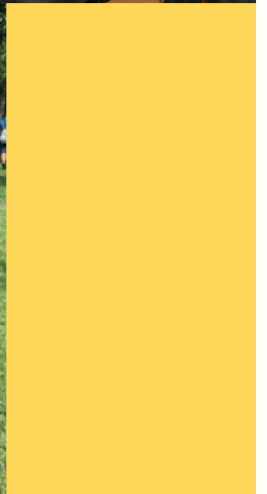
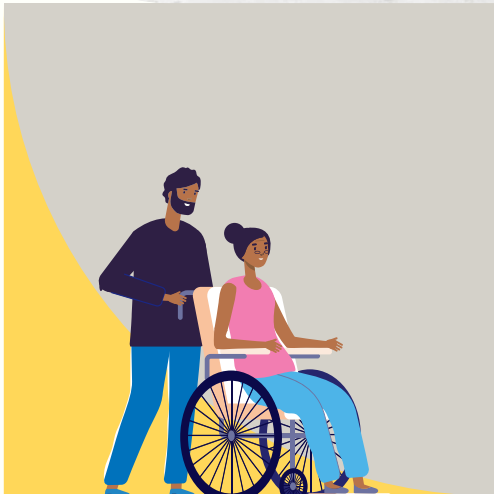




Journeying Hand in Hand

District Report | FY2021 & FY2022



About South East Community Development Council (CDC)

The South East Community Development Council (CDC) has been a vital player in shaping the local landscape and supporting the diverse communities of the district. South East CDC oversees the Marine Parade Group Representation Constituency (GRC), East Coast GRC, Mountbatten Single Member Constituency (SMC) and MacPherson SMC, and serves about half a million residents. At the helm of South East CDC is Mayor Fahmi Aliman, who leads the team in fulfilling the CDC's mission.

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Our Mission

- **A**ggregator of Needs and Resources
- **B**uilder of Capability and Capacity in Partners & Networks
- **C**onnector of Communities

Our Vision

To build an active and vibrant South East district where residents and stakeholders feel a strong sense of belonging.

Key Thrusts

1. Strengthening Social Infrastructure

Working with partners on the ground to identify and address different local needs.

2. Promoting Active Citizenry

Working with partners in the people, public and private sectors to create opportunities for residents and stakeholders to be engaged in the community.

3. Nurturing Volunteerism

Bonding new volunteers as a team, equipping them with organising and leadership skills, and empowering them to develop projects to serve the community needs.

Your Social Broker

South East CDC collaborates closely with our partners to support, facilitate and empower community-initiated projects. We welcome proposals from schools, non-profits, corporations, and individuals, offering a platform to engage with our community and assist those in need. Everyone has the capacity to create change and we are here to support your efforts!





Mr Mohd Fahmi Aliman
Mayor of South East district

Mayor's Message

CDCs have always worked behind the scenes, building and strengthening partnerships with stakeholders to serve our South East community. Over the last 3 years, we have witnessed evolving community needs, with greater wishes and focus on staying healthy and active.

Moving ahead, we will continue to stay connected with our various partners, enabling all in the community to take care of themselves and the people around them, maintaining healthy minds and hearts. Our concerted efforts will support our residents in picking up healthy habits and leading healthy lifestyles that promote mental and physical well-being.

Maintaining a harmonious community is key to our mental and psychological well-being. In our South East district, both residents and partners proactively participate in community initiatives. The annual Fairprice Walk For Rice* @ South East programme uplifts the spirits of residents, especially the vulnerable, with the staple items raised for their daily needs. The Limitless Pausitivity box launched for our young leaders enhances their arsenal of tools to be mentally resilient.

For the next few years, we will continue to be the **social broker** and work as one with our corporate and community partners. Together, we will achieve a vibrant community that thrives in mind, body and spirit towards a healthier and more active South East district.

Here are our three key areas of focus:

Employment & Upskilling



Being a small country with limited resources, it is vital that Singaporeans remain competitive in both local and international economies. Job security has shifted from mere job availability to encompass being able to grasp future trends and adopt lifelong learning. To support the residents in this endeavour, the SkillsFuture Advice (SFA) was set up in 2017 benefiting almost 50,000 participants up to date. With annual events like the Skills Future Festival @ South East by the SFA, our various corporate and community partners strive to ensure that residents stay well-informed of the growth economies developments to remain relevant, competitive and employable.



Healthier & Vibrant South East



The 2021 National Youth Survey shows positive trends in youth friendship diversity, with increased percentages of friends from different races (11% increase), nationalities (5% increase), and religions (2% increase) since 2013. This highlights the significance of racial and religious harmony, encouraged through district events like Mayor's Harmony Futsal Challenge that unite diverse youth and residents from different races and religious backgrounds. Amid these achievements, mental health remains at the forefront, and South East CDC collaborates with partners like Limitless and Mindline.sg to emphasise mental wellness and resilience.

Sustainability - Towards Zero Food Waste



Food waste made up 12% of Singapore's total waste. In 2022, 813,000 tonnes of food waste were generated, with an 18% recycling rate. With food waste expected to increase, holistic management is crucial to measures involving waste reduction, food redistribution, and recycling for a Zero Waste Nation. Collaboration with community partners aims to engage residents in this national effort. Beginning at school communities before expanding to district level, we plan to enlist 1,000 active volunteers to raise awareness and educate on food waste reduction in the South East district.

