

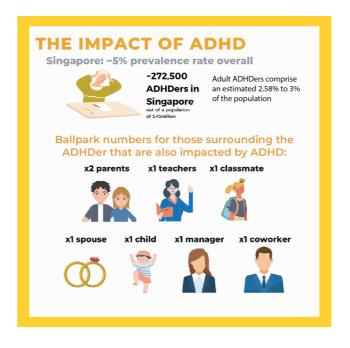
FOR THE FINANCIAL VEAR ENDED 31 DECEMBER 2022 THE ST DECEMBER 2022

About Us	P1	Advocacy	P8
Messages from the Chairman and Executive Director	<b>P2</b>	Building the Foundation	P10
Highlights of the Year Our Impact	P3	Looking forward to 2023	P13
Raising awareness about ADHD	P4	Fundraising, Grants and Revenue Generation	P14
Access and Support	P6	Audited Financial Statements	P15

### **About Us**

### Our Purpose/Objectives

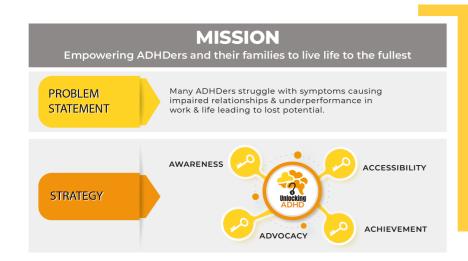
- To promote ADHD Literacy and build a supportive community and ecosystem for individuals with ADHD (ADHDers) and their families in Singapore.
- To provide access to practical information and support to the ADHD community and develop tools to equip ADHDers with knowledge, skills, and strategies to identify their strengths and unlock their full potential.
- To improve support systems for the ADHD community through engaging with relevant stakeholders about the nature, incidence, and impact of ADHD.



# **Overview of Charity**

Unlocking ADHD was officially launched on October 1, 2021, in conjunction with ADHD Awareness Month. The organization was incorporated as a Company Limited by Guarantee on November 9, 2021, under the name Unlocking ADHD Ltd ("UA").

UA was registered as a charity under the Charities Act on January 30, 2023 and has been a full member of the National Council on Social Service (NCSS) since February 1, 2023.



"Our mission is to empower ADHDers and their families to live life to the fullest"

# Chairman's Message

Attention-Deficit/Hyperactivity Disorder (ADHD) is a neuro-developmental condition that affects about five percent (5%) of the population. There is a further impact on others around the ADHDer - parents, siblings, spouse, teachers, classmates, colleagues, etc. Undiagnosed and unmanaged ADHD is a great unmet need with far-reaching implications for society due to the lack of awareness, access to diagnosis and management of the condition for ADHDers and their families.

Unlocking ADHD (UA) has achieved much under the leadership of its founding Executive Director, Moonlake Lee, from 2021 to 2022. Our young non-profit organisation has been recognised by various Singapore Government Ministries, mental health professionals and

social service entities for the work that it has done in the community. UA has received donations from members of the public and grant making bodies, as an indication of its meaningful and impactful work in transforming lives. We look forward to 2023 with a focus on building the foundation, creating greater awareness about ADHD and providing services to support ADHDers and their families.



Adj Prof Tan Sze Wee
Chairman of
UNLOCKING ADHD

# **Executive Director's Message**

To understand the present and the future, one must look to the past. Unlocking ADHD (UA) was launched in 2021 to give hope to the ADHD community, address the gap in information and resources about ADHD, and to equalize access to diagnosis and management of the condition. What initially started from my personal journey as a parent and adult ADHDer has grown and taken on a life of its own.

I am grateful to all the volunteers who have given of their time and resources because of their belief in Unlocking ADHD's mission. They have rolled up their sleeves to work tirelessly to make an impact - each board member, core volunteer leader, operational team member, and the many volunteers who have supported UA on various projects throughout 2021 and 2022. UA would not be where it is today without their labour of love and the hope they ignited in not just me, but in every individual whose life has been touched by ADHD.

In early 2023, UA became a registered charity and social service agency. We also moved into our new office premises on Holland Drive, courtesy of Singapore Pools, who have offered this space to us on a rent-free basis. We launched the RESTART Adult ADHD Starter Kit and a pilot Group Coaching programme.

I am excited about the development of more programmes and partnerships in 2023 including the REIGNITE programme for youths and adults with ADHD and advanced modules of the Empower training programme for parents. We look forward to a fruitful and impactful year ahead, building on the foundation laid in 2021-2022.

