



ANNUAL REPORT

2024/2025

This report is presented in font size 14 in support of persons
with low vision



CONTENTS

1	Corporate Information
3	About Us
5	Overview of Programmes 2024-2025
9	Chairman's Message
12	Leadership & Committees
17	Governance
21	Programmes 2024-2025
21	• Assistance Dog Programme
23	• Educational Programme
32	• Certification Programme
34	• Advocacy Programme
39	• Volunteer Programme
41	Acknowledgements
43	Financial Report
46	The Year Ahead
49	Closing Message from the Executive Director

Corporate Information

REGISTERED NAME: K9ASSISTANCE (LIMITED)

UNIQUE REGISTRATION NUMBER (UEN): 202010657N

REGISTERED ADDRESS: 176 Orchard Road, #05-05,
(EFFECTIVE FROM 1 JULY 2022) The Centrepont, Singapore 238843

LEGAL FORM:

Public Company Limited by Guarantee (incorporated under the Companies Act 1967 and registered as a charity under the Charities Act, Chapter 37)

CHARITY REGISTRATION AND INSTITUTION OF A PUBLIC CHARACTER (IPC) STATUS:

Registered with the Commissioner of Charities as of 22 December 2020 (Reference Number: 202010657N/2020/MG) and has been approved as an Institution of a Public Character (“IPC”) under the Charities Act 1994 (“the Act”) for one year with effect from 1 March 2025 to 28 February 2026.

NATIONAL COUNCIL OF SOCIAL SERVICE (NCSS) MEMBERSHIP:

Associate Member since 1 June 2023

An associate member of



Corporate Information

GOVERNING INSTRUMENT:

Constitution of K9Assistance Limited (amended June 2024)

DATE OF INCORPORATION:

3 April 2020

AUDITORS:

Robin Chia PAC

BANKERS:

DBS Bank Limited

COMPANY SECRETARY:

Ms Ang Hooi Yeong Pauline
Goodwins Law Corporation

FINANCIAL YEAR:

1 July 2024 – 30 June 2025

CONTACT INFORMATION:

Telephone: +65 8839 6397

Email: woof@k9assistance.sg

Website:

www.k9assistance.sg

PURPOSE

Promote the acceptance and use of Assistance Dogs for Persons with Disabilities in Singapore to improve their quality of life to bridge the gap between those with and without disabilities.

VISION

Every person with disability and their Assistance Dog can lead life to the fullest.



MISSION

To improve the lives of Persons with Disabilities through Assistance Dogs.



VALUES

- 🐾 Respect
- 🐾 Empowerment
- 🐾 Sustainability
- 🐾 Professionalism
- 🐾 Enrichment
- 🐾 Collaboration
- 🐾 Trust



GOAL

To be the go-to resource for anything on Assistance Dogs in Singapore and to uphold public confidence towards Assistance Dogs and their disabled handlers.



OBJECTIVES

To promote the acceptance and use of assistance dogs for the disabled through education for the general public and Persons with Disabilities (PWDs). K9Assistance defines assistance dogs and disability as Mobility Assistance Dogs for the physically disabled, Hearing Dogs for the D/deaf and hard of hearing, Seeing-Eye Dogs for the Blind and Vision Impaired, and Autism Assistance Dogs for the Autistics.

To connect and/or provide PWDs with trained assistance dogs with the objectives of improving the quality of life of PWDs and their families through assistance dogs.

To provide support to PWDs and their assistance dogs so as to improve their quality of lives and participation in the community.

OUR UNIQUE ROLE

K9Assistance is the first and only charity in Singapore dedicated to all types of accredited Assistance Dogs, beyond Seeing-Eye Dogs, including Mobility Assistance Dogs, Hearing Dogs, and Autism Assistance Dogs.

This unique role enables us to address unmet needs, set standards and lead national advocacy for the acceptance of Assistance Dogs to have full public access.

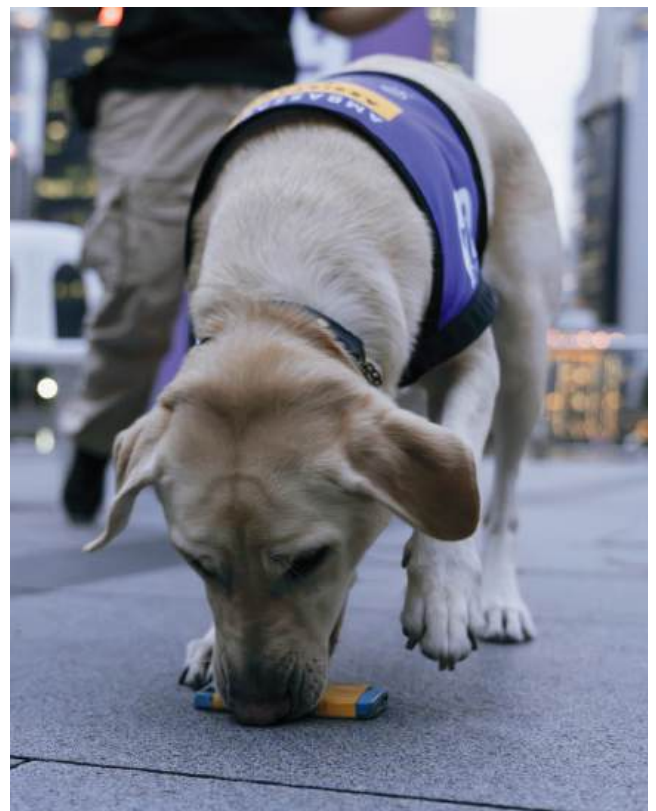


Image: K9Assistance Ambassador Assistance Dog picking up a phone

Overview of Programmes 2024 - 2025

This year marked growth and consolidation for K9Assistance as we advanced our vision to give the gift of dignity. These programmes directly reflect our aim to support persons with disabilities through Assistance Dog partnerships, advocacy, and public education.

Highlight of FY 2024/2025

1,006,500

individuals
reached
through direct
and indirect
outreach

~7000

volunteer hours



33

awareness
programmes
conducted

20

new Assistance
Dog Friendly
Businesses

7

indicated
interest in
having an
Assistance Dog

ASSISTANCE DOG PROGRAMME

Client Services

As we await full public access for Assistance Dogs, demand from PWDs continues to rise. Our Expressions of Interest list grew from 36 in 2023/24 to 43 in 2024/25, signaling the strong need among PWDs.

In preparation for impending placements, our team carried out intake interviews and regularly followed-up with clients who have expressed interest in an Assistance Dog.



Image: K9Assistance Ambassador Assistance Dog performing an assistive task

Outcome: Prospective clients who participated in these sessions shared that it helped them understand the responsibilities of working with an Assistance Dog, ensuring readiness once public access is broadened further.

Overview of Programmes 2024 - 2025

EDUCATIONAL PROGRAMME

Community Engagement

Our flagship EmPAWer Walk 2024 gathered more than 220 participants, including clients, families, volunteers, and partners. The event celebrated inclusion and raised awareness of the role of accredited Assistance Dogs in everyday life.

Outcome: Feedback from participants highlighted increased understanding and acceptance of Assistance Dogs in public spaces.



Image: K9Assistance K9 EmPAWer Walk 2024

Ambassador Assistance Dog Outreach

Through 33 events in schools, workplaces, and public spaces, our Ambassador Assistance Dog engaged with 6000 members of the public. For many, this was their first direct interaction with an Assistance Dog.

Outcome: Participants reported greater comfort and understanding, reducing misconceptions and building acceptance from the ground up.

CERTIFICATION PROGRAMME

In preparation for future matching of Assistance Dogs with PWDs, K9Assistance launched a verification page on our corporate website. This platform enables retailers, transport operators, and food establishments to verify accredited Assistance Dog teams, fostering trust and strengthening public confidence.

The disabled handler will be given a K9Assistance, Assistance Dog team Identification Card with a unique Identification Number. Anyone can verify the authenticity of any Assistance Dog team, by checking this number against an online registry, on K9Assistance's website.

Overview of Programmes 2024 - 2025

ADVOCACY PROGRAMME

Advocacy and Public Access

We contributed to the broadening of public access for Assistance Dogs in Singapore, announced by the Ministry of Social and Family Development in June 2024. This milestone helps persons with disabilities to participate more fully in society.

Assistance Dog-Friendly Businesses (ADFB)



Image: ADFB Decal

The Assistance Dog-Friendly Businesses programme expanded from 50 to 70 partners, including retail and service outlets. These partnerships normalise public acceptance and open doors for Assistance Dog teams.

Outcome: 40% more businesses are signalling readiness to welcome Assistance Dog teams, reinforcing inclusive practices in the wider community.

