



TEEN CHALLENGE ENTERPRISES LTD

Introduction



Location: Singapore

Industry: Service

Founded in 2003

Image Credit to Teen Challenge Enterprises Ltd

Teen Challenge Enterprise Ltd (TCE) is the social enterprise arm of Teen Challenge (Singapore). Teen Challenge Enterprises Ltd was registered as a company in 2003, to bring in some income to support the ministry of Teen Challenge Singapore, which has been advocating alternative sentencing to the marginalized community by identifying and providing solutions to their pressing needs. Teen Challenge Enterprises Ltd positioned itself as a “Compassionate community in providing passionate services” to its customers. Its’ team of workers comprises mostly of ex-offenders and people passionate about excellent service delivery with a heart. It hopes to accord ex-offenders the necessary skills and mindsets to enhance their employability and to hone their entrepreneurial skills so that they are meaningfully engaged, gainfully employed & enterprisingly enabled.

Social Problem

Our clients comprise mostly of ex-offenders who are emplaced by Prisons Singapore as well as walk-in clients with drugs & alcohol addictions to undergo our residential program at our centre. The goals of the program is to help them overcome their addictions & to learn new life-skills to help them reintegrate back to home & society. Their duration at the centre ranges from a short-term sentence of 4 months to longer term of a year or more if necessary. This is a good functional period for them to acquire a skill.

Teen Challenge (Singapore) felt that there was a need to find meaningful occupation or work therapy for the residents who were going through the aftercare recovery program in the centre. Teen Challenge Enterprise was formalized as a business and it is hoped that through setting up diverse business ventures & collaborations would provide them with some ‘Certified Skills’ so that it would value add to their survivability.



Most residents, after leaving this centre and surviving without a job that can sufficiently feed their family, will potentially turn to “fast-and-easy-money”. Such means of earning does not work well with the law. Eventually, they will turn back to their old ways. If caught, they will have to repeat the rehabilitation process, thus undermining the effectiveness and potential of the halfway house.

Social Intervention and Impact Created

Our centre has a Case Management team with Case Workers overseeing the social & psychological needs of our clients. To see to their successful reintegration back to society, every one of the ex-offenders has a Case Worker overseeing each of them providing case work & counselling sessions. On top of that we also have life skill classes, group activities and others for all of them going through the program in the centre.

Through our intervention, the ex-offenders will be meaningfully engaged & will stay drug & crime free & maintaining their sobriety. They will also be gainfully employed in our social enterprises & having the financial means to sustain themselves & their families.

Business Model

TCE adopts both the Work Integration Model as well as the Profit Plough Back Model. TCE currently has 2 business set-ups: TC Movers and TC Woodworks.

TC Movers provide reliable, affordable, safe and on time moving services which includes: House & office removal services, Relocation services, Disposal services, among others. TC Woodworks is involved in restoring antique and vintage furniture.

Profits earned are used to fund social programmes of its parent organisation, Teen Challenge (Singapore). This helps the organization to improve their financial sustainability and reduce its reliance on public donations. At the same time, it provides skills training and employment opportunities to the marginalised groups such as ex-offenders as one of the means to reintegrate them back into society and encourage them to be self-reliant.

Current Marketing Efforts

- Web presence
- Word of mouth
- Social Media
- Newsletter
- Social Contracts
- GeBiz
- Approaching Google to support the Charity cause to provide backend infrastructure and Adwords



Challenges Faced and Project Scope

Teen Challenge Enterprises (TCE) is currently looking at 2 of its new business projects, one of which being TC Barista. TC Barista aims to train the residents to learn the finer art of brewing coffee and serving in the café retail industry. Teen Challenge Enterprises (TCE) would require assistance from participants in:

- Marketing outreach programme
- A SOP write-up for the entity
- Branding image

Useful Links and Resources

Company Website: www.tcenterprises.com.sg (in the midst of changing to www.teenchallenge.enterprises)

www.teenchallenge.org.sg

Facebook: <https://www.facebook.com/Teenchallengesg/>

Additional References

Article by Ministry of Home Affairs:

https://www.hometeam.sg/article.aspx?news_sid=20130828a8uXrU31mHCx

Article by SMU News:

<https://www.smu.edu.sg/news/2006/02/16/launch-empower-new-ideas-social-innovation-park>