



NATIONAL UNIVERSITY OF SINGAPORE STUDENTS' COMMUNITY SERVICE CLUB

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

Signature Love Project XIV [20th December 2017 to 12th May 2018]

Signature Love Project (SLP) is an annual fund-raising project under NUS Students' Community Service Club. This project aims to raise funds and awareness for an adopted beneficiary.

1. OBJECTIVES

- a. Raise funds for MIJ Special Education Hub
- b. To raise awareness among the public about the challenges faced by people with intellectual disability and reduce stigmas and negative stereotypes
- c. Expose beneficiaries and volunteers to each other to increase social interactions

2. ORGANIZING COMMITTEE

Project Director	Tan Nabilah Ismail
Vice Project Director	Guan Xiang Ting Estee
Vice Project Director	Jacqueline Charmaine Budianto
Secretary/Treasurer	Lee Jun Kai
Programmes Head	Nabilah Bte Mohamad Rozaini
Programmes Assistant	Ng Hong Kai
Programmes Assistant	Desmond Khoo
Magistics Head	Tan Wan Lin
Magistics Assistant	Lim Yan Zhi
Magistics Assistant	Anan Shao
Publicity Head	Sabrina Jan Ong Wei Ting
Publicity Assistant	Gum Jia Wen, Carmen
Publicity Assistant	Claire Cheong
Publicity Assistant	Seraphina Goh
Volunteer Management Head	Mei Qi Goh
Volunteer Management Assistant	Tan Ai Wen
Volunteer Management Assistant	Gan Li En

3. PROJECT OVERVIEW

- a. Programmes/Events

Name	Date	Venue
Beneficiary Visits	Visit 1: 10th Feb (Sat)	MIJ Education Hub



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	Visit 2: 26th Feb (Mon)	MIJ Education Hub
	Visit 3: 24th March (Sat)	Botanic Gardens
	Visit 4: 7th April (Sat)	Stadium
Internal Drive	12th - 14th March	NUS (Biz/Arts/Engine/Science/Utown)
External Drive	30th March & 1st April	Junction 8, Northpoint, Heartland Mall
Finale Beneficiary Outing	Visit 5: 12th May (Sat)	Sentosa

b. Beneficiary Supported

Beneficiary	Number
<i>MIJ Special Education Hub</i>	<i>25 students</i>

c. Volunteer Statistics

i. Breakdown of volunteer count for each event

Event	Number of volunteers
Visit 2	23
Internal Drives	12
Visit 3	19
External Drives	12
Visit 4	34
Finale (Only OC were needed)	0
Total	100

ii. Volunteer count analysis

Total number of sign ups	134
Actual Volunteer count	100
Attrition rate	34 (25.73%)

The attrition rate across the project was 25.73%. This number is on the high side as majority of our volunteers signed up with their friends. When one of their friend backed out, the rest of them followed too, resulting in the high attrition rate. Moreover, for Visit 3, it had rained, resulting in many pulling out due to the wet weather.



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Internal Volunteer Count (NUS)	93
External Volunteer Count (Non-NUS)	7
Number of Unique Volunteers	90

d. Collaborations

i. NUS CAC Angklung

Established in 2007, NUS Angklung Ensemble has reached a greater height as a part of NUS Cultural Activity Club (CAC). Its uniqueness has attracted both local and international students from all over NUS.

This year, SLPXIV invite members from the NUS CAC Angklung ensemble with its conductor, Jonathan to conduct angklung lessons to the MIJ students. The Organizing Committee (OC) worked closely with members from NUS CAC Angklung ensemble members to plan specific activities to ensure that the programs were suitable and enjoyable for MIJ students.

