



# **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. XVI**

Project Time Period: 7<sup>th</sup> February to 28<sup>th</sup> July 2019

Project C.A.N. XVI is primarily an annual food drive under the NUS Students' Community Service Club. "C.A.N." is actually an acronym of Collection in Aid of the Needy, and as the name implies, the project aims to provide dry food rations as well as daily necessities to the underprivileged in Singapore. This year, in its 16th iteration, the project aims to reach out to the needy living in one or two room rental flats in the Teck Ghee region. Our theme for this year's iteration is "beneficiary empowerment", where we hoped that the activities and events conducted during our iteration will help to empower the residents of Teck Ghee be it in personal skills or social interaction.

## **1 OBJECTIVES**

1. To provide food provisions as well as various daily essentials to the beneficiaries, so as to ease their financial expenses
2. Leveraging on the project's outreach and scale, to raise awareness of the underprivileged residing in the region
3. To empower the underprivileged through our events and activities
4. To provide volunteering opportunities and promote the spirit of volunteerism within NUS students

## **2 ORGANIZING COMMITTEE**

Project Director

Sia Boon Ki

Assistant Project Director

Gwenice Gwee Rou Hui

Assistant Project Director

Travis Phey Zheng Yuan

Secretary/Treasurer

Loh Wen Wei

Logistics Head

Ang Yinn Leong

Logistics Assistants

Hsu Fang Kai Wilfred

Siau Wei Hong



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Yan Wei Cheng  
Zhang Xin

Marketing Head  
Marketing Assistants

Pooja Ramesh  
Han Enqi  
Lim Jia Yin, Sarah  
Lim Shy Haur Alvin  
Ong Yu Chi

Publicity Head  
Publicity Assistants

Ng Yu Xuan  
Jewel Ting Ying Jia  
Sarah Foo Phey Shin  
Tan Li Xuan Geralyn  
Tay Wee Shing Kervin

Volunteer Management Head  
Volunteer Management Assistants

Liew Shi Ping  
Chua Yan Jie Atricia  
Sheethal Sridhar Shanbhogue  
Valerie Chua Jing Yi (Cai Jingyi)

## **3 PROJECT OVERVIEW**

### **3.1 Programmes/Events**

<b>Event</b>	<b>Date</b>	<b>Time</b>	<b>Venue</b>
C.A.N. PD Inauguration	7th February	4pm - 6pm	YIH Student Lounge
OC Meeting 1	11th March	7pm - 10pm	YIH Conference Room
OC Meeting 2	25th March	7pm - 10pm	CSC Clubroom
Campus Drive	1st and 4th April	10am-5.30pm	NUS
OC Meeting 3	16th May	7pm - 10pm	YIH Conference Room



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OC Beneficiary Visits	20th-23rd May	7pm - 10pm	AMK-Teck Ghee
OC Meeting 4	11th June	7pm - 10pm	CSC Clubroom
C.A.N. Pubs Drive	22nd-23rd June	Full day	AMK-Teck Ghee
OC Meeting 5	3rd July	7pm - 10pm	CSC Clubroom
C.A.N. Collect	6th-7th July	Full day	AMK-Teck Ghee
C.A.N. Challenge	13th-14th July	Full day	Fairprice@NEX and AMK Hub
OC Meeting 6	18th July	7pm - 10pm	YIH Conference Room
C.A.N. Sort	20th July	Full day	Teck Ghee CC
C.A.N. Empower	21st July	Full day	Teck Ghee CC
C.A.N. Distribute	27th-28th July	Full day	AMK-Teck Ghee

### 3.2 Partner Organizations

Partner Organization	Address	Contact Details
NTUC Fairprice Co-operative Ltd	1 Joo Koon Circle #13-01 FairPrice Hub Singapore 629117	Mr Luke Cheng Executive (Corporate Communications)  corpcomms@fairprice.com.sg
Teck Ghee Community Club	861 Ang Mo Kio Ave 10, Singapore 569734	Ms Eleana Ong Manager - Youth  Eleana_ONG@pa.gov.sg



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Teck Ghee CC YEC	861 Ang Mo Kio Ave 10, Singapore 569734	hello@teckgheecyec.org
Teck Ghee Zone A RC	404 Ang Mo Kio Ave 10, Singapore 560404	64567124
Teck Ghee Zone E RC	418 Ang Mo Kio Ave 10, Singapore 560418	6453 9614

### **3.3 Volunteer Statistics**

<b>Date &amp; Time</b>	<b>Phase</b>	<b>Targeted Volunteer Count</b>	<b>Actual Volunteer Count</b>	<b>Attrition Rate (%)</b>
22 <sup>nd</sup> – 23 <sup>rd</sup> June 2019 (9am – 6pm)	Publicity Drive	28	22 (15 NUS, 7 Non-NUS)	21.4
6 <sup>th</sup> - 7 <sup>th</sup> July 2019 (9am – 6pm)	Collect	104	95 (86 NUS, 9 Non-NUS)	8.7
13 <sup>th</sup> – 14 <sup>th</sup> July 2019 (9am – 6pm)	Challenge	39	35 (27 NUS, 8 Non-NUS)	10.3



