



BUSINESS FOR GOOD



AGENDA

1 About Our Brand

2 Introduction to MuzCare

3 MuzCare Projects

4 Community Involvement Projects

5 Awards & Recognitions

6 MuzArt Singapore - What's Next?

1 About Our Brand

 **Our Mission | Our Partners**

 **Outreach**

 **Activities, Events and Competitions**



OUR MISSION

To build an inclusive society through the arts. By exposing people to art through MuzArt, we hope to create more opportunities for social mixing.

As part of our mission, we strive to spread joy and motivation to keep building and shaping a society where no one gets left behind.

“Art is a powerful tool to educate, motivate and bring joy to everyone around us.”

- Lynn Teo



OUR PARTNERS



太和观 THK



OUTREACH

5 years into



13 Centres Islandwide enriching more than **5,000** students

138,000+ Monthly Social Media Reach

Supported over **22** VWOs through workshops & programmes

HOLIDAY CAMPS - I ❤️ Just Being Me (June 2022)

- Partnered with 
- Main Content: Creating a healthy body image and the importance of self-love.
- MuzArtists learnt how to create a unique cubism-style portrait of themselves or families using music.



ACTIVITIES | PEN-A-POSTCARD CAMPAIGN

Let's appreciate your loved ones, family and friends. Pick up Muzartist winning artwork postcard (FREE) from any of our 13 Muzart centres and write a note to someone that you appreciate.



Take a photo of you and the postcard, tag @muzartsingapore and stand to win attractive prizes! Remember to enable your post to Public.



- Encourage audiences from the public to spread the practice of postcard writing in this digital era.
- They are able to pen their appreciation and heartfelt thoughts to their loved ones.
- This platform provides an opportunity for our students and educators to showcase their artistic creations through their winning artworks, exclusively in the form of a postcard.

March School Holiday Activities 2022

- Collaborated with Singapore Kindness Movement (SKM), National Library Board (NLB) & ActiveSG.
- Organized art activities and events, opened to the public:
Meet Singa Cubbie | Shrink Art Activities
Art Competition | Molly the Bus

