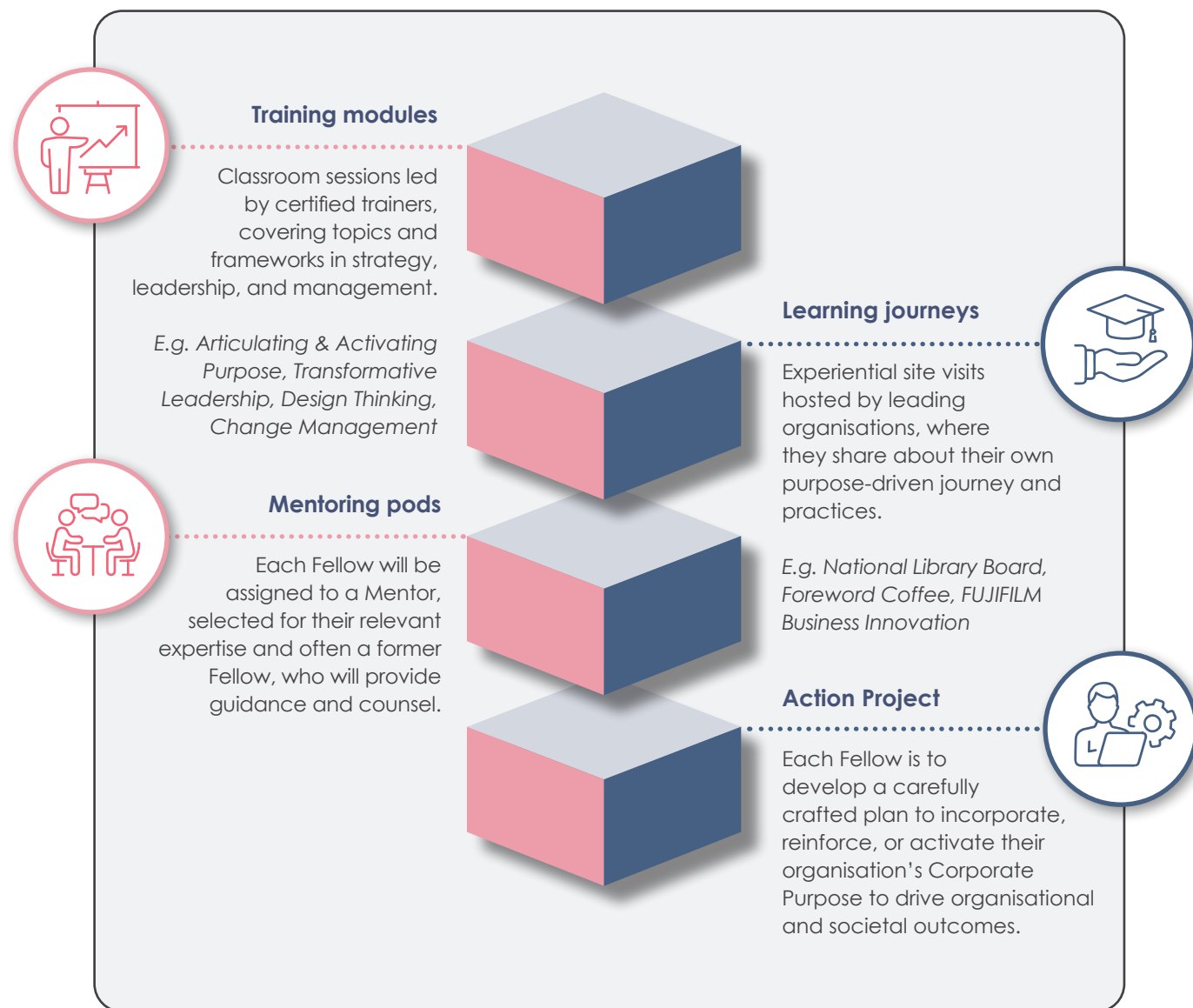
Peer support network with leadership coaching and mentorship



Action Project customised to drive your Corporate Purpose

Programme Curriculum

Over the course of the programme, Fellows will undergo an intensive and exciting curriculum that consists of:



