



People's Association

STRONGER

As One Community

FY2022/23 PEOPLE'S ASSOCIATION ANNUAL REPORT

CONTENTS



02 CHAIRMAN'S MESSAGE

03 YEAR IN REVIEW

05 CHAPTER 1: STRENGTHENING UNITY AMIDST DIVERSITY

- 07 Young Ambition In Action
- 09 Waves of Care, Ripples of Joy

11 CHAPTER 2: FOSTERING COMMUNITY INVOLVEMENT

- 13 Driving Change in the Community Together
- 15 From Food Waste to Wonder
- 16 From Idea to Action
- 17 Professionals Making a Difference
- 19 Gearing Up for Good

21 CHAPTER 3: EMBRACING TOMORROW WITH A UNITED SPIRIT

- 23 Changing Mindsets for a Sustainable Future
- 25 Building Inclusive Digital Communities
- 27 Celebrating Diversity, Embracing Tomorrow

29 CORPORATE GOVERNANCE

30 FINANCIAL HIGHLIGHTS

31 BOARD OF MANAGEMENT

This report covers the period of 1 April 2022 to 31 March 2023.

CHAIRMAN'S MESSAGE



“

Many Singaporeans are already stepping forward in their local neighbourhoods, and there is good potential to involve more people and support them in realising their aspirations for their community.

”

Photo by Ministry of Communications and Information

Post-COVID, with Safe Management Measures (SMMs) stepping down, it is heartening to see the community coming back to life and physical activities steadily resuming. Our grassroots network as well as the People's Association (PA) played an integral role in bringing Singaporeans together, building trust between our people and the government, and seeing us through safely.

Beyond fostering social cohesion, PA must refresh our social compact and strengthen our outreach and engagement by connecting diverse networks of people. PA's refreshed mission to build a broader PA movement focuses on promoting civic participation at local neighbourhoods and engaging all groups in society through cause-based volunteerism. The community volunteering scheme, for instance, has created fresh opportunities for people to come together, volunteer in causes they care for and collaborate closely to achieve their shared goals. Many Singaporeans are already stepping forward in their local neighbourhoods, and there is good potential to involve more people and support them in realising their aspirations for their community.

I thank our grassroots leaders, volunteers, and community partners for your unwavering dedication to PA's mission. Let us continue working hand in hand to build a united and harmonious Singapore we can all be proud to call home.

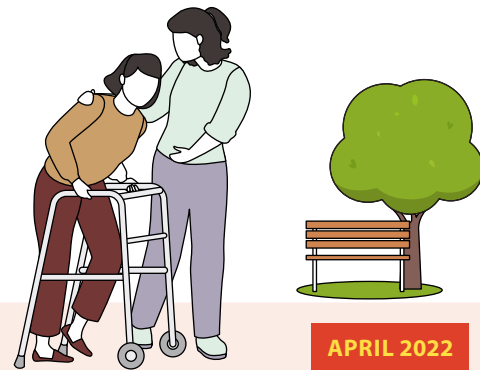
Lee Hsien Loong
Prime Minister
Chairman, People's Association



APRIL 2022

Return of Bazaar Raya Geylang Serai

Complemented by a 1.4 km long light-up that celebrated the spirit of resilience, unity, and "Gotong Royong", the iconic bazaar's first appearance since COVID-19 had 70 stalls offering a variety of food and festive experiences. More stalls could also be explored at the 'Bazaar Kita online 2022', a virtual extension of the bazaar.



APRIL 2022

Launch of WIN Caregivers Network

PA Women's Integration Network (WIN) Council and Women's Executive Committees, together with the National Council of Social Service and Caregivers Alliance Limited, formed a caregiver support network, providing socio-emotional support and information on managing mental health conditions.



MAY 2022

Launch of the CDC Vouchers Scheme 2022

The CDCs launched the CDC Vouchers Scheme 2022 in May 2022. Every Singaporean household could claim \$100 worth of CDC Vouchers to help with their daily expenses and support local heartland businesses. The digital vouchers were welcomed by Singaporeans, with assistance extended to the less digitally savvy at Community Centres/Clubs to claim their vouchers digitally or physically.



JULY 2022

INConversation 2022 and 15th Anniversary of PA Integration & Naturalisation Champions (INCs)

Over 250 participants, including youths and partners, joined INConversation 2022—an inaugural dialogue addressing inclusivity in multicultural Singapore, organised as part of Integration & Naturalisation Champions' 15th anniversary celebrations. Topics discussed included race, religion and nationalism.

YEAR IN REVIEW

From April 2022 to March 2023, PA spearheaded an array of initiatives that strengthened community connections and promoted care among diverse groups, contributing to nation building.



AUGUST 2022

Opening of One Punggol Integrated Hub and Community Club

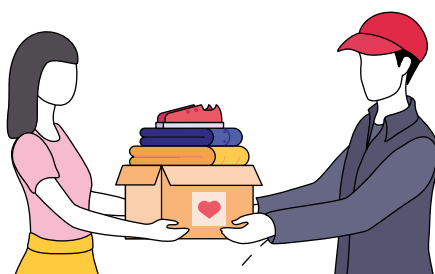
The five-storey one-stop community hub serves over 200,000 residents and houses nine co-location partners, including a 700-seater hawker centre, an integrated public service centre, and One Punggol Community Club (CC) that opened in October 2022. The CC's facilities include a multi-purpose hall, futsal court, and activity rooms.



AUGUST 2022

National Day Heartland Celebrations @ Five Heartland Locations

Following a three-year hiatus, National Day celebrations in the heartlands returned with five carnivals organised across Singapore, drawing over 100,000 visitors. Each carnival offered a different theme and experience for residents to enjoy a day of fun with family and friends.



NOVEMBER 2022

Community Volunteer Scheme

The launch of the Community Volunteer (CV) Scheme aimed to promote volunteerism and engage a wider spectrum of the community by encouraging more people to volunteer based on their preferred causes and commitment levels. A CV Enabling Grant was started to help volunteers kick start their ground-up projects.



NOVEMBER – DECEMBER 2022

FIFA World Cup 2022 Community Screening

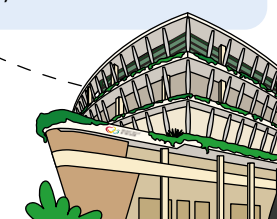
More than 300,000 fans of all ages, races, and backgrounds bonded over their shared passion for football with the live screening of matches organised at 59 Community Clubs and Integrated Community Hubs.



FEBRUARY 2023

Heartbeat@Bedok's 5th Anniversary

In commemoration of the milestone, a carnival with family-friendly programmes was held for residents to gather and spend quality time together. The celebration attracted more than 5,000 residents.

