

NPO Forum

In Conversation with COC: Board Culture, Ethics & Governance

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Our Journey of Doing Good Better

Jeffery Tan

Chief Executive Officer – MINDSET

***Group General Counsel, Director of Group Legal & Corporate Affairs –
Jardine Cycle & Carriage Limited***



Commissioner of Charities



MINDSET Care Limited

Vision

To change people's attitudes by raising awareness and understanding of mental health issues, as well as providing direct assistance for individuals, families and organisations in need of help.

MINDSET Care Limited

Background

- Jardine Matheson Group's philanthropic initiative in the underserved area of mental health
- Established in Singapore in 2011 & registered as a charity in 2012
- Activities are championed by Jardine Ambassadors, i.e. employee volunteers from across the Jardine Matheson Group serving two-year tenures with MINDSET

The Four Initiatives

To promote social and community acceptance through reintegration and to source for appropriate job openings and work training within Jardine Matheson Group companies

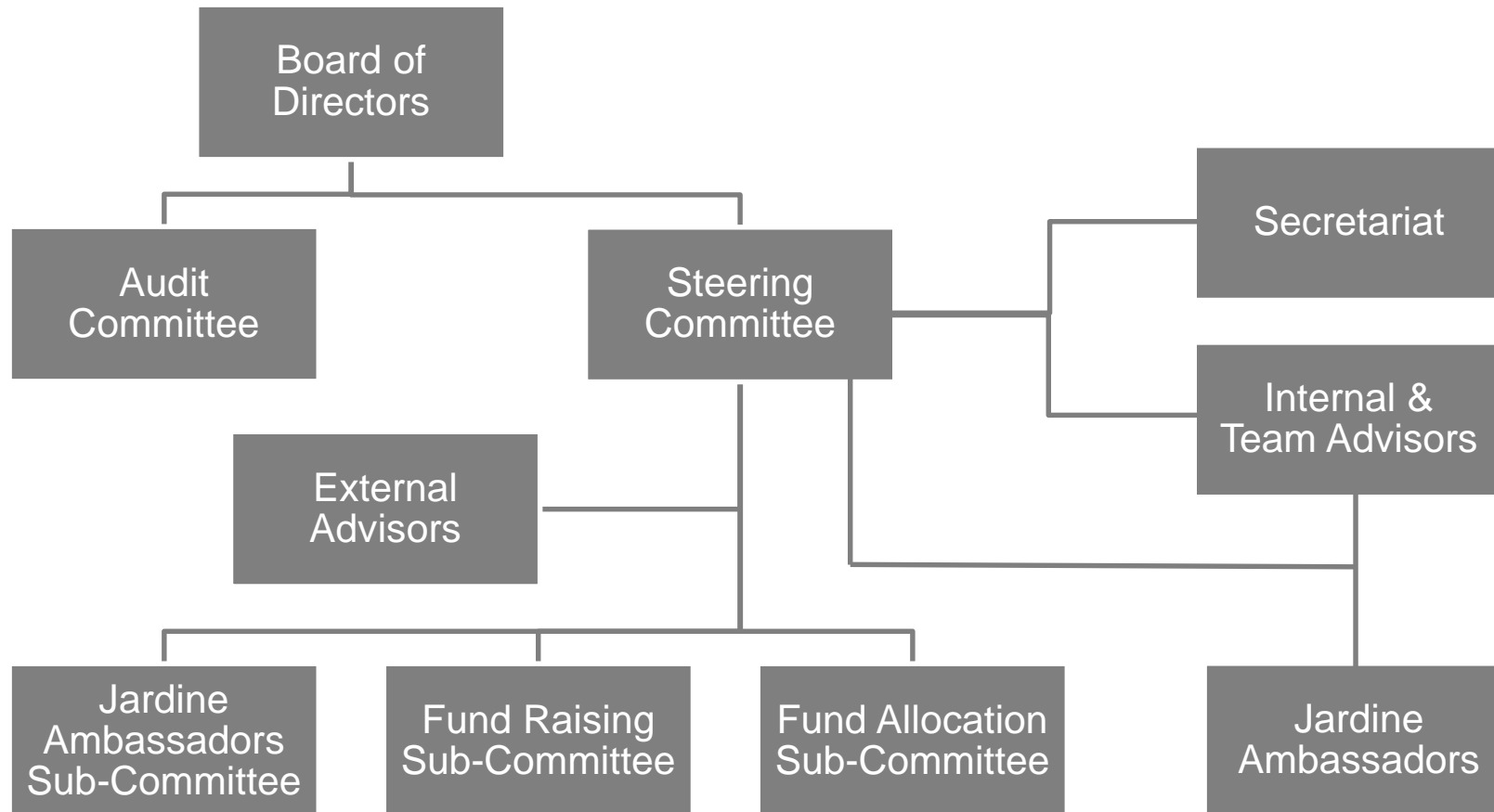
To raise funds through community and corporate engagement and partnership



