

bringing  to every  
**SINGLE SOUL**

Engage. Enrich. Empower.





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Bringing Learning to Every Shining Star  
Bringing Laughter to Every Single Senior  
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# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL

## MESSAGE FROM CHAIRPERSON

There's so much about Singapore worth celebrating! I was at the NDP preview this year and I was so proud to see how Singapore has progressed over the years. When I look at Singapore now and compare it to the past, I must say we have gained a lot of achievements. At the same time, it seems like we might have also lost some things along the way...

In the past, individuals are aware of the presence of others staying in their 'kampong'. When something happens to someone within their kampong, the whole kampong would know of it and they would work together, united, to help the person. Comparatively, many people are unfamiliar with most people in their community today. How many people actually interact with their neighbours and are aware of the joys and struggles of the neighbours staying the next door to them?

The challenges that Singapore is likely to face in the future are going to be increasingly complex. There is simply no way anyone or the helping profession can handle this alone. But, can you imagine how Singapore would look like when every individual lends a helping hand to their community? No one can do everything, but everyone can definitely do something for their community!

BLESS was first conceived as a personal initiative. Seeing the needs in the community, I want to do something. But, there is only so much I can do. I spoke to a friend and both of us agreed that instead of giving up, we should start getting people in the community involved. What we really wanted to do is to be the catalyst of change in our community. We want to get people in the community to contribute their expertise, their skills, their time or anything that they have, to bless the community around them.

**Francesca Phoebe Wah**  
*Chairperson*



The work of BLESS grew and expanded over the months. I am happy to see students from various faculties coming together to join us in this cause. Honestly, I have never imagined ourselves going so far, and neither have I imagined BLESS registering ourselves as an organisation.

Today, as our name suggests, BLESS hopes to bring love to every single soul. It is our desire to be a blessing to our community. Similarly, it is my hope that every individual in Singapore today would choose, choose to make the decision to be a blessing to the people around them. Every individual brings along with him unique strengths and skills and is a gift to the community.

I encourage you to take time out to pause and think about how you can be a blessing to the people around you. Don't belittle your contribution to your community! You'll be amazed by what your contributions can do when everyone combines our seemingly little efforts together!

First do the necessary, next do the possible, and soon, we'll be finding ourselves doing the impossible!

Bless and be blessed! (:



## A LITTLE BIT ABOUT US

**Bringing Love to Every Single Soul (BLESS)** is a community-focused non-profit organisation, managed by NUS students and alumni.

### WHAT WE BELIEVE?

We strongly believe in the power of community. We believe that every community is its own strongest resource.

### WHAT DO WE DO?

Our focus is on developing and strengthening the capacity of communities and giving residents opportunities to participate and engage in community efforts. We draw on the strengths of the community to support and enrich the lives of the less privileged individuals and families. Through the process, we hope to empower individuals, both the giver and the recipient.



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## milestone

We wanted to tap on the expertise of companies to bless the community. Hence, we went on to Baking with Love for Every Sweet Soul.

We saw the need to inculcate the right mindset of appreciating and contributing to their communities from young. Hence, we went on to Bringing Love to Every Single Stranger.

We wanted to use a similar concept to reach out to the older adults. Hence, we started Bringing Laughter to Every Single Senior.

Next, we wanted to extend the contributions of community beyond finances. Hence, we embarked on Bringing Learning to Every Shining Star.

BLESS was first conceived as a personal initiative to bless 120 less privileged children in a community for Children's Day 2013.

Seeing the power of community, we started with Bringing Love to Every Small Soul.



# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL



A community that gives,

A Singapore that lives.



To create sustainable changes  
in pockets of communities

## ENGAGE

### ENGAGE COMMUNITIES

- To identify community needs
- To participate in their community

## ENRICH

### ENRICH LIVES

- By drawing on community strengths
- By coordinating and directing community resources