VOLUNTEER PROGRAMME

Volunteers remained a cornerstone of K9Assistance in 2024/25. A total of 182 individuals contributed nearly 7,000 hours across outreach, administration, event logistics, and the care of Assistance Dogs. Through their dedication, safe and loving environments were created, enabling our Ambassador Assistance Dog to continue her vital role in advocacy and public education.

Outcome: Volunteers extend the organisation's reach and capacity, ensuring both community impact and animal welfare are sustained.



Image: Volunteers from SCGS manned games booths that highlight some of the challenges faced by PWDs at K9 EmPAWer Walk 2024

GOVERNANCE AND ORGANISATIONAL STRENGTHENING

We reviewed and refreshed key policies pertaining to board renewal, reserves, and conflict-of-interest management. These efforts ensure that K9Assistance remains a transparent and trusted IPC charity.

LOOKING AHEAD

In the year ahead, K9Assistance will:

- 🐾 Prepare for the first Assistance Dog placement once public access is broadened further.
- 🐾 Expand public education and outreach to strengthen acceptance.
- 🐾 Increase the Assistance Dog–Friendly Businesses network.
- 🐾 Grow the foster family and volunteer base to support dogs in training, and other K9Assistance activities.

Through education, advocacy, and strong community partnerships, K9Assistance has laid the groundwork for future Assistance Dog placements. It will redouble these efforts to ensure lasting impact, advancing dignity and inclusion for PWDs.



Image: Yet another successful outreach to Singapore Chinese Girl's School with K9Assistance Ambassador Assistance Dog.

Chairman's Message



Mr Andrew Chew, Chairman

Dear Friends and Valued Supporters,

Looking back on my third year as Chairman of K9Assistance, I am deeply heartened by the strides we have made together. What began in 2020 as a modest vision to champion the use and acceptance of Assistance Dogs in Singapore has evolved into an approved Institution of Public Character (IPC), equipped and committed to delivering meaningful, community-centric services that create lasting impact.

Building Capacity and Momentum

In FY2024–2025, we laid vital foundations to support the expansion of our mission. We achieved IPC status, strengthened internal compliance processes, and implemented robust data protection measures in line with the Personal Data Protection Act (PDPA). These safeguards are more than operational requirements they are the structural pillars that enable us to grow responsibly and scale high-quality Assistance Dog programmes to serve more persons with disabilities across Singapore.

Chairman's Message

Community Outreach and Engagement

This year, our Ambassador Assistance Dog embodied the heart of our mission, reaching over 6,000 people directly, through outreach engagements. From school assemblies to corporate briefings, and our flagship K9 EmPAWer Walk 2024, she showcased the practical tasks that empower individuals who are physically disabled, Deaf or Hard of Hearing, Blind or Vision Impaired, and Autistic. Each demonstration not only highlighted the life-changing role of Assistance Dogs but also inspired the public to see disability through the lens of dignity and independence.

Community Support

We are encouraged by the continued momentum and trust shown by the community. To date, over 40 individuals have expressed interest in receiving an Assistance Dog, while more than 70 organisations have pledged to join our ADFB initiative. This groundswell of support signals increasing societal readiness to welcome Assistance Dogs into public life.

To further nurture this shift, we began cultivating deeper partnerships across new sectors, including hospitality, healthcare, and community services, broadening the circle of inclusion and building environments where Assistance Dog users can participate fully, safely, and with dignity.

Progress on Public Access

FY2024–2025 marked a major milestone in our national journey to broaden public access for Assistance Dogs:

- 🐾 On 28 June 2024, the Ministry of Social and Family Development (MSF) announced plans to extend access for more types of Assistance Dogs.
- 🐾 On 8 July 2024, Housing Development Board (HDB) and Ministry of National Development (MND) updated housing policies to allow Assistance Dogs for individuals with physical or hearing disabilities to reside in HDB flats.
- 🐾 On 15 August 2024, Majlis Ugama Islam Singapura (MUIS) issued an updated advisory supporting Assistance Dogs in community spaces.

Chairman's Message

These milestones were the result of sustained, cross-sector collaboration. In preparation for the policy shifts, we finalised our certification processes, developed a verification portal, and established a public registry of certified Assistance Dogs. We are now preparing for the first-ever placements of Assistance Dogs beyond Seeing-Eye Dogs once expanded access is officially in effect.

With a growing Expressions of Interest list and an accredited international partner secured to provide training, we are optimistic that policy changes will soon enable us to begin matching Assistance Dogs with individuals who need them most.

Acknowledgements

My heartfelt appreciation goes to our Board of Directors for their steadfast strategic oversight, and to our staff team, whose dedication and behind-the-scenes efforts have driven everything from training to community outreach. I also extend deep gratitude to our Assistance Dog Boarding and Foster Families (ADBFF), who provide round-the-clock care to our Ambassador Assistance Dog, and to MSF for its leadership in advancing national efforts to broaden public access to Assistance Dogs.

Call to Action

As we prepare to place up to five Assistance Dogs in the year ahead and begin training our first two local instructor cadets, your continued support is essential. Every contribution, whether financial or non-financial, helps us build sustainable local expertise and unlock new possibilities for persons with disabilities. Just as importantly, we call upon the community to extend openness and acceptance, for accessibility begins with collective acceptance.

Leadership & Committees

K9Assistance is governed by a Board of Directors, which is the governing body responsible for overseeing and managing the charity. The Board is assisted by three Committees: the Audit and Risk Committee (ARC), the Finance and Fundraising Committee (FFRC), and the Nomination and Talent Assets Committee (NTAC).

As at 30 June 2025, the Board comprised six Directors, which is the maximum number permitted under the Constitution. The Constitution requires a minimum of three and allows up to six Directors. Directors are appointed for two-year terms, subject to reappointment at the Annual General Meeting (AGM). The Board comprises an equal mix of professionals and persons with disabilities, ensuring both expertise and lived experience guide decision-making.

BOARD OF DIRECTORS

None of the Directors are remunerated for their Board service.

Mr Andrew Chew Hew Jeow – Chairman

- 🐾 Appointed Chairman on 23 September 2022
- 🐾 Director since 3 April 2020, reappointed 13 November 2024 – Present

A disability sector leader with nearly 30 years of experience, providing strategic leadership and oversight. He has served on the Board for 5 years.



Dr Soon Genliang, Kent – Vice-Chairman

- 🐾 Appointed 23 November 2022
- 🐾 Director since 25 September 2020, reappointed 13 November 2024 – Present
- 🐾 A veterinarian with extensive clinical experience, bringing animal welfare expertise and steady leadership to the Board. He has served on the Board for 5 years.



Leadership & Committees

BOARD OF DIRECTORS

Mr David Jonathan Foster – Treasurer

- 🐾 Appointed 1 January 2023
- 🐾 Director since 1 January 2023, reappointed 2 October 2023 – Present

An independent consultant with strong financial oversight experience, ensuring accountability and sustainability for the organisation. He has served on the Board for 2 years.



Dr Leong Sau Mun Dawn-Joy – Director

- 🐾 Appointed 19 October 2022
- 🐾 Director since 19 October 2022, reappointed 13 November 2024 – Present

A researcher and disability advocate, contributing academic insight and lived experience to the Board. She has served on the Board for 2 years.



Mr Shalom Lim Ern Rong – Director

- 🐾 Appointed 6 June 2024
- 🐾 Director since 6 June 2024, reappointed 13 November 2024 – Present

A writer and patient columnist living with muscular dystrophy, bringing advocacy experience and lived perspective to the organisation's leadership. He has served on the Board for 1 year.



Dr Navin Nair - Director

- 🐾 Appointed 10 October 2021
- 🐾 Director since 10 October 2021, reappointed 2 October 2023 – Present

A public officer with lived disability experience, strengthening the Board with policy knowledge and representation from the community served. He has served on the Board for 3 years.



Leadership & Committees

BOARD MEETING ATTENDANCE (FY2024-2025)

None of the Directors are remunerated for their Board service.

Director (Position)	11 Sep 2024	11 Dec 2024	12 Feb 2025	14 May 2025	%
Mr Andrew Chew Hew Jeow (Chairman)	Y	Y	Y	Y	100
Dr Soon Genliang, Kent (Vice Chairman)	Y	Y	Y	Y	100
Mr Jonathan David Foster (Treasurer)	Y	Y	Y	Y	100
Dr Leong Sau Mun Dawn-Joy (Director)	Y	Y	Y	N	75
Mr Shalom Lim Ern Rong (Director)	Y	Y	Y	Y	100
Dr Navin Nair (Director)	Y	N	Y	Y	75

COMMITTEES OF THE BOARD

Audit and Risk Committee (ARC)

The ARC provides independent oversight of audit, compliance, financial reporting, and risk management.

