

IMPACT REPORT

2025

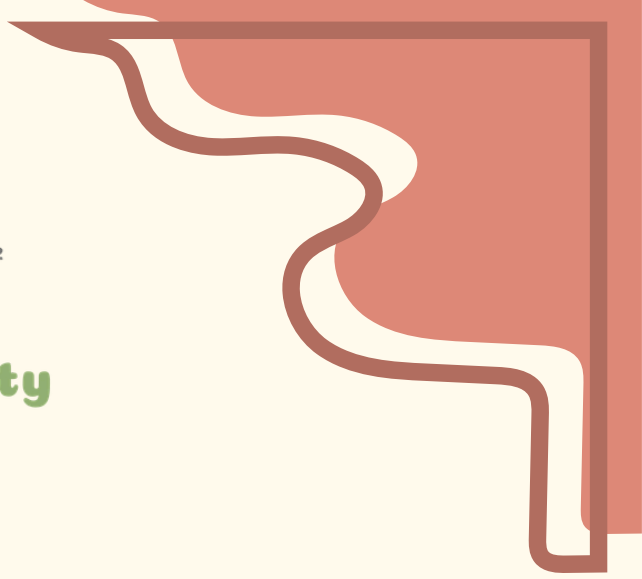
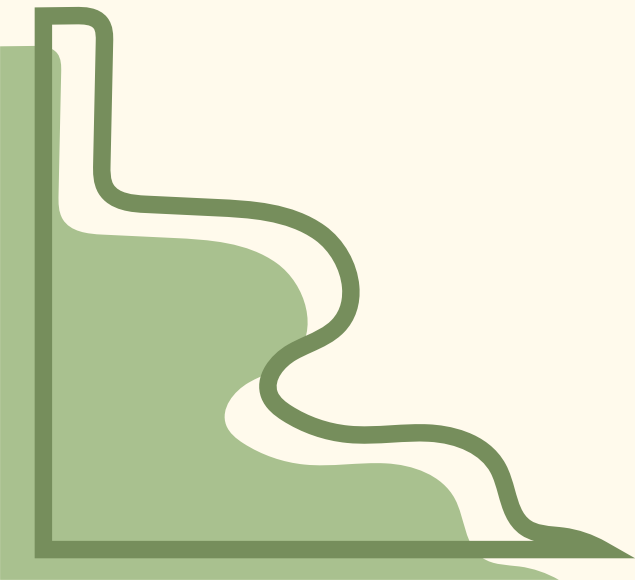




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**Your Support Means The World
To Us**

ABOUT PARROT SOCIETY (SINGAPORE)

Parrot Society Singapore, founded in 2022 by passionate parrot owners, is a non-profit focused on improving the welfare and care of parrots in Singapore. We've rescued and cared for numerous parrots, and shared our expertise within the community. Our main goal is to educate the public on proper parrot care through various programs, workshops, and seminars covering behaviour, diet, and health, aiming to strengthen the bond between parrot owners and their birds.

VISION:

To achieve a Singapore where parrots are no longer unethically exploited, and where they can coexist with humans peacefully.



MISSION:

To elevate the welfare standards of parrot-keeping in Singapore through education and outreach, and to provide a sustainable system through which abandoned, neglected, and mistreated parrots can be aided.



PRESIDENT'S MESSAGE

This year marked meaningful progress for Parrot Society (Singapore). One milestone I am especially proud of is the soft launch of The Parrot Care Handbook, made possible by the dedication of our volunteers and reflecting our commitment to education alongside welfare work.

I have seen our welfare efforts grow, with increasing reports and surrender requests. While this reflects trust in our work, it has also placed real strain on our volunteers, and burnout is a concern I take seriously. We will need to create stronger systems and clearer boundaries to sustain our work.

We also took initial steps towards financial sustainability, launching our first merchandise sales. At the same time, we kept costs low through donor support, nonprofit discounts, and many hours contributed by volunteers.

While we've had many wins this year, challenges still remain. Our ability to scale further is limited by operational costs and the absence of dedicated staff, with much of the work resting on a small group of individuals.

As we approach the upcoming AGM and elections, I believe our next phase must focus on building a more sustainable path forward. With the foundation now in place, we are entering the next stage of our journey.

I would like to thank all our volunteers, donors and supporters for standing with us, and I look ahead with hope towards what comes next for PSS.

Sincerely,
Maybelline
President, Parrot Society (Singapore)





2025

**FLYING HIGH: OUR
YEAR OF IMPACT AT
PARROT SOCIETY
(SINGAPORE)**



PARROT WELFARE



HIGHLIGHTS



ADOPTION CARE PACK

We have launched an **Adoption Care Pack** with key essentials items a parrot needs for a new home, with variations adapted to different sizes of parrots. This ensures that our adopters have immediate access to the right tools to give their newly adopted parrots a positive start to their new lives.