District Demographics

12 Divisions

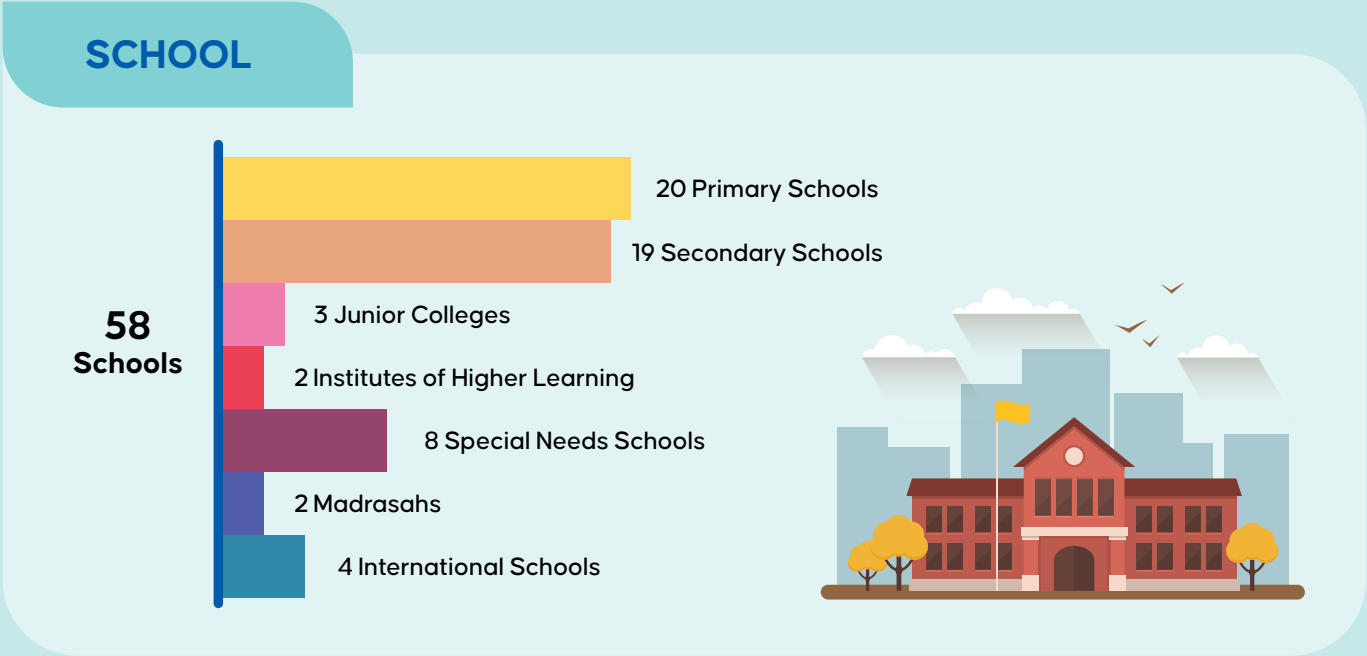
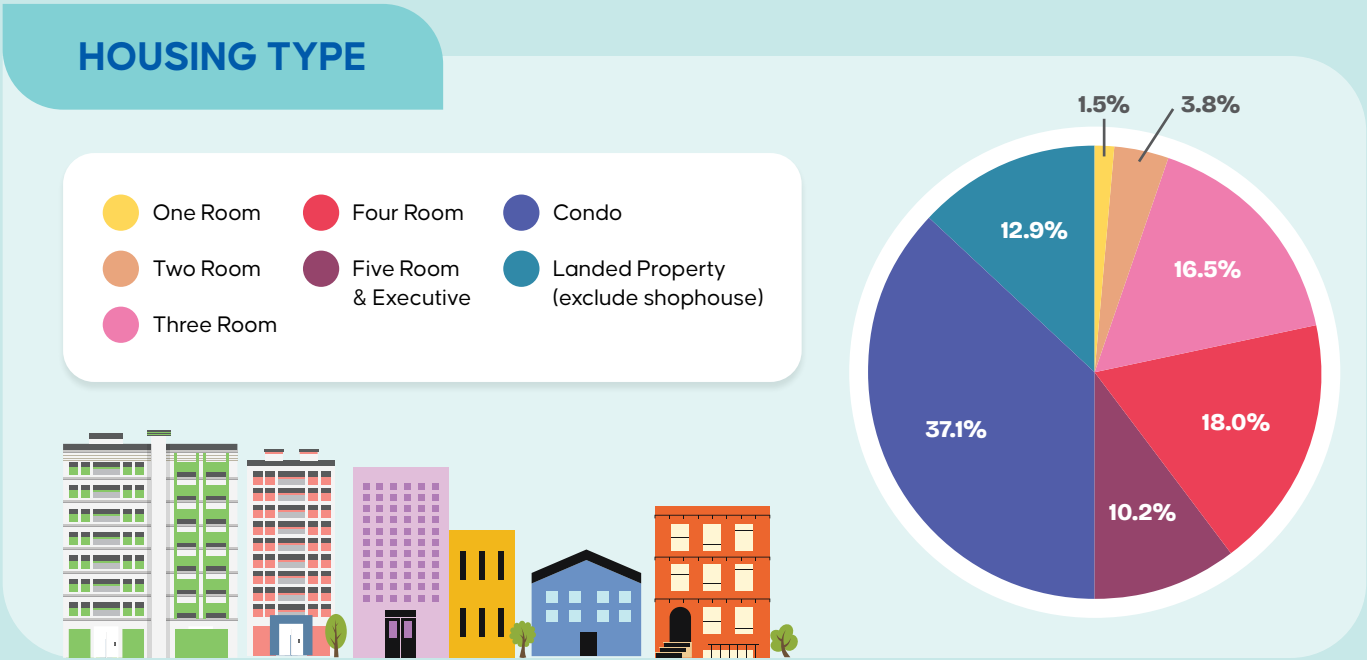