- 🐾 Dr Soon Genliang, Kent - Chairman
- 🐾 *Mr Andrew Chew Hew Jeow - Member
- 🐾 Mr Adrian Goh - Member
- 🐾 *Dr Leong Sau Mun Dawn-Joy - Member
- 🐾 *Mr Shalom Lim Ern Rong - Member
- 🐾 *Dr Navin Nair - Member

Finance and Fundraising Committee (FFRC)

The FFRC ensures financial sustainability through budgets, fundraising strategies, and donor stewardship.

- 🐾 Mr Jonathan David Foster - Chairman
- 🐾 *Mr Andrew Chew Hew Jeow - Member
- 🐾 Mr Adrian Goh - Member
- 🐾 *Dr Leong Sau Mun Dawn-Joy - Member
- 🐾 *Mr Shalom Lim Ern Rong - Member
- 🐾 *Dr Navin Nair - Member

Nomination and Talent Assets Committee (NTAC)

The NTAC oversees Board renewal, succession planning, leadership pipeline, and HR strategy.

- 🐾 *Mr Andrew Chew Hew Jeow - Chairman
- 🐾 Ms Hazel Tang - Vice-Chairman
- 🐾 Ms Aveline Chan Ai Min - Member
- 🐾 *Dr Leong Sau Mun Dawn-Joy - Member
- 🐾 *Mr Shalom Lim Ern Rong - Member
- 🐾 *Dr Navin Nair - Member

* denotes a Board member who is a Person with Disability (PWD)

All committees operate under Terms of Reference approved by the Board.

Leadership & Committees

Management

Executive Director: Ms Cassandra Chiu (Appointed 26 September 2022)

Responsible for daily operations and the implementation of Board policies. The Executive Director is not a member of the Board and does not participate in Board decision-making.

Changes to management: NIL

ANNUAL GENERAL MEETING (AGM) AND EXTRAORDINARY GENERAL MEETINGS (EOGMS) ATTENDANCE (FY2024–2025)

All members attended the AGM and both EOGMs.

Meeting Type	Date(s) Held	Attendance
Annual General Meeting (AGM)	13 November 2024	100% of members attended
Extraordinary General Meetings (EOGMs)	26 September 2024	100% of members attended
Extraordinary General Meetings (EOGMs)	4 June 2025	100% of members attended

All meetings were convened and conducted in accordance with the Charity's Constitution and prevailing IPC regulations.

K9Assistance is committed to the highest standards of governance, transparency, and accountability as an Institution of a Public Character (IPC). Governance practices are guided by the Constitution, the Companies Act, the Code of Governance for Charities and IPCs, and the regulations of the Commissioner of Charities (COC).

BOARD INDEPENDENCE

- 🐾 No staff is related to any Board member.
- 🐾 The roles of the Board and Management are clearly separated, with the Board providing governance and oversight, and Management handling day-to-day operations.
- 🐾 All Directors and key management personnel submitted annual conflict of interest declarations for FY2024–2025, in line with K9Assistance’s Conflict of Interest Policy.
- 🐾 No Director has served more than 10 consecutive years, in line with COC’s recommended tenure limits.
- 🐾 The Treasurer’s role is limited to a maximum of four consecutive years under the Constitution; the current Treasurer has served two years to date.

BOARD RENEWAL & EVALUATION

- 🐾 The Nomination and Talent Assets Committee (NTAC) oversees succession planning, board renewal, and talent development.
- 🐾 The Board, with NTAC support, conducts an annual performance self-assessment using the Board Evaluation Framework.
- 🐾 New Directors undergo orientation, and governance training is offered regularly.
- 🐾 Succession planning explicitly ensures compliance with tenure and rotation requirements under the Constitution (e.g., Treasurer maximum four-year term) and COC guidelines (e.g., Directors not exceeding 10 consecutive years).
- 🐾 Attendance of Directors for board meetings is disclosed in the Leadership section of this report.

REMUNERATION & STAFF MATTERS

- 🐾 No Board member is remunerated.
- 🐾 No staff member earns more than \$100,000 annually.
- 🐾 All staff are employed in accordance to K9Assistance's Human Resource Manual, which incorporates fair employment practices and is reviewed and approved by the Board (last review: 1 October 2024).
- 🐾 Staff performance is reviewed annually with Board approval, in line with the HR Manual and Singapore's Fair Employment Practices framework.

MANUALS AND POLICY FRAMEWORK

(All policies and manuals were reviewed and updated on 1 October 2024)

GOVERNANCE & COMPLIANCE

K9Assistance's governance framework is grounded in its Constitution and Board Manual, supported by clear Terms of Reference for all committees, and strengthened through key policies including the Conflict of Interest Policy, Whistleblowing Policy, Board Renewal & Succession Policy, Annual Board Evaluation Framework, and ESG Policy, ensuring accountability, ethical conduct, and long-term sustainability.

FINANCIAL MANAGEMENT

Dual-signatory protocols, restricted payment authorisation, segregation of financial duties, and no loans policy are enforced through:

- 🐾 Finance Manual
- 🐾 Fundraising Manual
- 🐾 Reserves Policy (at least 12 months of operating expenditure, reviewed annually)
- 🐾 Reserves Ratio (as at 30 June 2025): **4.61**
- 🐾 In Kind Donation Policy

RISK MANAGEMENT

The Audit and Risk Committee commissioned a risk report during the financial year, which identified key strategic and operational risks, including delays in legislative change and limited staffing capacity. Mitigation efforts are focused on public outreach, donor diversification, policy implementation, and the development of an Enterprise Risk Management (ERM) framework.

HUMAN RESOURCES & PEOPLE

K9Assistance is committed to nurturing a fair, inclusive, and values-driven workplace culture. Our Human Resource framework comprises a comprehensive HR Manual, a strong commitment to Fair Employment Practices, a structured Volunteer Policy, and a Staff Training & Development Policy that supports the continuous growth and wellbeing of our people and volunteers.

CLIENT SERVICES & ASSISTANCE DOGS

K9Assistance upholds high standards of service delivery and animal care through our Client Services Manual, which includes detailed Health & Safety Guidelines for Assistance Dogs and their Handlers, as well as a dedicated Animal Welfare Policy that ensures the wellbeing of all dogs under our care.

DATA & INFORMATION MANAGEMENT

K9Assistance is committed to safeguarding personal and organisational data through a robust Data Protection Policy, with an IT & Cybersecurity Policy currently in development for implementation in FY2025–2026 to further strengthen our digital resilience and compliance.

POLICY REVIEW OVERSIGHT

All organisational policies undergo an annual review process, to ensure continued compliance and timely updates are presented to the Board.

FINANCIAL & RISK MANAGEMENT

- 🐾 Reserves Policy maintains at least 12 months of operating expenditure.
- 🐾 Reserves Ratio (as at 30 June 2025): **4.61**
- 🐾 Financial Controls Policy and Risk Management Framework are in place to ensure proper stewardship of funds.
- 🐾 Fundraising & Donations Policy governs all fundraising activities.
- 🐾 Fundraising efficiency Ratio (as at 30 June 2025): **6%**
- 🐾 The organisation does not hold any loans.

ANNUAL AND EXTRAORDINARY GENERAL MEETINGS

- 🐾 The Annual General Meeting (AGM) was convened on 13 November 2024 in accordance with the Constitution and the Companies Act requirements applicable to companies limited by guarantee.
- 🐾 Two Extraordinary General Meetings (EOGMs) were held on 26 September 2024 and 4 June 2025, each conducted in compliance with the Constitution and the Companies Act.
- 🐾 Meeting minutes are documented, approved, and available for inspection upon request, in line with transparency and accountability standards.

RELATED PARTY TRANSACTIONS

- 🐾 A Related Party Transactions Policy is embedded within the Conflict of Interest Policy to ensure that any potential dealings with related parties are properly declared and managed.
- 🐾 All Board members and key management personnel sign annual Conflict of Interest declarations, with additional disclosures required at the start of each Board meeting if relevant.
- 🐾 There were no related party transactions during FY2024–2025

TRANSPARENCY & GOVERNANCE EVALUATION

- 🐾 The Annual Report and audited financial statements are prepared and approved by the Board ahead of the Annual General Meeting, and published on the official website before the AGM in October/November 2025.
- 🐾 The Governance Evaluation Checklist (GEC) for FY2024–2025 will be completed and submitted to the Commissioner of Charities within six months of financial year-end (by 30 December 2025), in accordance with regulatory requirements.
- 🐾 Audited financial statements and the GEC were also made available to members at the Annual General Meeting, ensuring transparency and accountability to stakeholders.