## EMPOWER

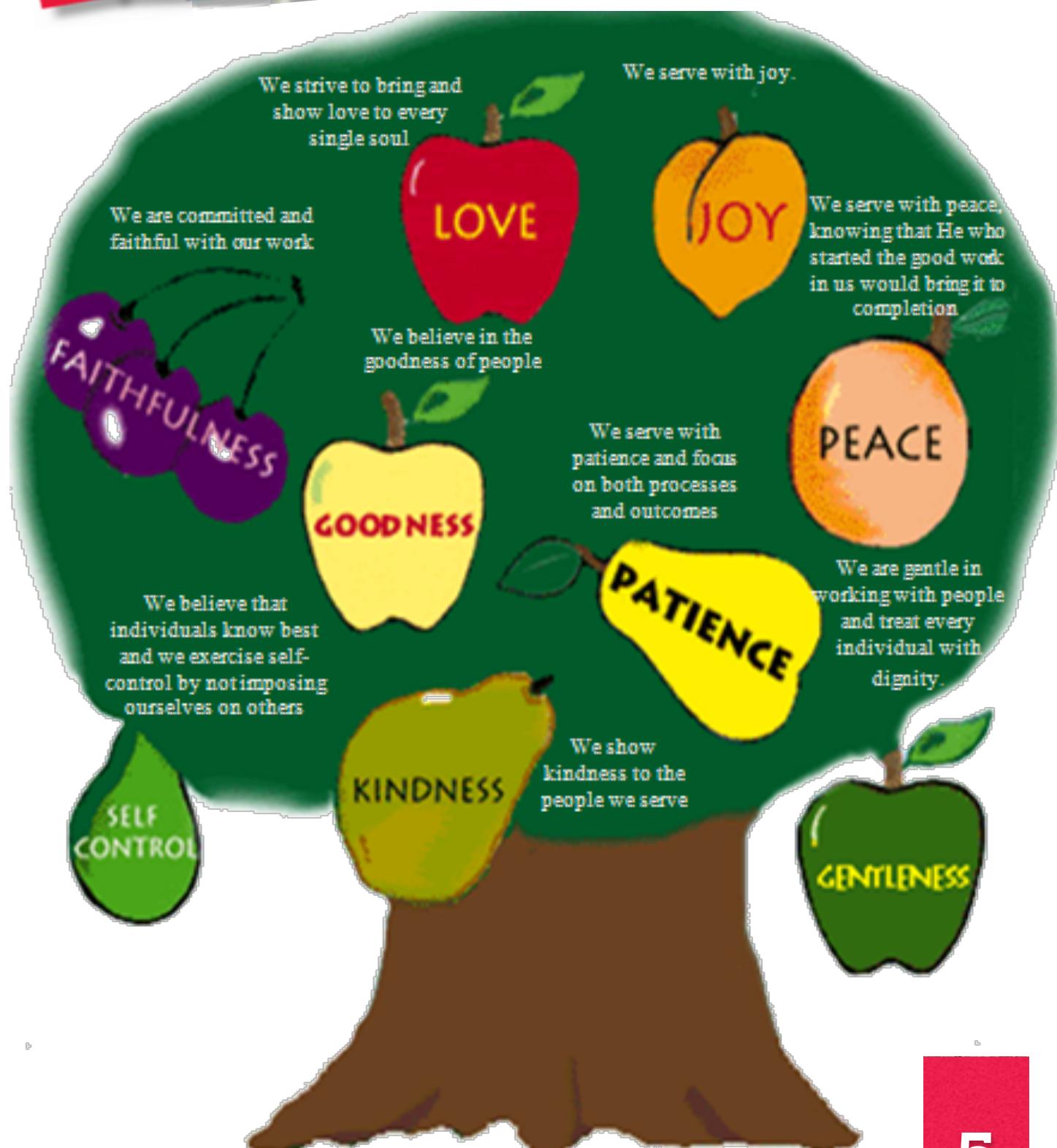
### EMPOWER INDIVIDUALS

- Through facilitating and promoting volunteerism across all ages
- Through building and developing individual assets in communities

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BRINGING LOVE TO EVERY SINGLE SOUL

## VALUES



## Guiding Principles

MOTIVATED by COMPASSION,  
DRIVEN by PASSION,  
ANCHORED in HOPE.



## Service Pledge



We, the management team of BLESS, pledge that:

We will value our community and commit our time to serve.

We will be committed to our mission to engage community, enrich lives and empower individuals.

We will uphold our values of love, joy, peace, patience, kindness and goodness, faithfulness and gentleness, and self-control in our service.



BLESS adopts the overarching approach of “**a community for community**” in its work by tapping on the available resources in the community and playing the role of mobilising and directing the community resources to existing social service agencies and the less privileged.

Why do we adopt this approach? Sviridoff & Ryan purported that families are better helped when individual agency services and communities work together. Provision of family services, to some degree, necessitates workers to be involved with the community, to improve effectiveness of service delivery and also to ensure that the services provided are useful and relevant. While family services are provided by several social service agencies in Singapore, BLESS aims to play a supportive role to these agencies – organising communities.



With community as the target of intervention, social capital is built through creating and restoring community connections, increasing the sustainability of the helping profession. Community intervention also leads to increased awareness of the resources and needs in the community. Community-based approach allows individuals to develop social networks within their community, increasing the availability of informal and immediate assistance to one another during emergency.

## THEORETICAL ORIENTATION

*"The resources are in the community.  
All we need is to mobilise and  
coordinate them effectively."*

~Anonymous

We believe in the power of community and adopt the overarching approach of a community for community.



*"Never doubt that a small group of thoughtful, committed, citizens can change the world.  
Indeed, it is the only thing that ever has."*

~ Margaret Mead

We focus on using the strengths of each community to **enrich** the lives of the less privileged.

*"Systems influence on another in a constant and non-reciprocal manner."*  
~Lehmann & Coady

We increase **engagement** between systems in the community to facilitate the building of a caring and cohesive environment.

*"The needs and preferences of each age group vary and differ"*  
~ John Santrock

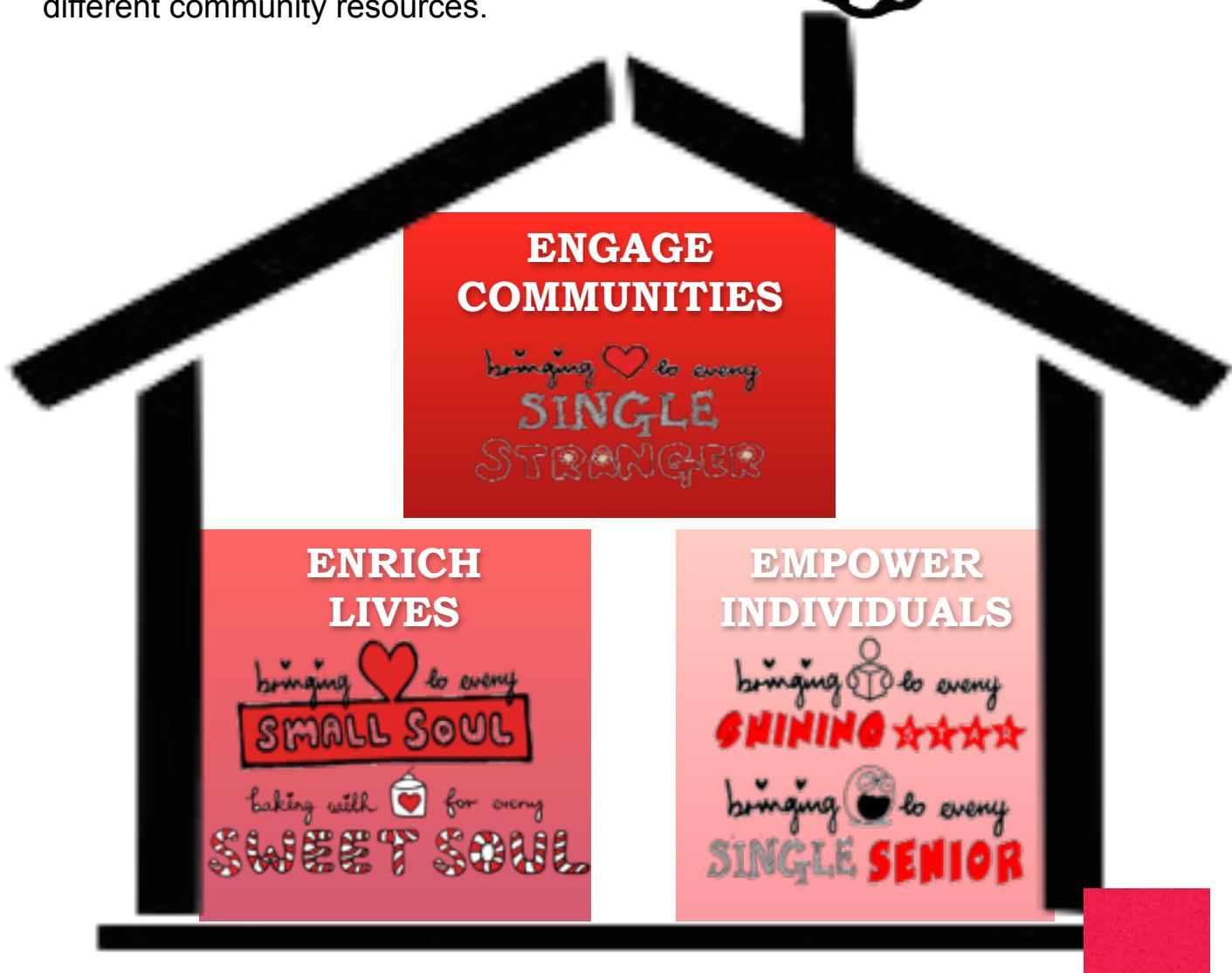
We innovate different services to **empower** individuals at different life stages.

