



**#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 in an orange shirt sitting on the floor with a group of young children, also in orange shirts. They are playing with colorful toys, including a green and pink toy on the teacher's hands and a yellow toy on a child's hand. In the foreground, there is a white storage bin labeled "Nuts and bolts" with a colorful illustration of various nuts and bolts. The background shows a classroom setting with shelves containing various items 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



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



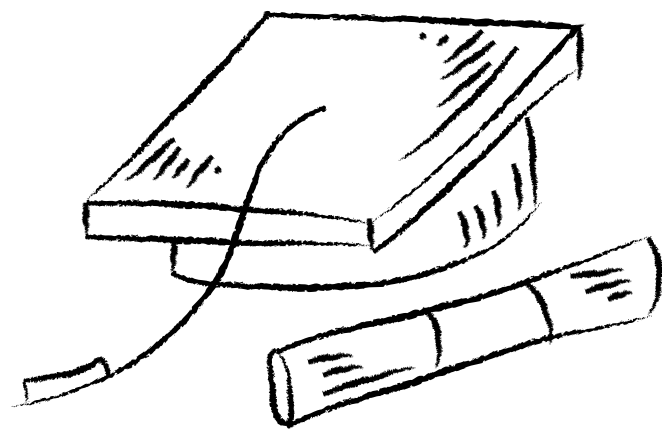
**HR Asia Most Caring
Company Award**
Fourth Year Running



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

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.*