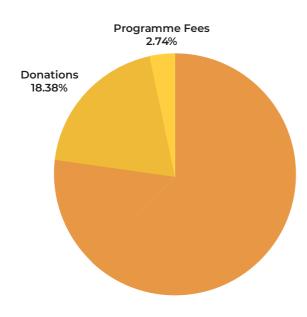


Moonlake Lee
Executive Director of
UNLOCKING ADHD

# Highlights of the Year

# **Summary of Financial Performance** (November 9, 2021 to December 31, 2022)

- Private Grants of \$197,310 were received with key grants from The Majurity Trust-Maybank Momentum Grant, Centre for Social Enterprise (raiSE), SG United and the National Youth Council.
- Donations of \$45,984 were received from individual donors including a significant amount donated by our founder and Executive Director.
- Programme fees and other income of \$6.856 were earned.



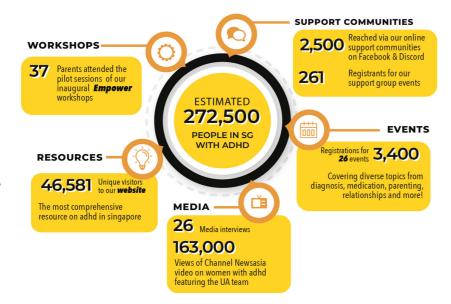
Private Grants 78.88%

### For 2022, Total income was \$250,150 and total expenditure was \$171,046

We are very grateful for our grantors' and donors' trust and monetary support and endeavour to use the funds received judiciously.

# Our Impact: Programmes and Activities (2021-2022)

The activities below reflect how much a shared vision and strengths-based approach can achieve - especially with a team that has over 50% representation of ADHDers or family members of ADHDers at all levels. The passion and hard work from our dedicated full timers and volunteers have made these activities possible, and showcases the strengths of the ADHD wiring.



### Raising awareness about ADHD

#### 1.Website

The UA volunteer team of over 40 content creators from all walks of life worked intensively for seven weeks to launch the UA website on July 27, 2021. Within four months of launch, the National Library Board wrote to UA to request permission to archive the website as part of its Singapore collection.

In 2022, UA launched micro-sites in Malay, Chinese and Tamil with respective webinars in those languages on the Diagnosis and Management of ADHD. The impetus of this initiative was to reach out to family members of ADHDers in their mother tongue. As there is a genetic link for ADHD, this would enable more understanding and support, and be of practical help in grandparenting children with ADHD.



### 2.Media Coverage









Strategic media coverage helped to build awareness about ADHD in Singapore – starting with UA's first coverage in June 2021 on Vogue Online, followed by coverage in major media such as the The Straits Times, and Channel News Asia Insider. There were a total of 10 media coverage opportunities in 2021 and 18 in 2022 across different languages, mediums and on different topics relating to ADHD.

The video on Women with ADHD that was broadcast on Channel NewsAsia in November 2021 had been viewed over 163,000 times on YouTube by the end of 2022. From the several hundred comments, many individuals have indicated that they have been moved to obtain a diagnosis after watching the video. Others have joined the UA support group or become volunteers with UA.

#### 3.Events

The UA team organized or collaborated in 13 events in 2021 and 20 events in 2022 to address the various needs of the ADHD community. Over 3,000 registrations were received for over 30 events since UA launched in October 2021.

UA's awareness events touched on a diversity of topics for parents, adults and youth ADHDers. This included medication, thriving with ADHD, the ADHD effect on marriage, last minute exam hacks, parenting from a father's perspective and ADHD strengths.









### 4. Videos

In 2021, UA received support from Our Singapore Fund to create two videos featuring four individuals sharing their ADHD journey. In 2022, our team of volunteers created a series of seven video interviews in the #ThisisADHD campaign. The campaign aimed to demystify ADHD and show the complexity and diversity of the experiences of adult ADHDers and family members of ADHDers.



## **Access and Support**

### **Support Community**

I joined Unlocking ADHD in the grips of a depressive episode and that turned out to be one of the better decisions I have made in my life.

I never thought I'd find a platform for ADHDers in Singapore but I am so grateful to have one. Finding your tribe is so important. I'm so glad I've found mine.

— Megan Youth ADHDer



In 2021, we launched a private Facebook Support Community and by 2022, it had grown to 2,255 members with 565 members on the UA Discord Server. Members are quick to offer support and share their experiences so that ADHDers and their families know that they are not alone in this journey.