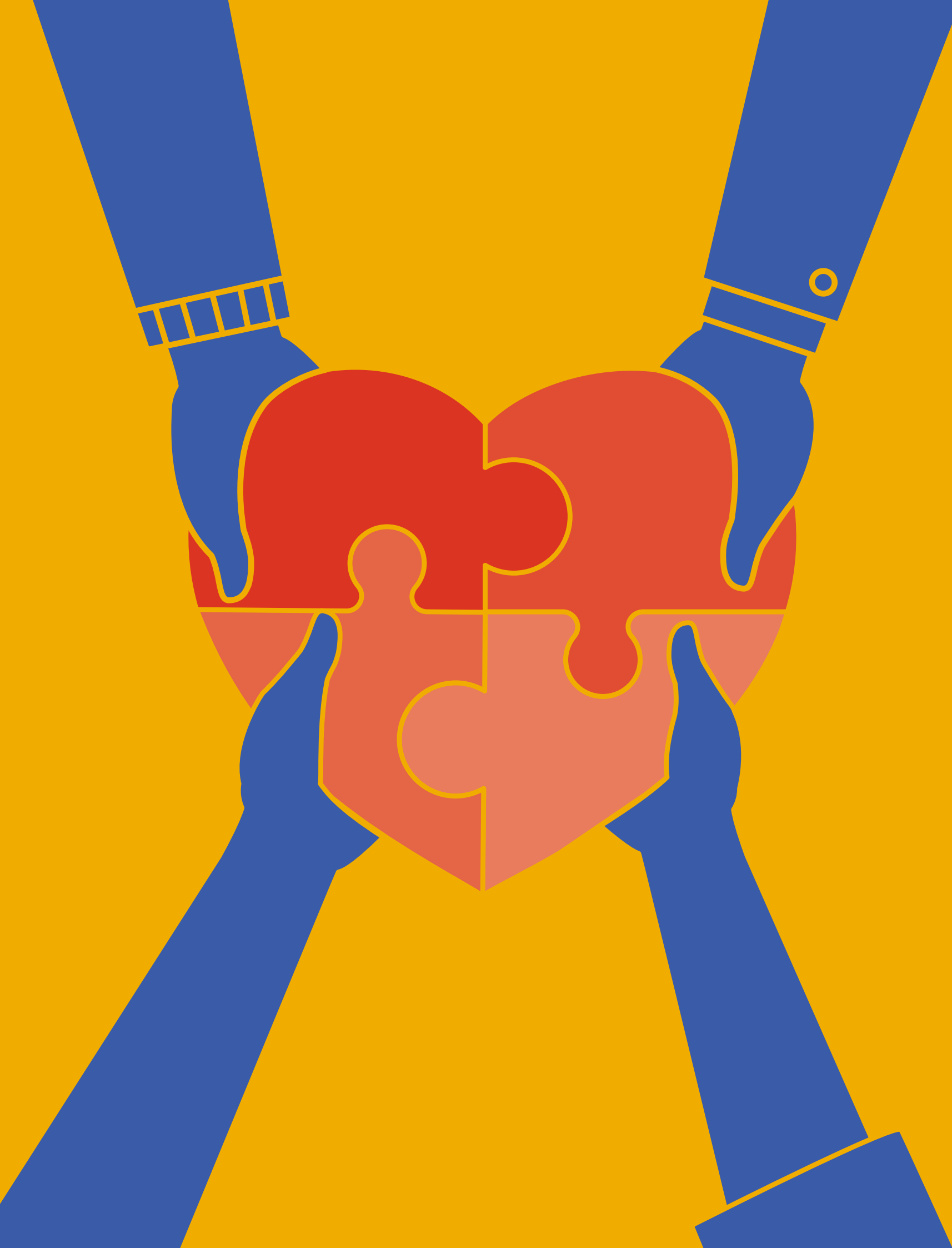


FEBRUARY 2023

Chingay Parade 2023

PA's signature parade made a dynamic return as a fully in-person event, following two years of hybrid and digital presentations. Celebrating togetherness and inclusivity, the parade attracted more than 20,000 attendees and featured 3,000 performers including youths and persons with disabilities.





CHAPTER 1

STRENGTHENING UNITY AMIDST DIVERSITY

As we embrace greater diversity in perspectives and identities, we continue to stay united as a community by respecting, caring for, and supporting one another. Even amidst the challenges faced during the pandemic, we fostered a sense of solidarity and community spirit that propels us forward.

This chapter features heartwarming stories of how grassroots leaders and our partners banded together to reach out to vulnerable families and care for the physical and mental well-being of fellow residents. They are proof that the inherent strength of our diverse community shines through when we stand in unity as a nation.

YOUNG AMBITION IN ACTION

An island-wide campaign that has grown in reach and scale over the years, PA Youth Movement's (PAYM) **Community YOUNgCare Festival (CYF)** continues to support our youths' aspirations in building a more inclusive and caring community.

The sixth edition of the festival was held from March to June 2022. It saw youth volunteers implementing initiatives that reached out to lower-income families and promoted better mental well-being. These initiatives arose from the knowledge that the COVID-19 pandemic had impacted lower-income households the most and resulted in an increase in mental health issues across various age groups.

WORKING TOGETHER FOR SUCCESS

Despite the challenges of working around Safe Management Measures (SMM), the festival ran successfully in partnership with more than 15 organisations and networks. It attracted over 4,165 participants across 29 projects managed by Youth Networks (YNs) across Singapore. This was made possible through the sheer determination and adaptability of youth volunteers who were able to incorporate hybrid, online, and physical activities to reach out to residents.

CYF 2022 focused on three drivers to achieve its goals of organising programmes for the community—collaboration with partners, integration of physical and virtual platforms, and addressing emerging challenges like mental health.

Through collaboration with local community partners and grassroots organisations, the youth volunteers were able to multiply outreach efforts to underserved groups. The different projects by the YNs provided partnering opportunities with community organisations and individuals of varied skillsets.

For example, volunteers of Nee Soon East YN teamed up with Nanyang Technological University to organise a donation drive, offer free haircuts, and distribute food care packages to migrant workers. Through this initiative, volunteers had the chance to show their appreciation and connect with the workers as individuals and friends.



Due to SMM restrictions, most activities for CYF 2022, which included workshops and dialogues on mental wellness, took place through virtual platforms. However, some programmes were conducted safely in person for the convenience of the beneficiaries. Project 'Bring A Smile', for instance, was a mini sports and wellness day conducted at a nursing home for residents. This provided an opportunity for the volunteers of Leng Kee YN to bring cheer to the nursing home's residents amid the pandemic when social interactions were limited.



Geraldine Lam, Leng Kee YN Chairperson and organiser of Project 'Bring A Smile', shares her experience and motivations as a volunteer.

“

When I was 16, I volunteered in an overseas expedition and witnessed the impact of poverty on individuals and families. It inspired me to do more for the less privileged in our community and make a positive change. This drive has never wavered, and I have been actively volunteering with PAYM for more than 10 years.

For CYF 2022, I led in the funding efforts and had the privilege of bringing the meaningful ideas of the different YNs to life. An initiative that I was deeply involved in was Leng Kee YN's Project 'Bring A Smile', where we came up with befriending activities for residents of a nursing home.