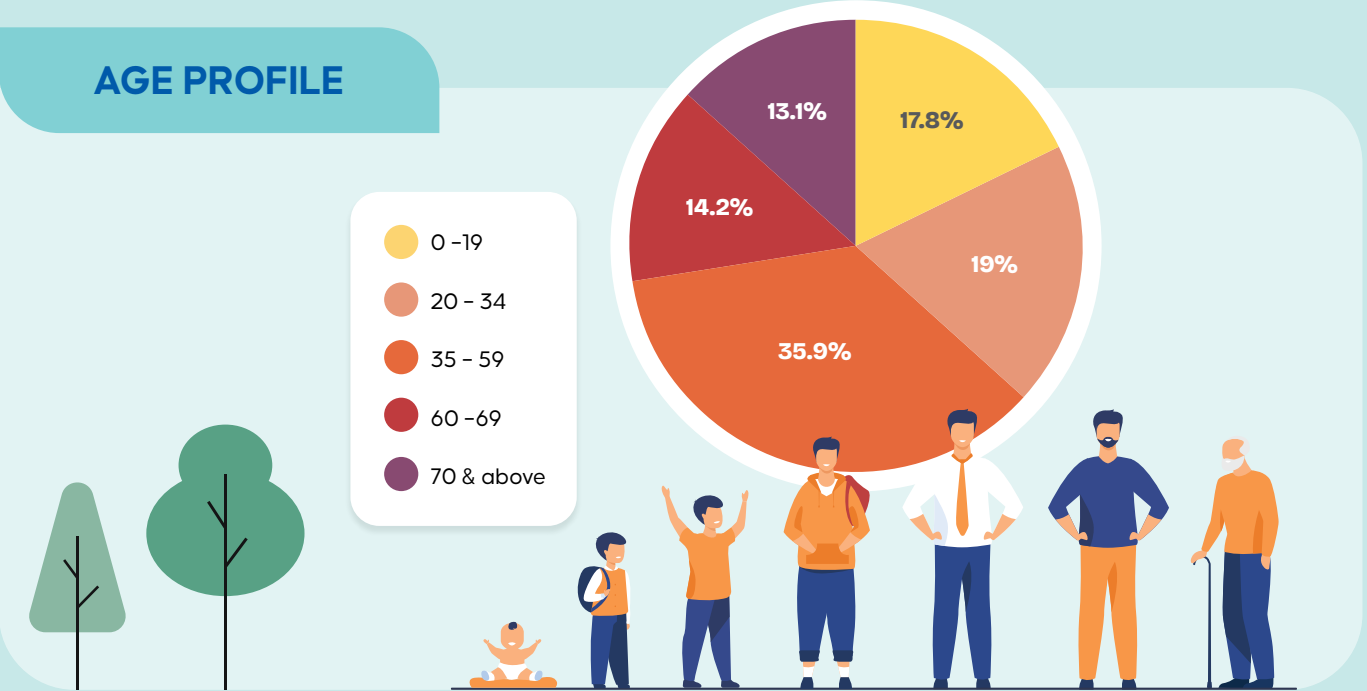
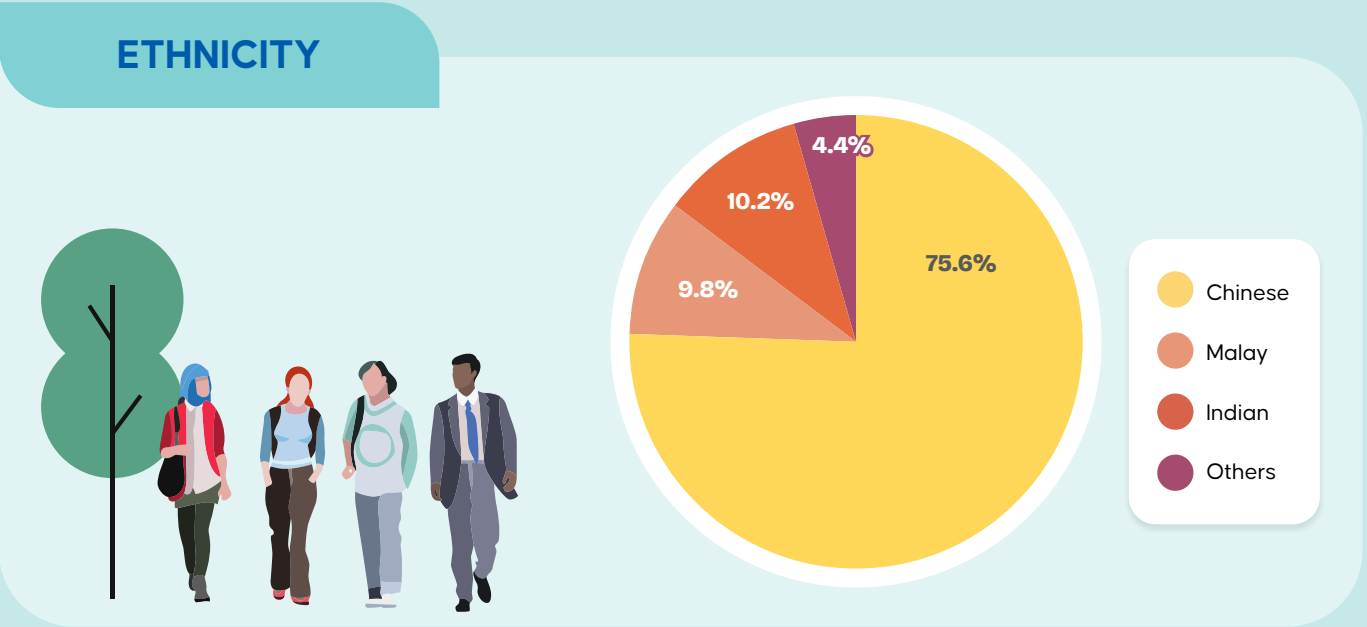
500,000 Residents

