



IMPACT REPORT

2024

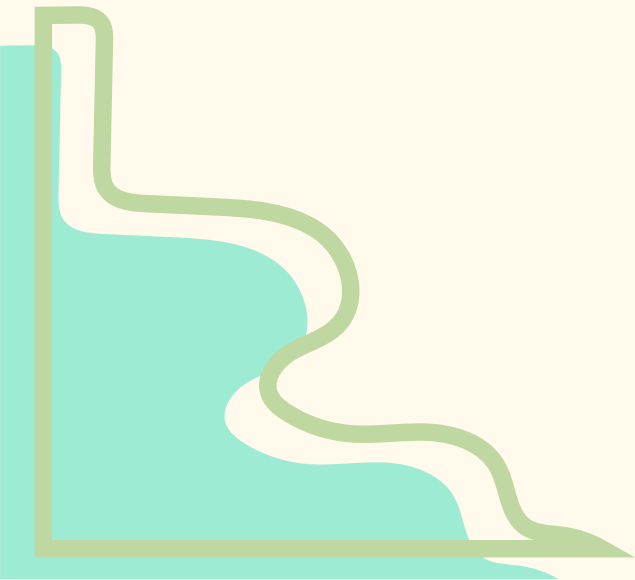




TABLE OF CONTENTS

03

About Us: Our Mission and Uision

04

President's Message

06

Parrot Welfare

07

Education & Outreach

08

Community & Partnerships

09

Our Uolunteers

11

**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

2024 was a challenging year for us, largely due to a lack of manpower. It was a tough position to be in, and we had to make hard decisions, like prioritising surrender cases and scaling back activities. However, these challenges provided an opportunity to refocus on what truly matters—ensuring the welfare of parrots remains our top priority. We remained committed to offering support wherever possible, while adhering to ethical rescue practices that prioritise quality care over quantity.

We took this time to optimise our fostering and adoption processes, redefine volunteer roles to make them clearer, and strengthen connections with our team to better match people's skills to their roles. These efforts are already starting to pay off, and by the end of the year, we launched our newly structured organisation, setting the stage for a more efficient future.

Even with the slowdown, 2024 brought some highlights. We became an AVS Animal Welfare Group Partner, paving the way for more outreach opportunities. We continued forming partnerships with like-minded groups and vendors. And our work even caught the media's eye, with a feature on responsible pet ownership—a sign that our mission is gaining recognition.

Looking ahead, we remain hopeful for 2025. We're focused on building on our progress, inspiring more people to join us as fosterers and volunteers, and helping more parrots in need. With your support, we're confident we can continue making a meaningful impact.

Thank you for being part of this journey.

Warm regards,

Maybelline

President, Parrot Society (Singapore)