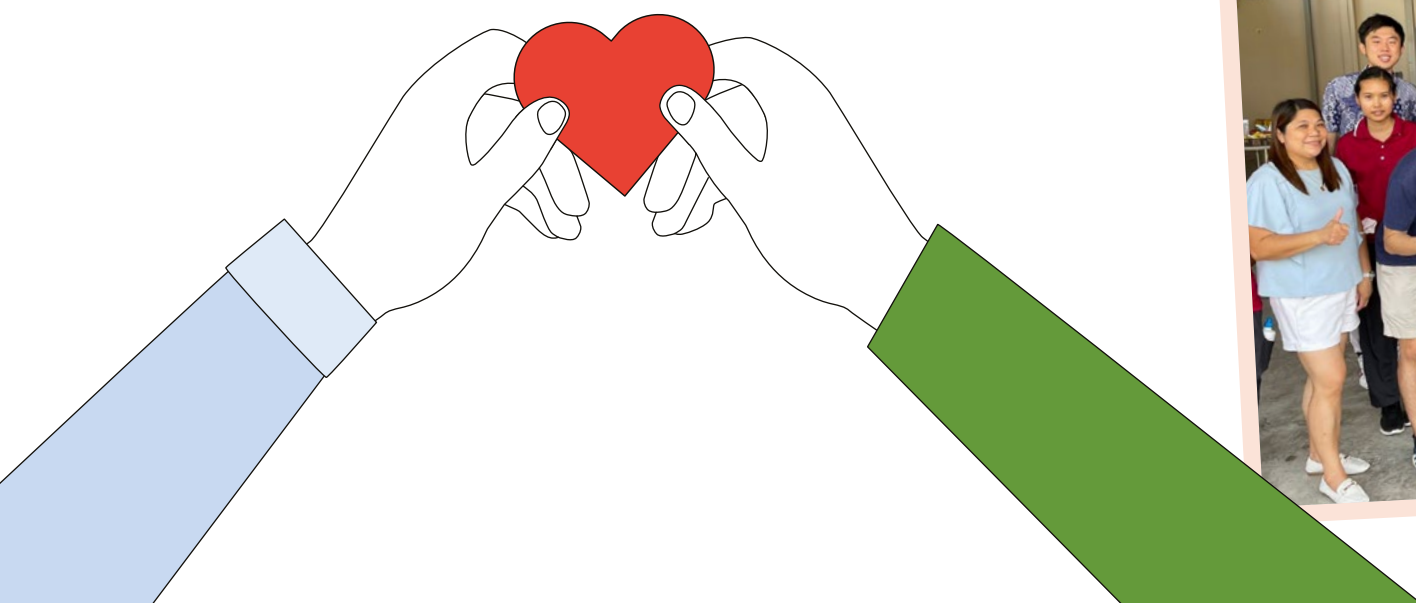
We enjoyed interacting with the residents as they opened up to us and shared stories of their younger days. It was also heartwarming to see them enjoying the games that we had put together, which included modified bowling and hoop-throwing. It was our hope that these interactions would bring joy and create new, happy memories for them.

The CYF projects and other initiatives I have done throughout my years with the YN have broadened my perspectives and opened my eyes to the challenges that some groups in our community face. It has honed my sense of empathy and allowed me to plan programmes for the beneficiaries, with the hope that they would feel understood and cared for.

If I met my 16-year-old self again, I would not change a thing. I would tell her to boldly take that initial step in volunteering and continue to push boundaries. Volunteering has given me many opportunities for personal growth, and I wish to give back and help support younger volunteers in achieving their aspirations for the community.

”

Geraldine Lam,
Leng Kee YN Chairperson and
Project 'Bring A Smile' Organiser



WAVES OF CARE, RIPPLES OF JOY

PA's PAssion Wave Project 'Purple Ripple' is an initiative that advocates inclusivity and the development of community connections through outdoor activities such as dragon boating and orienteering programmes. With a pool of experienced volunteers, it provides Persons with Disabilities (PwDs) and their caregivers a chance to experience the outdoors in a safe and guided way.



“

You would be surprised to know that my fellow volunteers and I started out not knowing how to customise water sports activities that would be suitable for the beneficiaries. Today, we can confidently be a coach to them and even learn from their extraordinary talents—many of them are skilled in areas like calligraphy, singing, and playing musical instruments!

I first participated in one of the dragon boat training sessions in 2018. Its greater purpose of building a welcoming sports community really resonated with me and inspired me to continue volunteering for the cause.

The efforts of Project 'Purple Ripple' are sustained by a passionate group of volunteers. It takes teamwork to ensure that training sessions are carried out safely and conveniently for the beneficiaries and their caregivers. Volunteers would provide mutual support while coaching and step in to help if challenging situations arise. This is especially useful for new volunteers who are not experienced and may not know how to effectively communicate with the beneficiaries.

It takes practice and patience to build trust, and it is the most rewarding when we witness a positive change in the participants. For instance, many once-reluctant participants have started to enjoy paddling and would attend sessions enthusiastically. Every small improvement from our mentees is valuable and immensely satisfying.

Through Project 'Purple Ripple', I have become a better version of myself. My volunteering journey has truly been one of growth, learning, and transformation.

”

Gary Ong,
Team ASD Dragon Boating Coach

DRAGON BOATING FOR ALL

Partnering with Singapore Dragon Boat Association, Project 'Purple Ripple' introduced adaptive race categories that allowed PwDs to participate in various races in the annual dragon boat racing calendar. These categories were integrated into key events such as the Singapore Regatta, Singapore Dragon Boat Festival, and the annual Century Race which saw 100 PwDs and volunteers paddling as one at PAssion Wave @ Jurong Lake on 4 March 2023.

To nurture greater interest and help the PwDs work towards the bigger goal of competing at the events, volunteer groups like DB Hearts and Tampines Changkat Community Sports Network's Ironwill Dragon Boat Team conducted regular training sessions for the PwDs and their caregivers at various PAssion Wave outlets.

The initiative has attracted dragon boat enthusiasts who share similar values and interests. For example, Team Awesome Steadfast Dragons (Team ASD), an interest group formed under the initiative at PAssion Wave @ Bedok reservoir, tripled their volunteer numbers since its formation in 2021.

Team ASD also hosted various social services such as AWWA and Lighthouse School to discuss potential programmes for their beneficiaries and volunteers.

In addition to national racing events, PAssion Wave and DB Hearts jointly organised the 'DB Hearts Challenge' on 5 November 2022. The all-inclusive event had the participation of 78 individuals with diverse abilities, including those with sensory disabilities, intellectual disabilities, and cancer survivors, competing across five categories.

FINDING CONNECTIONS THROUGH ORIENTEERING

Other than water sports, PAssion Wave collaborated with 65 Adventure, an outdoor coaching company, to organise Basic Orienteering Programmes for beneficiaries. PwDs and volunteers from Grace Orchard School and Special Olympics Singapore participated in a variety of activities like map-reading and outdoor exploration.



Through collaborations, Project 'Purple Ripple' has created a sustainable ecosystem to promote inclusivity and nurture the growth of volunteerism as individuals rally around the cause. **Gary Ong, a Team ASD dragon boating coach,** provides insight into what it means to be a volunteer with Project 'Purple Ripple'.





CHAPTER 2

FOSTERING COMMUNITY INVOLVEMENT

Communities form the foundation of our social connections—providing support and offering a sense of belonging that is integral to our well-being. It is our shared values, beliefs, and sense of responsibility towards each other that draw us together to nurture meaningful bonds and contribute towards a common goal.

This chapter explores some of the community-driven efforts facilitated by PA and the impact made on various groups in our society. These ground initiatives by passionate individuals demonstrate the positive transformation everyone can make to enrich our community.

DRIVING CHANGE IN THE COMMUNITY TOGETHER

Recognising the growing trend towards micro or informal volunteering, PA started to introduce more flexible opportunities for residents to give back to the community on causes they care deeply about. Individuals, particularly those who wish to volunteer occasionally or with specific skills, can volunteer based on their preferred causes, commitment levels, skillsets, and volunteering aspirations.