Müz Art

MARCH
SCHOOL HOLIDAY
ACTIVITIES
MARCH 12-13 | 9AM-6PM

In Support Of Sports
Promotion:
ActiveSG

Jurong West
ActiveSG Sports
Centre
20 Jurong West
Street 93, Singapore
648965

FUN & CREATIVE
SCHOOL
HOLIDAY
ACTIVITIES

MEET SINGA CUBBIE
10AM, 11AM, 12PM, 1.30PM

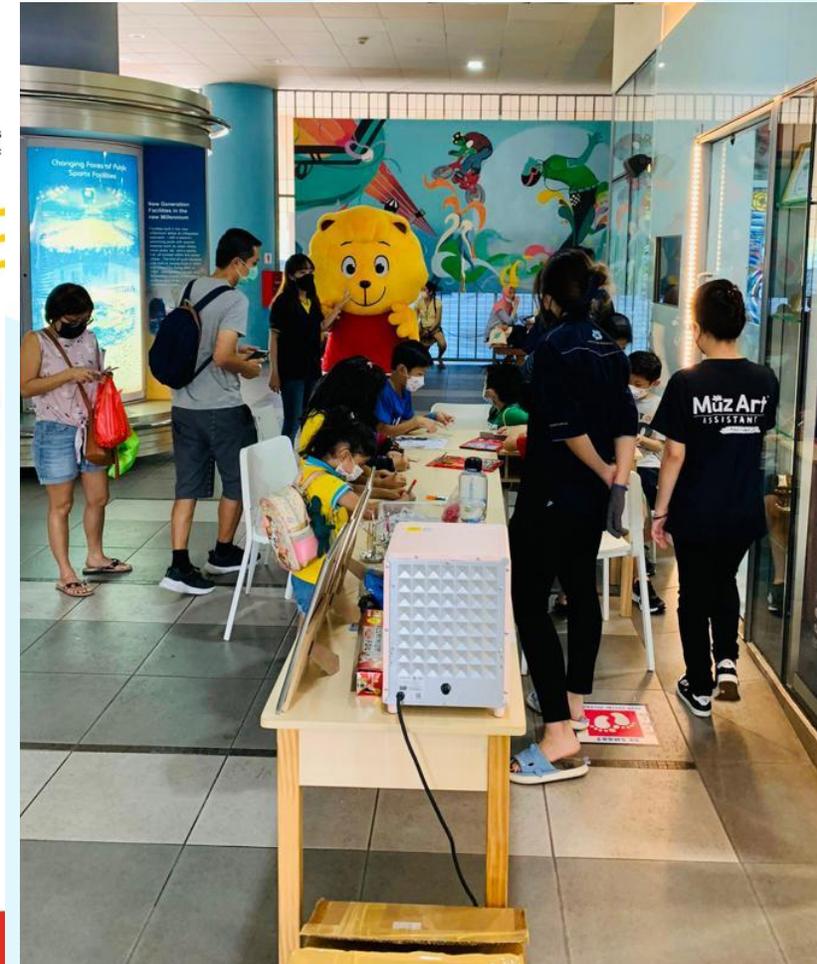
SHRINK ART ACTIVITY

ART COMPETITION
1 MAR TO 31 MAR

MOLLY THE BUS
9AM TO 12PM

Supported by:
Singapore Kindness Movement | National Library Board Singapore

www.muzart.com.sg



Monthly Challenge on Social Media Platforms

- Opened to the general public.
- In collaboration with Singapore Kindness Movement (SKM).

Muz Art
Imagine Your Future

June Challenge

WHICH KINDNESS CUBBIE CELEBRATED THEIR BIRTHDAY EARLIER THIS MONTH? WHEN WAS IT?



Supported by:  Singapore Kindness Movement

Muz Art
Imagine Your Future

FEBRUARY CHALLENGE

CHALLENGE:
Name three characters (Kindsville Cubbies) from Kindsville.



MYSTERY GIFT BAG
*INCLUDES LIMITED EDITION SINGAPORE KINDNESS MOVEMENT & MUZART SINGAPORE ITEMS

SUPPORTED BY:  Singapore Kindness Movement

Muz Art
Imagine Your Future

MARCH CHALLENGE

CHALLENGE:
Take a selfie with Singa found in Singapore & Share your photo with us below!



Lucky Singa's Fan will receive a **MYSTERY GIFT BAG**

SUPPORTED BY:  Singapore Kindness Movement

Muz Art
Imagine Your Future

APRIL CHALLENGE

CHALLENGE:
When did Singa, the Courtesy Lion first debuted and retired?



Lucky Singa's Fan will receive a **MYSTERY GIFT**

SUPPORTED BY:  Singapore Kindness Movement

Muz Art
Imagine Your Future

MAY CHALLENGE

Question
WHEN IS KINDNESS DAY SG?



Supported by:  Singapore Kindness Movement

ACTIVITIES & EVENTS

Singapore Book of Records



MOST NUMBER OF PEOPLE MAKING KEYCHAINS AT ONE LOCATION

At the Hello Kitty Run on 15 Jul 2018, [MuzArt Singapore](#) let runners practise their craftsmanship by making their own keychains. 128 people collected wooden blank keychains on which they drew and glued on tinsels and other decorative materials. The event was held at the Promontory@Marina Bay.

LARGEST ART MONTAGE MADE OF RECYCLED MATERIALS

The theme of [Muzart Learning Centre](#)'s art competition this year is to use recycled materials. Students from various Muzart centres, from ages 3 to 12, crafted a picture each with discarded materials. Subsequently, 405 canvas boards were put together on 29 Jul 2018 to form a montage measuring 3.1m by 5.7m. For the month of Aug, the art pieces are displayed at Jurong Regional Library.

ACTIVITIES & EVENTS

Singapore Book of Records



LARGEST EGG CARTON ART DISPLAY

Supreme Parents collaborated with Muzart and School of Concept to create the largest art display made of egg cartons. About 30 pre-schools took part to paint the egg cartons in their respective schools. The art pieces were put together at JCube on 12 Nov 2018 and the entire work measured 17m by 1.5m.

COMPETITIONS | MuzArt Design Competitions

MuzArt
Imagine Your Future

Kindness Pebble Design Competition

1 June to 30 June 2022

Children & Adults are welcome to participate

Prizes

- 1st Prize: Pentel materials worth \$50 & MuzArt Art Kit
- 2nd Prize: Pentel materials worth \$40 & MuzArt Art Kit
- 3rd Prize: Pentel materials worth \$30 & MuzArt Art Kit

Sponsored by: **Pentel** singapore kindness movement

MuzArt
Imagine Your Future

STICKER DESIGN COMPETITION

In collaboration with Singapore Kindness Movement & Pentel

Design your very own sticker based on one of these themes:
Happy / Funny / Sad / Kind / Active

Date:
1 Nov - 31 Dec 2020

Categories:

- Junior - 3 years old to 6 years old
- Youth - 7 years old to 12 years old
- Public - 13 years old & above

How to participate:
Download the template from our website, add in your designs, fill in the form, post & tag us on Instagram!