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

**Let's catch a
glimpse of what
we've achieved
together in 2024!**



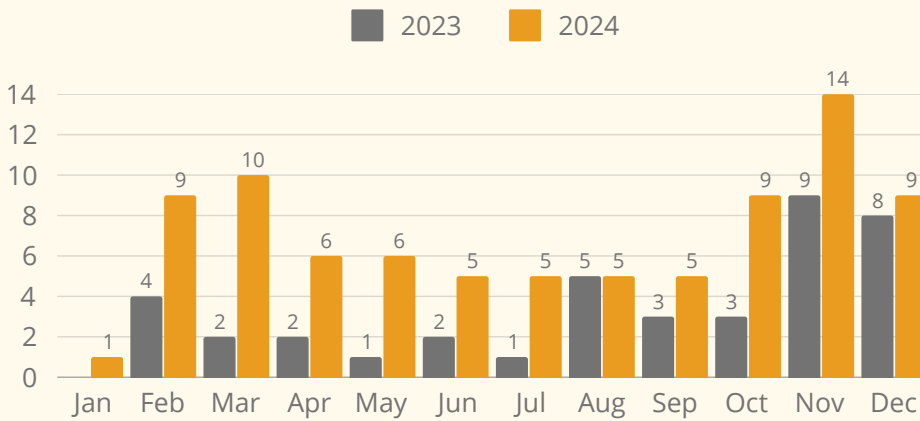
PARROT WELFARE



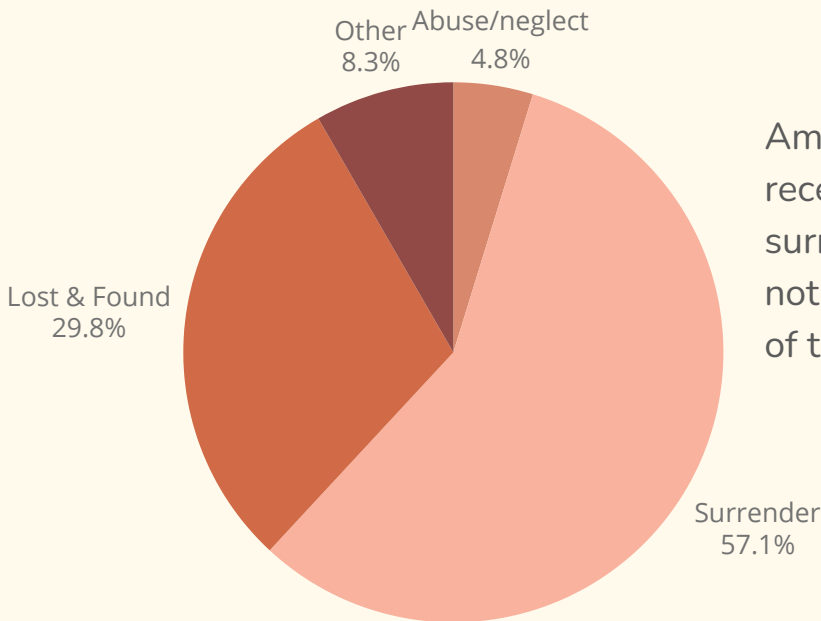
KEY STATISTICS:



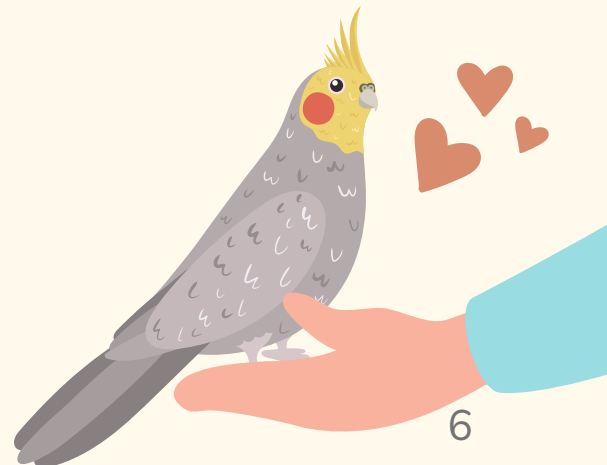
WELFARE ENQUIRIES



The number of welfare enquiries we have received more than doubled from 2023.



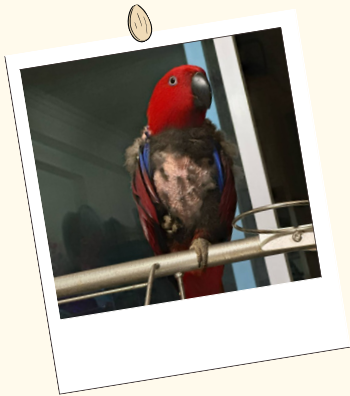
Among the enquiries we have received, more than half are surrenders, where owners were not able or willing to take care of their parrot anymore.



PARROT WELFARE



KEY STATISTICS:



RESCUE AND SUPPORT

This year, we have taken in and provided support for 8 parrots. We have also received and followed up on 8 other case reports of abuse and neglect.

One special support case was a parrot belonging to a person who has been warded in hospital in emergency. The social worker found out that the patient has a young parrot at home with nobody to take over the care of, hence contacted PSS to seek our support. We are happy to share that the patient has been discharged and has happily reunited with the parrot!



ADOPTION

We have successfully found new homes for 9 of our fostered parrots this year!



EDUCATION & OUTREACH



KEY HIGHLIGHTS:



EVENTS

Despite scaling back on activities, we rallied enough volunteers to participate in 9 public and private outreach events this year, continuing to make a meaningful impact in raising awareness about parrot welfare.



NEWLY-LAUNCHED

Though it may seem quieter on the surface, we've been busy behind the scenes! Our revamped website now features a fresh look and practical resources, including detailed guides on handling lost and found parrots.

We also now provide support to people who have lost or found parrots by sharing notices on our Instagram and Facebook stories and highlights.