As of March 2023, about 3,500 volunteers have signed up to be involved in the community and drive change by championing various causes such as sustainability, mental wellness, and care for the elderly.

For instance, in the Moulmein-Cairnhill constituency, residents rallied around a common cause to build community resilience against climate change and improve their neighbourhood's living environment. The group, known as 'Our Green MoCa', comprises volunteers from public and private estates. It had grown through word-of-mouth and social media, with residents coming onboard to be involved in community-led projects.

One such project was the landscaping of the **Cambridge Walkway** which saw collaborative efforts from residents, PA Grassroots Organisations, and agencies like the National Parks Board and the Centre for Liveable Cities. Around 70 volunteers from all age groups and backgrounds came together to plant trees and plants, transforming the unsheltered walkway at Cambridge Road into a shade-giving green corridor that also serves as a natural barrier against floods. Since its completion, the walkway receives dedicated monthly care from a core group of volunteers.

Kejandran s/o Chandara Sigran, Constituency Director (Moulmein-Cairnhill) and his team facilitated the formation of 'Our Green MoCa' and its community projects, and they witnessed the sense of ownership and commitment that each resident had towards the cause.

Kejandran shares more about his experience driving proactive community engagement and working with the resident-volunteers as they ideate ground-up solutions for the interests of the community.



“

The most rewarding part of this experience was seeing residents come together, united by a shared purpose, and witnessing the positive changes brought about by our collective initiatives.

To encourage more residents to get involved in the community, my team would identify residents' interests and aspirations through conversations at house visits and outreach events. With a deeper understanding of the residents, we can bring them together to form interest groups focused on topics they are passionate about, such as sustainability and mental health.

To grow the 'Our Green MoCa' group, we used social media to engage younger residents who have the interest or the relevant skills and encouraged them to participate in the community. It was heartening to see an increase in sign-ups as we posted more about the completed community projects. PA's role in this is to facilitate ground-up initiatives. The Cambridge Walkway project is a successful example where residents involved pooled creative solutions, learnt from each other as well as partnering agencies, and created something that benefitted the community. In turn, it sparked more green projects in the community, such as 'Keep Pek Kio Clean & Green' and 'Therapeutic & Edible Garden for Seniors'.

Our goal is to keep the momentum going by expanding the scope of projects and encouraging more residents to volunteer. I believe that everyone can play a part to drive positive change and build a community that is truly 'for the community, by the community'.

”

Kejandran s/o Chandara Sigran, Constituency Director (Moulmein-Cairnhill)



Many more community-led projects are taking place across the island. Here are some examples:



Residents formed '**Bread Run @ Pasir Ris Central**' to partner with Food from the Heart Singapore to collect unsold bread from bakeries and distribute them to beneficiaries through volunteer deliveries.



Residents in Fengshan volunteer their time to conduct the '**Community Risk Screener**', a toolkit that identifies and matches seniors' social and healthcare needs with available services within the estate, enhancing their well-being and safety.



After forming a WhatsApp community to support and care for each other's pets during the Home Improvement Project (HIP) works in their estate, a group of pet owners in Nee Soon South initiated a '**Pets in the Park**' event to encourage greater interaction and bonding among residents.



FROM WOOD WASTE TO WONDER

In the heart of Brickland, a movement took shape. It was driven by the innovative minds of Ngee Ann Polytechnic's School of Design & Environment (NP SDE) students, along with the Chua Chu Kang Town Council, volunteers from Brickland Sustainability Workgroup, and passionate Brickland Citizens' Consultative Committees Grassroots Leaders (GRLs). Together, they rallied to champion recycling and introduce the merits of a circular economy to residents through **Project 'Circular'**.



GRLs assisted residents in bringing their recyclables and unwanted wood furniture to Residents' Network (RN) centres that served as collection points. 1,000 kg of wood recyclables were collected and given a new lease of life when experts from Scanteak, a homegrown furniture brand, guided NP SDE students to transform them into 35 new furniture pieces. The finished products were eventually showcased at the students' Final Year Project exhibitions, offering a tangible representation of sustainable transformation.

The journey of Project 'Circular' extended further when Channel NewsAsia collaborated with NP and Scanteak to co-create the "CNA Green Plan" TV series. The series showcased the concept of a green economy by highlighting ways enterprises can adopt sustainable practices. It also featured ways residents can contribute to the green economy



by donating and redistributing pre-loved furniture. This momentum continued in August 2022 with the inception of the second edition of Project 'Circular', supported by the Ministry of Sustainability and Environment's Eco Fund. This phase aimed to encourage innovation through crafting wood scents from recycled furniture.

Project 'Circular' has exemplified successful collaboration between educational institutions, corporations, the town council, GRLs, and residents. This endeavour is a testament to how collective action can transform ground-up ideas into reality by turning waste into wonder, fostering an environmentally conscious and sustainable community.



FROM IDEA TO ACTION

To encourage more residents to get involved and volunteer in the community, the RN Council initiated **Project 'Innovate'**. It brought motivated residents together to be a part of a series of ground-up projects, nurturing a sense of belonging and deep community involvement.

With the support of committed resident leaders, innovative proposals were shared by residents and assessed for feasibility by PA. Four suitable projects, each demonstrating the power of resident-led collective action, received funding for implementation on a larger scale. Close to 200 residents were involved in supporting these projects from ideation to completion.



Ping An Green RC: Developing a Vertical Organic Farming Community to Improve Estate Greenery

Residents took the initiative to learn composting techniques and built a vertical farm in their estate. They not only became knowledgeable in the subject but also actively shared their expertise with other enthusiastic residents, creating a collaborative environment where knowledge was passed on to sustain the impact of their work as a community.

Completed in April 2022



Bedok Sunflower Residents' Committee (RC): Turning Plastic Waste into Ecobricks

Residents took the lead and volunteered alongside their friends and family members to conduct workshops, teaching interested residents how to form ecobricks by packing plastic bottles with used plastic. Ecobricks are a creative solution to contain plastic waste and prevent them from degrading into toxins. They can be used to create furniture and other useful structures.

Completed in November 2022



River Valley Neighbourhood Committee: Recycling of Old Shoes for Needy Residents

Recognising the need to improve the quality of life for migrant workers, Yong An Park residents set up a collection box in the condominium to facilitate donations of new or gently used men's footwear in good and clean condition. These shoes were subsequently cleaned and given to the beneficiaries.

Completed in June 2022



West Coast Park RN: Giving Second Life to Pre-loved Bicycles to Support Recycling

Residents led the initiative by gathering older bicycles which were refurbished and given to low-income families in the community. The project included volunteers organising a workshop on bicycle maintenance and safe riding tips.

Completed in June 2022

Residents took pride and ownership in the projects, gaining a sense of accomplishment through these ad-hoc activities that they had initiated. They contributed their expertise and talents by recommending sponsors and community partners, ensuring that challenges were skilfully navigated during the execution of these projects. The ripple effect of this ground-up approach expanded the volunteer pool as more residents felt inspired to contribute.

The success of Project 'Innovate' rests on its completely ground-up nature, emphasising the importance of the exchange of ideas, individual contributions, and collaborative efforts across generations that continuously shape a caring and proactive society.



PROFESSIONALS MAKING A DIFFERENCE

With varying priorities in life, working adults in Singapore may often be unable to find time to volunteer. Yet, in a rapidly evolving world, there are opportunities for growth by helping others and giving back to society.

