



**#brightfutures  
in every moment**  
2024 At A Glance





**2024 has been filled with meaningful moments that remind us of why we do what we do. Every smile, step forward, and story of growth drives us to keep making a difference.**

At NTUC First Campus (NFC), we are driven by the belief that everything we do is to enable bright futures for every child and their family. This year, we expanded access to quality early childhood education and deepened support for children from less advantaged backgrounds. We also prioritised our people's growth and well-being, empowering them to give their best.

To our dedicated educators, supportive families and valued partners—thank you for journeying with us.

*Together, we are inspiring the next generation to thrive.*

**Ms Chan Su Yee**  
*Chief Executive Officer*

A photograph of a smiling female teacher sitting on the floor with a group of young children in a classroom. They are all wearing orange shirts. The teacher is holding up colorful toys (green, pink, blue) and the children are also holding similar toys. In the foreground, there is a white storage bin labeled "Nuts and bolts" with a picture of colorful nuts and bolts. The background shows a white shelving unit with various toys and a mirror on the wall.

# **#brightfutures mean** **accessibility and opportunities for all**

With the right support, every child can achieve their potential.  
We are committed to making quality learning opportunities accessible to all.



Accessibility and opportunities for all

This year we **grew our reach** to serve more families

>180

preschool centres  
across Singapore

>29,000

children and families  
served





Accessibility and opportunities for all

# We also deepened our support for those who needed more help

Close to  
**\$3m**

disbursed through the Bright  
Horizons Fund (BHF) — uplifting  
about 7,000 children and  
low-income families

**>8,400**

children benefitted from  
financial, social, and learning  
and development support





Accessibility and opportunities for all

Amplified our  
impact together as an  
organisation



NFC Day Out

\$18,000

was raised for BHF by close to 500 employees at our NFC Day Out



Food from the Heart







# #brightfutures mean people first

Our people are our core. We nurture talent, inspire growth,  
and create an environment where our people can thrive.



People first

# Investing in **our people's development** continued to be our priority in 2024

**80**

future leaders empowered through targeted leadership training programmes

**>500**

staff went on local and overseas conferences and learning journeys





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People first

# Alongside professional growth, we prioritise holistic development

We created spaces for our people to connect, recharge, and find balance through after-work interest groups and well-being workshops, ensuring they feel fully supported.



Cooking Interest Group



Well-being workshops



Ukulele Interest Group



People first

# Excellence and commitment to quality in early childhood care and education

6

ECDA Awards for Excellence in  
Early Childhood Development

3

Outstanding Preschool Mother  
Tongue Language Teacher Award

2

Preschool Chinese Language  
Storytelling Aids Competition  
Awards

6

Thumbs Up Little Junior Nursery  
Rhyme Competition Awards



People first

# Celebrating our people's efforts and commitment in driving meaningful change

>300

staff received NFC Awards in recognition of their embodiment of our core values

3

awards for our ongoing efforts towards sustainability and health



**NEA 16th EcoFriend Awards 2024**

*Educational Institutions Category*



**NParks Community in Nature Schools Award 2024**



**Healthy Preschool (Platinum) Award**



## People first

### 8 research presentations showcased on the international stage



**Unlocking Nature's Classroom: Fostering Risk-Taking, Responsibility, and Resilience**  
NIEC Conference 2024, Singapore



**Empowering Young Minds: A Digital Literacy Curriculum for Kindergarten Children on Digital Well-being, Safety, and Creativity**  
24th PECERA Annual Conference, Tokyo, Japan and EDUtech Asia 2024, Singapore



**Children's Knowledge and Attitudes towards Environmental Sustainability**  
24th PECERA Annual Conference, Tokyo, Japan



**Young Children's Numeracy Skills: Communication and Thought Processes in Problem Solving**  
NIE Redesigning Pedagogy International Conference 2024, Singapore