Remember to use the hashtag
#muzartsingapore & #muzartstickerdesign

3 winners from 3 categories will be chosen every week, and will receive reaction stickers plus special merchandise of their design!

In collaboration with: **singapore kindness movement** Discover the best **Pentel**

6909 0760 | www.muzart.com.sg | MuzArt Singapore HQ | muzartsingapore

2021 STICKER DESIGN COMPETITION

IN COLLABORATION WITH SINGAPORE KINDNESS MOVEMENT

Themes

- CYBER WELLNESS OR MUTUAL DEPENDENCE

CATEGORIES

- JUNIOR**
3 TO 6 YEARS OLD
- YOUTH**
7 TO 12 YEARS OLD
- PUBLIC**
13 YEARS AND ABOVE

Date
1 JUNE 2021 TO 31 DECEMBER 2021

SCAN TO PARTICIPATE

BROUGHT TO YOU BY: **MuzArt** Imagine Your Future

IN COLLABORATION WITH: **singapore kindness movement** **OMNI** **SAKURA**

65 9180 7010 | MUZART SINGAPORE | MUZART.COM.SG | MUZARTSINGAPORE

Discover the best

Pentel X **MuzArt**
Imagine Your Future

ART COMPETITION 2020

THEME : NEW NORMAL

CATEGORY:
(A) 3 - 5 years old
(B) 6 - 10 years old
(C) 11 - 18 years old

DATE: 1st August 2020 to 31st August 2020

MEDIUMS: Pentel Watercolor Pencils, Brush Sign Pens, MuzArt Poster Color and Oil Pastel

ATTRACTION PRIZES and ART MATERIALS WORTH \$800 TO BE WON!!!

A FREE set of Watercolor Pencils exclusively to all participating MuzArtists!

Available at all 40 centres!

10.2 inch 7th generation iPad WIFI - 32GB

Proudly supported by: 

MuzArt 
Imagine Your Future

MUZART SINGAPORE X FABER-CASTELL

ANNUAL COMPETITION 2021

THEME: FUTURE

CATEGORY:
(A) 3-5 YEARS OLD
(B) 6-9 YEARS OLD
(C) 10-18 YEARS OLD

MEDIUMS:
• MUZART POSTER COLOURS, OIL PASTEL & GRAPHITE
• FABER-CASTELL CONNECTOR PENS AND WATERCOLOUR PENCILS

ATTRACTION PRIZES & ART MATERIALS WORTH \$800 TO BE WON

DEADLINE OF COMPETITION
25 JULY 2021
TERMS & CONDITIONS APPLY

10.2 INCH 8TH GENERATION IPAD WITH 32GB WIFI

ENTER BEFORE JUNE TO STAND A CHANCE TO WIN PRIZES!

(65) 9180 7010 | WWW.MUZART.COM.SG

MUZART SINGAPORE HQ | MUZARTSINGAPORE

Proudly supported by: 

MuzArt  
Imagine Your Future

ANNUAL COMPETITION 2022

365 DAYS OF KINDNESS

ENTER BEFORE JUNE TO STAND A CHANCE TO WIN PRIZES!

(65) 6909 0760 | Follow us on @muzartsingapore @MuzartSingapore



2

Introduction to MuzCare

INTRODUCTION TO MUZCARE

What is MuzCare?

In MuzArt, apart from focusing on creativity and skills development, **we also believe in kindness and acts of giving across all ages.** Hence, MuzCare was created.

MuzCare is a community-centered initiative that integrates art and social service through collaborations with various Voluntary Welfare Organisations (VWOs) and Beneficiaries.



3

MuzCare Projects



Online Workshops for VWOs



Corporate Social Responsibility (CSR) Projects



Charity Drives



ONLINE WORKSHOPS | VOLUNTARY WELFARE ORGANISATIONS



Sponsoring colouring books to IMH and held an online colouring session alongside musical entertainment and games!



Celebrating Mid-Autumn Festival by teaching with Muzartist on how to decorate their lanterns online.



Teaching soft pastel sunflower decoratives, music and activities for the Lunar New Year.

ONLINE WORKSHOPS | VOLUNTARY WELFARE ORGANISATIONS

CELEBRATING HARI RAYA HAJI -VIRTUAL WORKSHOP WITH MORAL WELFARE HOME



#Purple Outing



Celebrating Hari Raya Haji with Moral Welfare Home with our soft pastel sunflower zoom session.

25 Sep 2021: Celebrating Mid-Autumn Festival with Moral Welfare Home



Celebrating Mid-Autumn Festival by teaching with Muzartist on how to decorate their lanterns online.