Assistance Dog Programme

CLIENT EVENT AT PUNGGOL LIBRARY

K9Assistance engaged with individuals on our expression of interest list on 9 November 2024. Nine participants in our expressions of interest list witnessed first-hand how an Assistance Dog can mitigate the real daily challenges faced by PWDs.



Image: Group photo of client event



Image: Inclusive terrarium workshop.

The impact was threefold:

For clients: Individuals on our expressions of interest list experienced a real-life, practical demonstration of how Assistance Dogs can transform independence, moving beyond abstract ideas of the tasks they perform for Persons with Disabilities (PWDs).

For volunteers: Direct interaction with clients deepened their commitment and gave them a renewed sense of purpose, strengthening the foundation of our future programmes.

For the organisation: The overwhelmingly positive response validated our “seeing is believing” approach, reinforcing findings from our 2023 public perception survey on the importance of confidence-building engagements ahead of future Assistance Dog placements.

The event also featured a terrarium workshop, to enhance participation and connection among clients, staff, and volunteers.

Assistance Dog Programme

BUILDING LOCAL CAPACITY AND CAPABILITIES IN PARTNERSHIP WITH INTERNATIONAL ASSISTANCE DOG SCHOOLS

During the FY, K9Assistance cemented partnerships with two international Assistance Dog schools as part of preparations for when public access is broadened. They enable us to scale the programme to meet future demand for Assistance Dog and qualified professionals.

- 🐾 Representatives from our Hearing Dog partner school visited Singapore to conduct preliminary assessments with d/Deaf and Hard of Hearing clients. These early screenings prepares the team to conduct suitable matches and timely placements.
- 🐾 Another partner school provided foundational Assistance Dog instructor training locally over two weeks. This partnership is vital to building local capacity and capabilities.



Image: Assistance Dog trainer guiding K9Assistance staff in a training activity.

Educational Programme

AMBASSADOR ASSISTANCE DOG OUTREACH

Since its introduction in FY2023/24, Singapore's first Ambassador Assistance Dog has been central, to K9Assistance's efforts to reach out to all segments of society, with live demonstrations of key tasks typically performed by Mobility Assistance Dogs, Hearing Dogs, Seeing-Eye Dogs, and Autism Assistance Dogs.

True to the "Seeing Is Believing." adage, all participants indicated they gained a better understanding of the different types of Assistance Dogs and over 90% expressed support for the programme.

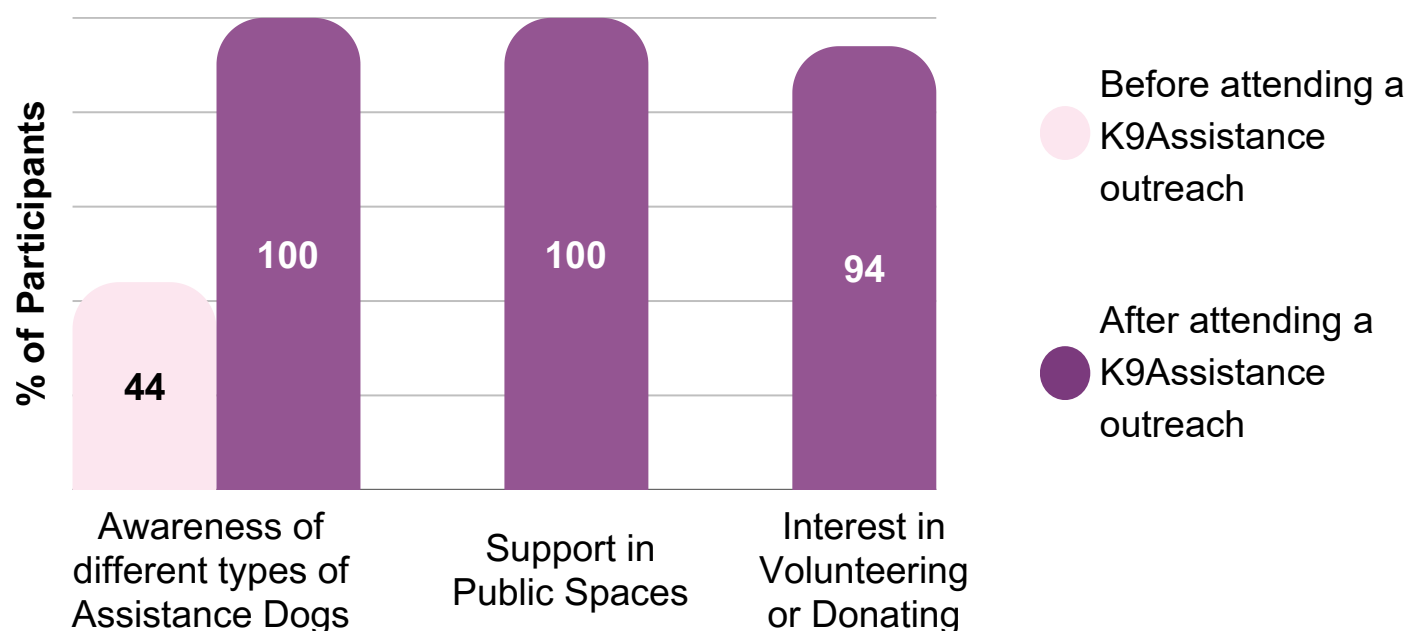
Survey Results: 56% of participants had no prior awareness of different types of Assistance Dogs. After engagement, 100% learned something new, and conveyed support of Assistance Dogs in public spaces. 94% expressed interest in volunteering or donating to support the cause.



Image: K9Assistance team at an NUS event



Image: K9Assistance team at a SUSS event



Educational Programme

K9 EMPAOWER WALK 2024

The second K9 EmPAWer Walk, held on 20 August 2024, was the flagship highlight of the year. More than just a walk, it was a vibrant showcase of how Assistance Dogs empower PWDs, while also rallying corporate, community, and volunteer support.



The event was graced by Mr Tan Kiat How, Senior Minister of State, then Ministry of National Development, and attended by 220 participants, including strong support from corporate partners and volunteers.



Image: Alongside the participants, Mr Tan learned about the assistive tasks typically performed by Assistance Dogs specially trained for PWDs.



Image: Participants bonded during the event and walked 2km around Marina Bay.

Educational Programme

CORPORATE PARTNERSHIPS

Beyond sharing about the work of Assistance Dogs, K9Assistance collaborated with corporates to facilitate continued conversations about accessibility and inclusivity in the workplace and the wider community.

PARTNERSHIP WITH BLOOMBERG

K9Assistance is grateful to be one of Bloomberg's philanthropic partners. Over the past year, K9Assistance's initiatives garnered greater awareness through the support of different activities and avenues led by Bloomberg. We remain thankful to the entire team at Bloomberg who have enthusiastically connected us with diverse industry partners to establish our presence as a growing charity.



Image: Bloomberg Bring Your Kids to Work Day (16 August 2024)

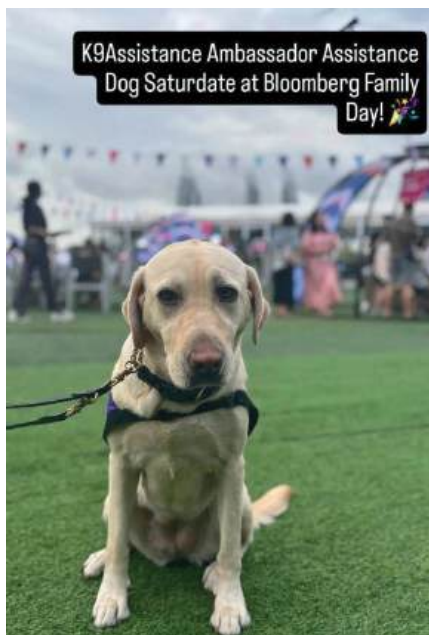


Image: K9Assistance Ambassador Assistance Dog at Bloomberg Family Day event (12 October 2024)



Image: K9Assistance Ambassador Assistance Dog at the Best of Bloomberg Day (13 January 2025)



Image: Bloomberg volunteers at K9 EmPAWer Walk 2024 (20 August 2024)

Educational Programme

CORPORATE PARTNERSHIPS

PARTNERSHIP WITH RED HAT

Encouraged by the enthusiasm of Red Hat staff, K9Assistance showcased our cause and our Ambassador Assistance Dog at their Quarterly Meeting held on 30 Sep 2024. A month later, Red Hat staff conducted a silent auction of items on 23 Oct 2024. All proceeds were donated to K9Assistance.