NEW BEGINNINGS

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**PARROTS
ADOPTED!**

A **marked increase** in the number of adoption/ fostering cases managed (24 cases in 2025 vs 8 in 2024).



PROTOCOLS

To ensure our welfare management process is structured, fair and ethical, we have set up clear **guidelines and code of conduct documents** for volunteers conducting home visits and welfare investigations.



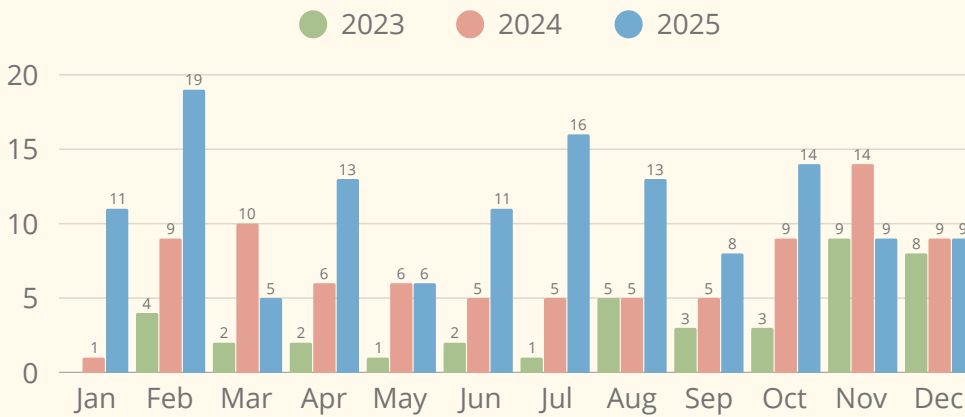
PARROT WELFARE



KEY STATISTICS:



WELFARE ENQUIRIES



The number of welfare enquiries we have received has **more than tripled** since 2023.

I have taken over the leading role for the Welfare team for almost 1.5 years now. The Welfare team has progressed a lot over the years. We now have documented guidelines, code of conduct and protocols for volunteers to ensure consistency in handling home visits and investigations. Compared to 2024, we've tripled the number of rescue and surrender cases managed, and this is all thanks to the growing team of dedicated fosterers we have.

However, it remains challenging to meet the ever-increasing demand of surrender cases, as we lack volunteers to conduct home visits and foster unwanted birds. We have had to reject 67 requests due to lack of manpower. Sustaining and scaling our welfare efforts will require further optimisation of the programme moving forward.

~ Yunshan, Team Leader (Welfare)



EDUCATION & OUTREACH



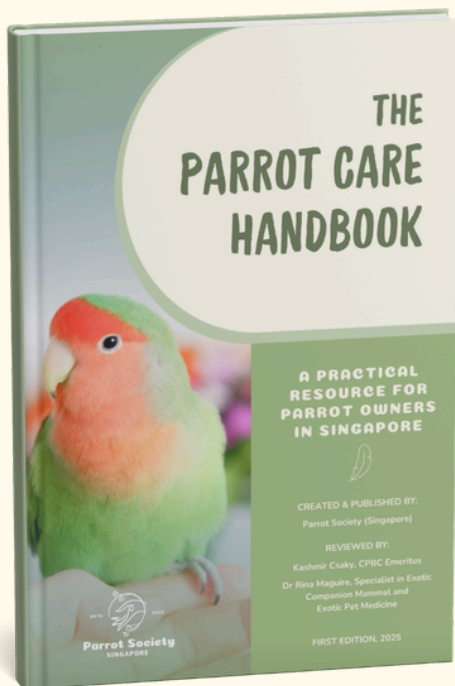
KEY HIGHLIGHTS:



NEWLY-LAUNCHED

The **Parrot Care Handbook** was soft launched in December 2025, and reached 100 downloads within two weeks, including users from overseas! This was made possible through extensive volunteer effort and expert review, and reflects our commitment to providing **accessible, high-quality resources free of charge**.

We also continued publishing **educational content** on Instagram, including welfare case highlights, which saw strong engagement and sharing.



DOWNLOAD FOR FREE:

<https://parrotsocietysg.org/handbook>



EDUCATION & OUTREACH



KEY HIGHLIGHTS:



COMMUNITY ENGAGEMENT



EVENTS PARTICIPATED

Representing **more than 80 hours** spent on engaging with members of the public and fellow parrot owners.



A YEAR OF MANY FIRSTS...

We have also successfully introduced new formats of educational sharing with the public on parrot care and welfare:

- Our first **live webinar** in collaboration with Beecroft, highlighting parrot health and feather-damaging behaviour
- Our first participation in **Pet Expo 2025** as an AVS AWG partner, bringing parrot welfare to the annual event
- Our first **toy making demo** during the Big Furry Festival, sharing about the importance of varied enrichment for our feathered friends





ADVOCACY & MEDIA



MAIN HIGHLIGHTS:



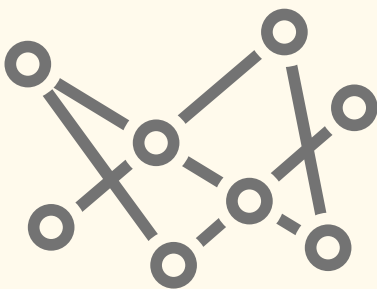
OUR PARTNERSHIP WITH AUS



As an AVS AWG partner, we **engaged in discussions** on governance and potential collaborations, while **receiving increased transparency** in managing welfare cases. While there is still room to grow, we will continue to build on this partnership to strengthen visibility and outcomes for parrot welfare.