2

Single Member Constituency (SMCs)

2

Group Representation Constituency (GRCs)



82

Social Purpose Entities

121

Religious Organisations

225

Grassroots Organisations

Achievements for FY2021


 **87,025**
Participants

 **225**
Active
Volunteers

 **19,274**
Beneficiaries

 **60**
Corporate
Partners

 **232**
Community
Partners

 **CDC voucher scheme
Achievements**

\$12.5mil & \$11.5mil
spent by SE households
in **2021 & 2022**

More than
1,100 & 2,600
SE merchants onboarded
in **2021 & 2022**

Achievements for FY2022

 **87,371**
Participants

 **173**
Active
Volunteers

 **15,493**
Beneficiaries

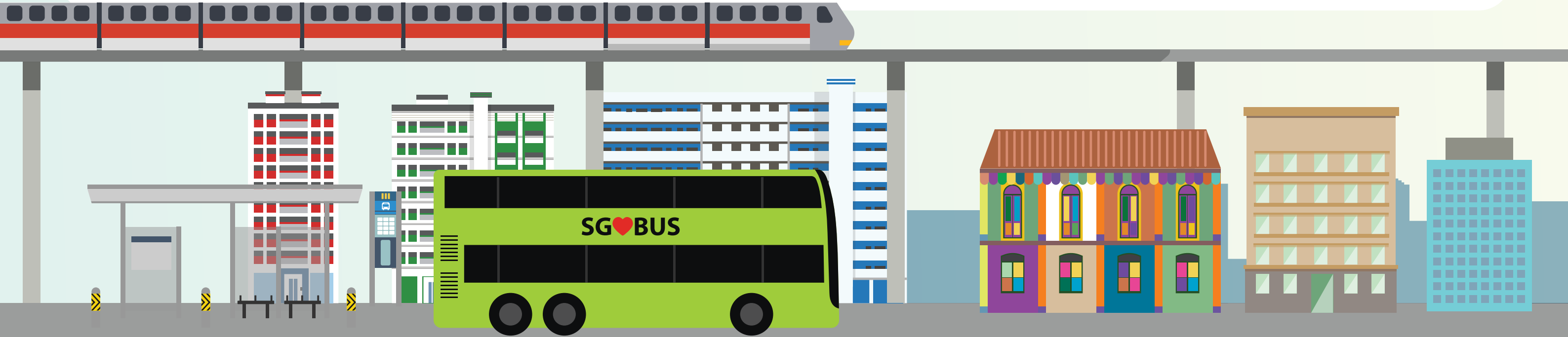
 **64**
Corporate
Partners

 **239**
Community
Partners

- There were lesser beneficiaries in FY2022 as the distribution of rice products from the Fairprice Walk For Rice* programme was deferred to FY2023.
- There were lesser active volunteers in FY2022 due to cessation of programmes.

\$13.8mil & \$13.6mil
received by SE merchants
in **2021 & 2022**

\$1.15mil & \$1.04mil
of cash & product sponsorship
received in **2021 & 2022**





JOURNEY AGAINST ODDS

Aggregator of needs and resources

In the face of challenges, the South East Community Development Council (CDC) has emerged as a steadfast pillar of support, building strong connections and leading meaningful efforts to uplift the community. As we explore the transformative impact of these initiatives, we shed light on the stories that have made a difference in the lives of individuals in need of a helping hand.



Support for the Community Programmes



Apricot Capital Foundation recognised for their support to the community during the People's Association Community Spirit Awards 2022.

In FY2020, the South East Community Development Council (CDC) worked with a new partner, Apricot Capital Foundation (ACF) to identify and address community needs and to help families and individuals affected by COVID-19.

With a pledge of \$1 million by the ACF and a dollar to dollar matching funding agreement by South East CDC, the Apricot Capital Foundation Support for the Community Fund (SCF) was established to aid residents from the South East district. This partnership marked the beginning of a series of impactful initiatives that have made a significant difference in the community.

The year 2021 presented unforeseen challenges with the COVID-19 pandemic. Needing to pivot in the face of these circumstances, the SCF was able to offer immediate assistance with the Apricot COVID-19 Relief Fund.

One of the affected sectors at the height of the pandemic were the hawkers when in-person dining at eateries were prohibited during phase two of the heightened alert measures. In response, a fund of \$360,000 under SCF was allocated to support up to 720 stallholders

not managed under NEA or were not NEA appointed operators. Stallholders managed under NEA were provided with assistance through the Market and Hawker Centre Relief Fund.

Furthermore, the SCF ensures that no one is left behind, including individuals with special needs. Through an average yearly assistance of \$2,000 per person, low-income individuals with special needs from APSN Centre for Adults, Bizlink Centre, ExtraOrdinary People, SUN-DAC and ART:DIS receive support for their vocation training and treatment. This ongoing grant



More from the Foundation

MacPherson Transition Grant

Grant support of \$500 per household was made available to the 270 affected households residing in rental flats at Merpati Road, to defray the cost of relocating to their new premises.



Community Mental Wellness Grant

Schools, grassroots organisations, social purpose entities, and corporates were supported in their mental wellness-related initiatives with a grant capped at \$5,000 per application.



empowers these individuals to pursue their dreams and unlock their full potential.

By extending a helping hand to individuals in need and supporting programmes, Apricot Capital Foundation will work with South East CDC to continue to plant seeds for a brighter and more resilient future in the South East district.