Image: Participants of the Red Hat quarterly meeting



Image: Red Hat staff conducted a silent auction in aid of K9Assistance.

PARTNERSHIP WITH MICROSOFT

A new corporate partner this FY is Microsoft. After organising two awareness sessions for their staff on 19 November 2024 and a family day event on 21 March 2025, Microsoft has pledged to become an Assistance Dog Friendly Business.



Image: Ambassador Assistance Dog before a demonstration at a Microsoft event



Image: K9Assistance at Microsoft Family Day event

Educational Programme

CORPORATE PARTNERSHIPS

SINGAPORE BUSINESS

NETWORK ON DISABILITY

K9Assistance is grateful for the opportunity to join a diverse group of organisations at the SBNoD quarterly meeting hosted by Standard Chartered on 29 October 2024. We shared insights on Assistance Dog Friendly Businesses and engaged corporates in meaningful discussions on championing inclusion, creating opportunities for new partnerships along the way.



Image: Participants at SBNoD Quarterly Meeting

PARTNERSHIP WITH DEUTSCHE BANK

K9Assistance was delighted to join DBenable on 8th April 2025 in engaging 100 Deutsche Bank staff in an awareness session on how Assistance Dogs empower PWDs. Congratulations to Deutsche Bank on receiving the Platinum Enabling Mark from SG Enable. We look forward to continuing discussions on their pledge as an Assistance Dog Friendly Business and to championing accessibility and inclusivity together.



Image: Deutsche Bank shared about our collaboration on their LinkedIn page after the event.

NIELSENIQ – PEOPLE AND PLANET DAY

K9Assistance joined NielsenIQ's People and Planet Day on 26 June 2025, where staff learned about the vital role of Assistance Dogs and crafted dog bone keychains as symbols of inclusion and support. These handcrafted keychains will be used by K9Assistance for future fundraising efforts, helping to spread awareness of Assistance Dogs across Singapore.



Image: K9Assistance at Nielsen IQ's People and Planet Day

Programmes 2024 -2025

Educational Programme SCHOOL OUTREACH

From preschools to universities, K9Assistance engaged future changemakers. We would like to express our thanks to the following schools for allowing us to engage with their students, showing them what Assistance Dogs can do through our demonstration of Assistive Tasks by our Ambassador Assistance Dog.

KINDERGARTEN

- MapleBear Mediapolis **10 September 2024**
- Little Shepherd's Schoolhouse **28 May 2025**



Image: Awareness talk at Maplebear Mediapolis

PRIMARY

- Kheng Cheng School **22 July 2024**
- Pathlight School **26 July 2024, 20 May 2025**
- Jing Shan Primary School **7 February 2025**
- Holy Innocent's Primary School **15 April 2025**
- St. Anthony's Primary **29 May 2025**



Image: Awareness talk at St. Anthony's Primary School

SECONDARY

- Anderson Secondary School **10 October 2024, 23 April 2025, 24 April 2025**
- Singapore Chinese Girl's School **7 May 2025**



Image: Awareness talk at Anderson Secondary School

UNIVERSITY

- National University of Singapore (NUS) **13 September 2024, 23 October 2024, 12 February 2025**
- Singapore University of Social Sciences (SUSS) **16 October 2024**
- Singapore Management University **20 March 2025**



Image: Awareness Talk at SUSS

Educational Programme

OUTREACH AT PUBLIC EVENTS

PUNGGOL REGIONAL LIBRARY VISION OF INCLUSION DAY

K9Assistance partnered with Punggol Regional Library for two impactful events during the FY. At the Vision of Inclusion Day on 19 October 2024, many families experienced an Assistance Dog in a library for the first time. We returned on 21 June 2025 for the Punggol Jamboree, where some residents recalled their past encounter with our organisation and our Ambassador Assistance Dog. We are heartened by the deepening impact of the efforts to grow awareness in the heartlands.



Image: Punggol residents were keen to find out more about our cause.

NATIONAL VOLUNTEER AND PHILANTHROPY CENTRE (NVPC)

#GIVEASONESG LAUNCH EVENT

K9Assistance presented an informational booth and shared insights on Assistance Dogs and disability inclusion at the launch event. Guest of Honour, Ms Goh Hanyan, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Sustainability and the Environment and Mr Tony Soh, CEO, NVPC, were enthusiastic to meet our Ambassador Assistance Dog when they visited our booth.



Image: Ms Goh and Mr Soh interacting with K9Assistance Ambassador Assistance Dog

Educational Programme

EDUCATIONAL VIDEOS

During the FY, K9Assistance published two educational videos to further promote the work of Assistance Dogs.

A DAY IN THE LIFE: AN ASSISTANCE DOG'S EXPERIENCE

This video highlighted the do's and don'ts of having an Assistance Dog through the perspective of the Assistance Dogs. It also emphasised the dignity and independence Assistance Dogs offer to PWDs.



SCAN ME!



THE MOBILITY ASSISTANCE DOG JOURNEY

This video highlighted the unique skills and capabilities of Mobility Assistance Dogs, helping to lay the groundwork for their future introduction to Singapore once full public access is officially broadened.



SCAN ME!




Audio descriptions, Singapore Sign Language, and subtitles are included in the videos in our efforts to make them accessible to all.

Educational Programme


MEDIA MENTIONS

K9Assistance is always grateful for earned media features for the following media and coverage, which have helped to build credibility, awareness and focus for our initiatives as the pioneering charity in Singapore advocating for different types of Assistance Dogs and their handlers.


Scan the respective QR codes to get the full stories in detail to have a read.

-  The Straits Times Forum (21 May 2025) Forum: Let guide-dog users move with dignity




-  Straits Times Forum: (27 May 2025) Forum: Make accessibility the norm for assistance dog users.




-  The Straits Times (19 June 2025) Singapore launches 'most ambitious' volunteerism, philanthropy campaign to mark SG60




-  8world News (27 June 2025) 晨光|晨光聚焦：助听犬陪伴听障者安全无障出行 [Hearing dogs accompany the hearing-impaired for safe and barrier-free travel]



-  Our Grandfather Story (September 2024) Feature



-  Shin Min Daily News (1 December 2024) 成疾者辅助犬主人生活 [Assisting dog owners in their lives for adults with illnesses] (Subscribers Only)

Certification Programme

In FY2024–2025, K9Assistance launched Singapore’s first Verification Platform in preparation for the future placement of Assistance Dogs. Ahead of broadening public access for Mobility Assistance Dogs and Hearing Dogs, K9Assistance has taken proactive steps to ensure that the necessary systems and processes for accountability and feedback management are in place.

Through this platform, each accredited Assistance Dog Team will be issued an official Identification Card containing a unique Assistance Dog Identification Number (AD ID). Retailers, transport operators, and food establishments can instantly verify the authenticity of a team by entering the AD ID on the Verification Platform hosted on K9Assistance website. This process prevents misuse, sets a clear governance standard, and builds public confidence in Assistance Dog partnerships.

Other features and improvements are being planned to expand the platform’s capabilities to track verification data and use these insights to drive targeted public education programme, ensuring the programme continues to reinforce transparency and confidence at every stage.

IMPACT HIGHLIGHTS

- 🐾 Verification Platform launched and live on corporate website.
- 🐾 Official Assistance Dog ID card design completed and system ready for deployment.
- 🐾 Verification webpage tested and accessible to the public and business partners.
- 🐾 Governance framework in place to prevent misuse and safeguard credibility.
- 🐾 Positioned as first mover in Singapore, aligned with international best practice.
- 🐾 Provides a strong foundation for trust and advocacy ahead of future placements.

Programmes 2024 -2025

Certification Programme

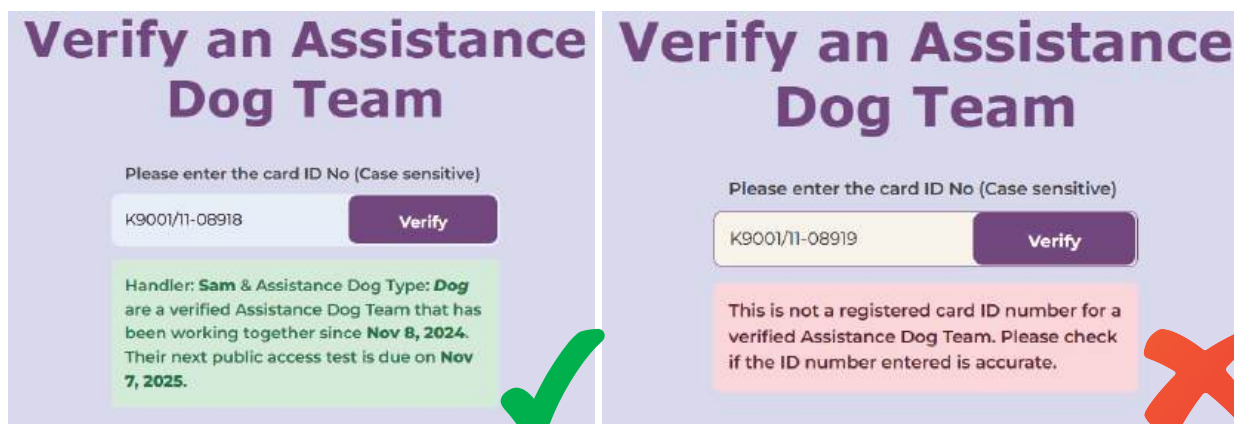
VERIFICATION PROCESS

All Assistance Dog handlers will be provided with an Assistance Dog Identification Card with a unique Assistance Dog ID Number (AD ID).