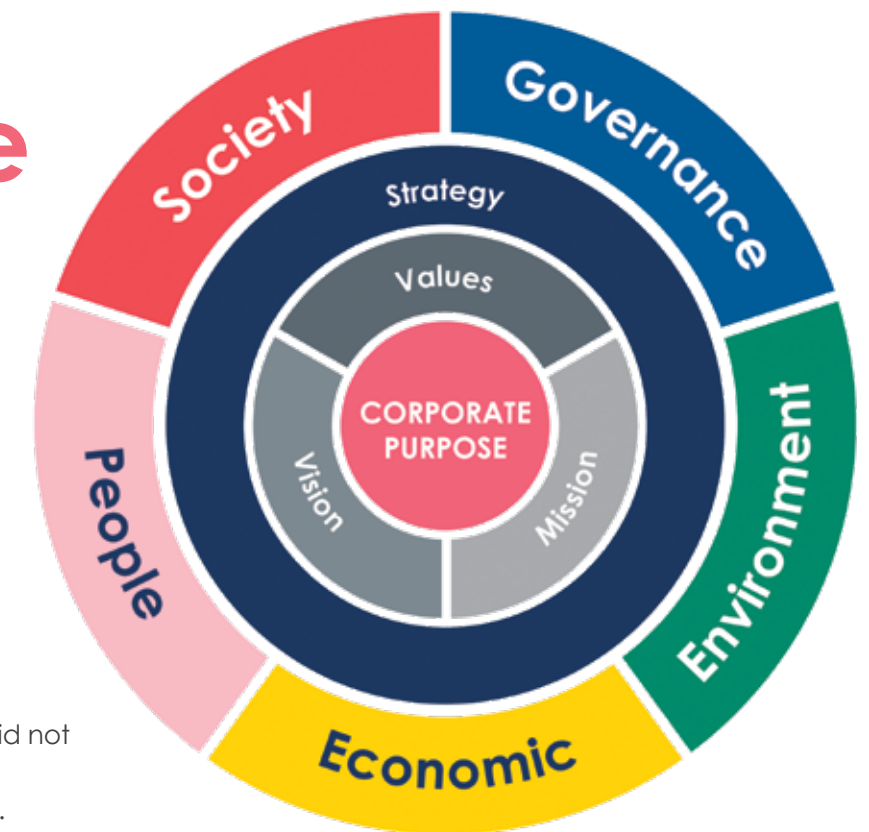
Along the way, there will be consultation clinics and reflection sessions to help Fellows unpack and crystallise their learnings, and sharpen their thought processes when developing their Action Projects.

The programme has also helped Fellows to form close-knit networks and build camaraderie that lasts beyond their graduation.

From Corporate Giving...

In 2017, the Company of Good Fellowship was launched by the National Volunteer & Philanthropy Centre (NVPC) with the goal of nurturing business professionals in Singapore to lead their organisations towards corporate giving. This addressed a gap where many companies and their employees had wanted to give back to society, but did not have the internal capabilities to do so at a strategic and sustainable level.

Fellows learned and applied the 4 'I' Framework of Investment, Integration, Institutionalisation, and Impact to develop and implement meaningful corporate giving initiatives that leveraged their organisations' unique resources to create positive impact.



...To Corporate Purpose

In 2023, NVPC launched the Corporate Purpose Framework and Blueprint for businesses in Singapore, guiding companies to articulate and activate their Corporate Purpose to create positive impact in the People, Society, Governance, Environment, and Economic dimensions.

Following the introduction of NVPC's Company of Good 2.0 strategy, the Company of Good Fellowship underwent transformative enhancements to help Fellows to unlock the power of their companies' purpose to drive positive change across every level and function of the organisation, from strategy to operations, creating win-win outcomes for business and society.



The Company of Good Fellowship Impact

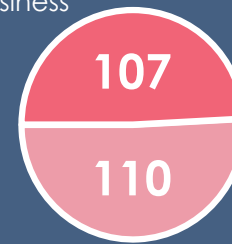
Key Highlights

7 Intakes 

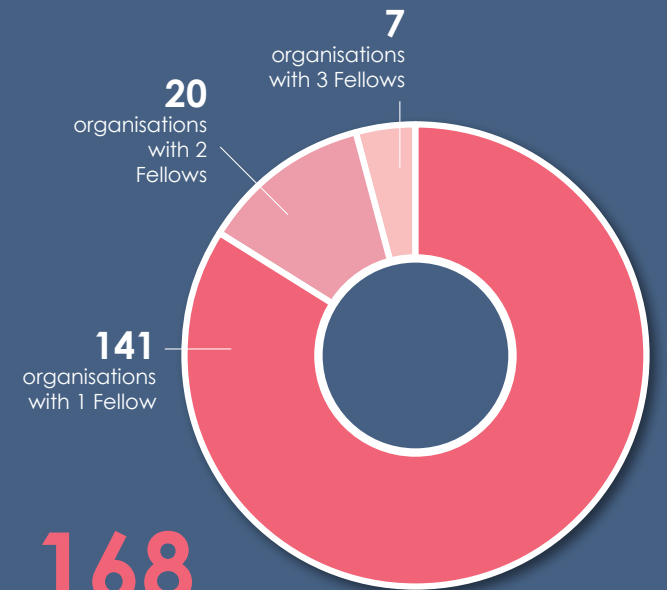
217 Fellows

Intake 1 (2017)	39
Intake 2 (2018)	34
Intake 3 (2019)	35
Intake 4 (2021)	40
Intake 5 (2022)	35
Intakes 6 & 7 (2024)	19 15 34