GOVERNMENT ENGAGEMENT



We participated in a **Young PAP focus group** on animal welfare and **initiated dialogue with a Workers' Party MP** to explore ways to engage communities on parrot welfare. We hope these early conversations can lead to stronger collaboration, greater awareness, and more coordinated efforts to improve outcomes for parrots in Singapore.





ADVOCACY & MEDIA



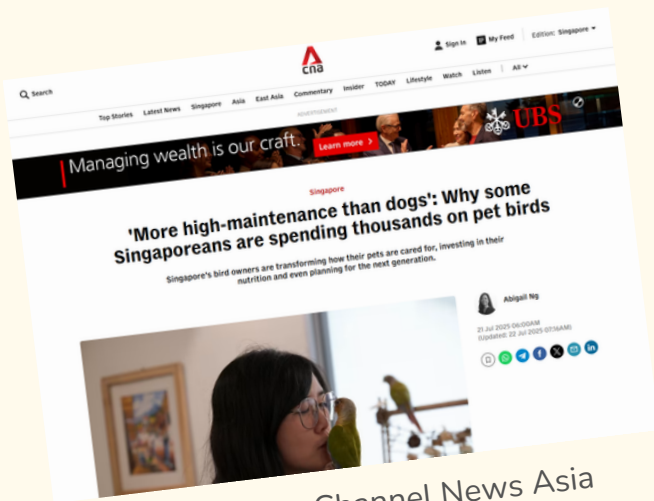
MAIN HIGHLIGHTS:



MEDIA FEATURES

Our volunteers were **interviewed by national media**, reflecting growing interest in parrot ownership and welfare. On Channel News Asia, our President Maybelline Tan and volunteer Resse Tan shared insights on parrot care and their daily lives with their birds.

Our Welfare Team Lead, Yunshan, was also featured in a Straits Times Schools publication, alongside some of our star fosterers, highlighting **fostering and adoption efforts**.



Screenshot from Channel News Asia



Photo of Straits Times Schools publication





RESOURCE OPTIMISATION



MAIN HIGHLIGHTS:



FUNDRAISING TEAM

We initiated our **merchandise line** with its first sales launched at Pet Expo 2025, marking an important step in our efforts towards financial sustainability. Proceeds are directed towards supporting parrots in need and advancing our mission to improve parrot welfare.



We were also supported by **generous donors**, with over \$7,000 donated, helping us sustain our operations and continue our work.

>\$1K

INCOME FROM MERCHANDISE SALES



>\$7K

ONLINE DONATIONS



TECHNOLOGY ADOPTION

We have begun leveraging nonprofit licenses for essential apps, along with AI and automation tools, to streamline operations and reduce manual workload. This has **improved efficiency** across our processes, **saving time and helping us keep costs low** while maintaining our level of activity.



OUR VOLUNTEERS

✦ A CLEARER IDENTITY

To strengthen accountability and public trust, we introduced **volunteer T-shirts and official lanyards** for clear identification during activities. This ensures that members of the public can easily recognise authorised volunteers, and helps maintain professionalism and consistency in how we represent the organisation.



✦ VOLUNTEER ENGAGEMENT

2025 marked our **third Volunteer Meet-and-Greet**, bringing the team together through icebreaker activities, Board updates on PSS' initiatives and challenges, and appreciation awards for high-contributing volunteers.

We also held a **casual meetup** sponsored by Poczarica, where volunteers and their birds gathered over food and drinks.



✦ Gratitude ✦





YOUR SUPPORT MEANS THE WORLD TO US— AND TO THE PARROTS WE HELP

Every volunteer, adopter, supporter, and partner has played a vital role in helping us make a difference in the lives of parrots in need.

But our journey is far from over. We need your help to keep moving forward. Whether by volunteering, fostering, or simply spreading the word, every effort counts. Even the smallest contribution can create a ripple effect of positive change.

Let's continue to work together to build a world where parrots are treated with care and respect. Join us in making a lasting difference, because for the parrots we help, your support means the world to them.

Scan to explore the ways you can get involved:



CONTACT US:

- ✉ hello@parrotsocietysg.org
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- 📷 [instagram.com/parrotsocietysg](https://www.instagram.com/parrotsocietysg)
- 🔗 <https://parrotsocietysg.org>



Parrot Society (Singapore) board members and executive committee
2023-2025

CHANGING LIVES, ONE PARROT AT A TIME