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## Programmes

Currently, BLESS is running 5 programmes. All of BLESS programmes share the same vision and mission, but each programme has different emphasis and each executes the mission through different strategies by mobilising different community resources.



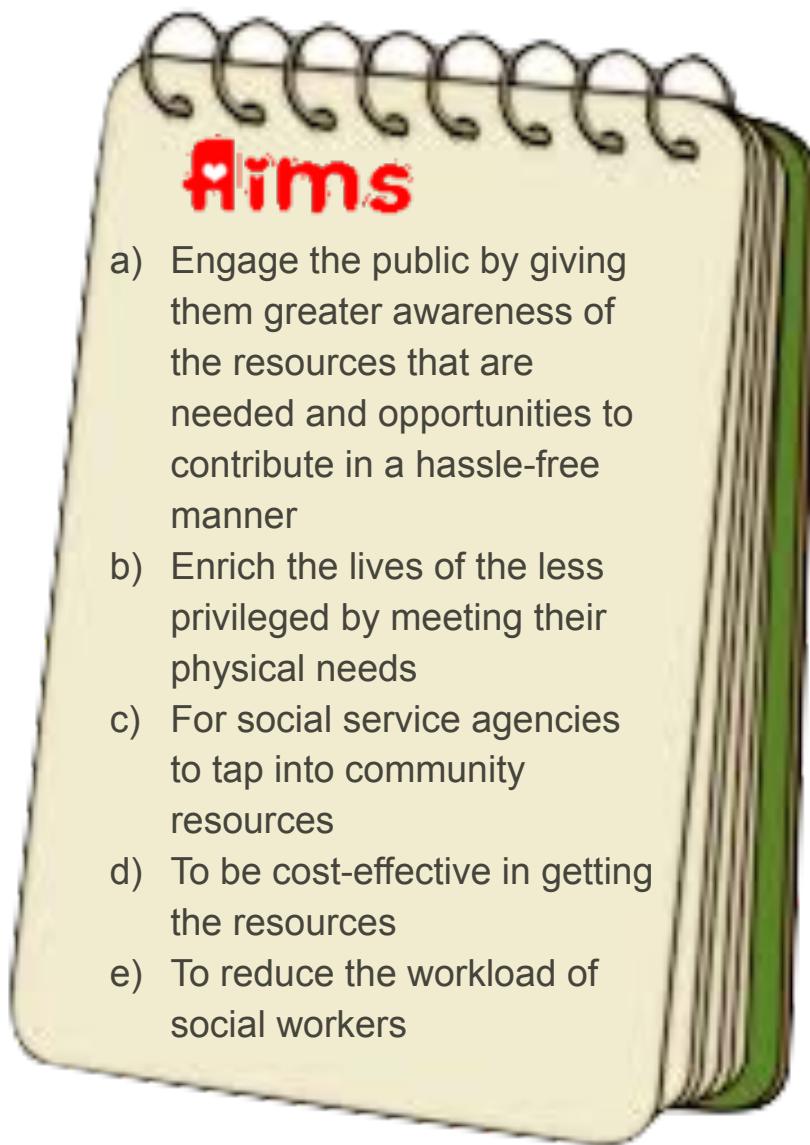
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Recent concerns for the lack of financial resources and manpower in the social service sector suggest that more creative methods should be used to source for the resources required by existing agencies.

Adopting the philosophy of community work that there are resources in the community, it is important to develop newer methods of harnessing these community resources. With the increased usage of social media in today's society, social media is a possible avenue to reach out to the community.

- 
- a) Engage the public by giving them greater awareness of the resources that are needed and opportunities to contribute in a hassle-free manner
  - b) Enrich the lives of the less privileged by meeting their physical needs
  - c) For social service agencies to tap into community resources
  - d) To be cost-effective in getting the resources
  - e) To reduce the workload of social workers

# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL

bringing  to every  
**SMALL SOUL**

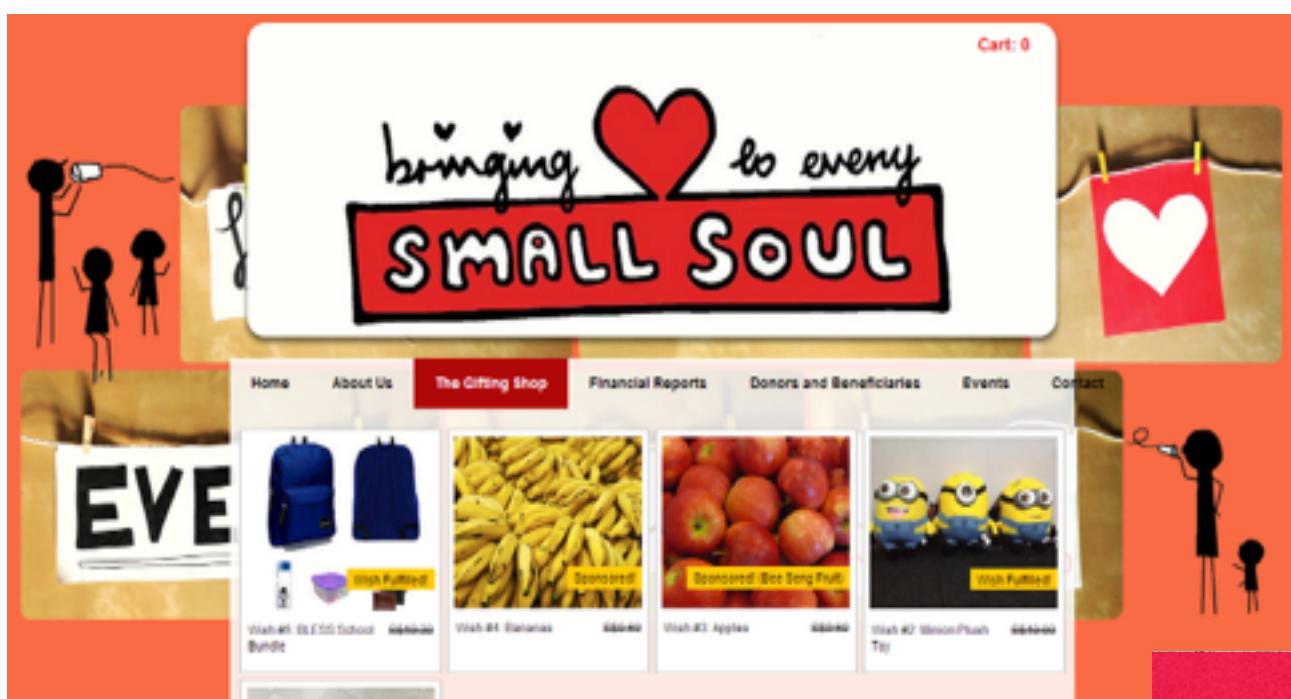
WHAT  
DO WE  
DO?