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21 <sup>st</sup> July 2019 (9am – 1pm)	Empower	52	44 (40 NUS, 4 Non-NUS)	15.4
27 <sup>th</sup> – 28 <sup>th</sup> July 2019 (9am – 6pm)	Distribute	271	254 (95 NUS, 159 Non-NUS)	6.3
<b>Total</b>		494	450	6.3

### 3.4 Beneficiary Count

<b>Beneficiary Households</b>	401
<b>Individual Beneficiaries</b>	910 (787 adults + 123 children)

### 3.5 School Collaborations

<b>Collaborators</b>	<b>Address</b>	<b>Contact Details</b>
ITE College Central	2 Ang Mo Kio Dr, Singapore 567720	Joan Pang, Student Development Officer <a href="mailto:Pang_Kim_Yin@ite.edu.sg">Pang_Kim_Yin@ite.edu.sg</a>
Ngee Ann Polytechnic	535 Clementi Rd, Singapore 599489	FoodAid Club <a href="mailto:np.foodaid@gmail.com">np.foodaid@gmail.com</a>
Singapore Polytechnic	500 Dover Rd, Singapore 139651	Welfare Services Club <a href="mailto:spwsc@cca.sg">spwsc@cca.sg</a>



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### **3.6 Sponsors and list of sponsor items**

#### **Product Sponsorship**

<b>No.</b>	<b>Company</b>	<b>Item</b>	<b>Remarks</b>
1	Boncafé International Pte Ltd	800 Boxes of Bontea Pure Ceylon Tea & Vouchers (25 Sachets Per Box)	Volunteer and C.A.N. Empower Beneficiary Goodie Bags
2	Community Health Assessment Team	800 CHAT Mini Guides and 800 Pens	Volunteer Goodie Bags
3	Teaser Apparel Pte. Ltd.	743 T-Shirts	Partial Sponsorship
4	Royal Banner & Trading	Printing of Posters and Flyers	Partial Sponsorship
5	Telltale Photo Booth	1 Photo Booth	Partial Sponsorship
6	Schneider Electric South East Asia (HQ) Pte Ltd	800 Folders	Volunteer Goodie Bags
7	BBQ Wholesale Centre Pte Ltd and Party Wholesale Centre Pte Ltd	700 Vouchers	Volunteer Goodie Bags
8	Popular Rent A Car Pte Ltd	2 Vans	Transportation of Sponsorship Items, Cardboard and Donated Items
9	Julie's Manufacturing Sdn Bhd	1300 Biscuits	Volunteer Goodie Bags
10	Reed Exhibitions A division of RELX (Singapore) Pte Ltd	1000 Tote Bags	Volunteer Goodie Bags
11	Speak Good English Movement	200 Pens	C.A.N. Empower



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			Beneficiary Goodie Bags
12	S. J. Low Bros & Co Pte Ltd	1200 Boxed Raisins	Volunteer and C.A.N. Empower Beneficiary Goodie Bags
13	Food Panda Singapore	1200 Vouchers	Volunteer Goodie Bags
14	Singapore Turf Club	180 Umbrellas	C.A.N. Empower Beneficiary Goodie Bags
15	www.Qoolmart.com	800 Vouchers	Volunteer Goodie Bags
16	Wildlife Reserves Singapore Pte Ltd	400 Singapore Zoo and 400 River Safari Vouchers	Volunteer Goodie Bags

### Cash Sponsorship/ Grants

No.	Organization	Amount Awarded	Remarks
1	NUS Students' Community Service Club (NUS CSC)	\$1500	CSC Budget
2	NUS Community Engagement Fund (CEF)	\$6000	Grant (Spent \$2629.37)
3	NUS Students' Union	\$1000	Deficit Funding (Not Spent)
4	Youth Changemakers Grant (YCM)	\$3000	Grant (Spent \$2972)
5	PAYM Loves Red Grant	\$4000	Grant (Spent \$1593.45)



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6	Sapore Italiano	\$200	Donation
7	Schneider Electric	\$2000	Sponsorship For volunteer meals only
8	AMP Singapore	\$327.10	Sponsorship (\$350 Before Tax Deduction)

#### **4 PROJECT DEVELOPMENT**

##### **4.1 School Collaborations**

Similar to past iterations of Project C.A.N., the project engaged students from secondary schools, polytechnics and junior colleges. The proposals were emailed to numerous schools and tertiary organizations located near the targeted beneficiaries as it is an area that the schools and organizations are likely to be familiar with, and upon Teck Ghee CC's advice that having organisations based in Teck Ghee itself to support Teck Ghee' underprivileged would yield more meaning. Most of the contacts were liaised with either through our own Volunteer Management cell or through Teck Ghee CC YEC.