The Light Within Digital Series and Mental Resilience Network

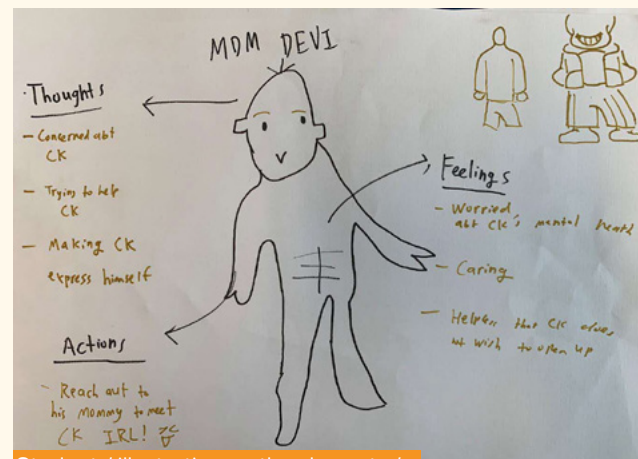


Launch of *The Light Within* at ITE College East.

Aiming to address the anxiety among the youth brought about by disrupted routines and social isolation during COVID-19, the South East Community Development Council (CDC) swiftly devised a plan to tackle the issue.

In partnership with T:>Works, an international arts company, the launch of *The Light Within* digital series on mental health has shone a beacon of hope during dark times for students in the South East district.

Within the powerful messaging of the short film *Sensitive* and the animation *Sleepover*, participants like Cayden and Aly have embarked on a journey of self-discovery during the digital series' launched at ITE College East. The experience helped them to uncover their inherent resilience and to recognise the importance of seeking support to overcome mental health challenges.



Students' illustration on the character's thoughts and feelings during film discussion.



I learnt that it is important to not let other people's opinions influence us and to be able to share our feelings with others.

Cayden Chong, student, ITE College East

It reminded me that I am not alone because I have a support system.

Aly, student, ITE College East



Cayden Chong, a student from ITE College East, engaged in a heartfelt discussion with the other participants following the film showing. Therein, he discovered both similarities and differences with his peers and realised the importance of opening up.

Aly, another student from ITE College East, found a personal connection with the series. It served as a reminder that she was not alone and that a support system was always available.

The transformative impact of *The Light Within* would not have been possible without the collaborative efforts of South East CDC, T:>Works and dedicated school teachers. T:>Works played a vital role in conducting workshops and distributing the production to schools. Alongside teachers from schools in the South East district, both South East CDC and T:>Works embraced the opportunity to facilitate activities and discussions on mental health using the themes raised in the digital productions.

Support from the Ministry of Education (MOE) and the Institute of Mental Health's Response, Early Intervention and Assessment in Community Mental Health (IMH REACH) has amplified the reach of *The Light Within* series, generating more conversations around mental well-being. The impact of these conversations extended beyond the screen. With empowered participants like Cayden and Aly, the importance of a help-seeking mindset in overcoming mental health challenges among the youth becomes more widely known and accepted.



ITE staff sharing background and insights during the session.

COVID-19 Responses



Mayor Fahmi distributing care packs to Changi Airport staff.

COVID-19 brought about unprecedented challenges to the residents in the South East district. In response, South East CDC carefully planned initiatives and created partnerships to provide essential aid to those most affected.

Care packs containing essential items such as masks, hand sanitisers and groceries were swiftly distributed to vulnerable individuals in the community. The initiative was facilitated in collaboration with grassroots partners and corporates, including Redmart Limited, Hisamitsu Pharmaceutical Co., Inc. Singapore Branch, Yellow Ribbon Singapore, Lions Club of Singapore Nassim and Contribute SG.

Aside from physical needs, mental well-being took centre stage due to the isolation and uncertainty induced by the pandemic. To provide moral support, virtual mental wellness programmes and workshops created a nurturing space where the community could find comfort and support from the safety of their own homes.

The pandemic also highlighted the importance of digital inclusion in the community. With the sudden shift to remote work and learning increasing the digital divide among the residents, the South East CDC initiated programmes to provide low-income families access to digital devices.

Throughout the pandemic and beyond, South East CDC continues to embark on a journey, overcoming odds through the strength of partnerships and an unwavering determination to ensure no one is left behind.



The team packing the care packs to be distributed.

Mobile Traditional Chinese Medicine Clinic

For many seniors, Traditional Chinese Medicine (TCM) is a key lifeline that helps them treat ailments of all kinds.

Madam Soon, a resident of East Coast Group Representation Constituency (GRC) is one of the beneficiaries of the Mobile Traditional Chinese Medicine (TCM) Clinic. Often suffering from stiff shoulders, the mobile clinic provides her with easy access to TCM services such as acupuncture treatments at a subsidised rate and at a location convenient to her.

The programme is a collaboration by the South East Community Development Council (CDC), grassroots organisations from East Coast GRC and Marine Parade GRC, and Tao One, a Taoist non-profit community-focused organisation. Through the Mobile TCM Clinic, South East residents aged 50 years old and above, and who may face transportation or accessibility challenges, can receive TCM services at convenient locations at the residential areas. Seniors receive treatments at a subsidised rate, while blue Community Health Assist Scheme (CHAS) card holders can receive treatment free of charge.



Tao One TCM physician showing the TCM van and explaining the TCM treatments available to South East district residents.



Resident from East Coast GRC seeking TCM treatment at the mobile clinic.

More than **1,030** residents from both East Coast and Marine Parade GRCs sought treatments from the Mobile TCM Clinics.



The Mobile TCM Clinics have provided more than **2,600** TCM treatments.