BLESS partners with the different social service agencies in Singapore. As the social service agencies are serving the less privileged community, they are in a better position to identify the resources which the less privileged community needs.

BLESS collates these needs and attempts to find these requested items by liaising with suppliers. BLESS seeks to obtain the requested items at the lowest possible cost from the suppliers.

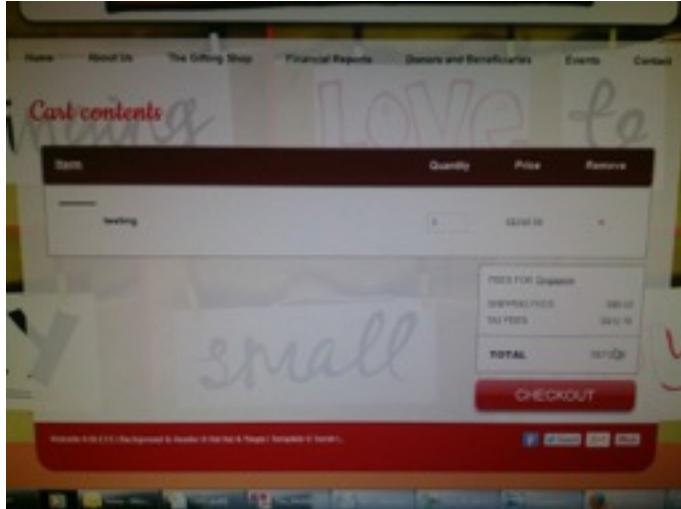
BLESS utilises the online media platform to appeal for donations for these requested items. Adopting the idea of online shopping, the public could view the requested items and the quantity needed at

URL: [www.bringinglovetoeverysmallsoul.com](http://www.bringinglovetoeverysmallsoul.com)



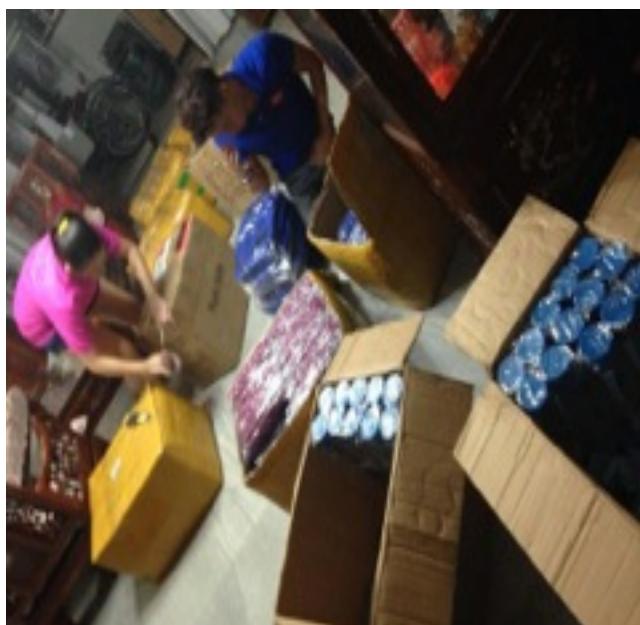
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The public can click to purchase the items and check out their purchases online.

Each wish would be listed on the webpage for 2 months. After getting sufficient funds, BLESS would pay the suppliers and collect the items. BLESS would sort the resources out accordingly for each of the agencies. BLESS would also prepare donor's appreciation cards for the recipients to write on.



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BLESS would then deliver the items to the respective agencies. Social workers would pass the items to the children and get each child to write an appreciation card to the donor.



BLESS would collect the donor's appreciation cards from the agency in a month's time. BLESS would take a picture of the card and email it to the donor.



# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL

Blessed a total of  
884 children

Saved a total of  
\$18,229.80

(from bulk purchases)