Recognising the importance and potential of volunteerism, PA's imPact@Hong Lim Green (imPact) introduced 'imPact Cares' to provide opportunities for working adults to volunteer for various causes according to their schedules, while at the same time enriching their lives and expanding their skills and networks.

Since the introduction of 'imPact Cares' in March 2022, close to 600 Professionals, Managers, and Executives (PMEs) have participated in its volunteering activities centred around the goal of building an inclusive community. The team at imPact had also collaborated with over 15 partners to co-create programmes and support local cause-based communities. Notable programmes included the 'Fit for All' (Adaptive Fitness) programme, music concerts, and a series of housecleaning projects.

ADAPTIVE FITNESS FOR ALL

Piloted in November 2022, 'Fit for All' is an adaptive fitness programme tailored for Persons with Disabilities (PwDs). It aims to create a safe, inclusive, and uplifting environment for the beneficiaries to be physically and socially active.

At its inception, there were 10 imPact fitness members who volunteered as exercise buddies to care for the beneficiaries. Since then, the programme has attracted over 100 volunteers and garnered the support of community partners such as local disability-focused charity SPD, APSN Tanglin School, Running Hour, and DB Hearts. Volunteers would receive training by PA and its community partners to have a better understanding of the workouts specially designed for PwDs, so that they can safely assist and guide the beneficiaries.



MUSIC CONCERTS TO PROMOTE INCLUSIVITY

Over 400 participants of varying abilities participated in two music concerts co-organised with Faith Music Centre, a music learning centre for both able-bodied and PwDs. The concerts "Transforming Disability into Music Ability Concert—Learn in Faith, Serve in Love" and "Singing Lotus Concert: Out of Darkness, Into Light" were held in November and December 2022 respectively to celebrate inclusivity.



HOUSECLEANING PROJECTS

Together with Jalan Kukoh Residents' Committee, imPact organised housecleaning projects that received the participation of 70 PMEs in 2022. From decluttering to painting the houses, volunteers helped create a cleaner living environment for vulnerable residents in the neighbourhood, many of whom were elderly.

Partners and volunteers are vital in sustaining 'imPact Cares' as a platform for working professionals to do good for the community. **Mohammad Faizal Bin Hussain, SPD's Day Activity Centre (DAC) Programme Executive** and **Candy Koh, 'imPact Cares' volunteer** share their involvement and experience in the initiative.



When 'Fit for All' was introduced through the 'imPact Cares' initiative, we were thrilled to have our DAC Without Walls clients onboard as we saw it as a good opportunity and platform for them to explore new activities and grow.

To ensure our clients' safety during the fitness sessions at imPact's gym, PA conducted training for volunteers and coaches with our inputs. This allowed the volunteers to better understand the requirements of working with PwDs, leading to flexible and accommodating workout sessions tailored to our clients' needs.

We also injected fun elements and used a variety of exercise equipment to keep the fitness sessions interesting. Not only did our clients enjoy trying new things, they were also surprised that they could complete workouts that they had initially considered impossible.

We are always heartened to see our clients surpassing their own expectations. We believe our collaboration with imPact has created opportunities for our clients to embark on a path of self-discovery and improve their quality of life.

Mohammad Faizal Bin Hussain,
DAC Programme Executive, SPD

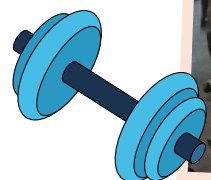


I learnt of imPact's volunteering opportunities through my regular visits to its gym. Motivated to spend time more purposefully, I have been actively volunteering for activities such as the 'Fit for All' programme and housecleaning sessions, and most times, it would be with friends whom I initially met at the gym.

Volunteering has taught me the virtue of practising compassion and empathy. My interactions with the beneficiaries are often inspiring; they possess a great deal of resilience. For instance, I met Mr Toh, who is wheelchair-bound, through a 'Fit for All' session. He did his best to complete all the workouts even though they were quite challenging at first. Since then, Mr Toh has returned to imPact to join us for weekly workout sessions.

It is incredibly rewarding to see the smiles on the beneficiaries' faces after each workout or housecleaning session. Despite the demands of my personal commitments, I would volunteer as much as I can. The flexibility of 'imPact Cares' has given me the freedom to fit these meaningful activities around my schedule and I look forward to more opportunities to give back and make a positive difference.

Candy Koh,
'imPact Cares' Volunteer



GEARING UP FOR GOOD

In the spirit of giving during the month of Ramadan, over 200 volunteers and more than 90 different biker groups comprising 2,000 riders joined forces to raise funds for the underprivileged at Wisma Geylang Serai (WGS).

The **'Ramadan Charity Ride'** held on 19 March 2023 was a ground-up initiative by KURNIA @ WGS, a one-stop centre providing social, education, welfare, arts, and media services to the community. It saw the collaboration of various biker groups in Singapore, such as Wings Society, Bikers Union, and Singapore Bikerz Inclub, alongside the Tabung Amal Aidilfitri Trust Fund (TAA), to raise over \$10,000 to help the less fortunate.

This was the first 'Ramadan Charity Ride' in almost four years due to COVID-19, with the inaugural event taking place in 2019.

CONNECTING ACROSS BOUNDARIES

2,000 riders from various cultural backgrounds, as well as female biker groups, travelled from East Coast Park to WGS and into the Singapore Book of Records for the "longest motorbike convoy". Amongst the record-breakers was a Korean biker who rode all the way from Korea to Singapore just to participate in this charity event!

A meaningful day that saw people from all walks of life coming together to assist the needy via donation drives during the Hari Raya Puasa period, the 'Ramadan Charity Ride' culminated with a stage programme for the public, with performances, prizes and even a lucky draw.

The organisers also devised a digital poster with a QR code to enable quick and easy cashless donations to support more than 3,000 TAA beneficiaries. In addition, a special porridge distribution event was held weekly during Ramadan, with almost 800 packets given out to vulnerable residents from various racial backgrounds, beyond the Malay-Muslim community.

With this novel community event, WGS was able to expand its network of partnerships with interest groups, Malay-Muslim Organisations, and volunteers in the name of a good cause. With their expertise in event management and logistics, alongside an expansive event space, WGS worked closely with the organisers to ensure the success of the event. They also collaborated with inter-agency partners such as the Singapore Police Force and Land Transport Authority to ensure safety and efficiency in processes. The Kampong Ubi Community Centre staff also worked throughout the day to help smoothen operations on the ground.

The idea for the 'Ramadan Charity Ride' was first floated to KURNIA @ WGS by **Hazaan bin Omar, who leads the Bikers Union**. A veteran in organising charity events, his experience includes the first 'Ramadan Charity Ride' (2019) in collaboration with the Jamiyah Food Bank as well as an annual porridge distribution event, amongst others. His wife, **Nura Lee**, assisted him by assuming the role of the main liaison between various parties for the event.

“

There are many reasons why I find volunteering in activities like the 'Ramadan Charity Ride' very rewarding. Coming from a humble background with financial struggles, my parents taught me the importance of giving back to the community and helping those in need. Embracing the spirit of Hari Raya and Ramadan, my biker club decided to organise a charity event to support families facing similar challenges.

By uniting for a good cause, we wanted to create an opportunity for people from different walks of life to come together and collaborate, setting aside differences and focusing on raising funds for charity. I wanted to change the perception of bikers and raise awareness to show that like-minded individuals, regardless of their hobbies, can come together for the common good. This event encouraged communication and fostered mutual understanding between bikers from different groups.