27 Nov 2021: Deepavali workshop with Moral Welfare Home



Teaching soft pastel sunflower decoratives, music and activities for Deepavali.

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

Cambodia Project with Cambodian Children's Advocacy Foundation Organization-CCAFO

Our MuzArt educators and staff spent Christmas together with a unforgettable experience for the children in schools in Cambodia.

We came up with Christmas-themed crafts, distributed presents, conducted a day's class of creativity and donated resources!



CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

Cambodia Project with Cambodian Children's Advocacy Foundation Organization-CCAFO



Rhythm and hand movement games with students!



Step-by-step instructions of how to make a Christmas card.



Distribution of art materials and snacks.

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

NTUC SilverAce Monthly Activities for the Elderly



A collaborative project with NTUC SilverAce to create canvas artworks using upcycled materials



Artwork theme was 'Save The Environment' as our lovely elderly participants showed their skills.



Their works are then displayed together with our MuzArt students works at a National Library!

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

NTUC SilverAce Intergenerational Collaboration



Students from MuzArt volunteer to accompany NTUC elderlies to create their very own tote bag.



It encourages bonding between the elderly and children through art-making!



Totes are brought home and our students share their memorable moments being guides.

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

NTFGH Annual Christmas Art Jamming



We involve our fellow MuzArt students and their families to get a chance to celebrate with NTFGH!



We are there with the patients to paint their Christmas painting in a jolly spirit!



Students pen their greeting cards to distribute to the patients.

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

Frontliners' Gratitude Project 2020 (Tan Tock Seng Hospital)



To show our gratitude and appreciation, MuzArtists designed and have written messages in these keychains for our doctors and nurses who go beyond to make the patients comfortable.

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

Frontliners' Gratitude Project 2020 (Ng Teng Feng General Hospital)



CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS

After Post-Covid measures have been put in place, our volunteers were eager to go back on-site to conduct a Chinese New Year Craft in 2022!

A picture from previous years where we conducted our seasonal crafts with NTUC SilverAce >



CHARITY DRIVE | MuzDream

MuzDream, turning art into love! (Apr 2021)

- Fundraising campaign initiated by MuzArt.
- Partnered with  **Children's Cancer Foundation**  **singapore kindness movement**  **CITY OF GOOD**
- Proceeds from MuzDream workshop/merchandise sets were donated to CCF.



MUZ DREAM
turning art into love!

FREE Shrink Art Activity for all!

100% of the funds raised will be donated to CCF - Children's Cancer Foundation.

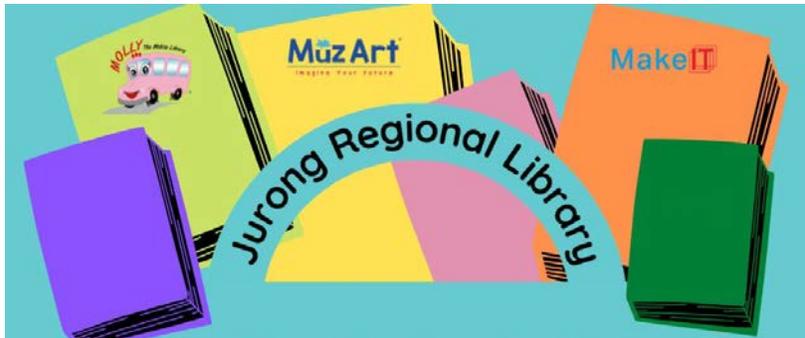
Resin Workshop \$50

MuzDream Merchandise Set \$25

APRIL 2021 | **MUZART @ JURONG REGIONAL LIBRARY**
01 April - 30 April | 21 Jurong East Central 1, Singapore 609732

Our Partners  **Children's Cancer Foundation**  **CITY OF GOOD** 

CHARITY DRIVE | Bag of Love @ Jurong Regional Library



BAG OF LOVE

Come join us in preparing care packs of books and art kits to children who may not have ready access to books!

- Handpick 6 preloved books & an art kit
- Create a luggage tag using 3D printer

*Recommended for 15 years old and above

Visit go.gov.sg/mollybookgiveaway for more details!

In partnership with NLB, we gathered pre-loved books and art kits to be bagged and distributed to underprivileged families. Mr Xie Yao Quan was also there for this Christmas season of giving!



CHARITY DRIVE

MuzArt Colouring Books - Alphabets Of Singapore (2021) Uniquely Singapore (2022)

A collection of artworks done by MuzArtists are featured every year and compiled into Colouring books in collaboration with Faber-Castell.

It is then distributed to our dear students nationwide in a Holiday Kit as well as to Beneficiaries as a gift!