Mobile TCM clinic in operation at Marine Parade GRC.

MOBILE TCM @ MARINE PARADE GRC

The Marine Parade GRC Mobile TCM Clinic aims to bring subsidised Traditional Chinese Medicine (TCM) services closer to residents through a roving mobile van.

THINGS TO NOTE:

- Only eligible for Singapore Citizens or Singapore PRs residing in Marine Parade GRC. Please bring along your valid identification card for registration.
- Pre-registration is required. Please contact Geylang Serai CC for more information.
- Medifund/Comcare/CHAS Blue recipients should bring along their respective cards/letters in order to qualify for subsidised rates.
- Each appointment slot is 20 mins. 2 slots (40mins) are required for residents undergoing acupuncture treatment.

MOBILE CLINIC FEES:

	Below 50 Years old	50 years old & above	Medifund, Comcare, CHAS Blue Recipients
Consultation	\$8.00	\$3.00	
Acupuncture	\$8.00	\$4.00	100% Subsidy
Medicine	\$3.00 per day (All Types of Medicine)	\$2.00 per day (All Types of Medicine)	

LOCATIONS IN MARINE PARADE GRC

- Open space carpark in front of Eunos Crescent RC Centre, Blk 10 Eunos Crescent
- Open space carpark behind Eunos Village RC Centre, Blk 415 Eunos Road 5
- Open space carpark behind Geylang Serai RC Centre, Blk 5 Haig Road
- Open space carpark in front of veterinary emergency and specialty hospital (VES) along 2-14 Rochdale Road S(535817)

Stay tuned for more locations!

Pre-registrations required!

Enquire with Geylang Serai CC @ 6747 2919

#WeCare for Healthy Living @ Marine Parade GRC

Marine Parade Cluster
[Mobile TCM @ Marine Parade GRC]

Marine Parade GRC has partnered with Tao One Ltd to launch a mobile service providing Traditional Chinese Medicine treatments to residents.

Write a comment...

Send

Outreach by Marine Parade GRC to inform residents on the schedule of the mobile TCM clinics.



JOURNEY TOWARDS ASPIRATIONS

Builder of Capability and Capacity in Partners and Network

Through the lens of strategic collaborations and nurturing volunteerism, this chapter highlights the South East Community Development Council's (CDC) ongoing quest to empower organisations and individuals within the community.



South East Racial Harmony Youth Ambassadors / Celebrating Our Festivals

With the goal to promote racial and religious harmony in the community, the South East Racial Harmony Youth Ambassadors (RHYAs) programme was launched in FY2002.

This programme was designed with three pillars of focus to support the youth ambassadors in the programme, Development, Community Outreach and Bonding. Young people of different faith and ethnic backgrounds come together and actively engage in projects that give back to the community.

The South East RHYAs programme has continuously evolved to adapt to the changing needs of the community. In recent years, the South East Community Development Council (CDC) took a proactive approach by focusing on enhancing youth alumni engagement through interest groups and establishing an RHYAs management committee for alumni to take ownership, and providing an opportunity for further growth.

Recognising the need to promote greater understanding across different communities, the RHYAs programme launched the Celebrating our Festivals (CoF) series. In one event from the series, RHYAs partnered with youths from Heart of God Church and Masjid Khalid to organise a special Easter clay modelling session for the children in Morning Star Community Services. Continuing their efforts, RHYAs organised a heartwarming Christmas candle-making workshop at Tembusu Seniors Activity Centre.

Uniting youths from diverse backgrounds fosters the importance of multiracialism, appreciation for multicultural celebrations and strengthens social cohesion in the South East district.



Celebrating our Festivals - Clay modelling for the kids.



Neighbours for Active Living & Seniors' Learning Camp

The South East Community Development Council (CDC) has taken several efforts in order to address the health and social needs of vulnerable elderly residents in the South East district. In line with this, two projects were launched to support the cause - Neighbours for Active Living (Neighbours) and the Seniors' Learning Camp (SLC).

Neighbours for Active Living (Neighbours)

The Neighbours programme, launched in FY2013, is a collaborative effort between South East CDC and Changi General Hospital (CGH) under SingHealth. Its primary objective is to ensure that vulnerable elderly continue to receive care and befriending services in the community, and to reduce the frequency of re-admission after being discharged from CGH.

The programme is supported by:

- **CGH Community Care Team**
Professionals with social work and nursing backgrounds, who work closely with CGH Community Nurses as part of the CGH Integrated Community Care Team. They provide for the medical care needs of elderly who are CGH patients in the South East district, with a primary focus on preventing re-admissions to the hospital.

- **FAS Befrienders**
Friend-A-Senior (FAS) are community volunteers who help foster stronger community connections with vulnerable seniors. The FAS volunteers befriend and check in on the seniors routinely to ensure of their well-being and that the seniors are not isolated.

To celebrate the dedicated volunteer befrienders who continuously reach out to vulnerable seniors in the South East district, the South East CDC organises the Neighbours Volunteers Appreciation Day (VAD) annually. VAD 2023, hosted by Mayor Fahmi Aliman and graced by Deputy Prime Minister Heng Swee Keat, gathered 168 FAS volunteers at the Crowne Plaza at Changi Airport. It marked the Neighbours programme's 10-year milestone, in enriching the lives of vulnerable elderly residents in the South East district.

Seniors' Learning Camp

The Seniors' Learning Camp (SLC) established in FY2009 was designed to promote a healthy and active lifestyle among individuals aged 45 years and above.

This two-day-one-night camp fosters strong bonds among participants through a variety of engaging



Volunteer befrienders exercising with their paired senior.

activities, games, and workshops. With support from community partners such as the Health Promotion Board and Agency for Integrated Care, the camp includes useful workshops on health and active ageing to further enhance participants' knowledge and well-being.