Out of all the schools we contacted, only ITE College Central, Ngee Ann Polytechnic and Singapore Polytechnic got back to us with regards to dispatch of volunteers to our project. A likely reason for the less than optimal feedback with regards to school collaborations is likely due to clashes with our outreach to the schools and their holiday period, which makes it difficult for the school management itself to gauge its students' interest for our project. Hence, future iterations of Project C.A.N. should start contacting schools earlier.

##### **4.2 Introduction of New Phase**

In most of the previous iterations, one of the common concerns raised by volunteers was the lack of opportunity for interaction with the beneficiaries of Teck Ghee CC. While the volunteers for the distribution phase do have the opportunity to interact with the beneficiaries, the volunteers of the other phases do not have such an opportunity. Even so, some volunteers in the distribute phase also found the volunteer-beneficiary interaction to be somewhat lacking. Therefore, we





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initiated the conception of a new phase, C.A.N. Empower, a half-day carnival which aims to improve and offer more avenues for volunteer-beneficiary interaction. During this phase, some volunteers were tasked as station masters while the rest were tagged to beneficiaries to assist them with the various activities. The key purpose of C.A.N. Empower though was ultimately the aim to imbue our beneficiaries with useful and relevant skills. While the key purpose of the event was met with a moderate level of success, the point on volunteer-beneficiary interaction was well addressed and improved way beyond the previous years.

## **5 SUGGESTIONS FOR FUTURE DEVELOPMENT**

### **5.1 Volunteer Allocation**

Future iterations of Project C.A.N. should consider imposing a cap on the number of volunteers for each phase. One consistent feedback given on both days of C.A.N. Distribute was that the session ended much earlier than expected, ending around 2pm instead of the stated timing of 6pm. This was due to a trade-off between allowing more volunteers to participate in the distribution phase and the number of units each group of volunteers are assigned to visit. Although we assigned groups of approximately 6 volunteers an average of 8 households, which was an increase from the previous iteration, there was an issue of unresponsive households who did not answer the door or did not want the volunteers to enter their houses. This significantly reduced the time volunteers spent interacting with beneficiaries, causing them to feel disappointed.

As such, there should be a limit on the number of volunteers allocated to each phase. For phases with overwhelming signups, it is best to contact some volunteers and ask if it is possible for them to join other phases instead, such as Publicity Drive which severely lacked volunteers.

Future iterations of Project C.A.N. should also try to think of ways to increase the volunteer signups for phases such as Publicity Drive. Singapore Polytechnic's Welfare Services Club mentioned that they would have been willing to come down for Publicity Drive if they were contacted one month prior to the event.



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### **5.2 Utilisation of Collected Food Items**

Due to residents and shoppers' generosity, Project C.A.N. usually collects more food items than required during our Collect and Challenge phases. As a result, there are always leftover food items at the end of the project. These refer to (1) excess food items stated in our list, (2) other items (including "luxury items" like chicken essence and (3) food items that are expiring within 3 months of our distribution phase. In the past two iterations, all excess items were donated to the Community Centres which Project C.A.N. has worked with (Kreta Ayer CC and Macpherson CC).

This year, Project C.A.N. utilised the donated luxury items by distributing them as lucky draw prizes for C.A.N. Empower. We feel that this is a good use of resources as the luxury items kindly donated by residents could still be fairly donated to the intended beneficiaries. While we initially raised the idea of packing extra food packs to be distributed to other 1 room flats in the region, Teck Ghee CC felt that this was not feasible as they would not have enough manpower to distribute these food packs after our project. Therefore, the rest of the excess items were donated to The Food Bank Singapore and The Salvation Army to be redistributed to other needy people in Singapore. One advantage of donating items to The Salvation Army is that they are able to directly collect the items from us. This greatly reduces the manpower required of delivering all these items to them.

Nevertheless, future iterations of Project C.A.N. can think of others ways to better utilise the collected food items which cannot be included in food packs.

### **5.3 Relevance of Project**

One main problem food donation drives in Singapore face is that they may end up merely adding on to the beneficiaries' existing stockpile of food items. While Project C.A.N. has maintained its relevance by seeking the preferences of the beneficiaries based on which individualised food packs are packed, it has been observed that the low-income households in Singapore, particularly those under the purview of Community Centres, usually receive some form of long-term support and food aid from other charity organisations.

Future iterations can consider how to improve the relevance of the project through introducing new phases or changing the target beneficiary group. This year, we initiated C.A.N. Empower to expand the project beyond merely being a food distribution drive, and to also provide an



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additional platform for volunteers to further engage with the beneficiaries. Our carnival activities were planned after discussing the feasibility of ideas with Teck Ghee CC and YEC as they knew what activities are well received by their residents. Another possible way is changing the target beneficiary group. It would be interesting, and perhaps more relevant, to explore if alternative marginalised disadvantaged groups could be an acceptable and feasible target group of beneficiaries for future iterations of Project C.A.N.

Reported by:

Sia Boon Ki (Ms.), Gwenice Gwee Rou Hui (Ms.), Travis Phey Zheng Yuan (Mr.)

Project Directors

Project C.A.N. XVI

NUS Students' Community Service Club