MOCK UP ONLY

Retailers, transport operators, and food establishments can instantly verify the authenticity of a team by entering the AD ID on the K9Assistance website.



An official Assistance Dog team will display a green verification message on the website, showing when the team was paired and the date of their next public access test.

Unofficial teams will display a red notice, indicating that they are not recognised and therefore will not be granted access to retail outlets, public transport, or food establishments.

Scan the QR code to check out the verification portal.

SCAN ME!



Advocacy Programme

PROGRESS ON PUBLIC ACCESS

On 28 June 2024, the Government announced the broadening of public access for different types of Assistance Dogs in Singapore, to be carried out in phases. This landmark shift means that, for the first time, Singapore is preparing to welcome Mobility Assistance Dogs and Hearing Dogs, in addition to Seeing-Eye Dogs.

K9Assistance is proud to have played a central role in shaping this outcome.

Through sustained advocacy and close collaboration with the Ministry of Social and Family Development (MSF), Animal & Veterinary Service (AVS), Housing & Development Board (HDB), Land Transport Authority (LTA), Majlis Ugama Islam Singapura (MUIS), and Singapore Food Agency (SFA), we secured alignment on key policy changes.

As a direct result, MUIS and HDB revised their rules in 2024, to extend the same public access rights long given to Seeing-Eye Dogs to include Mobility Assistance Dogs and Hearing Dogs.

This milestone demonstrated the tangible outcomes our advocacy; persons with mobility impairments, and d/Deaf and hard-of-hearing Singaporeans, will soon have greater independence through their Assistance Dogs.

Although Autism Assistance Dogs were not included in this initial phase of the broadening of public access, K9Assistance remains committed to ensuring all four Assistance Dog types are recognised. We are actively preparing the ecosystem, from housing to transport and community access, so Singaporeans will be ready to embrace the new Assistance Dog teams when they arrive.

Advocacy Programme

BUILDING ECOSYSTEM READINESS

Beyond policy announcements, K9Assistance is laying the foundation for smooth implementation. In July 2024, we met with Mr Tan Kiat How, Senior Minister of State, then Ministry of National Development, and NParks representatives to establish processes for the importation and settlement of bona-fide Assistance Dogs. These engagements are vital to support successful placements and are part of the ample steps needed to effect changes toward an inclusive society.



Image: K9Assistance team with SMS Tan Kiat How and other representatives

Advocacy Programme

ASSISTANCE DOG–FRIENDLY BUSINESSES (ADFB)

Our Assistance Dog-Friendly Businesses (ADFB) Programme ensures that inclusion is championed by the private sector alongside government agencies. Since the launch of our “Say Yes to Inclusion” campaign in 2022, we have achieved a 40% increase in participating businesses, bringing the total to more than 70 organisations across banking, food & beverage, healthcare, retail, education, and technology.

Each ADFB partner displays the “Assistance Dogs Welcome” decal, equips their staff with K9Assistance’s ADFB toolkit, and actively educates customers about Assistance Dogs. This groundswell reflects a clear shift in public attitudes and creates a network of safe, welcoming spaces that will smoothen transition once full public access is implemented.

Spotlight partners this year include:

Standard Chartered Bank



“We are committed to being a disability-confident organisation with a focus on removing barriers and increasing accessibility. We aim to increase disability awareness, build capability, and provide accessible banking services to improve the digital experience of our colleagues and clients with disabilities.”

Microsoft



“Microsoft’s mission is to empower every person and every organisation on the planet to achieve more. Our values align to our mission, support our culture, and serve as a declaration of how we treat each other, our customers, and our partners. In this era of AI, we remain committed to responsible innovation—ensuring that our technology benefits everyone and helps address society’s most pressing challenges.”

Singapore Fashion Council/DORS

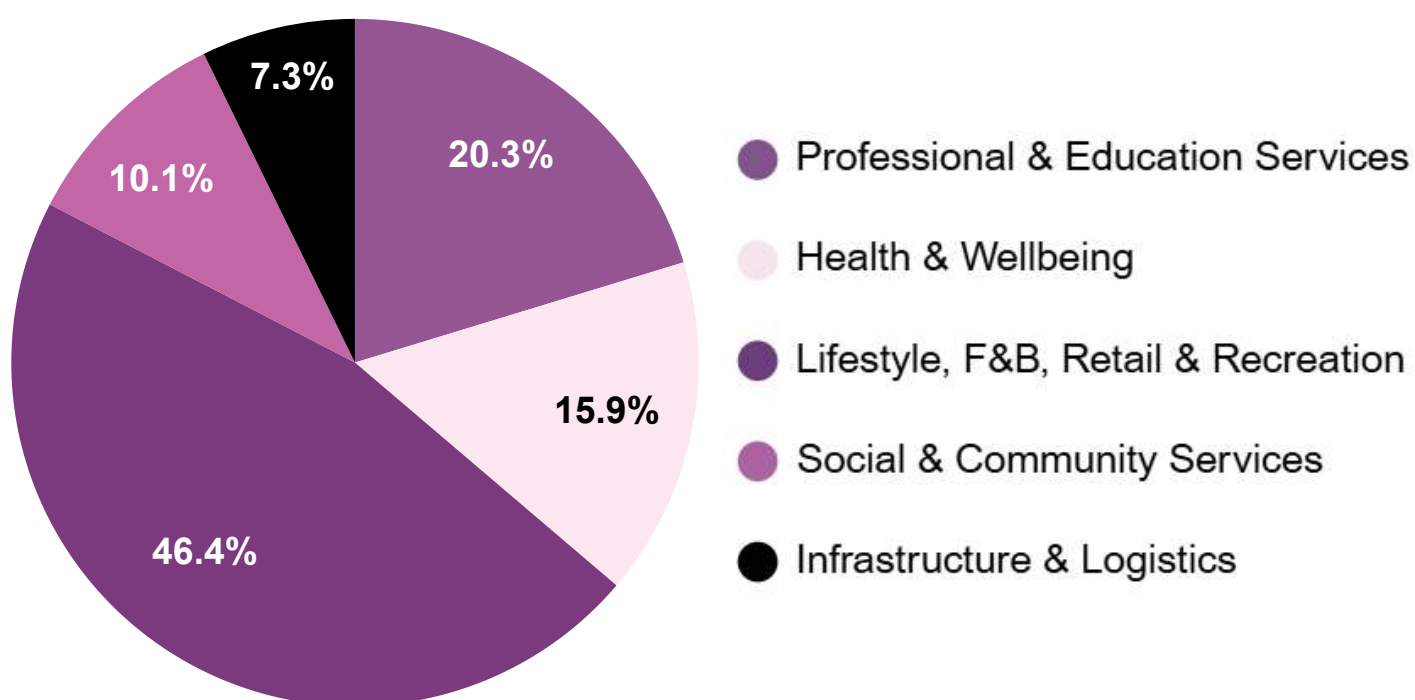


“At DORS, inclusivity is woven into everything we do — pledging as an ADFB reaffirms our commitment to creating a welcoming, accessible space where everyone, including Assistance Dog handlers, feels seen, supported, and respected.”

Advocacy Programme

ASSISTANCE DOG FRIENDLY BUSINESSES (ADFB) BY SECTOR

Over 40% of ADFBs are lifestyle, F&B, retail and recreational services, forming a network of inclusive partners, ready to welcome Assistance Dogs and their handlers to their premises. K9Assistance will continue to champion inclusion with different industry organisations, creating more shared spaces to welcome Assistance Dogs and their handlers.



LOOKING AHEAD

In the coming year, K9Assistance will be continuing strengthening our foundations, finalising importation and training protocols with government partners. These protocols are not only key for ensuring Assistance Dogs are met with international welfare and training standards, but to also guarantee handlers and their Assistance Dogs are set up for success in the Singapore context. Establishing these frameworks will pave the way forward for a structured, sustainable Assistance Dog provision that prioritises both public trust and the wellbeing of these dogs.

