

# Understanding Our World, Designing Our Future

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Only when people know will they care.  
Only when they care will they act.  
Only when they act can the world change."  
—Dr. Jane Goodall

## Roles and Works (Past and Present)

- **Producer of *Nation Building Animation by Lawrence Koh Choon Teck***

An award-winning short animation on Singapore nation building



- **Producer of *SingaPlores – The Nation Builders Initiative***

A record-breaking card game

First collaborative card game on Singapore Nation Building

First card game in Singapore with 4 language editions (English, Chinese, Malay and Tamil)



- **Producer of *The Tortoise and the Hare – Making Better Choices***

A cross-cultural puppetry show production on environmental awareness



- **Producer of *Einstein Juniors – The Happy Brain Center (in development)***

An inclusive parenting-child collaboration on nurturing universal values and skills through research-based keys and framework and mixed-media platforms



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- **Creator of *Little Explorers Card Game and Learning System***

First card game in Asia on world cultures with international recognition



- **Co-creator of *Leverage Card Game***

A card game that connects values, interest and career choices to advocate a mindset to align individual values with interest/passion in order to create an impact to the society and sustainable career/lifelong learning.



- **Co-creator of *Treasures of Singapore (In development)***

A dynamic playing card set on Singapore unique culture and identity, incorporating current technology e.g. Augmented Reality.



- **Co-author of *Learning Math with Albert***

An international Mathematics learning system for young learners, consisting of readers, activity books, digital games, learning cards, parent's and educator's guides



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- **Co-author of “*Evolution of Money*” Children’s Book Series**

An international children’s book series on children’s financial education, which can be used independently or with Money Champ Children’s Financial Education Program.



- **Article contributor to *KK Juniors Club’s regular parenting publication (2012)***

KK Junior Club is organized by KK Women’s and Children’s Hospital (Singapore), for parents of children from birth to 16 years old

- **Speaker of *parenting workshops (2012 – 2016) including***

KK Juniors Club, Singapore

Parent Network Forum at Credit Suisse, Singapore

- **Parent contributors (2014 – 2016) including**

✓ As a parent panelist of Teachers/Pre-Service Teachers and Therapist sessions at

- Ngee Ann Polytechnic, Singapore
- National Institute of Education, Singapore

- **Organizer of *000 Lunchbox Drive – Zero Landfills, Zero PET, Zero Styrofoam Initiative***

Advocated to both primary and secondary school communities (both students, teachers and parents) in Singapore

Supported by Tupperware Singapore

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- **Organizer of *Jim Weiss Live Storytelling Performance***

The first community live storytelling performance in Singapore by Jim Weiss, the international award-winning master storyteller

- **Organizer of *Other Community Events***

Some of these events including

- ✓ “Primary School Art Gallery” in Bukit Panjang Public Library
- ✓ “Cultural Family Carnival and Baby Show” in Senja-Cashew Community Club
- ✓ “Readathon” in West View Primary School, 2012 - 2014
- ✓ Regular parent focus groups discussion for parents with special needs children, 2012 – 2015
- ✓ Regular monthly activities to encourage integrated activities among mainstream and special needs children, 2012 – 2015
- ✓ Regular workshops for parents and children, 2011 – 2012

## Accomplishments

- ***Nation Building Animation by Lawrence Koh Choon Teck*** which she produced won Best Animation Award of Delhi Shorts International Film Festival 2015.

It is also the proud recipient of The SG50 Celebration Fund, Singapore.



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- **Little Explorers Card Game** which she created was the top 6 finalist in The 4<sup>th</sup> International Educational Games Competition – Card Game Category hosted by 10<sup>th</sup> European Conference on Game Based Learning 2016



- **SingaPlores – The Nation Builders Initiative** which she produced achieved Singapore Book of Records – The Most Number of People Playing SingaPlores at One Location.  
It is also the proud recipient of SG50 Celebration Fund (2015), Singapore and Community Integration Fund (2016), Singapore



National  
Integration  
Council

- **The Tortoise and the Hare – Making Better Choices** puppetry show which she produces is the proud recipient of Jane Goodall's Roots & Shoots Mini Grant 2017, USA.  
It is scheduled to be ready in Texas, USA on April 22, 2018 in conjunction with Earth Day 2018.



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- **Certificate of Appreciation (People's Association)** for five years of dedicated voluntary service to the community
- **Volunteer Recognition Award (Viriya Community Services)** with appreciation in acknowledgement for invaluable contribution

## Outreach

- Li Fong played a key role in the team to
  - Gain more than 1 million views in social media and
  - Confirm its screening at the movie theatres at Singapore Changi Airport Transit for **Nation Building Animation by Lawrence Koh Choon Teck.**
- Li Fong facilitated and trained facilitators in the teams to achieve more than 1 thousand players in the card game sessions conducted in schools and communities to-date for both **Little Explorers Card Game, SingaPloers – The Nation Builders Initiative** and **Leverage Card Game.**

## Reviews

Li Fong's work has been featured in

- *Lianhe Zaobao*, the most-read Chinese newspaper in Singapore for **Little Explorers Card Game**



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- “Singapore Tonight” on Channel News Asia (CNA) which is an English news channel in Singapore, *Lianhe Wanbao* which is a Singapore Chinese afternoon newspaper and international events in Melbourne and London for **SingaPloers – The Nation Builders Initiative**.