4 Community Involvement Projects



COMMUNITY PROJECT | NEA - Our Hawkers' Artists

OUR HAWKER ARTISTS

Come and join us in creating your very own hawker themed crafts. Experience art like never before from the comfort of your neighbourhood hawker centre!

Venue: Blk 254, Jurong East Street 24, S(600254)

Date: 14 September 2019, Saturday

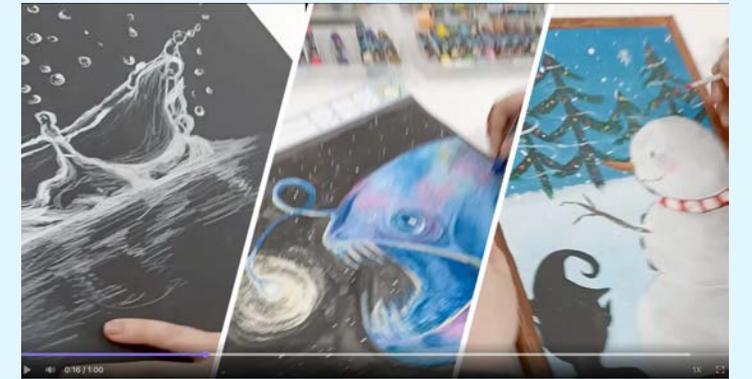
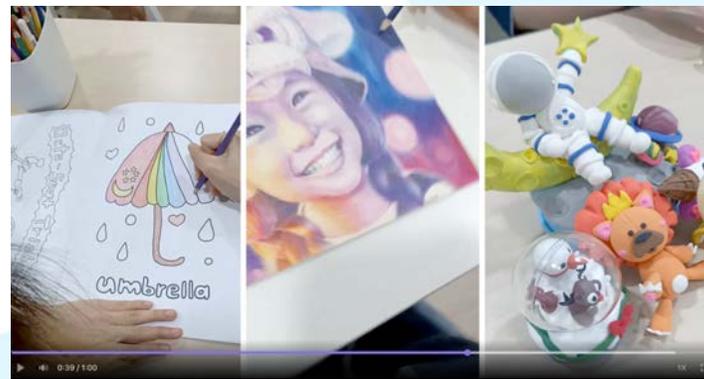
Time: 10am to 2pm

Register for a FREE Goodie Bag!

DIY resin accessories!



COMMUNITY PROJECT | CHINGAY 2022 'We've Got Talent'

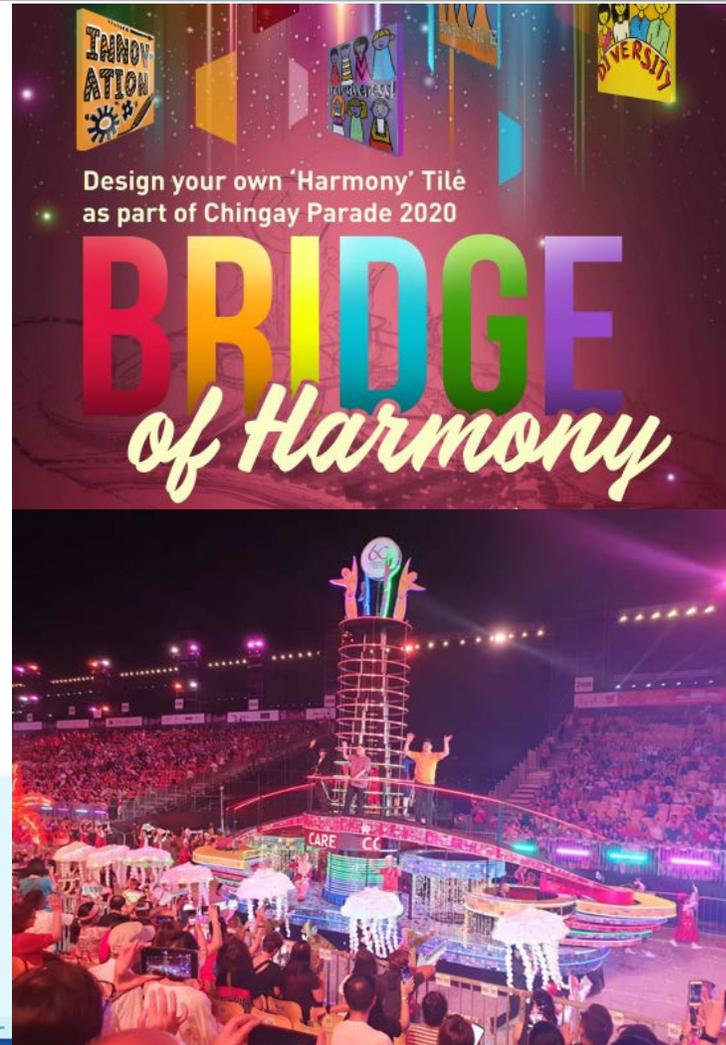


We were shortlisted for Chingay's 2022 " We've Got Talent " theme and did a video of our art educators in action!
Link for video: <https://youtu.be/B4QBa0N8ufI>