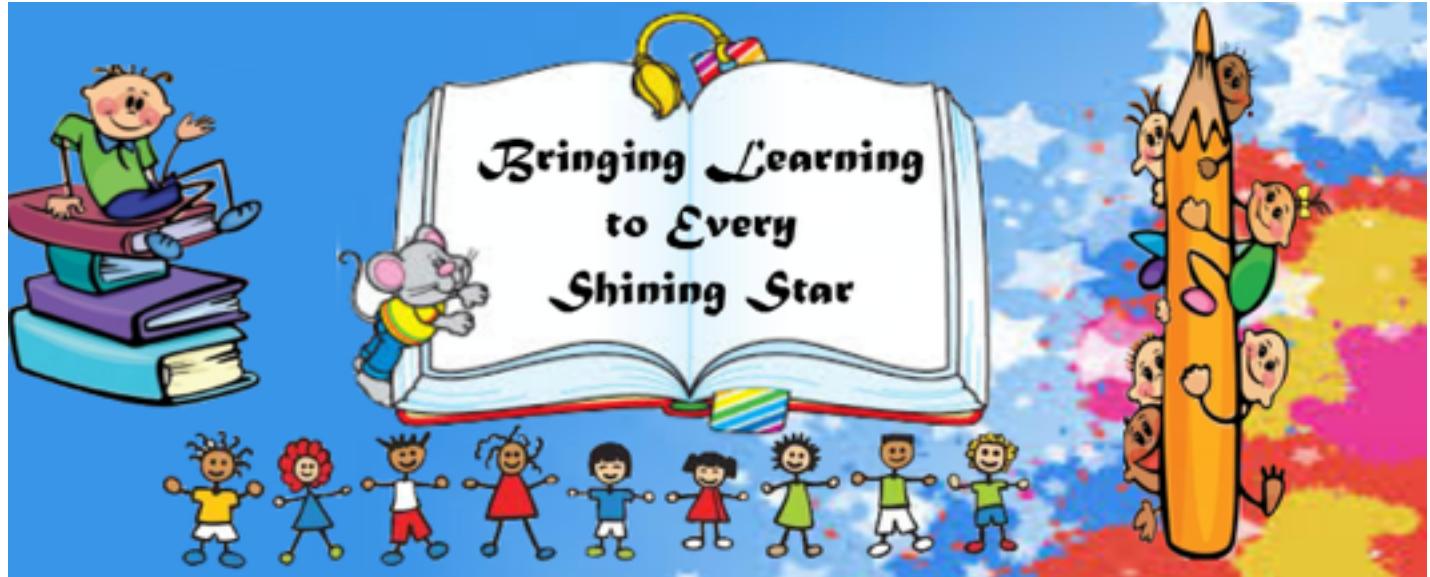
Raised a total of \$11,698.20 from 528 donors



At a glance!

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Family Service Centres are important community-focal point for the residents and are key social service providers for families in need (MSF, 2013). Family Service Centres have organised a wide range of activities to assist the children from lower income families. However, interviews with social workers revealed that some of these services appeared to be under-utilised. One such example would be the KidsRead programme. Families highlighted transport costs as the major barrier and hence parents do not send their children to the agencies for programmes.

- 
- a) Engage community efforts by giving residents opportunities to participate and take greater ownership of community
  - b) Enrich and empower the less privileged through Increasing learning opportunities and improving reading abilities of children
  - c) Develop and build individual assets in the community, empowering residents
  - d) Increase accessibility of social services

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bringing  to every  
**SHINING STAR**

WHAT  
DO WE  
DO?

Through partnering with social service agencies and social service officers in Singapore, BLESS would be able to develop a better understanding of the community profile and be more aware of the regions which require more assistance. Specifically, these regions are populated with lower income families and are situated further away from the agency.

BLESS would conduct needs assessment to have a clearer understanding of the needs in the community. BLESS would also attempt to identify potential volunteers in the community who would be willing to serve in the community on a regular basis.



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Through coordinating and building the individual assets of a community, BLESS delivers reading programme to the children aged 4 to 9 years, in their locality. Children would congregate together at their void deck weekly. Volunteers from within their community would read to them.



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The volunteers would also highlight key words and explain the meaning of the words to the children. It is hoped that these children would rise up to read to the other children in their community in the future.

At a glance!

- Reached out to 154 families staying in rental blocks.
- Conducts weekly reading programme for 20 children
- 7 residents joined BLESS as a volunteer

BLESSED.

18

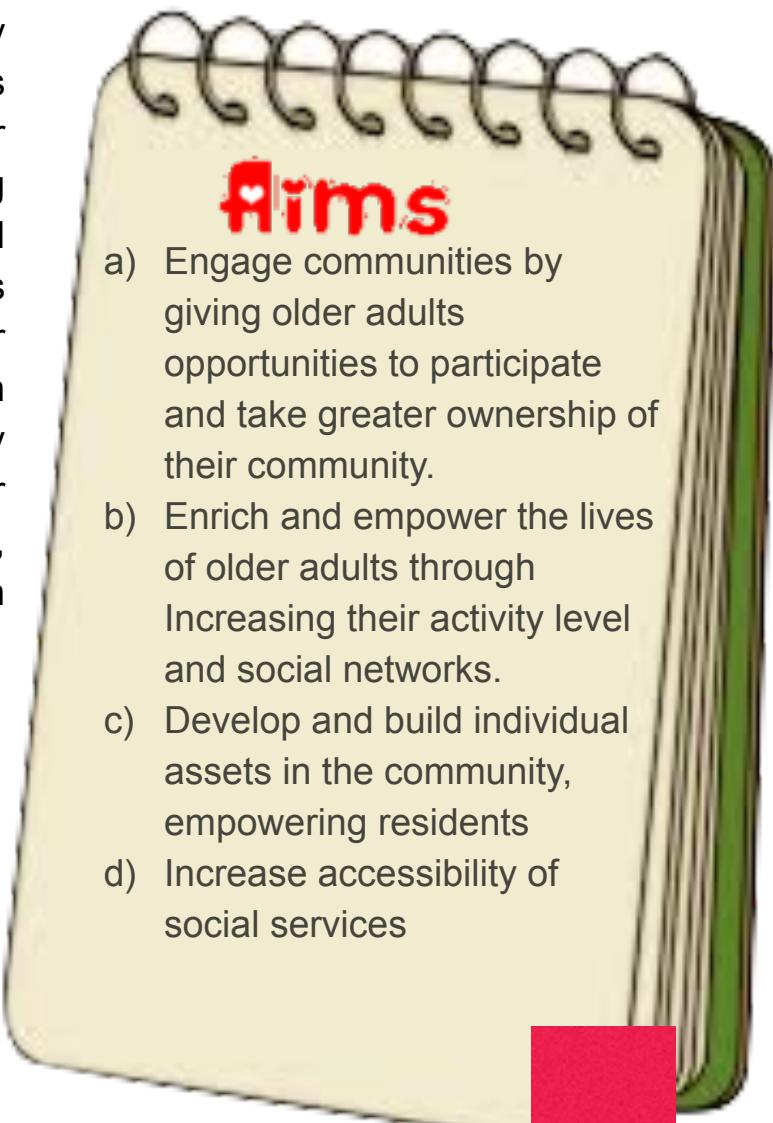
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Involving older adults in the community presents several advantages. Older adults have more time to participate in regular volunteer work and are available during office hours. The age similarities and fluency in multiple languages and dialects enable them to relate better with other older adults in the community. Through participation in the community, primary relationships are formed with other members in the community. Additionally, older adults can be empowered through supporting their peers.