Beyond the camp, participants are inducted into the Seniors' Learning Camp Alumni (SLCA). Empowered with newfound knowledge and experiences, they became volunteers actively contributing to support and enrich the lives of other seniors in the South East district.

The SLC also offers them opportunities to engage in diverse interests and passions through self-organised interest groups like bowling, origami art, ukulele, and line dancing. Through this community, seniors in the South East can find active and meaningful connections.



SLC alumni bonding over a monthly game of bowling from their interest groups.

Neighbours for Active Living 10-Year Milestone

13,000
seniors provided
with trusted care

70
community
partners

South East Family Cleans Our East Coast Park

The South East Family Cleans Our East Coast Park initiative seeks to make an impact by rallying residents at the district level to take ownership and play an active role in keeping our environment clean. A collaboration between the South East Community Development Council (CDC), East Coast GRC, Marine Parade GRC, Mountbatten, and MacPherson SMC, the programme saw the residents come together for a beach clean up where they also learned how waste can be repurposed. Litter was also collected from the sea by participants on kayaks.



Participants gathered their equipment, ready to contribute their efforts to save the environment.



Coastal and kayak clean-up crews.



Mass workout to get everyone warmed up before the clean-up.

The initiative brought together residents and partners in the shared mission of maintaining the cleanliness of East Coast Park and is closely aligned with the Singapore Green Plan 2030, underscoring its commitment to one of the core aspects of this plan—promoting a clean and green environment.

200 participants hit the beaches, including 67-year-old South East resident, retiree Tan Soi Meng. Describing the work as strenuous, Mr Tan said he was surprised at the amount of trash he collected, which mostly comprised plastic wrappings. "I'm doing this for the sake of our future, and despite the backache, I will do it again," he said.



My First Break & My First Break Alumni

Helping to unlock the potential of young minds, My First Break (MFB) is designed by South East Community Development Council's (CDC) District Councillors as a pivotal entrepreneurial programme for the youth in the South East district.

The programme aims to equip individuals aged 15 to 21 with essential business skills and knowledge, including overseas exposure funded by South East CDC's District Councillors, empowering them for success in their future endeavours. Youth participants not only receive valuable business training but are also given the opportunity to run their own micro-businesses, helping to strengthen the sense of personal responsibility, self-esteem and competence among the youth.

The MFB programme goes beyond business education; it also focuses on nurturing a sense of community engagement among the participants. Through the programme, South East CDC cultivates the youth into enthusiastic volunteers, encouraging them to give back to the community in their own capacity. By letting the youth participants identify volunteering opportunities that align with their interests or inclinations, South East CDC provides meaningful avenues for them to contribute to the betterment of the community.



An alumnus attending the Purple Parade.



My First Break attendees brainstorming on their next "disruptive" innovation.

To deepen the rapport with the youth who have successfully graduated from the MFB programme, the MFB Alumni (MFBA) was formed. Leveraging the skills acquired during the MFB programme and support from South East CDC, the MFBA continues to drive positive change through community initiatives.

By empowering individuals and fostering meaningful partnerships, the South East CDC continues to drive positive change that leaves a lasting impact on the community.

On 3 June 2023, South East CDC launched the South East Youth Ambassadors (SE-YA!) programme to combine the youth volunteers from My First Break Alumni, Community Laboratory Alumni and Racial Harmony Youth Ambassadors programmes. SE-YA! will create greater synergy amongst the youth volunteers across the different interests and domains.



Participants attending Kayak and Klean at PAssion Wave @ Marina Bay.



Enjoying the Halloween festivities – participants showing that it's not all about work.

My First Break Alumni

close to
300
graduates

16
cohorts





JOURNEY TO CELEBRATION

Connector of Communities

This chapter celebrates South East Community Development Council's (CDC) pivotal role as a community champion, forging essential partnerships for the betterment of the entire community. Explore how strategic partnerships have shaped a more interconnected and empowered South East district through impactful initiatives.



SkillsFuture Advice (SFA) Programme

For Chua Poh Sin, the Employability Clinic (EC) by SkillsFuture Advice (SFA) has proven beneficial in his journey as a jobseeker. Upon stumbling across a digital poster in his apartment lift, he decided to join an EC session. There he learned how to craft resumes to highlight his work experience and strengths, tailored for different industries, and improving his employability - skills often underemphasized in traditional schooling.

“

After the session, I have gained more access to resources and learnt how to better prepare myself for an interview.

Chua Poh Sin

Similarly, Ibanez Sabrina Din Sudai needed a career redirection. Seeking guidance, she stepped into an EC, where a career coach reviewed her résumé, highlighted her strengths and identified areas for improvement.

“

For me, it was a very enlightening and helpful session, this workshop has guided me in my thought process for my next career.

Ibanez Sabrina Din Sudai

Since its inception in 2017, the SkillsFuture Advice (SFA) programme has made a significant impact in the South East district by providing avenues for skills upgrading and career planning. The programme is in collaboration with the People's Association (PA), Employment & Employability Institute (E2I) and the five Community Development Councils (CDCs) - Central, North East, North West, South East, and South West with a three-year partnership renewed in 2020.

The Employability Clinic (EC) helps job seekers like Poh Sin and Sabrina receive personalised career guidance and coaching. The sessions helped to boost their



A SkillsFuture ambassador presenting to the participants of the Skills & Learning Festival @ South East.

confidence in their job search and equip them with the essential knowledge and tools to excel in job interviews and secure jobs.