- *The Straits Time*, the most read English newspaper in Singapore for her parenting approach.



## Collaborations

- Includes
  - ✓ Campus Advisory Team in Michael L Griffin Elementary School 2017 – 2018 of Katy Independent School District
  - ✓ Member of Greater Good Science Center, based at University of California (UC), Berkeley
  - ✓ Member of National Council of Teachers of Mathematics (NCTM)
  - ✓ Member of National Science Teachers Association (NSTA)
  - ✓ Member of Katy Parents of Gifted and Talented Students
  - ✓ Member of National Association for the Education of Young Children (NAEYC)
  - ✓ Mentorship and internship to students at higher Institutions (Singapore) including
    - National University of Singapore
    - Ngee Ann Polytechnic

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- Temasek Polytechnic
- ✓ Project collaboration with public organizations (Singapore) including
  - People's Association
  - National Library Board
  - Other ministries and statutory boards
- ✓ Project collaboration with private organizations (Singapore) including
  - Starhub
  - Changi Airport Group
  - SMRT
  - Dyslexia Association of Singapore
- ✓ Teaching Mathematics to a mixed-level group (Primary 4 to 6) of financially disadvantaged students at a family service centre (Singapore):
  - Whispering Hearts
- ✓ Designing educational programs executed by clients in pre-schools, primary schools and enrichment centres of the below nature including:
  - pre-school curriculums and enrichment modules
  - Mathematics and Science curriculums
  - children's financial literacy
  - heritage and humanities
  - STEM
  - Technology and life-skills
  - entrepreneurship related programs
- ✓ Registered tutor (Mathematics and Science) with Ministry of Education, Singapore since 2003

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Li Fong is no longer a registered tutor after she decided to move on to the arena of designing and producing programs, projects and products that are using for children's learning and community engagement.

- ✓ Registered instructor with Ministry of Education, Singapore in 2015  
Li Fong is no longer a registered instructor after she decided to spend more time with her family in Texas, USA starting in 2016.
- ✓ Certified Trainer of supermarket tour with Health Promotion Board and People's Association , Singapore in 2011

## **Educational Profile**

- ***Formal Education***

1. Master of International Business
2. Bachelor of Business Studies (Financial Analysis)

- ***Others:***

1. Children's related education:
  - Certificates of
    - a) Financial Education for Children
    - b) Children Development and Play
    - c) Child Personality and Psychology in Education
    - d) Preschool Curriculum Design
    - e) STEAM ON! Integrated Art Curriculum Design
    - f) Social Emotional Learning (SEL 1 – 5)
    - g) How to Puppeteer
    - h) Gamification: Motivation Psychology & The Art of Engagement

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2. Technology
  - Certificates of
  - a) Understanding Children and Technology,
  - b) Harness the Power of Play: The 5 steps of Game Design,
  - c) Teach with the iPad – Inspire, Engage and Mentor with EdTech
  - d) Parenting with Gamification – Raising Empowered Children
  - e) The Virtual Reality (VR) and Apps Therapy
  
3. Innovation
  - Certificate of
  - a) Masterclass on Strategic Business Model Innovation
  
4. Photography
  - Certificates of
  - a) Digital Photography Technology and
  - b) Digital Photography Techniques
  
5. Health and Well-Being
  - Certificates of / in
  - a) H.E. Meditation (H.E.M.) Instructor Certification Course,
  - b) SODO Advanced Fengshui Course,
  - c) 5-PATH® Advanced Hypnotherapy,
  - d) 7th Path Self-Hypnosis®
  - e) Internationally Accredited Diploma Certificate in Nutrition
  - f) Complete Nutrition For All – Fully Accredited Course
  - g) Nutrition, Chronic Diseases and Health Promotion
  - h) Brain Health
  - i) Integrative Mental Health
  - j) Holistic and Integrative Health
  - k) Healing Environments for Body, Mind and Spirit

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*Li Fong is a mother of 2 who are currently studying in Texas, USA and have their placements in Gifted and Talented Intellectual Abilities program. LI Fong is currently travelling between Singapore and Texas, USA on a regular basis to share with the local communities relating to the meaningful practices that she has learned and spearheads initiatives that incorporate such learning in these two locations.*

*Li Fong is also working with both local and international professionals in different arenas as well as applying and embracing diversity and inclusivity in the works that she is producing currently for her audiences of different age groups,. She is a strong believer in early intervention measures as her child who is diagnosed with moderate hearing loss at birth has benefitted from them.*



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