COMMUNITY PROJECTS | CHINGAY PARADE 2020

MuzArt Centres facilitated in the “Bridge Of Harmony” tiles designing.

The vibrant & creative coloured plywood tiles decorated were showcased at Chingay Parade 2020 as an event highlight, “Bridge Of Harmony” Float.



Project We Care Garden Party @ Istana Event

- Facilitated Creative Lantern Painting Workshop
- DIY art keychain engagement booths for the beneficiaries



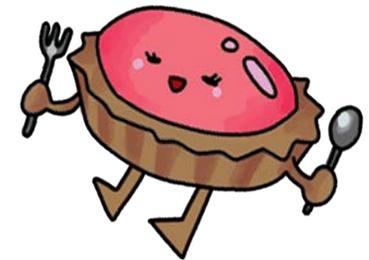
COMMUNITY RUNS | Cold Storage, Batman, Hello Kitty, Safari Run

MuzArt Singapore has been an active sponsor and support for art booths in Community Runs





4 Awards & Recognitions



Throughout the years, MuzArt Singapore has contributed and served the community by giving back through various collaborations and voluntary welfare groups.

Organisations have recognised the efforts made and are thankful of our contributions by continually collaborating with us over the years.

AWARDS & RECOGNITIONS



Singapore Book of
Records



Young Parents
SG Parents' Choice
2019/2020



Best in Heuristic
Learning Through
Creative Art 2020/21
(3 Times Winner)



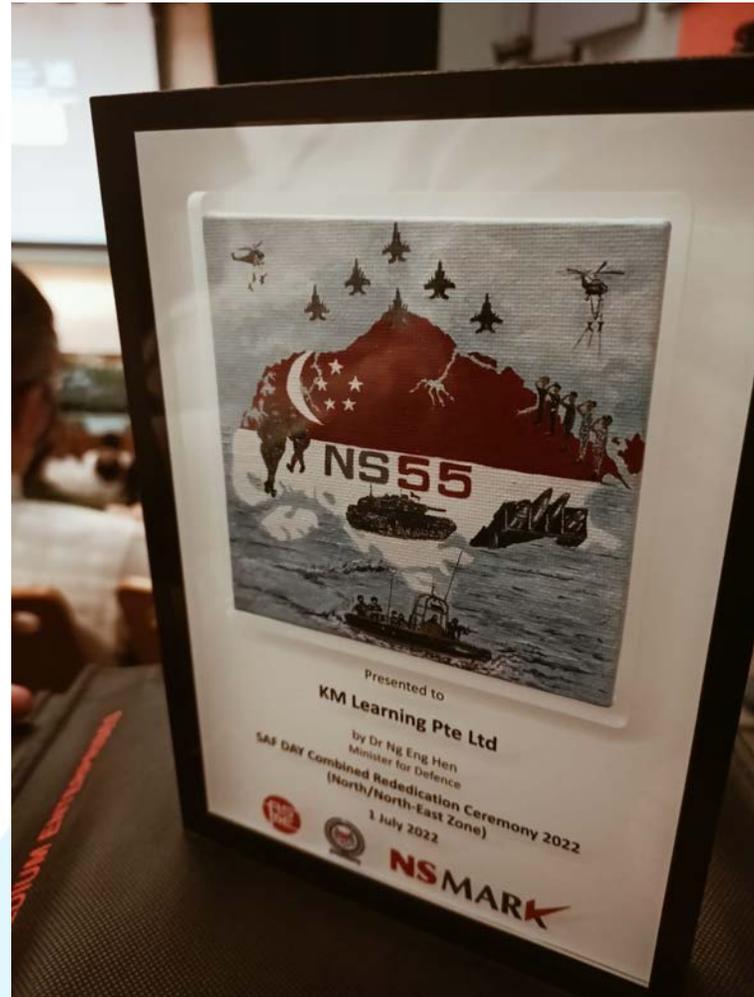
Singapore SME500
2019/2020



Kindness Day SG
We are a centre of
Kindness!

