



NATIONAL UNIVERSITY OF SINGAPORE STUDENTS' COMMUNITY SERVICE CLUB

"To develop volunteerism amongst NUS undergraduates in a nurturing environment that fosters community service."

Name of SP: PROJECT C.A.N. XV

Project Time Period: 7th January to 29th July 2018

Project C.A.N. is an annual food drive that is conducted by the NUS Students' Community Service Club, a non-faculty club under the NUS Students' Union. The food drive aims to provide food rations as well as daily necessities to low income beneficiaries to alleviate their financial needs. At the same time, the project aims to raise awareness of the underprivileged in the region and encourage integration within the community.

1 OBJECTIVES

1. To provide direct aid to low income beneficiaries in the form of food rations and daily necessities in order to ease their financial needs.
2. Leveraging on the project's outreach and scale, to raise awareness on the daily challenges faced by the underprivileged in society.
3. Building on the second objective, to promote integration within the community and encourage a communal spirit that supports one another.
4. To provide volunteering opportunities to different volunteers and encourage the spirit of volunteerism.

2 ORGANIZING COMMITTEE

Project Director	Tan Wei Xiang
Assistant Project Directors	Nur Aida Poh Binte Muhammad Aizat Poh Kenneth Peh Yang Beng
Secretary/Treasurer	Valerie Kwa Xin Ying
Logistics Head	Emmanuel Ho Wei Jun
Logistics Assistants	Tan Yi Ming Jason Yeo Xiao Quan Travis Phey Zheng Yuan Eugene Yeo Zhi Wei
Marketing Head	Sabrina Lim Jia Hui
Marketing Assistants	Nuradila Bte Sadimin Ong Teng Sern



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Lan Meng (Lance)
Wong Mei Ni

Volunteer Management Head
Volunteer Management Assistants

Vanessa Tan
Eileen Ho Yu Lin
Chor Han Yi
Ong Jing Wen

Publicity Head
Publicity Assistants

Lee Zhi Jing
Brendan Tan Yan Shen
Tai Shueh Yee
Jacelyn Er

3 PROJECT OVERVIEW

3.1 Programmes/Events

Event	Date	Time	Venue
Beneficiary Recce	7 th – 14 th January 2018	Entire Day	Ang Mo Kio, MacPherson
Meeting with MacPherson CC 1	15 th January 2018	3pm	MacPherson CC
OC Recruitment Interview	22 nd January – 4 th February 2018	Entire Day	YIH Discussion Rooms/CSC Clubroom
OC Meeting 1	6 th February 2018	6pm	CSC Clubroom
Logs Collect Recce 1	3 rd March	Entire Day	Eunos, Paya Lebar, MacPherson
OC Meeting 2	13 th March 2018	7pm	YIH Conference Room
Hands-on Publicity Session	28 th March 2018	Entire Day	CSC Clubroom



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NUS Publicity Drive	19 th and 20 th March 2018	10am	CLB Walkway, U-Town, BIZ, Engineering, Science Faculties
Logs Collect Recce 2	25 th March	Entire day	Eunos, Paya Lebar, MacPherson
OC Meeting 3	3 rd April 2018	7pm	CSC Clubroom
Logs Collect Recce 3	7 th April 2018	Entire day	Bedok, Ubi
SAJC Volunteer Recruitment Drive	15 th May 2018	7:30am	Saint Andrews' Junior College
Meeting with MacPherson CC 2	18 th May 2018	2pm	MacPherson CC
OC Meeting 4	20 th May 2018	12pm	YIH Conference Room
OC Collect Recce	27 th May 2018	Entire day	Eunos, Paya Lebar, Ubi, MacPherson, Bedok
Beneficiary Visit	1 st -3 rd June	Entire day	MacPherson
Greendale Tin-Can Design Workshop	6 th June 2018	8am	Greendale Secondary School
OC Meeting 5	16 th June 2018	7pm	CSC Clubroom
C.A.N. Fundraise	22 nd and 24 th June 2018	9am	Toa Payoh and Bugis
C.A.N. Collect Publicity Drive	30 th June – 1 st July 2018	9am	Eunos, Paya Lebar, Ubi, MacPherson, Bedok
OC Meeting 6	5 th July 2018	7pm	CSC Clubroom
C.A.N. Collect	7 th – 8 th July 2018	8:30am	Eunos, Paya Lebar,