Directors & Above
(including Business Owners)



Middle Management & Below



168 organisations

- 77 Large Enterprises
- 76 Small and Medium Enterprises
- 8 Public Sector Agencies
- 4 Nonprofit Organisations
- 2 Schools & Institutes of Higher Learning
- 1 Trade Association or Chamber of Commerce

63 organisations conferred Companies of Good

8 Companies of Good — 1 Heart



3 Companies of Good — 2 Hearts



16 Companies of Good — 3 Hearts



36 Champions of Good



21 of 42 Mentors are former Fellows

98 unique organisations participated or led in other NVPC programmes



- 90 joined corporate giving activations
- 20 joined capability development programmes
- 13 joined sustained corporate volunteering programmes

Change

Driving Change and Scaling Impact

The Company of Good Fellowship has been an incubator for aspiring professionals to develop as changemakers in their organisations.

Whether it starts from within to uplift people and culture within the organisation, or reimagining how the organisation can contribute positively to the society at large, Fellows are equipped to implement and expand initiatives to drive long-lasting impact.



**Seah
Kah
Howe**
(Intake 4)

In planning his Action Project, Kah Howe aimed to upskill and uplift the migrant workers employed by his company, Seah Kim Cheek Construction. Recognising the challenges and adversities that this community faces in social integration and career advancements, he developed an online learning platform where migrant workers can learn English in their native language during their own time, free of charge.

What started out as an Action Project has since grown into a nonprofit called Grow Studio, not only empowering migrant workers with the tools and support to succeed in their careers in Singapore, but also expanding to teach dialects to younger generations so they can better communicate with seniors.

Grow Studio is deeply committed to fostering positive change within communities and believes in harnessing the power of technology to bridge gaps, foster understanding, and uplift lives.



**Kevin
Ng**
(Intake 6)

Kevin is the founder of Vicinity Studio, a video content agency dedicated to impactful storytelling, backed by a vibrant team of 60. Driven by a corporate purpose to empower youths by unlocking their creative potential, they provide masterclasses, learning journeys, and career guidance for young people including those at risk, creating pathways for them to enter and grow in the media industry.

These sessions bring in leading experts to provide industry insights, ranging from award-winning creative talents sharing their own creative approach and professional journey, to specialists delivering technical skills training.

In addition, Vicinity Studio partners with ITE to provide internship opportunities, giving hands-on training to at-risk youths and offering valuable industry exposure and mentorship to help them build confidence and unlock their potential.



Collaborate

Building Connections and Forming Partnerships

The sense of community is a hallmark of the Fellowship journey, with learning experiences designed to encourage peer-to-peer engagement and knowledge exchange. Fellows are not only empowered to succeed individually, but also supported to make connections and partnerships that amplify their collective impact.

Through the programme, many of our Fellows form networks and friendships with like-minded professionals that span sectors and last beyond the Fellowship.



Elaine Goh
(Intake 4)

Elaine is a bridge builder in the community, passionate about connecting people and harnessing collective resources to those in need. John, who started Renov-Aid, shares this vision, using his initiative to equip volunteers with essential renovation skills to empower a capable community ready to help others.

During a recent visit to Children's Wishing Well, Elaine noticed that some of the interior areas were in suboptimal conditions, and partnered with John to launch Project Clean White Walls, a community-driven initiative to refresh the space and provide a welcoming environment for the children.

Encouraged, Elaine has been extending invitations to more Fellows to join in contributing to this meaningful cause. This includes curating classes for the children and youths to learn about graphic design, digital storytelling, and other useful skills.



John Le Tissier
(Intake 4)

Gary Hong
(Intake 3)



Yvonne Siow
(Intake 4)



PlayPan is a social initiative that was started at the old Peace Centre by Gary (Intake 3) and Yvonne (Intake 4). The project was joined by other Fellows including Grace (Intake 5), Michael (Intake 4), James (Intake 3), Tiong Hui (Intake 6), and even Pearla (Intake 7)—whom each contributed their Time, Talent, Treasure, Ties, and Testimony to PlayPan's success.