However, older adults are often perceived as service recipients rather than active members contributing to the community. There is a need for greater community involvement and volunteerism, both of which can significantly improve older adults' self-esteem and well-being.



*bringing*  *to every*  
**SINGLE SENIOR**

**WHAT  
DO WE  
DO?**

After graduating from the Life Transformation Course in YAH! Community College, YAH seniors traditionally, would be part of YAH Happy Club, actively serving a particular community on a weekly basis. BLESS strives to shift the role of YAH seniors from volunteers to that of mentors. Instead of planning and conducting regular activities for the residents, YAH seniors would take on mentoring roles to guide the active older adults in taking ownership of the community, through ways such as modelling and teaching outreaching skills.

BLESS would have a group work session with the YAH seniors to get them to see the limitations of their contributions and encourage them to kick-start the community work process.



Through regular engagement with the residents over the years, YAH seniors would develop relevant knowledge of the resources in the community. YAH seniors identify some of the active older adults (those who actively participate in the YAH Happy Club) in that community. The active older adults have expressed higher levels of well-being after sustained periods of attending the weekly activities of YAH Happy Club which were conducted by YAH seniors. More critically, these active older adults represent an adjunct resource for meeting some of the service needs of more vulnerable older adults.

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Together with BLESS, YAH seniors would have a group discussion with the active seniors to challenge the active older adults to step up to be leaders to engage other older adults in their community, especially the isolated and vulnerable.

YAH seniors would guide the active seniors and equip them with the relevant skill sets such as outreach skills, programme planning and execution skills, for other older adults in their locality.



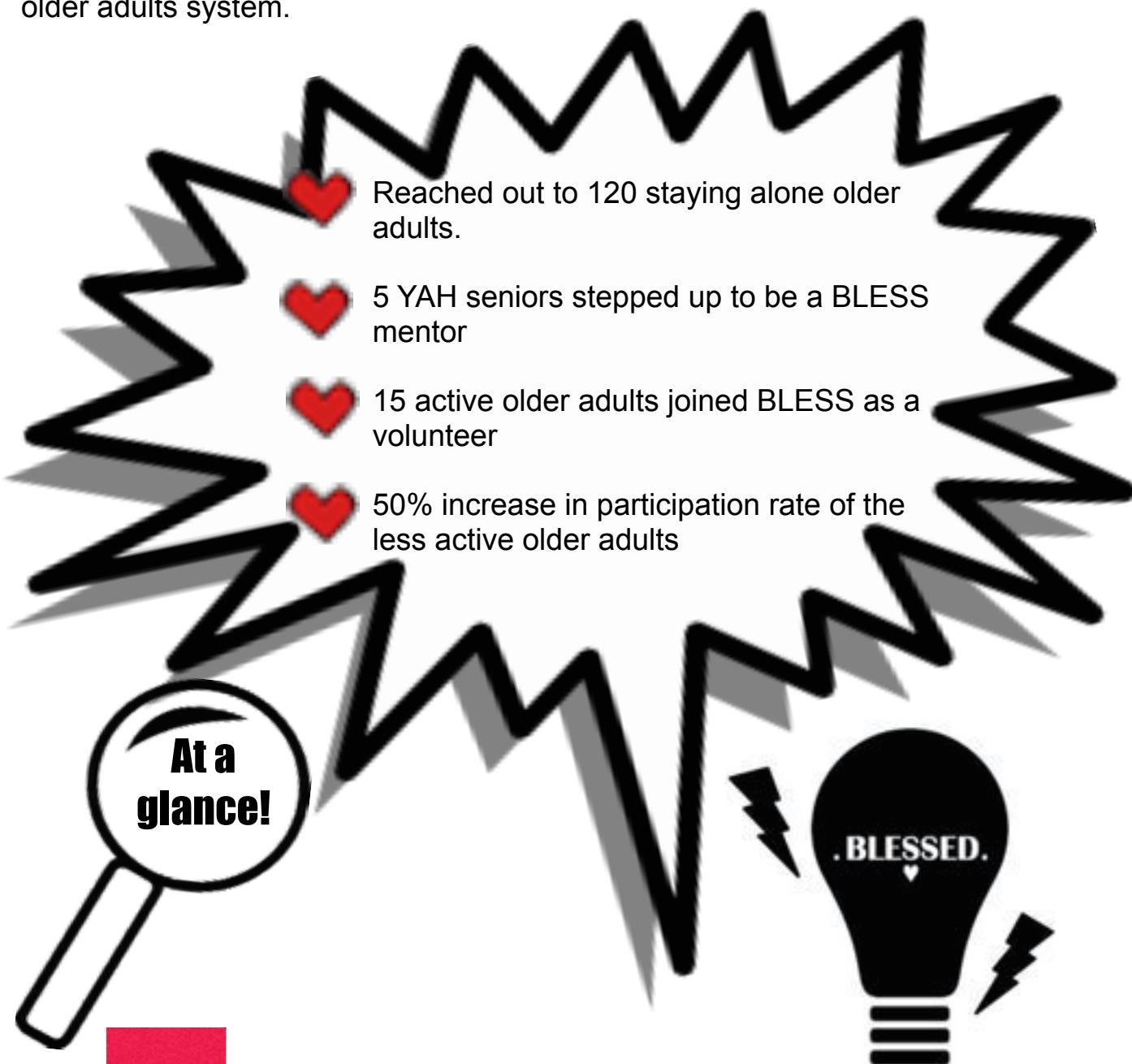
Under the guidance of the YAH seniors, the active seniors would then run programmes for the other older adults staying in their community.

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After ensuring that the active older adults are able to sustain the efforts independently, the YAH seniors can terminate their mentor-mentee relationship and move into another community to provide their volunteering services, kick-starting the process of community work in another pocket of the community.

In summary, BLESS hopes that YAH seniors could influence and effect a change in the active older adults system, which in turn, will effect a change on the less active older adults system.