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			Ubi, MacPherson, Bedok
OC Meeting 7	11 th July 2018	7pm	CSC Clubroom
C.A.N. Challenge	14 th – 15 th July 2018	9am	FairPrice @ NEX and Toa Payoh Hub
C.A.N. Sort	21 st July	9am	MacPherson CC
OC Meeting 8	24 th July	7:30pm	CSC Clubroom
C.A.N. Distribute	28 th – 29 th July	9am	MacPherson
OC Meeting 9 (Review Meeting)	TBC	7pm	CSC Clubroom

3.2 Partner Organizations

Partner Organization	Address	Website
MacPherson Community Club	400 Paya Lebar Way, Singapore 379131	https://www.onepa.sg/cc/macpherson-cc
Gowell Logistics	192 Pandan Loop, #07-03, Singapore 128381	www.gowell-logistics.com/
NTUC FairPrice	23 Serangoon Central, #03-42 NEX, 556083 and 500 Lorong 6 Toa Payoh, #B1-32/#01-33, HDB Hub, 310500	https://www.fairprice.com.sg/



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3.3 Volunteer Statistics

Date & Time	Phase	Targeted Volunteer Count	Actual Volunteer Count	Attrition Rate
22 nd – 24 th June 2018 (10am - 3pm)	Fundraise	7	7	0%
30 th June – 1 st July 2018 (9am – 6pm)	Publicity Drive	48	30 (24 NUS, 6 NON)	37.5%
7 th – 8 th July 2018 (9am – 6pm)	Collect	186	131 (90 NUS, 41 NON)	29.5%
14 th – 15 th July 2018 (9am – 5pm)	Challenge	86	60 (44 NUS, 16 NON)	30.2%
21 st July 2018 (9am – 8pm)	Sort	•	•	•
28 th – 29 th July 2018 (9am – 6pm)	Distribute	262	212 (120 NUS, 92 NON)	19 %
Total		589	440	25.3%



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3.4 Beneficiary Count

Beneficiary Households	260
Individual Beneficiaries	655

3.5 Collaborations

Collaborators	Address	Website
Greendale Secondary School	51 Edgedale Plains, Singapore 828866	greendalesec.moe.edu.sg/
Nanyang Polytechnic	180 Ang Mo Kio Avenue 8, 569830	https://www.nyp.edu.sg/
Saint Andrews' Junior College	5 Sorby Adams Dr, Singapore 357691	standrewsjc.moe.edu.sg/
Institute of Technical Education	2 Ang Mo Kio Dr, Singapore 567720	https://www.ite.edu.sg/

3.6 Sponsors and list of sponsor items

Product Sponsorship

No	Company	Items	Remarks
1	GetSherious	900 vouchers	Volunteer Pack
2	Escape Hunt	900 vouchers	Volunteer Pack



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3	Boncafe	900 packs of Ceylon Tea	Beneficiary Food Pack
4	Security Association Singapore (SAS)	Food packs	Beneficiary Food Pack
5	Institute of Mental Health (IMH)	900 CHAT pens	Volunteer Pack
6	ReedExpo	680 tote bags	For Volunteers and Beneficiaries
7	BBQ Wholesale	900 vouchers	Volunteer Pack
8	Radical Auto Pte Ltd	2 Manual Vans	For Project Use To Transport Food
9	Popular Rent-A-Car Pte Ltd	1 Auto Van	For Project Use To Transport Food
10	Julie's Biscuits	960 packs of biscuits	Volunteer Pack
11	Royal Banner	Printing	For Volunteer Management/Marketing/Publicity Purposes
12	Speak Good English Movement (National Heritage Board)	800 pencils	Volunteer Pack
13	Concept Gifts	Cardboard	For Project Use to Pack Food
14	National Youth Centre (NYC)	400 tote bags	For Volunteers and Beneficiaries



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Cash Sponsorship/Grants

	Sponsors	Items	Remarks
1	NUS Student Union (NUSSU)	\$1,200	Grant
2	NUS Students' Community Service Club (NUSCSC)	\$1,500	Grant
3	Youth Changemakers Grant (YCM)	\$3,000	Grant (Spent \$2,480.77)
4	Community Engagement Fund (CEF)	\$3,400	Grant (Spent \$2,265.51)
5	AZ Digital Pte Ltd	\$800 (subjected to 7% GST)	Sponsorship
6	LSW Consulting Engineers Pte Ltd	\$2,000	Donation