Championing the notion to Play and Do Good, PlayPan serves as a vibrant placemaking and community-building hub for empowering communities and bringing diverse changemakers together for creative collaboration.

This includes bringing the People, Public and Private sectors together to reimagine giving and create a social economy, and PlayPan welcomes more corporates to come forward and collaborate to provide more opportunities for community engagement in Singapore.

Catalyse

Rallying Stakeholders and Kickstarting Ecosystem Movements

The Company of Good Fellowship provides Fellows with a holistic perspective to understand the role of their organisations in the ecosystem.

Equipped with the tools to articulate their corporate purpose, Fellows are challenged to look even beyond their usual stakeholders and identify new areas to multiply their impact, creating mutual value for their organisations as well as the communities they operate in.

Kathleen Chin (Intake 4)

Kathleen and her team at EY have played a vital role as a Project Manager for Project V, a structured corporate volunteering programme led by NVPC and NCSS, since the programme's pilot. With diverse stakeholders such as corporate volunteers, volunteer managers, social service agencies and their clients, Kathleen has expertly managed multiple project streams and added value to the engagements that take place as part of the programme.

This included the publication of a report that details best practices around how corporates and community partners can successfully kickstart and sustain a strategic partnership in volunteering, addressing systemic challenges and fostering community development.

The Project V pilot saw over 1,900 volunteers contribute more than 6,100 volunteering hours across 21 such partnerships.



Pratibha Kurnool
(Intake 1)

“The community of Corporate Purpose professionals is very small. So for anyone like me who really wants to share learnings and insights, the Company of Good Fellowship is the best way to find mentees who will find value in it. It added to my professional development as well, helping my growth as an industry leader who is actively involved in developing talent and to stay on top of industry trends.

There's also a lot of reverse mentoring that happens organically. For example, one of my mentees was from a client-side organisation, and the insights gained from the sector helped us better carve out strategic collaborations through purpose-driven programmes. Some of my mentees are now dear friends from whom I seek advice and support.”



Through transitioning from a Fellow to a Mentor in the Fellowship, I have learnt that mentoring is not about giving answers. It's about offering different perspectives by playing the role of a layman listening to their organisation and Corporate Purpose.

One of the highlights for me is learning more about other industries and professions. This experience has enriched my knowledge, and I enjoy the 'intellectual sparring' with mentees through challenging their way of thinking and having my perspectives concurrently challenged!”

Fang Jiayun (Intake 3)



I am very humbled to be able to give back to the vNVPC community and Fellowship, which I have journeyed with for the last 6 years. Ideating Action Projects on paper is one thing, seeing them to fruition is another—I enjoy sharing my own experiences to help mentees on their Action Projects to ensure they dream big yet keep it practical within their varying constraints.

Some of my highlights and 'proud parent' moments include witnessing mentees' Action Project presentations and seeing how they have grown, together with their projects having evolved over the programme. One of my mentees received the top score for their Action Project, one was an excellent emcee at the graduation event, and I even had a mentee who ended up as my wedding planner!”

Lee Qi Ni (Intake 5)