**The Role of Autonomy Support in Children's Involvement in the Preschool Classroom**  
International Conference for Research in Early Childhood Education and Development (InCRECE) 2024, Hong Kong



**Using Data Science to Optimise Learning Support and Resource Allocation in Early Childhood Education**  
76th OMEP World Assembly and Conference, Bangkok, Thailand



**Implementation of Relationships-Based Curriculum for 0-3 Years Old (Mandarin)**  
NIEC Conference 2024, Singapore



**Development Support Specialists: Helping Teachers Cope and Manage Differently-abled Children in Inclusive Mainstream Classrooms**  
76th OMEP World Assembly and Conference, Bangkok, Thailand and NIEC Conference 2024, Singapore



People first

# Ongoing trust in nurturing a workplace that inspires **growth and success**



**HR Asia Best Companies  
to Work For in Asia**  
Sixth Year Running



**HR Asia Most Caring  
Company Award**  
Fourth Year Running

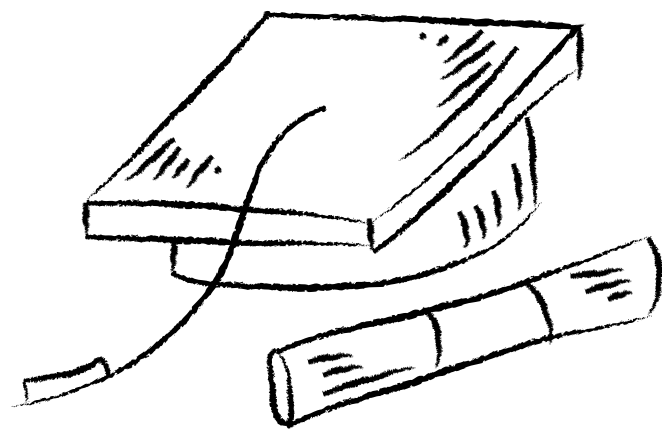


**17th Singapore HR Awards**  
People Centred Award – Excellence in  
Employee Experience & Well-Being Silver Award



People first

# Our commitment to **innovation and excellence** continues to earn recognition



**My First Skool earns  
Top Influential Brand in  
Pre-school Education**

**2023 and 2024**



**Over 9 in 10 parents**

**are satisfied with My First Skool  
and Little Skool-House**



**100% of eligible centres  
achieved SPARK certification**





# #brightfutures mean relevance and dynamism

Beyond academics, we nurture values that empower children to shape their world, creating opportunities for them to grow into curious, confident learners.



## Relevance and dynamism

# NFC constantly seeks ways to **enrich** our children's **learning experiences**



Engaged **>12,000 children and 2,000 seniors** through our **Intergenerational (IG) Programme**



Partnered with FairPrice Group and FairPrice Foundation to launch **'Start Strong, Stay Strong'** inspiring wellness and sustainability



Partnered with TOUCH Community for the **First Device campaign**, helping families navigate digital journeys



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Relevance and dynamism

# Newly launched My First Club and Little Skool Club

provide fun and meaningful learning experiences that bring classroom lessons into the real world.

Featuring workshops and activities with partners like Mattel, Doctor Anywhere, and At-Sunrice GlobalChef Academy, the programmes aim to nurture three essential skills — Relational Skills, Global Citizenship, and Digital Intelligence — while fostering family bonding.





Relevance and dynamism

# Providing opportunities for quality enrichment programmes in a safe, convenient environment

>8,000

children took part in enrichment  
programmes offered in our  
preschools

>70

types of enrichment  
programmes offered in  
our preschools





Relevance and dynamism

# Building children's **resilience and confidence** through outdoor experiences

>700

children took part in Outdoor School Singapore (OSS) Holiday Programmes

>7,000

preschool children joined an OSS programme

>280

of our preschool teachers trained through the Outdoor Educators' Training by OSS







**As we look forward to another year,  
we remain committed to empowering children,  
supporting families and growing together.**

*Together, we're enabling **#brightfutures** for  
every child and their family.*