We all have the power to create a big impact together. This initiative would not have been possible without the support of volunteers, participants, the biker community, WGS, and corporate sponsors. WGS's support, especially from Mr Hajah (Assistant Director of WGS), has been invaluable in making this event a success. I am thankful for the opportunity to work with them and look forward to organising the next 'Ramadan Charity Ride' together.

Hazaan bin Omar,
Bikers Union Leader and
'Ramadan Charity Ride' Volunteer



“

Hazaan's passion for uplifting the less fortunate is my main motivation. Through joining him for volunteering events, I got the opportunity to experience the impact of how small actions and contributions play a big part in potentially improving someone's life.

The sense of satisfaction from knowing that we are helping the community really motivates us to do this again and again.

This event has broken down the barriers of formal participation and allowed organic interaction with like-minded individuals to potentially get together again for future volunteering opportunities.

I hope that more people will step up as volunteers as there are many in our society who need help not only financially, but mentally and physically as well.

No matter big or small, any effort is a good effort.

”

Nura Lee,
'Ramadan Charity Ride' Volunteer





CHAPTER 3

EMBRACING TOMORROW WITH A UNITED SPIRIT

We navigate the ever-changing landscape by working with volunteers and partners to meet the evolving needs of Singapore, guided by a shared vision of inclusivity and progress.

Through the stories in this chapter, from food rescue initiatives to programmes aimed at bridging the digital divide, we witness Singapore's unwavering commitment to embracing the future. We bring this report to a close by celebrating the vibrant display of cultural diversity and community spirit with the return of the physical Chingay Parade 2023.

Together, we look ahead with hope and confidence as we grow stronger as one community.

CHANGING MINDSETS FOR A SUSTAINABLE FUTURE

Visually ugly produce is perfectly safe for consumption, and members of Taman Jurong's 'Green@Heart' interest group are committed to reshaping perceptions around unattractive food and promoting sustainable eating habits within the community.

Since July 2022, the interest group has been collecting and redistributing rescued food items to residents. This practice of gathering edible but visually ugly food is part of the '**Share a Pack @ Taman Jurong**' initiative which aims to address the environmental and social impact of food wastage.

The rescued food items would undergo checks, be sorted, cleaned, and packed by volunteers before they are made available to residents for self-collection every fortnight. This open-to-all initiative has benefitted approximately 3,300 households to date.

This was all made possible with the active participation of over 45 volunteers including retirees, housewives, students, and working professionals, with some from companies involved in Corporate Social Responsibility (CSR). In addition, the collaborations with various community groups and partners such as Fridge Restock Community, Food Citizen, Tasek Jurong, and SG Cares Office, have helped to extend the initiative's outreach and educate the community on food waste.



RAISING ENVIRONMENTAL AWARENESS AS A COMMUNITY

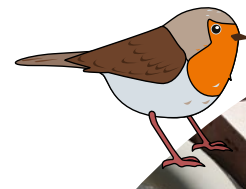
Not only has the initiative improved the perception of ugly food, it has also raised awareness about reducing the use of single-use plastic bags. Residents are encouraged to bring their own bags for the food collection or exchange three plastic bags for one reusable bag. To further minimise plastic waste, plastic bags from the residents were given to the hawkers at Taman Jurong Market to be reused.

The volunteers also practised food composting to expand the positive environmental impact of the initiative. After working together to collect the leftover food and those unsuitable for consumption, the volunteers would transport the items to a nature garden for composting, thereby closing the loop on food waste.



LOOKING OUT FOR ONE ANOTHER

The initiative revealed the strong bonds within the Taman Jurong community as residents stepped forward to help with the collection of food items for their elderly neighbours, or those with mobility challenges. Volunteers also dedicated themselves to learning how to evaluate the quality and suitability of food items, ensuring that only safe and edible items were provided to the community.



With residents from all walks of life pitching in for 'Share a Pack @ Taman Jurong', the community in Taman Jurong stands united for a greater, greener cause. **Nur Atiqah Binte Rosli, Deputy Constituency Director (Taman Jurong)**, who facilitated the ground-up initiative and played a key role in engaging volunteers and partners, shares the key factors of its success.

“

Through 'Share a Pack @ Taman Jurong', we challenged norms and fostered greater mindfulness of our consumption habits as a community. The initiative was entirely a ground-up effort by the interest group members, and it showed how a ripple effect of change can contribute towards a greener and more responsible society.

Many have stepped forward and actively participated in the exercise. It was heartwarming to witness neighbours going above and beyond to support one another, such as collecting and delivering food items to vulnerable residents. It was the sense of camaraderie and shared purpose among the residents that contributed towards the success of the initiative.

For me, the most rewarding aspect was witnessing the tangible impact of our efforts. Before this, many residents had viewed visually imperfect food as unsuitable for consumption and would discard them, but as the programme went on, their perceptions of ugly produce changed—they would even share with me ways to turn them into delicious dishes and snacks!

Aside from the volunteers, the partners played a critical role in our outreach efforts. They gave valuable feedback to improve the initiative and were open to explore solutions like food composting with the volunteers to address community challenges.

The initiative has gone beyond merely addressing food waste; it has strengthened the fabric of the community and highlighted the power of collective effort and the potential we hold when we rally together for a greater cause.

”

Nur Atiqah Binte Rosli,
Deputy Constituency Director (Taman Jurong)



BUILDING INCLUSIVE DIGITAL COMMUNITIES

In the dynamic landscape of technological transformation, ensuring digital inclusivity for all members of our community is crucial. Among the numerous initiatives developed, two programmes tailored for the young and elderly were the ‘Girls4Tech’ Workshop and the ‘Digital for Life (DfL): Digital Club’. By forging collaborative partnerships and tapping into an extensive volunteer network, PA and its Grassroots Organisations (GROs) have actively worked towards bridging the digital divide.

GIRLS4TECH WORKSHOP

In a collaboration aimed at nurturing young tech minds, Changi Simei Citizens’ Consultative Committee teamed up with Mastercard to facilitate the ‘Girls4Tech’ Workshop. With an innovative curriculum, this signature educational programme inspires girls aged 9 to 12 to delve into the world of Science, Technology, Engineering, and Mathematics (STEM) to become future leaders in technology.

The curriculum, developed by experienced global science and math teachers and Mastercard’s expertise in payment technology and innovation, aimed to nurture participants’ curiosity and foster an innovative mindset. Through the workshop, the participants learnt to solve everyday challenges using technology. The initiative saw 76 girls participating in two sessions facilitated by Mastercard employees on 17 June 2022.

The ‘Girls4Tech’ Workshop not only encouraged girls to explore STEM subjects but also fostered new partnerships with companies like Mastercard. By leveraging available programmes from partners, this initiative contributed to cost-efficient efforts by the GROs, creating a synergy that benefits the community.



“**‘Girls4Tech’ is a great programme as it provides an introduction to STEM education which enables girls to feel more comfortable and confident on STEM subjects. With the interactive and hands-on stations, it gives the participants a chance to be excited in learning new topics such as cybersecurity and data science.**

– Parent of Participant



DIGITAL FOR LIFE: DIGITAL CLUB

In an era driven by digital advancements, the ‘Digital for Life’ Movement, originally launched by President Halimah Yacob, has impacted the lives of 270,000 Singaporeans and moved the nation toward an inclusive digital future. The PA Active Ageing Council and the Infocomm Media Development Authority (IMDA) piloted the ‘Digital for Life (DfL): Digital Club’ at Watten Neighbourhood Committee which concluded in May 2023. More runs will be carried out in other estates of the Bukit Timah constituency to increase outreach to more residents.