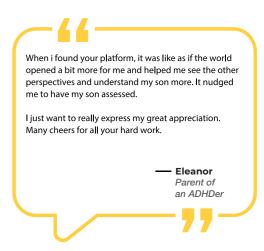
#### Adult ADHD brain scan research

With the help of your organization ... and support (group) members, I was able to get my diagnosis which came relatively smoothly after personal uncertainty ...

You and your team have helped change the course of my life. If not for your support group ... I would have remained ignorant and drifting.

— Brian

Adult ADHDer



UA supported Dr Roger Ho, Professor and Senior Consultant Psychiatrist at the National University of Singapore (NUS), in his research on whether an infra-red brain scan could be used as a diagnostic tool for adult ADHD. Over 100 individuals in the ADHD community who suspected they had symptoms of ADHD received a diagnosis through their participation as volunteers in this project. The Institute for Health Innovation and Technology (iHealthTech) at NUS is now offering this infra-red brain scan, combined with a questionnaire and psychiatrist consultation as a service to adults who are seeking an assessment for ADHD.

### Workshops

UA received seed funding from the Centre for Social Enterprise (raiSE) to develop and launch the Empower foundation workshops on Executive Functioning (EF). We launched two pilot workshops in October and November 2022 with almost 40 parents being part of the pilots. The focus of the Empower workshops is on *implementation* - helping parents to apply their new understanding of EF to their specific situation.

I will recommend Empower! to parents of children facing learning difficulties. It provided an introduction to executive functions and whetted my appetite for more learnings.

I learned that having a positive relationship and collaborative parenting are key pillars for parenting. Everything starts at home and as parents, we must learn and evolve to set our kids up for success in life!

— Laura

Mother of a
10-year-old ADHDer



We will be organizing more Empower Foundation Workshop sessions in 2023. If your school, parent support group or community group would like to organize a workshop on Executive Functioning, please email us at **contact@unlockingadhd.com**. Parents who are interested to sign up for the next run of the Empower workshop can also indicate their interest.



In 2022, the UA team conducted ADHD Awareness workshops for schools and companies on understanding ADHD and how to get the best from students and employees with ADHD. Clients included a primary school, a secondary school and a recruitment company. If your school or company would like to invite UA to conduct a talk/workshop on ADHD or School/Workplace accommodations, do reach out to us at **contact@unlockingadhd.com**. We are developing corporate Diversity Equity and Inclusion talks focusing on Neurodiversity (ADHD) in 2023 and are happy to conduct workshops and support companies to be more inclusive.

# **Advocacy**

### **ADHD Community Survey**

In late 2021, a ground-breaking ADHD Community Survey was launched to gather a snapshot of the issues facing individuals and their families. This was a collaboration between UA and the Society for the Promotion of ADHD Research and Knowledge (SPARK). SPARK is a charity which supports parents of children with ADHD. A total of 596 respondents came forward to share their experiences during the one-month period that the survey was live.

The ADHD Community Survey results and recommendations provided the basis for Government Engagement activities by both UA and SPARK in late 2021 and 2022. The objectives of the government engagements were to share about the impact of ADHD so that all stakeholders could understand how to better collaborate to uplift the ADHD community. We had several meetings with

the Ministry of Health, Ministry of Education, Institute of Mental Health, and National Council of Social Services. These engagement sessions were productive meetings for all involved to gain insight on the different perspectives, understand the gaps and discuss the way forward. We also met with the Ministry for Social and Family Development, Ministry of Culture, Community and Youth, KK Hospital and several foundations. We are grateful for the openness and graciousness of all these individuals who made the time to listen and share with us. We hope to continue the meaningful and practical engagements in 2023.





### **Regional and International Events**

UA had the opportunity to participate in several regional/international events in 2022.

Our volunteer researcher, Denise Liu, presented a paper at the CIFA Regional Symposium & MSF Asian Family Conference – Runs (in) the Family: The Impact of ADHD on Family Relationships and Children's Coping. The presentation was well received, and we hope that there will be more research into this important topic. It was a wonderful opportunity to meet with others in the field, both locally and regionally.



Our Executive Director was a panellist at an online event organized by the Hong Kong Professionals with Disabilities Network (HKPWDN) in conjunction with the International Day of Persons with Disabilities. Fellow panelists included individuals from DLA Piper UK, Amazon (UK), and Dream Impact (Hong Kong).