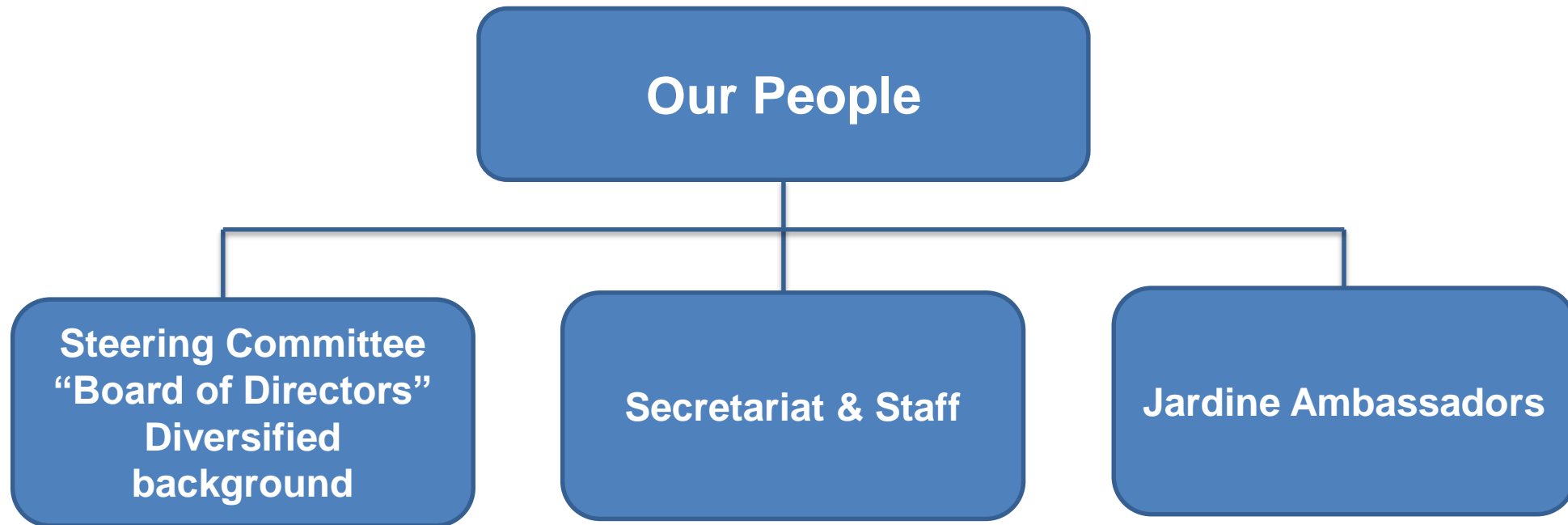
To raise awareness of MINDSET's aims and reduce the stigma attached to mental health issues through talks, campaigns and Mini-MINDSET Days

To help our mental health partners' clients achieve self-sustainability through profit-generating business activities

Organisation Structure



Organisation and Governance Support



Our Philosophy

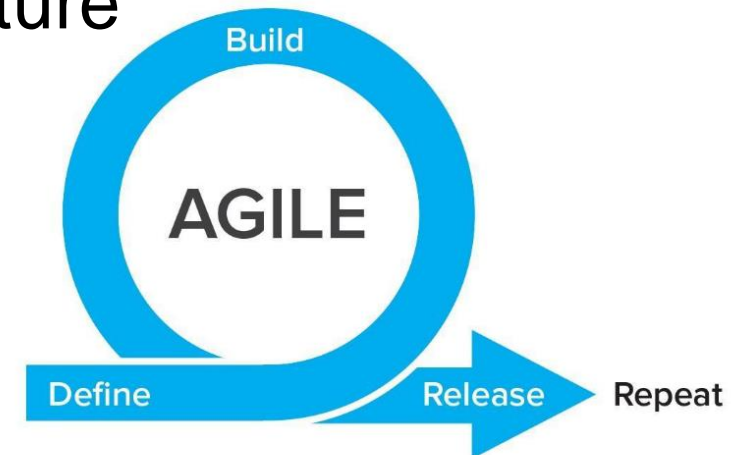


KEY: Being Accountable to Funders



Other Possible Challenges

- Quick dissemination of information throughout all levels in the organization
- 2-year tenure of Jardine Ambassadors – necessary to have regular training with Jardine Ambassadors
- Maintaining strong corporate governance culture



thankyou