Company of Good Fellows

Adalia Tan	Cheek Xue Ting	Fayy Lim Xiao Fei	Julia Bensily
Adam Chee	Cheryl Chew	Felicia Hu	Kathleen Chin
Adeel Safdar	Cheryl Ong	Flora Ow	Kathleen Reen
Adeline Pang	Cheryl Wee	Francis Chan	Kelly Chung
Adriana Escano	Chew Li Zhen	Gabriel Ng	Kelvin Lum
Agnes Ting	Chin Sau Ho	Gary Hong	Kelvin Ong
Airam Ferrer	Chin Wui Thio	Gayathiri D/O Thevaraju	Ken Cheng
Akshdeep Jain	Chinnu Palanivelu	Gerald Tan	Kevin Ng
Alexander Ho	Choi Yik Heng	Grace Chew	Khor Hwai Lin
Alice Chiu	Christian Rahnsch	Grace Chua	Komala Murugiah
Alister Ong	Clara Koh	Grace Low	Kwek Pei Xuan
Amanda Ang	Clarice Chan	Gwendolyn Cheong	Lam Lai Leng
Amanda Cheng	Colin Wee	Henry Ang	Lee Li Jen
Andrew Pang	Colyn Chua	Hidekatsu Shigekawa	Lee Ningyi
Andrew Tan	Corinne Lim	Isabella Oh	Lee Pin Yi
Angela Lim	Craig Houliston	Ivy Choo	Lee Qi Ni
Angeline Ang	Cynthia Chia	Jack Yu	Lee Woei Shiuan
Anna Nguyen	Damien Tee	Jael Ng	Leon Toh
Annabelle Chiong	Daniel Chong	James Wu	Lim Jingjie
Apriani Kartika	David Ebenezer Toh	Jamilah Bte Salleh	Lloyd Wee
Ashton Yap	David Sakti	Janan Kwek	Low Sok Leng
Asriel Tan	Denise Ong	Jasmine Koh	Low Zhennan
Audrey Liew	Denise Teo	Jasmine Tan	Madelene Ortega
Banupriya Meyalagan	Derrick Tan	Jason Chuei	Madhurya Manohar
Bao Ningyu	Donovan Tan	Jeanette Juay	Magali Croese
Beatrice Lau	Dorothy Ng	Jeremy Teo	Mandes Sim
Benjamin Chua	Elaine Goh	Jerome Lau	Marc Goh
Bernard Chan	Elaine Ong	Jesher Loi	Marcus Loh
Bernard Chong	Elaine Sam	Jessica Cheong	Maria Ho
Bhajinder Kaur	Elizabeth Tan	Jessica Toh	Marie Gauthier
Brian Lim	Elizabeth Tang	Jill Philips	Marissa Lum
Camy Tong	Elle Cheng	Jimmy Ong	Megan Fernandes
Carolyn Yeo	Elle Yeow	Jinny Poon	Michael Lee
Cassandra Poon	Elysia Goh	Joel Sim	Michelle Lim
Cathy Chia	Eunice Teo	John Le Tissier	Michelle Per
Cecilia Sankaran	Fang Jiayun	Joshua Goh	Michelle Tong
Celeste Tang	Farhan Firdaus	Joyce Siew	Michelle Wong

Miruna Ranjan	Seri Johari
Neo Kwok Siang	Shannon Kong
Ng Bao Qi	Sharmin Foo
Nicole Hilary Teo	Sharon Eng
Nicole Pauh	Sharon Ho
Niyati Pringali	Sheryl Koh
Oscar Postma	Shirley Lim
Panneer Selvam	Shiyun Wan
Pauline Wee	Shobana Balachandran
Pearla Sim	Shuk Weng Kan
Peh Zhengyang	Shyn Yee Ho-Strangas
Phua Hui Chun	Siti Nur Diyana
Phua Huijia	Sparsh Deep Singh
Pitrie Neo	Stella Wong
Poon Chor Yi	Susan Ferroa
Prasakthi Allagoo	Sylvia Phua
Pratibha Kurnool	Tan Lek Hwa
Priscilla Pusey	Tan Yanling
Rachel Phay	Tay Jia Wei
Rachel Wu	Tom Tan
Robin Pho	Tracy Lowe
Roshith Rajan	Usha Pillai
Russ Neu	Valeria Sadovykh
Ryan Lim	Valerie Goh
Sam Verrelst	Vicnan Pannirselvam
Samantha Wong	Walter Oh
Samuel Khoo	Wang En Yeow
Samuel Tan	William Lim
Sandhya Aswani	Yang Hyeon Jeong
Sapna Kewalramani	Yeo Tiong Hui
Sarah Anderson	Yvonne Leung
Sarah Mohd Ong	Yvonne Siow
Saumya Singh	
Seah Kah Howe	
Selena Chong	
Selene Liu	
Selina Ang	

Mentors

Alvin Yapp	Kathleen Chin
Amelia Champion	Khee Shihui
Ang Kian Peng	Khor Hwai Lin
Angeline Chin	Lee Li Jen
Benjamin Chua	Lee Qi Ni
Bernard Chan	Leon Toh
Camilla Adindamaulani	Leona Tan
Cathy Chia	Lydia Ang
Cheryl Chen	Mara Chiorean
Chia Boon Chong	Mitchell Leow
Colyn Chua	Nicholas Ng
Fang Jiayun	Panneer Selvam
Gina Ho	Patsian Low
Gwendolyn Loh	Phua Huijia
Hidekatsu Shigekawa	Pratibha Kurnool
James Wu	Roshith Rajan
Jason Chuei	Seah Kah Howe
Jesher Loi	Sharon Eng
Jessie Ong	Teanna Tan
Joshua Gan	Valerie Cheng
Joyce Siew	Winnie Tan



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