UA also participated in ADHD Awareness Week Hong Kong, organized by Let's Talk ADHD where UA Director, Jamie Lee, presented at two webinars – one on dating and relationships, and the other on parenting an ADHD child as a father with ADHD.







### Recognition

Recognition for the work that we do came in the form of Singapore's inaugural 40-over-40 Inspiring Women Award for UA Founder, Moonlake, in the Social Contributor category for her work in the area of ADHD awareness. A special surprise at the end of 2022 was when Moonlake was nominated as a finalist for *The Straits Times* **Singaporean of the Year 2022** Award for her efforts to support the ADHD community. What made this so meaningful was that it enabled a wider network of people to be aware of ADHD and the resources available for those who are struggling. This also kickstarted our fundraising campaign with a donation of \$5.000 from the Award to UA.

# **Building the Foundation**

### Governance and Compliance

In 2022, the UA team juggled running activities while also ensuring that we were laying a strong foundation for our next stage as a charity and social service agency. As we transitioned from mainly awareness activities to building on awareness and providing services, we grew our team of salaried full-timers to four members. Fundraising and grants played a part in enabling capability development and ensuring that the salaries of our team were paid.

Heading for the charity route also meant that governance, compliance, and accountability became even more important – we had to ensure UA had the proper policies, manuals, program papers and processes in place to meet stringent requirements and ensure a good foundation for our development as an organisation.



### **Unlocking ADHD Board of Directors 2022**

All the members of the UA Board of Directors are volunteers who give their personal time to the charity. This underlines the passion that each brings to their role on the Board to empower ADHDers and their families to live life to the fullest. UA grew its board to six directors by the end of 2022. Each board member brings different strengths and their personal networks to put UA in good stead for growth.



ADJ. PROF. TAN SZE WEE Assistant Chief Executive (A\*STAR) Served since Feb 2022



STEPHEN CHEN WENG LEONG Treasurer /Finance Chair Served since Feb 2022



OONLAKE LOVE LEE Executive Director, Unlocking ADHD Served since Nov 2021



KOH HUI LING ANDREA Operations & Marketing Manage Served from Feb to Dec 2022



JAMIE LEE KWAN JIN **Programmes Chair** Served since Feb 2022



**Audit Chair** Corporate Executive Served since June 2022



LEONG TZE-HO DOUGLAS Legal & Compliance Chair General Counsel/Head of Legal Served since Dec 2022

#### **Board Governance Information**

#### A total of 9 board meetings were held in 2022.

March 3, April 25, May 21, June 25, July 23, August 27, September 24, October 22, and December 17.

<u>Name</u>	<u>Attendanc</u>
Adj.Prof. Tan Sze Wee	8/9
Stephen Chen Weng Leong	9/9
Moonlake Love Lee	9/9
Jamie Lee Kwan Jin	8/9
Himanshu Chaudhari	5/7
Koh Hui Ling, Andrea	7/9
Leong Tze-Ho Douglas	1/1

#### Other Governance Activities

- UA worked with the National University of Singapore Law School's team to review Personal Data Protection Act (PDPA) policies.
- We also worked with the Shared Services for Charities team to develop three manuals - Board Manual, Human Resources Manual and Finance Manual.
- UA benefited from the support of Clifford Chance, a global law firm, as our pro-bono law firm on specific legal matters, and
- UA also retained an external accountant and auditor to prepare for our first financial audit.

### **Unlocking ADHD Operational Team 2022**

The Operational Team is responsible for the day-to-day operations including the major areas of programmes, corporate communications, human resources, community engagement, accounts, volunteer management, stakeholder engagement, and fundraising. Their dedication and talent propel us forward.



MOONLAKE LOVE LEE Executive Director



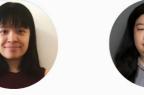
KOH HUI LING ANDREA Operations & Marketing Manage



**CHARLENE HAN JIA JIA** Learning & Development Manager Served since Mar 2022



HUI WAI YEE SAMANTHA Outreach & Community **Engagement Executive** rved since Mar 2022



CHUA HSIEN HUI (RAVEN) Served since Sep 2022



TRINITY SUN Digital Marketing & Community Outreach d from Nov 2021 to Sept 2022

## **Unlocking ADHD Core Volunteer Leaders 2022**

The Core Volunteer Leaders gave their time, efforts, and skills to support the organisation in carrying out the various activities found in this Annual Report. Without their contributions, many of the programmes would not have been possible. We also had other volunteers who supported UA on projects such as the Official Language microsites/webinar project, the ADHD Survey report and the various events throughout the year.