e. Sponsors and list of sponsor items

	Organisation/Donor	Amount/Items
1	Ayam Brand Singapore	200 cans of Sardines in Extra Virgin Olive Oil
2	Twelve Cupcakes	200 pcs of 1 for 1 vouchers
3	Pilot Pen (S) Pte Ltd	200 pens – black, blue, red
4	CURTEX PTE LTD	1 protection carpet
5	PUB	150 bottles
6	Kovan Heartland Mall	External Drive Venue
7	Junction 8 Shopping Centre	External Drive Venue
8	Northpoint City	External Drive Venue
9	Butterfly Park & Insect Kingdom Sentosa	Outing Venue

f. Financial Statement

Total Amount Allocated	\$900.00
Total Sponsorship/Donation	\$0.00
Total Expenditure	\$882.95
Surplus/ (Deficit)	\$17.05



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g. Amount raised

Internal Drive	Amount raised
Day 1	\$789.90
Day 2	\$765.35
Day 3	\$847.10
External Drive	
Day 1	\$3142.25
Day 2	\$2899.05
Total	\$8443.65

4. PROJECT DEVELOPMENT

a. Games & Simulations at Fund Raising Booths

Games and simulations aimed at raising awareness about intellectual disability were introduced at the fundraising booths as a means to increase engagement with donors. This had allowed us to turn passive donors into active participants of our campaign, resulting in increased awareness about intellectual disability, beyond the short pitch that we make to passers-by soliciting donations.

b. External Outings

Traditionally, SLP has always brought volunteers onto the beneficiary's home ground. This year, we brought them out instead to increase their exposure to the public, as well as conduct meaningful activities outside of their normal environment. With the help of over 60 volunteers, we were able to bring these intellectually disabled youths to Botanic Gardens, National Stadium and Sentosa for a day of fun and stimulating activities that would not have been possible within the four walls of their classrooms. Not only did the beneficiaries had fun, we also received overwhelming positive responses from our volunteers.

c. Enhanced Content

Beyond the traditional signature item to raise awareness and the new games, SLPXIV had also used posters of the beneficiaries during the external fundraising drives as a means to draw attention, as well as communicate a story about the beneficiaries to appeal to passers-by emotionally. This had also allowed donors



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to better understand the challenges that these students go through and empathize with them.

d. Collaborating with Social Enterprise

Instead of working with a charity or non-profit, SLPXIV had adopted a social enterprise instead. Although it is for-profit organisation, meaning that students do pay tuition fees, 50% of their students were from low-income families that were given sponsorships to attend. As such, the school was barely making end meet and was surviving mainly through donations. The school required \$60,000 monthly in order to run, therefore even with school fees, it is not enough, especially if they were to provide life-skills courses that would add much-needed value to the holistic development of intellectual disabled youths. More could thus be done to financially support such organisations that are contributing towards a good cause, rather than VWOs that are often supported by the government with healthy financial reserves.

5. SUGGESTIONS FOR FUTURE DEVELOPMENT

a. More Effective Induction

It would have been best for the induction to not only include each cell's duties and responsibilities, but also the expectations for inter-departmental collaborations so that everyone sets off on the right foot with an awareness that the scope of their duties may not only be limited within their own cell's functions. Moreover, it is essential that at least one member from the past OC be present for each cell to conduct a handover, as there are little to no recorded standard operating procedures that could be followed. Instead, most information was collected and stored by people and not in documents, which make information sharing very difficult, especially in a project that changes members every year. More documentation would thus be suggested for the efficient and effective execution of future projects.

b. Weekly Goal Setting

SLPXIV had started a weekly goal setting initiative, however the need for it was only realized late into the project. As such, we were not able to see the full effectiveness of a weekly goal setting, but it did increase cross-departmental engagements, as well as gave everyone a clear direction to work towards. Moreover, it had also given everyone in the committee a view of the big picture,



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allowing them to recognize each and every member's efforts in contributing towards the overall goal. Future projects could thus explore this as a means of integrating everyone into the project, rather than allowing each cell to work in silo.

Reported by:

Tan Nabilah Ismail (Ms), Guan Xiang Ting Estee (Ms) & Jacqueline Charmaine Budianto (Ms)
Project Directors

Signature Love Project XIV

NUS Students' Community Service Club

A Constituent Club of NUS Students' Union