COMMUNITY & MEDIA



MAIN HIGHLIGHTS:



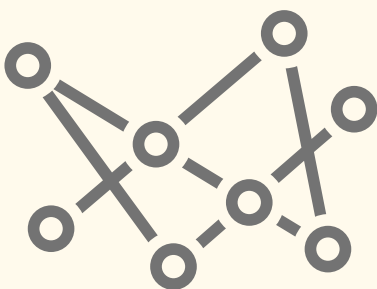
COMMUNITY ENGAGEMENT

In order to provide better support to our fosterers, we have launched a fosterer community chat, where fosterers can easily share updates about their foster birds, and get tips from other foster parents.



AUS AWG PARTNER

In April 2024, we were honoured to be accepted into the Animal and Veterinary Service (AVS) list of Animal Welfare Group Partners. This milestone reflects our dedication to parrot welfare and opens doors to greater collaboration with like-minded organisations and government bodies, strengthening our ability to drive meaningful change.





COMMUNITY & MEDIA

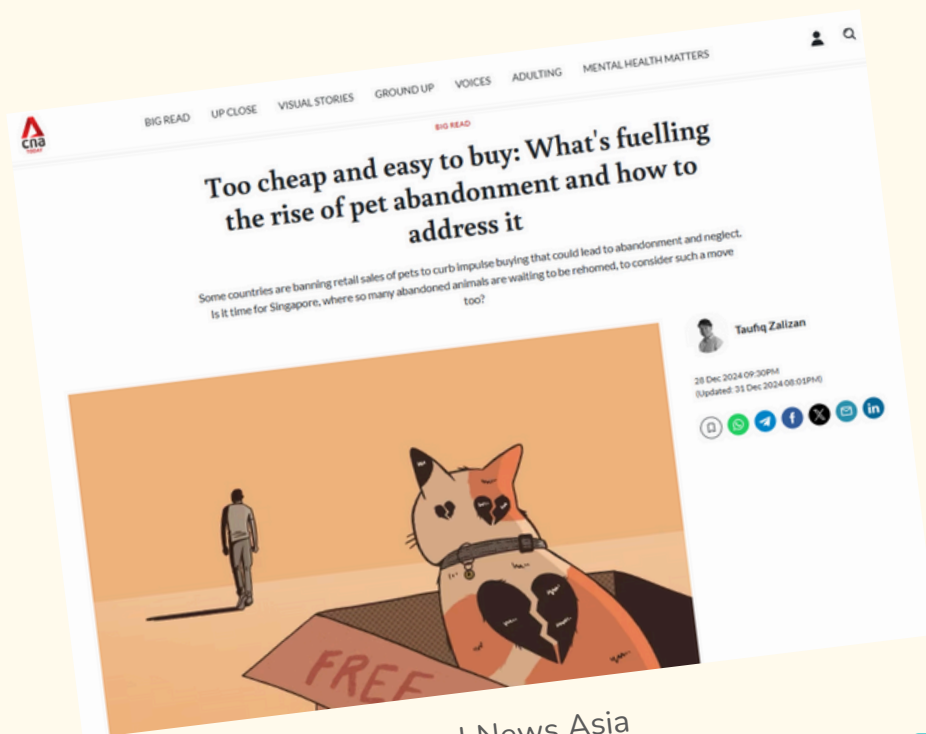


MAIN HIGHLIGHTS:

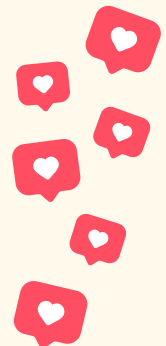


MEDIA FEATURE

We were honoured to be invited by Channel News Asia Today to share our expertise on pet abandonment and rehoming—issues we encounter regularly. This opportunity not only highlights the importance of our work but also positions us as a trusted voice in addressing these critical challenges and advocating for solutions.



Screenshot from Channel News Asia





OUR VOLUNTEERS

OUR NEW STRUCTURE

We've reorganised into the following teams and refined each volunteer role to ensure clarity and purpose. Many dedicated volunteers have enthusiastically taken on multiple roles within our new structure. We're always looking for more passionate individuals to join us—there's a place for everyone to make a difference!



VOLUNTEER ENGAGEMENT

This year, we hosted our 2nd Volunteer Meet-and-Greet session, bringing our incredible volunteers together for a day of connection, shared ideas, and a bit of fun. Our volunteers truly are the heart and soul of PSS, and this gathering was a chance to celebrate their dedication.

We also took a moment to recognise a few outstanding individuals whose hard work and commitment have made a meaningful impact on our mission.





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:

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