Served since Nov 2021



Served since Dec 2021



Served since Nov 2021



Served from Nov 21 to Sept 2022



MD SHAHABUDDIN (SHIPLU)



ESTHER YEOH Outreach & Communit Served since Mar 2022



Public Relations Served since Nov 202



Served from Feb to July 2022



PANG SHU MING **Events and Special Projects** Served from Nov 2021 to Mar 2022

# Looking ahead to 2023



In just 1.5 years, UA has made remarkable progress in addressing the gaps within the ADHD community. What started as a grassroots initiative has transformed into a registered charity and social service agency. UA has the most comprehensive resources on ADHD in Singapore with micro-sites on ADHD in the official languages.

By leveraging on- the lived experiences of ADHDers and consulting with dedicated ADHD care professionals, UA has created a valuable tool to support and educate the ADHD community. Our vision extends beyond information sharing. We have already taken steps to build an online peer support community and offer a foundational workshop for parents seeking guidance on supporting children with executive functioning difficulties. Now, we aim to deliver even more impactful services to the community—peer support circles, workshops, and coaching that can make a profound difference in the lives of those affected by ADHD.

# Our stepped care model of programme delivery is based on the goals of Enlighten, Enrich and Enable.

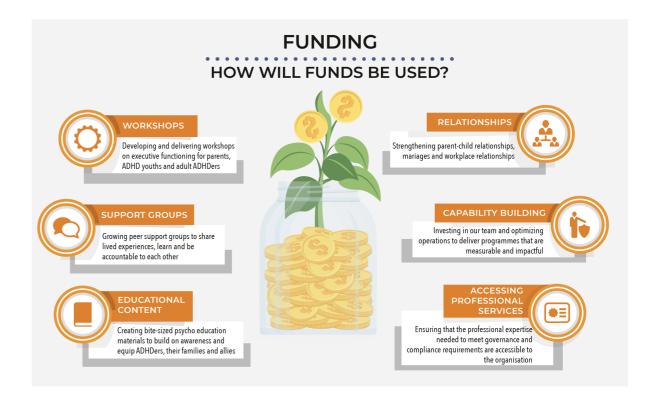
- Webinars with Executive Function Expert, Seth Perler on working with struggling students
- Launch of Restart: ADHD Starter Kit A Guide for Adults with ADHD. This free e-book provides a road map for those who suspect they have ADHD with information on symptoms, where to get assessed, what to do after a diagnosis, support groups, therapy, and an ADHD plan.
- Continued roll out of the Empower Workshop Foundation series to equip parents with an understanding of Executive Function (EF) and how to support their children to be independent learners.
- Launch of Group Coaching to make coaching more accessible to the ADHD community
- Workshops on parent training in collaboration with Dr Dan Shapiro and Parent Child Journey
- Workshops on the ADHD effect on marriage with Melissa Orlov of ADHD Marriage.

# Fundraising, Grants and Revenue Generation

UA needs funding to continue its current programmes and to develop more services to uplift the ADHD community. It is also critical to ensure that UA has the right team in place to maintain and scale its programmes for its beneficiaries.

We anticipate that there will be three main sources of funding for UA:

- Grants from government and private foundations.
- Fundraising from private donors, community members and corporations.
- Revenue generated from programmes.



### **How You can Support Us**

Please support UA by partnering with us to do more for the ADHD community in the following ways:

- · Make a personal donation
- Help to organise a fundraising event either personally or through your company
- Join UA as a skilled volunteer
- Invite the UA team to give a paid talk or workshop to your school, company, or community group
- Register for our events, and share our events with your networks
- Follow us on social media and share our content with your networks
- · Comment on our social media posts to expand the reach to your networks

# **Financial Statements**

Please refer to the Audited Financial Statements which are available separately, for further details.

UNLOCKING ADHD LTD.