AWARDS & RECOGNITIONS

SAF DAY COMBINED REDEDICATION CEREMONY 2022



AWARDS & RECOGNITIONS

Contributions to Arts & Health Programme in NTFGH & JCH

- Coordinated an art session.
- Our art educators and children learners guided the patients through painting on Christmas-themed canvases.



17 December 2019

Ref. No.: FOJH/VL/0092

MuzArt Singapore
135 Jurong Gateway Road
#04-329, Singapore 600135

Dear Sir/Madam,

Contribution to Arts&Health Programme in NTFGH & JCH

On behalf of Ng Teng Fong General Hospital (NTFGH) and Jurong Community Hospital (JCH), we would like to recognize the attached list of art educators and children learners from **MuzArt Singapore** for their commitment and contribution in bringing cheers to our patients from both institutions, through **Arts&Health Programme: Christmas Art Jamming** session held on **5 December 2019, Thursday, between 4.30pm to 7.30pm** (including preparation time).

The passionate team kept our patients engaged through painting on Christmas-themed canvases; patients were enthralled by the fun of art making together with the children learners, through the guidance of the MuzArt Singapore's art educators! Our patients and their family members had a great evening and sent their appreciation to the team.

We would like to take this opportunity to thank all the children learners, the art educators, as well as Ms. Teo Kai Lynn for coordinating this art session with us.

We hereby verified and endorsed the following staff and children learners based on the attached list on the following page.

Jocelyn Teo (Ms.)
Senior Executive, Community Relations
Ng Teng Fong General Hospital & Jurong Community Hospital

AWARDS & RECOGNITIONS

Letter of Appreciation from NTUC Health Co-operative Limited

- Picture puzzles and game sets were created by our students for the seniors.



AWARDS & RECOGNITIONS



26 September 2019

Ms Lynn Teo
Founder
MuzArt Learning Centre Singapore

Dear Ms Teo,

**PROJECT WE CARE AND PEOPLE'S ASSOCIATION THANK YOU
FOR YOUR SUPPORT TOWARDS PROJECT WE CARE GARDEN
PARTY AT ISTANA**

On behalf of the 1,500 guest beneficiaries, we would like to thank you and your company for your tremendous support and participation in the Project We Care Garden Party at Istana on 1 September 2019. Through the combined efforts of over 80 CEOs and Business Leaders, as well as 437 Corporate Volunteers, Project We Care and the People's Association were able to jointly host and bring much joy to 1,500 vulnerable elderly, low-income families and less privileged children. We are happy to share that a total of S\$185,404.50 was raised, and all funds have been committed towards making possible Project We Care Garden Party at Istana, as well as other meaningful programmes under Project We Care to benefit the less privileged.

2 We would also like to thank your company for sponsoring the Engagement Booth Activities and providing Corporate Volunteers to manage the activities at the Booth. Your participation helped us provide a variety of fun and exciting activities for our beneficiaries.

Positive Feedback

3 Many of the beneficiaries shared that they had an enjoyable afternoon at the Istana participating at the various engagement booths. One of the highlights

of the afternoon, the Mass Digital Lights Symphony, was a favourite among our beneficiaries as they came together with the light shaker to participate as one inclusive community. Further, CEOs, Business Leaders and Corporate Volunteers were happy to play their part to put smiles on the faces of the beneficiaries, and have pledged to continue to support Project We Care initiatives, such as the newly launched Project We Care Adopt-A-Family to befriend and support the less privileged.

4 President Halimah Yacob shared her experience at the event on her Facebook page, saying that she was glad to join in hosting this event. She also commended all corporates for the concerted efforts and expressed her hope to see more of such meaningful events.

5 Once again, our deepest appreciation to your organisation for your support. We look forward to working with you again!

Yours sincerely

WEE WEI LING
CHAIRPERSON
PROJECT WE CARE CEOs &
BUSINESS LEADERS NETWORK

AWARDS & RECOGNITIONS

Contribution towards supporting rural children in Kampong Speu Province, Cambodia (December 2019).



DONATION EFFORTS



爱心
服务
中心

LOVING HEART MULTI-SERVICE CENTRE (Jurong)
Block 316 Jurong East Street 32 #01-279 Singapore 600316
Contact: +65 6567 4166 Fax: +65 6569 7957
Email: lhmscj@lovingheartj.org Website: www.lovingheartj.org

28 February 2020

Ms Teo Kai Lynn
KM Learning Pte. Ltd.
131 Jurong Gateway
#02-309F
Singapore 600134

Dear Ms Teo,

Letter of Appreciation

On behalf of our Management, I convey our sincere thanks to you for your generous donation of 80 bottles of disinfectant sanitizers on Friday, 28 February 2020.