The SFA programme also hosted the Skills and Learning Festival @ South East 2022, which was held physically once again after being held virtually for the last 2 years. The festival served as a platform to raise awareness about the significance of embracing lifelong learning and trade and craftsman skills that are applicable in daily life or for building a career.

The Skills & Learning Festival @ South East 2022 is co-organised with ITE College East and held at its campus. Participants had the opportunity to engage in hands-on experiences with various trade skills, including hairdressing, air conditioning repair, and operating power tools through engaging workshops at the event.

SkillsFuture Advice Objectives

- a To emphasise the need to embrace change and inculcate the mindset of lifelong learning in Singaporeans.
- b To help Singaporeans be aware of the SkillsFuture programmes and initiatives available for them to tap on.
- c To help Singaporeans discover their strengths and interests to make a more informed decision for their career and learning choices.

FairPrice Walk for Rice⁺ & 3M Green Challenge

In collaboration with organisations such as FairPrice and 3M, the South East Community Development Council (CDC) leads initiatives to help uplift the district. These efforts adopted the 5E Approach towards community volunteerism. It aims to encourage more-able individuals to take part in activities that enrich their lives while giving back to the community.

5E Approach

- 1 Easy and Enjoyable activity that
- 2 Encourages widespread participation within the community which
- 3 Earns sponsorships for the needy. Through the activity, South East CDC
- 4 Enlarges the value of giving and enables us to
- 5 Enhance community ownership and spirit.

FairPrice Walk for Rice⁺



Mr Chawla, Mayor Fahmi and Mr Seah at the FairPrice Walk for Rice⁺ @ South East launch at Singapore Sports Hub.

The FairPrice Walk for Rice⁺ @ South East (FairPrice WFR⁺ @ SE) was conceptualised in FY2011 as a joint initiative by NTUC FairPrice and the South East CDC. This year, the FairPrice WFR⁺ @ SE was launched on November 3, 2022 with over 500 participants in attendance. The event marked the initiative's physical return, a shift from virtual events during the COVID-19 pandemic.

The launch was held at the Sports Hub OCBC Square and attended by Mr. Mohd Fahmi Aliman, Mayor of South East district, Mr. Seah Kian Peng, Chairman of NTUC FairPrice Foundation, and Mr. Vipul Chawla, Group Chief Executive Officer of FairPrice Group.

Each step taken for the FairPrice WFR⁺ @ SE initiative makes a meaningful impact. For every 200 metres walked, one bowl of white rice and one bowl of brown rice was raised to support the beneficiaries. Additionally, by covering a distance of 400 metres, participants earn an extra bowl of oatmeal for the beneficiaries.

FairPrice WFR⁺ @ SE FY2021 & FY2022

75,211 participants

1,443,461km
total mileage clocked

\$200,000
worth of rice and oats raised

7,000
beneficiaries



Participants at the FairPrice Supermarket during the launch, walking to earn rice for the needy.

FairPrice WFR⁺ @ SE welcomes all participants eager to champion the cause. Notably, some seniors have enthusiastically joined the initiative, showcasing their dedication and active involvement in the district. For 83-year-old Mr. Jin Shun, the initiative is a means to stay healthy while contributing to the community. Similarly, individuals like 63-year-old Ms. Jessica Lee viewed the event as a welcome respite from the routines of daily life.



Participants trying out the fringe activities during the launch.



Mr Chawla, Mayor Fahmi and Mr Seah flagging off the participants.

I encourage everyone, especially seniors, to take good care of their health by doing simple exercises such as going for walks.

Mr Jin Shun,
FairPrice WFR⁺ @ SE 2022
senior participant

While walking, I get to enjoy sceneries, the breeze and small chit-chats along the way. A good distraction to our usual work and busy lifestyle.

Ms Jessica Lee,
FairPrice WFR⁺ @ SE 2022
senior participant



3M Green Challenge @ South East

South East CDC's partnership with 3M began in FY2011 with the 3M Step-Up Challenge. The initiative aimed to encourage participation in simple activities to raise products for vulnerable residents in the South East district. Since its inception, the collaborative partnership between 3M and South East CDC has raised over \$1.3 million worth of products with over 425,700 beneficiaries.

In 2022, the initiative was rebranded to 3M Green Challenge @ South East. This aligns with the Singapore Green Plan 2030, a national movement aimed at advancing sustainable development across the country. The 3M Green Challenge @ South East encourages residents in the South East to build sustainable habits while doing good for their communities.



Mayor Fahmi and Mr Jannik Termansen with participants during the launch of 3M Green Challenge @ South East.



Upcycling used soap into new soap bars.

The official launch of the 3M Green Challenge @ South East 2022 took place at Paya Lebar Quarter Plaza. The event was officiated by Mayor Fahmi and Mr Jannik Termansen, 3M Director and Regional Head of Government Affairs & Markets.

For each sustainable act carried out, 3M donates a household product to beneficiaries. These sustainable activities can be small acts such as climbing stairs, using recyclable bags or picking up litter.

3M Green Challenge
@ South East 2022
31 August to 31 October 2022

More than
\$S102,000
worth of products raised

Close to
3,000
beneficiaries



Residents pledging to adopt green measures and help do their part for the environment.

I always try to practise green habits as I believe that the cleaner we keep our environment, the healthier our minds. I am also grateful for the help extended to us and only hope to pay it forward when given the opportunity. Thank you to the organisers for putting up a stellar challenge that brought the nation together.

Mdm Lily,
beneficiary from Tembusu AAC



Participants at the official launch.

We got the seniors to make these decorations and they spent many afternoons giving new life to old items, while also bonding with their friends.

Ms Nur Atiqah,
Senior Coordinator from Sunlove SAC,
a participating partner in the event

South East Community Development Council

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