Advocacy Programme

We are encouraged by the steady growth of the Assistance Dog Friendly Business (ADFB) network that welcome Assistance Dog teams across diverse sectors and access services for their everyday life.

By urging businesses and the wider community to join us on this journey, we hope to build national readiness and acceptance when the first Mobility and Hearing Assistance Dogs step onto Singapore's streets, with hopes that Assistance Dog teams are truly embraced by everyone in society.

VOICES OF READINESS

Our work is so much more than shaping public policies and obtaining corporate pledges. It is about people. Expressions of interest from persons with disabilities continue to grow, signalling strong demand from the community.

"A Hearing Dog will be an excellent fit to alleviate my disability and help ensure I can lead an independent and dignified life. At times, when I am walking along the pavement, I am unaware of a cyclist approaching swiftly behind me which can result in an accident on the pavement if I am not careful."

U Wen (d/Deaf, Hard-of-Hearing client)

Volunteers and foster families have also stepped forward, ready to open their homes to care for future Assistance Dogs between placements and retirement. This groundswell of grassroots support complements the business and government commitments we have secured.

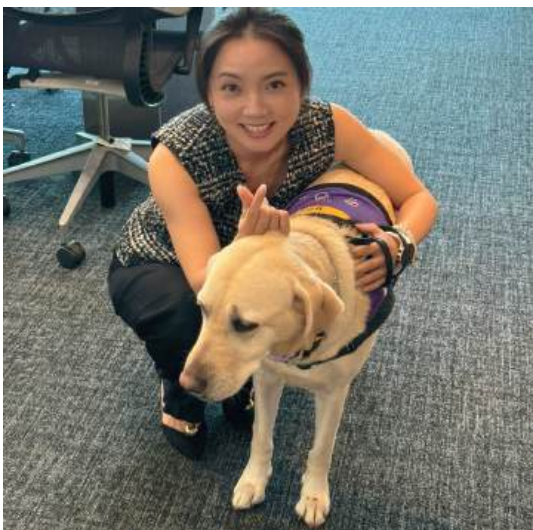
Volunteer Programme

ASSISTANCE DOG BOARDING AND FOSTER FAMILIES (ADBFFs)

Started in February 2024, ADBFFs open their hearts and homes to provide safe havens for our Ambassador Assistance Dog to rest and keep up with assistive task training in between community events and engagements.

Caring for Assistance Dogs is no small feat. ADBFFs provide an environment of trust, consistency, and routines so that our Ambassador Assistance Dog is always ready to demonstrate the life-changing skills that she been meticulously trained to support PWDs.

More ADBFFs will be needed to care for trainee Assistance Dogs in future when public access for Assistance Dogs is broadened, to help them acclimate before being placed with PWDs and begin their working life.



"Welcoming K9Assistance Ambassador Assistance Dog into my home has been a journey of growth, purpose and connection. It is about being part of something bigger than ourselves, knowing the fostering provide can support the independence and dignity to persons with disabilities."

- Jada ADBFF



"We have been grateful to welcome K9Assistance Ambassador Assistance Dog in our home when she is off work. Being an ADBFF is more than having a dog in your home, it is about creating a safe and caring space so she can rest, recharge and continue to grow into the confident Ambassador she is meant to be."

- Sharon ADBFF

Volunteer Programme

VOLUNTEERS AT COMMUNITY & CLIENT EVENTS

Volunteers have also been at the forefront of K9Assistance's community presence. They powered our K9 EmPAWer Walk 2024, helped run our dedicated client engagement events, and ensured smooth logistics for festive outreach such as Christmas and Lunar New Year care packs.

With their efforts and support, K9Assistance has been able to expand into new neighbourhoods and networks. Their presence and dedication at engagement events deepened trust with our stakeholders by showing community solidarity. Furthermore, they demonstrate what can be achieved when people of different abilities united in the shared goal of creating an inclusive society.



Image: Volunteers from SCGS at K9 EmPAWer Walk 2024

Collectively, these volunteers amplified our ability to deliver impact far beyond what a small charity team could achieve alone. Every box packed, every step walked, and every smile shared was a statement that K9Assistance's mission belongs to the whole community, not just the charity itself.



Image: Volunteers at K9Assistance Client Event

Through both ADBFFs and event volunteers, our volunteer programme is essential to our efforts to build the momentum in community acceptance of the Assistance Dog movement in Singapore. Volunteers will continue to be the foundation of all that we do at K9Assistance.

Acknowledgements

We extend our deepest gratitude to all who walk alongside us on this journey to empower lives through Assistance Dogs.

- 🐾 Our clients, for their trust and partnership.
- 🐾 Our volunteers and ADBFFs, for their time, dedication, and unwavering support.
- 🐾 Our donors and sponsors, whose generosity sustains our mission.
- 🐾 Our community partners, advocates, and fellow changemakers.
- 🐾 Past and present Directors, staff, supporters, friends, and pawsome fur-pals.

DIRECT DONATION

- 🐾 L87 Foundation
- 🐾 Bloomberg Philanthropy
- 🐾 Hysses
- 🐾 RedHat
- 🐾 334 individual donors who contributed to K9Assistance via Giving.sg raising a total of \$39,650
- 🐾 43 individual donors who contributed to K9Assistance via Give.asia raising a total of \$2,440
- 🐾 139 individual donors who contributed to K9Assistance via PayNow raising a total of \$8,858
- 🐾 20 individual donors who contributed to K9Assistance via Benevity raising a total of \$5,754
- 🐾 8 individual donors who contributed to K9Assistance via Bloomberg's Dollar For Your Hours program, raising a total of \$13,635

Acknowledgements

OTHER IN-KIND SUPPORT

- 🐾 Ms Pauline Ang, Goodwins Law Corporation Advocates & Solicitors for the company's secretarial service.
- 🐾 NCSS for the CCF and Consultancy Grants.
- 🐾 Tote Board for the Enhanced Fund-Raising Programme for campaigns (a) Paws Up For Good; (b) PAW-fect Partnership; (c) K9 EmPAWer Walk 2024; (d) GIFT of Dignity - Barrier Free; and (5) PAW-sitive engagements with Our Ambassador Assistance Dog
- 🐾 Sai Clairemont, for donating essentials for our Ambassador Assistance Dog
- 🐾 The Hoffman Agency
- 🐾 Nick Hay, Gibson Hunn, for providing legal and operational policies support

SPECIAL MENTIONS

- 🐾 Ministry of Social and Family Development (MSF)
- 🐾 To the Internationally Accredited Assistance Dog community around the world, thank you for your support.
- 🐾 ARTDIS, for generously lending their Blackbox Room for a K9Assistance engagement session.

SUPPORT K9ASSISTANCE

Scan the QR Code to donate to K9Assistance



KEY STATISTICS

Summary of Financial Performance FY 2024/2025

Item	Amount
Total Income	\$1,842,503
Donations	\$1,144,186
Grants from Toteboard	\$663,467
Other Income	\$34,850
Total Expenditure	\$439,306
Charitable Expenses	\$198,527
Cost of generating funds	\$64,748
Administrative costs	\$176,031
Net Surplus	\$1,403,197

K9Assistance’s income rose by \$1,050,160 (133%), and expenses increased by \$3,520 compared to the previous financial year. K9Assistance’s net surplus also rose by \$1,046,640 (293%).

For more information on the charity’s major financial transactions and purpose of the charitable assets held, please refer to Page 8 of the charity’s Financial Statements

For the year ended 30 June 2025, gross receipts from fund-raising activities totalled S\$1,144,186(2024: S\$566,870) and total attributable expenses were S\$64,748 (2024: S\$44,691), resulting in a 6% (2024: 8%) efficiency ratio (expenses ÷ receipts × 100 percent). All campaigns complied with Regulation 15 of the Charities (Institutions of a Public Character) Regulations 2007.

Financial Report

Reserves Position

	Current Year	Previous Year	Increase/ (Decrease)
Unrestricted Fund	\$2,027,093	\$901,198	\$1,125,895
Restricted Fund	\$277,302	-	\$277,302
Total Fund	\$2,304,395	\$901,198	\$1,403,197
Annual Operating Expenditure	\$439,306	\$435,786	\$3,520
Ratio of Reserves	4.61:1 (or 55 months)	2.06:1	

[Formula of Reserve ratio = Total unrestricted funds / Annual operating expenditure]

The surplus and reserves is expected to be utilized progressively over the next two financial years to support the training of two Singaporean Cadet Assistance Dog Instructors, as well as programme and infrastructure development.