Like every other Social Service Agencies, we can only sustain our programmes through the generosity of our donors. It is heartwarming that residents have stepped forward to assist the less privileged community in the face of adversity.

Your kind donation and support is gratefully appreciated and will benefit more elderlies and families in need.

Yours truly,

Tan Siang Hui Wilson, BBM
Manager



60 Buangkok View
Singapore 534012
www.sanh.org.sg
Inquiries@sanh.org.sg
T: 6880 5330 F: 6880 5347

16 September 2021

Ms Lynn Teo

Founder
MuzArt Singapore

Dear Ms Teo,

GIFT OF 8 BOXES OF LOTUS PASTE MOONCAKES FOR THE RESIDENTS AT ST. ANDREW'S NURSING HOME (BUANGKOK) AT 60 BUANGKOK VIEW SINGAPORE 534012

We, St. Andrew's Nursing Home (Buangkok), a service of St. Andrew's Mission Hospital (SAMH), would like to thank MuzArt Singapore for the generous gift of 8 boxes of lotus paste mooncakes in celebration of the upcoming Mid-Autumn Festival for the residents at our nursing home.

Thank you for being a supporter of the work of SANH (Buangkok).

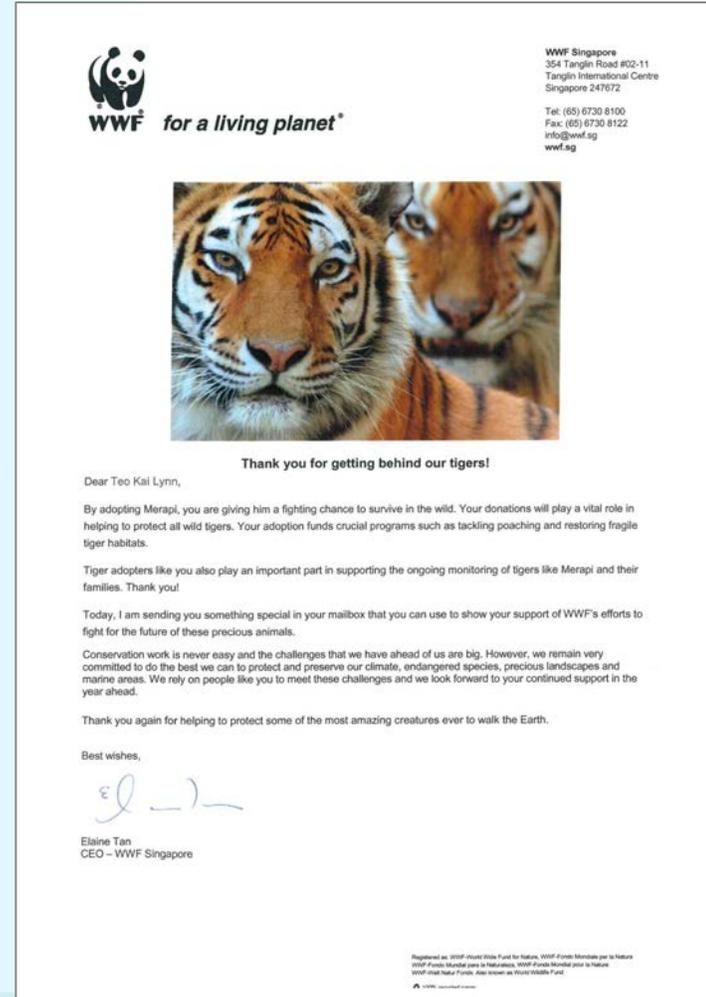
It is through the continual support of generous donors like you that we are encouraged to carry on this work of serving the needy and disadvantaged in society. We are always grateful to all who are willing to join us in this enriching journey.

May you and your family be richly blessed.

Yours sincerely,

Cynthia Wong
Executive Director

DONATION EFFORTS



4 MuzArt SG - What's Next?  

OUR FUTURE GOALS



Seek for more partnerships and collaborations:

- Implement more interesting programmes combining art & technology to students.



To further reach out to more beneficiaries.

- Improve their well-being through art.
- Organise and increasing the frequency of art sessions, engaging them in craft making.



OUR FUTURE GOALS



Exposing students and beneficiaries to **opportunities in and outside the local art scene.**



Increase **involvement** of MuzArtists in Community Projects.



Create more **opportunities and common spaces for everyone** to come together and build a better society through art.



Organising more activities for **friends and families bonding.**





MuzArt®
Imagine Your Future



THANK YOU!



@MuzartSingapore



@muzartsingapore

www.muzart.com.sg