The club aims to promote digital upskilling among seniors, fostering active ageing, and inspiring confidence in embracing a digital future. Silver Infocomm Wellness Ambassadors (SIWAs), appointed by PA Active Ageing Council and IMDA, serve as trainers and peer mentors, offering regular basic digital skills classes and providing one-to-one assistance to members in need. Additionally, the club keeps members informed about emerging digital trends, cybersecurity tips, and other national initiatives.

The ‘DfL: Digital Club’ initiative serves as a means to reach out to hard-to-reach groups, such as younger seniors, encouraging them to volunteer in the community. Through regular gatherings, new friendships were forged. IT interest groups were also formed, promoting interactions and peer learning among members. By creating a conducive environment for seniors to learn and share digital knowledge, the ‘DfL: Digital Club’ not only equips its members with essential skills but also fosters a sense of camaraderie.



Both the ‘Girls4Tech’ Workshop and ‘DfL: Digital Club’ are examples of how initiatives led by individuals and collaborative partnerships can positively impact various groups in society, preparing us to face a digital future with confidence and paving the way for a more inclusive and tech-savvy nation.

CELEBRATING DIVERSITY, EMBRACING TOMORROW

The **Chingay Parade** has a rich history in Singapore, showcasing our diverse culture and community spirit. As one of PA's signature programmes, it brings together local and foreign performers and invites everyone to participate in community art projects to celebrate Singapore's multicultural heritage.

The 2023 edition made a dazzling comeback with a full street parade experience on 3 and 4 February at the F1 Pit Building, following two years of digital and hybrid presentations due to the pandemic restrictions. As Singapore readied itself towards a renewed sense of normalcy, a truly fitting theme of "Embrace Tomorrow" encouraged audiences and participants to cherish the present and look forward to the future with hope and confidence.

Chingay 2023 was a massive hit, with more than 20,000 people braving heavy rain across two days to enjoy the parade and its performances. Furthermore, the live webcast and TV telecast garnered a total of 2.8 million views. A new 'Chingay Taster Experience' was also introduced to webcast viewers so they could register for exclusive behind-the-scenes Chingay experiences and PA courses during the show.

The outcome made the efforts of the parade's participants and volunteers all worthwhile. Regardless of their backgrounds, they had come together to put on a spectacular show. Chingay 2023 brought together over 3,000 on-site performers from 150 different organisations which included arts and cultural groups, and schools. There were also six overseas groups who travelled specially to Singapore to participate in the parade.

In addition, Chingay's Community Engagement Programmes continued to engage members of the public through a variety of online and offline activities. For example, the creation of the mini parade floats involved more than 3,000 residents and 17 community artists across Singapore. Aside from the main parade, these mini floats were showcased at six of Chingay's heartland celebrations held between February and March 2023, attracting more than 160,000 residents.

Other activities for Chingay included the co-creation of two Mega Arts Installations—the Rabbits ART-Venture and Container Art, as well as talent competitions like "We've Got Talent!" and "D:2 Dance Competition".



CREATING LARGER-THAN-LIFE ART TOGETHER

Rabbits ART-Venture and Container Art were two new initiatives that were introduced in Chingay 2023 to engage youths and students.

Over 2,000 students from eight institutions transformed the F1 Pit Building garage space into a whimsical "Rabbits Wonderland". The space came to life as cardboard rabbits, each uniquely designed and crafted by the students, adorned the area to portray the theme of "Future Singapore". The students also had the opportunity to share their creativity and inspiration with visitors on the parade days.

Container Art, an idea conceived by Chingay 2023 Art Director, Sam Lo, featured 28 units of containers in various sizes, spray-painted and designed by nearly 500 youths and others in the community. Under the guidance of Sam and eight other professional artists, the participants conveyed their interpretations of "Future Singapore" and "Embrace Tomorrow" through their artwork. The decorated containers were stacked to a height of 18 m, creating an impressive backdrop and the largest ever community art installation at the Chingay Parade.



Camille (second from right) with her family band "The Lesslars" at Chingay 2023

A STAGE FOR EVERYONE TO SHINE

Characterised by its lively and diverse cultural performances, the Chingay Parade is open to everyone regardless of age, race, and background. To involve more residents in the annual parade, "We've Got Talent!" and "D:2 Dance Competition" were held to encourage residents to share their talents online. More than 1,000 submissions were received over two and a half months, with all participants performing in the Parade.

The Chingay Parade continuously strives to be a platform for Singapore residents to share their talents and passions with local and international audiences. In 2023, more than one-third of the total performers were young talents who presented their own unique passions in singing, dancing, music, and urban sports.

Among the vibrant line-up of young performers was 15-year-old Camille Lesslar. With a strong passion for the stage, Camille sings alongside her parents and younger brother in their family band, "The Lesslars". The band was uncovered through the "We've Got Talent! 2023" talent search. They were eventually awarded the "Chingay Community Star 2023" and continued to impress with their energetic performance during the "live" Parade.

Camille reflects on achieving a significant milestone in the journey with "The Lesslars" while sharing her aspirations as a young Singaporean.



“

My family and I were absolutely thrilled when we received the news that we would be performing together at the parade as the 'Chingay Community Star 2023'. It has always been special performing with my family and having this opportunity to do so on a grand stage made it even more cherished.

The theme of Chingay 2023 'Embrace Tomorrow' symbolises the idea of welcoming the future and accepting the challenges that come with it. To me, it especially represents the growth of younger generations like mine, and how we would proudly step out of the box to express ourselves and share our talents with society. I believe this spirit was embodied in the performances put up at Chingay 2023. It was beautiful to see performers of different ages, cultures, and races celebrating and having fun together.

One of my biggest aspirations is to write and produce songs that would touch others in the community and help them feel seen and understood. I am thankful for my family's guidance and support, and I hope 'The Lesslars' can continue to share our love for music and the arts with everyone. My wish is for the community to continue to embrace the talents and efforts that each one of us has contributed to Singapore.

”

Camille Lesslar,
15-year-old Chingay 2023 Performer

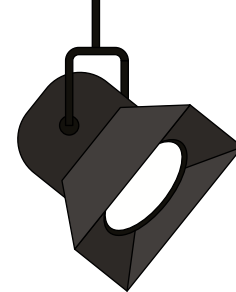
HEARTLAND
CELEBRATIONS
ATTRACTED MORE THAN
160,000
RESIDENTS

MORE THAN
7,000
PARTICIPANTS INCLUDING
3,400
RESIDENTS CO-CREATING
17 MINI FLOATS

OVER
3,000
ON-SITE PERFORMERS

2.8
MILLION
VIEWS ON LIVE WEBCAST
AND TV TELECAST

MORE THAN
51,000
STUDENT-PARTICIPANTS IN
THE NATIONAL EDUCATION
ASSEMBLY PROGRAMME



CORPORATE GOVERNANCE

AUDIT & RISK COMMITTEE

Victor Lye Thiam Fatt, BBM
Chairman
Since 1 January 2019

K. Thanaletchimi, PBM
Member
Since 21 June 2017

Poh Leong Berg
Member
Stepped down on 27 June 2023

Nassar Bin Mohamad Zain
Member
Since 15 July 2023

Chong Kok Hwee, Desmond
Member
Since 15 July 2023

The Audit and Risk Committee (ARC) shall assist the People's Association (PA) Board of Management in fulfilling its responsibilities for the:

- 1. Integrity of the PA's financial statements;
- 2. PA's compliance with legal and regulatory requirements;
- 3. Auditor's qualifications and independence;
- 4. Performance of the PA's external and internal auditors;
- 5. Overview of risk management;
- 6. Fostering of risk awareness culture throughout PA.