Financial Report

Statement of Financial Position

Item	Current Year	Previous Year	Change
Assets			
Non-Current Assets			
Plant and equipment	\$10,825	\$10,622	\$203
Right-of-use asset	-	\$22,622	(\$22,622)
Current Assets			
Other receivables	\$18,293	\$15,622	\$2,671
Cash and cash equivalents	\$2,287,378	\$925,622	\$1,361,756
Total Assets	\$2,316,496	\$974,488	\$1,342,008
Funds and Liabilities			
Unrestricted Fund	\$2,027,093	\$901,198	\$1,125,895
Restricted Fund	\$277,302	-	\$277,302
Total Funds	\$2,304,395	\$901,198	\$1,403,197
Liabilities			
Current Liabilities			
Other payables	\$12,101	\$50,026	(\$37,925)
Lease liability	-	\$23,264	(\$23,264)
Total Liabilities	\$12,101	\$73,290	(\$61,189)
Total Funds and Liabilities	\$2,316,496	\$974,488	\$1,342,008

Plans for the Year Ahead

EXPENDITURE FOR THE YEAR AHEAD

A proposed budget allocation of \$590,000 has been outlined to support the execution of our key programmes and initiatives. This budget will cover essential expenses such as charitable activities, fundraising expenses, governance costs, and administrative overheads.

Our fundraising strategy will continue to center around raising awareness, deepening relationships with supporters, and creating meaningful opportunities for the public to connect with our mission of building an inclusive society empowered by Assistance Dogs.

K9 EMPOWER WALK 2025

Our annual flagship walkathon continues to grow in scale and significance each year, driving the highest levels of public awareness within our financial year. Building on the success of this year's event, we aim to welcome up to 300 participants for the next edition.

To enhance the experience and simplify giving, K9Assistance will engage a local event management platform to facilitate registrations, donations, and issuance of tax-deductible receipts (TDRs). Donors will be able to contribute directly through the event page, creating a seamless and transparent giving process. This system will help encourage wider participation, engagement, and generosity from our community.

Allocated budget: \$7,000

K9 FLAG DAY 2025

As K9Assistance marks its fifth anniversary as a charity, we are proud to introduce our very first Flag Day in 2025. This milestone event will celebrate the journey of K9Assistance, promoting the acceptance of Assistance Dogs in Singapore and highlighting the incredible support of our volunteers and donors.

The Year Ahead

K9 Flag Day will offer volunteers a deeper sense of purpose and personal connection as they advocate for inclusion and dignity for Persons with Disabilities. As a first-time initiative, we will focus on building strong volunteer relationships and equipping them to serve as active ambassadors for our cause, representing the voice of inclusion in the wider community.

Allocated budget: \$500

FESTIVE APPRECIATION GIFTS

Our annual festive gifting symbolizes our commitment to acknowledge those who have stood by us, from our earliest supporters to our newest friends. Through this small yet meaningful gesture, we reaffirm the spirit of community that drives everything we do. Each gift reflects our deep appreciation for our donors, clients, and partners, who make our mission possible.

LUNAR NEW YEAR RED PACKET DESIGN COMPETITION

We will once again invite our supporters and the broader public to take part in the annual Lunar New Year Red Packet Design Competition. Beyond celebrating artistic talent, the competition continues to spark awareness and inspire conversations about the role of Assistance Dogs in creating a more inclusive Singapore. We look forward to even greater participation and inspiring designs in the upcoming edition.

AMBASSADOR ASSISTANCE DOG ENGAGEMENTS

In the year ahead, K9Assistance will continue to lead national advocacy efforts through our Ambassador Assistance Dog, deepening engagement with key stakeholders and the wider community. Building on the strong momentum from this year's successful outreach activities, we will invest further in expanding our reach and impact. This includes dedicated staff time, enhanced training for our Ambassador Assistance Dog, and the development of new outreach opportunities that showcase the life-changing role of Assistance Dogs. These sustained efforts will strengthen public understanding, inspire greater community support, and drive more donations towards our mission of empowering Persons with Disabilities through Assistance Dogs.

Allocated budget: \$4,300

The Year Ahead

CORPORATE VOLUNTEER OPPORTUNITY

In the coming year, K9Assistance will strengthen our volunteer engagement through the corporate volunteer activity. Volunteers from our corporate partners, both existing and new, will have the opportunity to craft purple and white dog-bone keychains, a symbolic token of support for Assistance Dogs and their handlers. Each keychain serves as a tangible reminder of inclusion and compassion, representing a future where every individual in Singapore recognizes and supports the work of Assistance Dogs.

EXPANDING LOCAL CAPABILITIES

As we prepare to place Singapore's first Assistance Dog beyond Seeing-Eye Dogs, our focus will be on ensuring that K9Assistance remains agile, capable, and ready to meet future needs. To achieve this, we will invest in the training and development of our cadet Assistance Dog Instructors, strengthening local capability to train Assistance Dogs.

Local Assistance Dog Instructors will play a pivotal role in building a sustainable local ecosystem that supports Assistance Dog teams from their initial training and handler matching to ongoing follow-ups that help maintain their optimal performance close to home.

Allocated budget: \$100,000



Image: K9Assistance Ambassador Assistance Dog sitting obediently under a table

Closing Message from the Executive Director

Imagine a person with physical disabilities navigating a crowded train station, or someone who is d/Deaf or hard-of-hearing, entering a busy café confidently with an Assistance Dog trained to open doors, respond to sounds, and foster connection.

This is the future we are working toward, and it is within reach.

As the Whole-of-Government initiative to broaden public access for Assistance Dogs nears completion, K9Assistance stands ready. This long-awaited shift will enable us to place Singapore's first Assistance Dogs beyond Seeing-Eye Dogs. Assistance Dogs supporting individuals with physical disabilities, the d/Deaf and hard-of-hearing, and the Autistic.

Our work doesn't stop at the Assistance Dogs. We're expanding the ADFB programme, strengthening community partnerships, and expanding our educational outreach, all to prepare the ground socially and practically for this historic change.

We know this moment isn't ours alone. It belongs to everyone who has supported the mission, from volunteers and donors to businesses and

advocates, to every person who believes Singapore can be more inclusive.

Together, we move closer toward a future where Assistance Dogs open doors to dignity, and Singapore welcomes all.

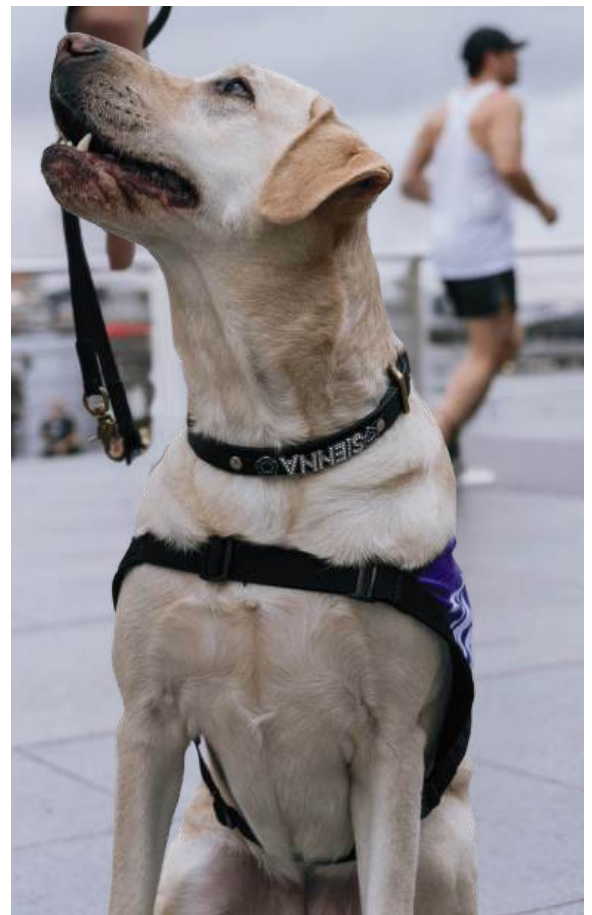





Image: K9Assistance Ambassador Assistance Dog sitting and looking at her handler.



-  **Source Assistance Dogs from Internationally-accredited dog training organisations.**
-  **Provide Bona Fide Assistance Dogs without cost to Persons with Disabilities**
-  **Integrate knowledge of disabilities and Assistance Dogs to deliver successful human-dog partnerships.**



@k9assistancesg



K9Assistance SG



k9assistancesg



K9Assistance (Limited)

SCAN ME!



www.k9assistance.sg