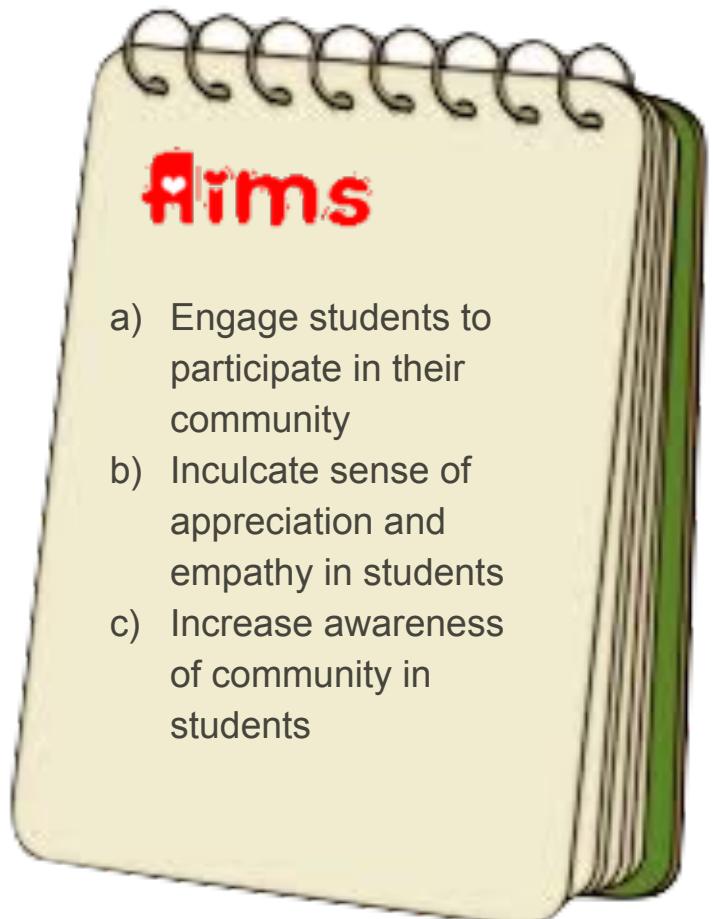
# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL



In order to build the community care network, where individuals would be willing to help individuals in their community, we need to increase interactions amongst one another within community. In the past, individuals were aware of the presence of others staying in their 'kampong'. Comparatively, the younger generation today is unfamiliar with most people in their community.

There is a need to increase interactions amongst individuals within community. More importantly, there is the need to inculcate the right set of attitude and create the sense of appreciation to their community in the mindset of children, who will be the future generations of leaders.



# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL

bringing ❤️ to every  
**SINGLE**  
**STRANGER**

WHAT  
DO WE  
DO?

Through the use of creative means, BLESS hopes to challenge the younger generation to step beyond their comfort zone, to step out and interact with people in their community. Adopting the idea of a *young zoologist card*, students complete a BLESS card by demonstrating random acts of kindness to familiar individuals in their community. Students will be able to collect BLESS badges upon completion.

bringing ❤️ to every  
**SINGLE**  
**STRANGER**



I am the change  
I want to see

NAME \_\_\_\_\_  
CLASS \_\_\_\_\_  
SCHOOL \_\_\_\_\_  
DATE COMPLETED \_\_\_\_\_



A considerate  
thought,  
a smile,  
an  
empathetic  
heart,  
and a pair  
of helping  
hands.

# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL

READY, STEADY, GO!

No	Item	Stars	Page	Teacher Endorsement	Date
1	Clean up after yourself after a meal at the school canteen.	☆	4		
2	Move to the rear of a bus and give up seats to those who need it more (bus/MRT).	☆	5		
3	Pick up litter you see lying around.	☆	6		
4	Make a small donation to a street performer. Find out his/her name and what some challenges he/she faces every day.	☆	7		
5	Talk to the school's security officers and find out their working hours. Try to come to school at the same time as the officers the next day.	☆☆	8		
6	Stand up for someone who is being bullied.	☆	9		
7	Help someone in need. (e.g. help carry groceries, hold the door/lift for someone, return a lost wallet).	☆☆	10*		
8	Talk to a school mate you don't know very well and find out some common problems you two are facing now. Think of a creative way to help each other.	☆☆☆	11		
9	Come up with an interesting, new way to show empathy to those around you. Express this through a poster or a 150 word essay.	☆☆☆	12		
10	Show appreciation to cleaners that help to keep the school clean.	☆☆☆	13*		

Students would also reflect and write their experience down in the booklet.

BLESS hopes to convey to students that doing good should not be a yearly affair where teachers bring them out to visit orphanages or old folks home. Doing good work can be a part of their daily lives.

BLESS has different booklets of varying levels of difficulty. Each booklet is designed for students of a particular level.

In each booklet, the tasks are arranged in increasing level of difficulty. The tasks are designed to help students to be more aware of their community, and challenge them to be a blessing to their community.

10



Show appreciation to cleaners that help to keep the school clean.

Use the space below to draft a note or card to the cleaners. Alternatively, explain another way you can express your thanks.


---------------------------------------------------------------------------------------

# BLESS

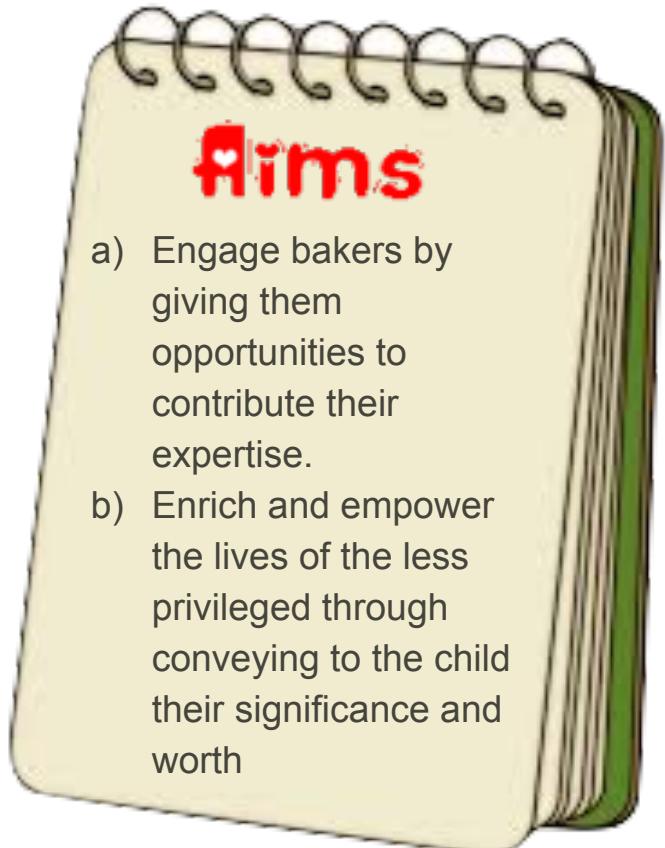
BRINGING LOVE TO EVERY SINGLE SOUL



baking with  for every  
**SWEET SOUL**



Other key resources in the community are the companies. They have a wide range of expertise. There are increasingly more companies wanting to do good and contribute to the community. Beyond giving monetary donations as a form of corporate social responsibility practice, we can tap on the expertise of the company to be a blessing to the community.