[UEN. 202138947R]

Audited Financial Statements Financial period from 09 November 2021 (date of incorporation) to 31 December 2022

STATEMENT OF FINANCIAL ACTIVITIES FOR THE FINANCIAL PERIOD FROM 09 NOVEMBER 2021 (DATE OF INCORPORATION) TO **31 DECEMBER 2022** 

		09.11.2021 to
		31.12.2022
-1100MF	Note	S\$
INCOME		
Donations	5	45,984
Grants income	6	197,310
Interest income Programme service fees	4	13 450
Workshop fees	4	6,150
Other income		243
TOTAL INCOME		250,150
LESS: EXPENDITURE		
Cost of generating funds		
Cost of programmes		360
Cost of workshops		5,339 5,699
Governance and administrative costs		
Advertising Audit fees		931 3,564
Bank charges		204
Branding and marketing		14,920
Depreciation of property, plant and equipment	11	458
IT hardware/software IT support services		4,393 226
Professional fees		12,699
Staff costs	7	125,702
Volunteer cost		746
Miscellaneous		1,504 165,347
		105,547_
TOTAL EXPENDITURE		171,046
Profit before income tax		79,104
Income tax expense	8	1,470
Net income for the year		77,634
Total funds at the beginning of the period		0
Total funds at the end of the period		77,634

The accompanying notes form an integral part of these financial statements.

UNLOCKING ADHD LTD. [UEN. 202138947R]

Audited Financial Statements Financial period from 09 November 2021 (date of incorporation) to 31 December 2022

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER	2022	
	Note	2022 S\$
ASSETS Current assets		
Cash and cash equivalents Other receivables	9 10	42,610 46,649 89,259
Non-current assets Property, plant and equipment	11	1,041
Total assets		90,300
LIABILITIES Current liabilities		
Income tax payable Other payables	8 12	1,470 11,196 12,666
NET ASSETS		77,634
FUNDS Unrestricted fund		77.604
General fund		77,634

The accompanying notes form an integral part of these financial statements.

# UNLOCKING ADHD LTD. [UEN. 202138947R]

Audited Financial Statements Financial period from 09 November 2021 (date of incorporation) to 31 December 2022

#### STATEMENT OF CHANGES IN FUNDS FOR THE FINANCIAL PERIOD FROM 09 NOVEMBER 2021 (DATE OF INCORPORATION) TO **31 DECEMBER 2022**

2022	Balance at date of incorporation S\$	Net income for the year S\$	Balance at end of financial period S\$
<b>Unrestricted fund</b> General fund	0_	77,634	77,634
Total fund	0	77,634	77,634

The accompanying notes form an integral part of these financial statements.

UNLOCKING ADHD LTD.

[UEN. 202138947R]

Audited Financial Statements Financial period from 09 November 2021 (date of incorporation) to 31 December 2022

#### STATEMENT OF CASH FLOWS FOR THE FINANCIAL PERIOD FROM 09 NOVEMBER 2021 (DATE OF INCORPORATION) TO **31 DECEMBER 2022**

	Note	09.11.2021 to 31.12.2022 S\$
Cash flows from operating activities Profit before income tax		79,104
Adjustments for: - Depreciation of property, plant and equipment - Interest income Operating cash flow before working capital changes	11	458 (13) 79,549
Changes in working capital: - Other receivables - Other payables  Cash flows generated from operations Interest income received		(46,649) 11,196 44,096 13
Net cash generated from operating activities		44,109
Cash flows from investing activities Purchases of property, plant and equipment Net cash used in investing activities	11	(1,499) (1,499)
Net increase in cash and cash equivalents		42,610
Cash and cash equivalents at date of incorporation		0
Cash and cash equivalents at end of financial period	9	42,610

The accompanying notes form an integral part of these financial statements.

### **Unique Registration Number (UEN):**

202138947R

#### **Registered Address:**

Block 46 Holland Drive, #02-371/373, Singapore 270046

#### **Accountant:**

Empact Shared Services Pte Ltd

#### **Bankers:**

United Overseas Bank Limited Maybank Singapore Limited

#### **Auditor:**

Fiducia LLP

#### **Corporate Secretary:**

Integrity Corporate Services Pte Ltd

#### **Useful Links:**

**Email:** contact@unlockingadhd.com **Website:** www.unlockingadhd.com

**Facebook:** https://bit.ly/UnlockingADHDFB

YouTube: https://bit.ly/UA-youtube LinkedIn: https://bit.ly/UAlinkedin

Instagram: https://bit.ly/UnlockingADHDInstagram

#### Make a Donation:

https://bit.ly/donate2UA

### **Support Groups:**

Facebook Support - https://bit.ly/UAfbsupportgroup

**Discord** - https://bit.ly/UADiscord

#### **RESTART Adult ADHD Starter Kit:**

https://bit.ly/restart-adhd

#### ADHD Self-Assessment:

https://bit.ly/adhd-self-test