Financial Statement

Title	Amount
Total Amount Allocated by CSC	\$1,500
Total Grant Obtained	\$11,100
Total Sponsorship	\$800 (subjected to 7% GST)
Total Donation	\$2,000
Total Expenditure	\$8,950.15
Surplus	\$2,149.85



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4 PROJECT DEVELOPMENT

4.1 School Collaborations

Like previous renditions of Project C.A.N., the project engaged students from secondary school/polytechnics and junior colleges. We contacted schools that are in near proximity with our beneficiaries, aligning with our project's objective which is to promote community integration. In addition to that, this year we furthered the collaboration by coming up with programs in which students can partake in and contribute their ideas to the project. This new initiative aimed to encourage students to be more involved in volunteering and at the same time be more aware of the low-income residents in MacPherson.

We collaborated with Greendale Secondary School's Art Club, and conducted a workshop in which they designed our Fundraise tin cans. They later attended the project's Fundraise phase and afterwards, requested to volunteer for Distribute phase as well. Greendale Secondary School also indicated interest in sending art club students to continue volunteering in MacPherson CC post-project.

We also attempted to collaborate with Saint Andrews' Junior College, and set up a volunteer recruitment booth at their school. Unfortunately, we did not receive a favourable response from the students, and had to terminate the collaboration.

4.2 Beneficiary Activity

One of the issues the project directors foresaw before the project was the lack of interaction between the beneficiaries and volunteers during Distribute. Therefore, we came up with the idea of making DIY frames using ice cream sticks with the beneficiaries to encourage volunteers and beneficiaries to interact more, using the activity as a common ground between them. We also rented polaroid cameras so that the beneficiaries will have a small token to remember our project by. We received positive feedback from the volunteers on the activity in extending the visit period and entertaining the beneficiaries.

4.3 Publicity to raise awareness and encourage volunteerism to NUS population and volunteers

Initially, we planned to create a publicity video containing information about our beneficiaries and a 'call-to-action' to the viewers to start volunteering. Unfortunately, after further deliberation, we found that the video method would not be successful in garnering more volunteers. Instead, our publicity team took advantage of our social media platforms to create weekly posts educating the public about the beneficiaries in MacPherson, and what the region itself has to offer.

5 SUGGESTIONS FOR FUTURE DEVELOPMENT



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5.1 Larger Beneficiary Pool

This year, we only contributed to 260 beneficiary households, or 655 beneficiaries. Although that is already a significant amount of beneficiaries, given that we had received large amounts of food during the Collect phase, we could have expanded the beneficiary list and contributed to more families. Future project directors could think of ways to be more flexible, and find more beneficiaries during the phases if the amount of food collected exceeds expectations, so as to prevent wastage and ensure that the food donated could be used to its best extent.

5.2 Deeper collaboration with Schools and MacPherson CC

Although Greendale Art Club has indicated interest in continuing volunteering with MacPherson CC, we feel that we could have done more to be the bridge between the schools and NUS students who volunteered with Project C.A.N. and MacPherson CC. We did request a write-up from MacPherson CC on their ongoing volunteering activities to be disseminated to our project's volunteers, but their response was too late for us to do so. Future project directors could perhaps find different partner organizations such as NGOs or VWOs to work with and introduce the volunteers to other forms of volunteering, and raising awareness on various types of beneficiaries that might need help.

5.3 Sustainability

An aspect we could have put more emphasis on was creating a sustainable impact on the benefits reaped by the beneficiaries. Given that C.A.N. is a one-off, annual special project, we should have endeavored to ensure that our contributions would not be restricted to material items such as food and household items. Future projects could think of ways or activities that can empower the beneficiaries, such as teaching them skills that can be useful in their daily lives, or perhaps educating the beneficiaries on government subsidies, or schemes that the beneficiaries could apply for, or encourage them to engage in the community club's activities, etc.

Reported by:

Tan Wei Xiang (Mr.), Nur Aida Poh (Ms.), Kenneth Peh (Mr.)

Project Directors

Project C.A.N. XV

NUS Students' Community Service Club