FY 2022 PA CONSOLIDATED FINANCIAL HIGHLIGHTS

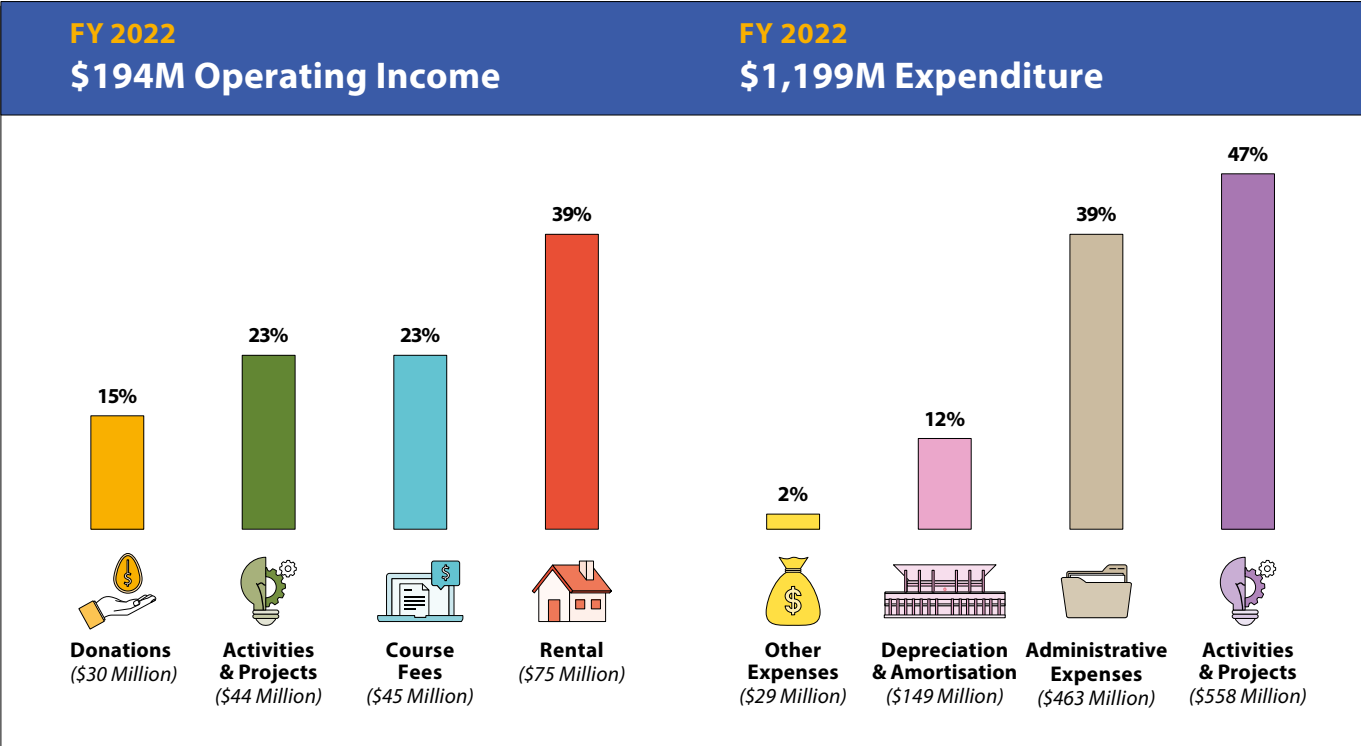
Consolidated Statement of Comprehensive Income

During the year, the People's Association (the "Association") recorded expenditure of \$1,199 million, which was mainly funded by grants received from the Government of \$1,033 million and operating income of \$194 million.

	FY 2022 \$'m	FY 2021 \$'m
Operating income	194	140
Other miscellaneous gains - net	22	7
Less: Expenditure	(1,199)	(832)
Deficit from operations	(983)	(685)
Grants from the Government	1,033	709
Amortisation of deferred capital grants	19	20
Total comprehensive income for the year	69	44

Consolidated Statement of Financial Position

	FY 2022 \$'m	FY 2021 \$'m
Capital	1,874	1,734
Accumulated surplus	1,219	1,150
Total equity	3,093	2,884
Non-current assets	1,433	1,441
Current assets	2,631	2,239
Current liabilities	(754)	(565)
Non-current liabilities	(217)	(231)
Net assets of the Association	3,093	2,884



Financial Year (FY) 2022 refers to the period from 1 April 2022 to 31 March 2023.

PEOPLE'S ASSOCIATION

BOARD OF MANAGEMENT

AS AT 1 SEPTEMBER 2023



Lee Hsien Loong
Chairman
Prime Minister



Edwin Tong
Deputy Chairman
Minister for Culture,
Community and Youth
Second Minister for Law



Lim Hock Yu
Secretary-Treasurer
(15 June 2020 to 31 December 2022)
Chief Executive Director,
People's Association



Jimmy Toh
Secretary-Treasurer
(From 1 January 2023)
Chief Executive Director,
People's Association



Dr Janil Puthucheary
Member
Senior Minister of State,
Ministry of Communications and
Information & Ministry of Health



Zaqy Mohamad
Member
Senior Minister of State,
Ministry of Defence &
Ministry of Manpower



Low Yen Ling
Member
Minister of State,
Ministry of Culture, Community and
Youth & Ministry of Trade and Industry,
Mayor of South West District



Sitoh Yih Pin
Member
Adviser,
Potong Pasir
Grassroots Organisations



Nadia Ahmad Samdin
Member
Adviser,
Ang Mo Kio GRC
Grassroots Organisations



Victor Lye Thiam Fatt, BBM
Member
Adviser,
Aljunied GRC
Grassroots Organisations



K. Thanaletchimi, PBM
Member
President,
Healthcare Services Employees' Union



Benjamin Jeyaraj William, PBM
Member
(Stepped down on 27 June 2023)
Secretary General / Chief Executive Officer
Singapore Red Cross Society



**Benett Maximillian Theseira,
JP, PBM**
Member
Trustee,
The Eurasian Association, Singapore



Rahayu Mohamad
Member
(Stepped down on 9 June 2023)
Immediate Past President,
Persatuan Pemuda Islam Singapura



Poh Leong Berg
Member
(Stepped down on 27 June 2023)
Immediate Past Brigade President,
The Boys' Brigade in Singapore



Nassar Bin Mohamad Zain
Member
(From 27 June 2023)
President,
Malay Youth Literary Association (4PM)



Chong Kok Hwee, Desmond
Member
(From 27 June 2023)
Chief Commissioner,
The Singapore Scout Association



Koh-Teh Yi Wen
Member
(From 27 June 2023)
Chief Commissioner,
Girl Guides Singapore



People's Association

9 King George's Avenue,
Singapore 208581

www.pa.gov.sg