- a) Engage bakers by giving them opportunities to contribute their expertise.
- b) Enrich and empower the lives of the less privileged through conveying to the child their significance and worth

baking with ❤️ for every  
**SWEET SOUL**

**WHAT  
DO WE  
DO?**

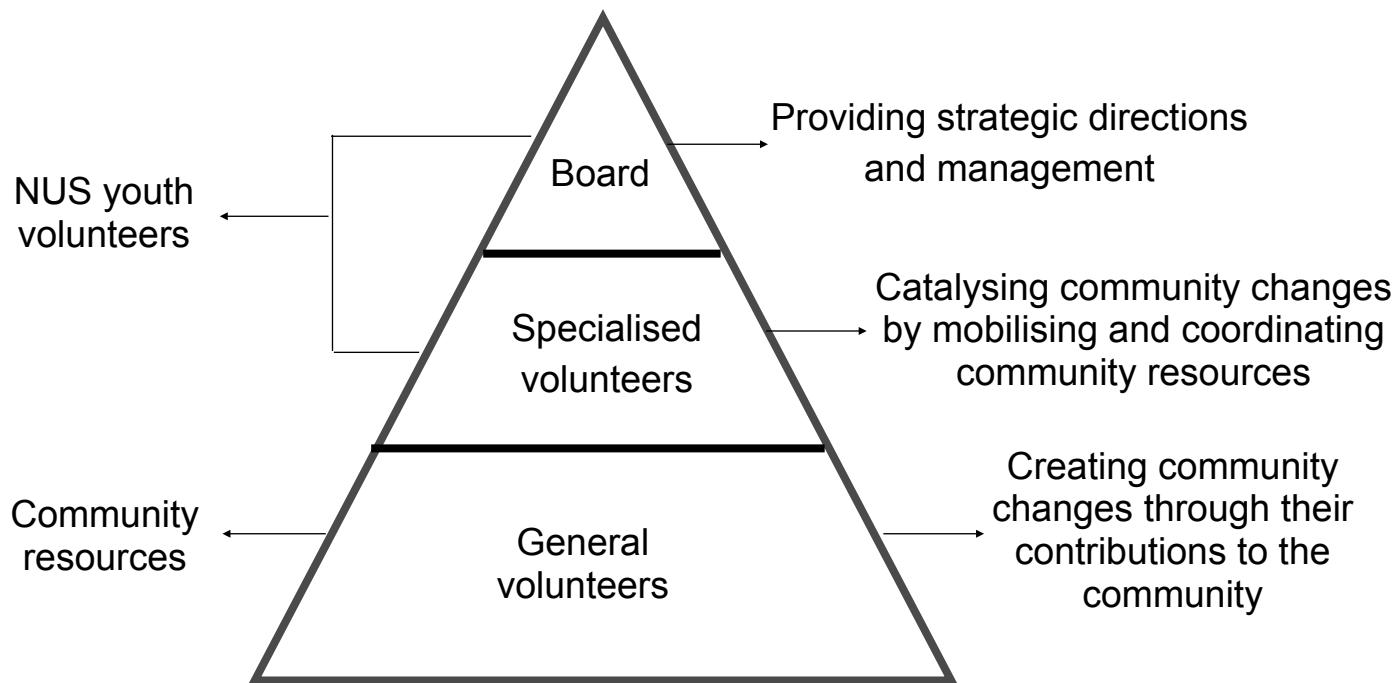
BLESS partners with registered bakeries to bless the less privileged children with a birthday cake on their birthdays. BLESS liaises with bakers who are willing to sell birthday cakes at a lower price.



BLESS collates the birthday dates of less privileged children from the social service agencies and the bakeries would deliver the cakes to the agencies on a monthly basis.

## Our People

Although BLESS is a professional organisation, there are no paid staff. NUS undergraduates and alumni form the Management Team of BLESS. Our organisational structure is as follow:



# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL

## BOARD OF DIRECTORS



Francesca Phoebe Wah Li Ting  
**Chairperson**  
NUS Alumni (2014)  
Psychology, Social Work, English



Lim Sheng Wei, Justin  
**Vice-Chairperson (Operations)**  
NUS Student (Year 3)  
Chemical Engineering



Geena Liaw Jin Yi  
**Vice-Chairperson (Administrations)**  
NUS Student (Year 4)  
Law

## CORE TEAM



Leung Sin Hang  
**Project Management Director**  
NUS Student (Year 3)  
Marketing



Wong Wei Ming Paul  
**Accountant**  
NUS Student (Year 3)  
Accounting, Finance



Cheryl Fang Xuanrui  
**Accountant**  
NUS Student (Year 3)  
Finance



Lim Chin Voon Jesslyn  
**Human Resource Director**  
NUS Student (Year 3)  
Project Management



Vivien Ng Zhi Wei  
**Human Resource Director**  
NUS Student (Year 3)  
Human Resource



Janice Lee Jia Hui  
**Marketing Director**  
NUS Student (Year 3)  
Social Work



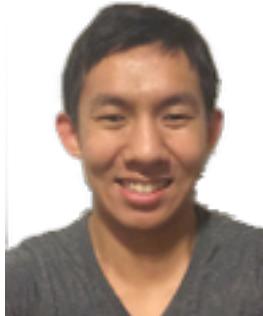
Koh Ai Kim Celine  
**Marketing Director**  
NUS Student (Year 3)  
Marketing



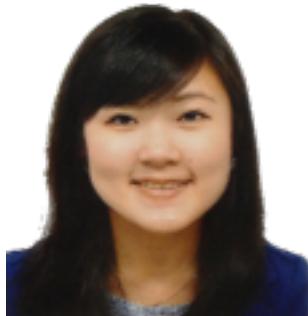
Lee Wei Ling Sarah  
**Designer**  
NUS Alumni (2014)  
Social Work

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BRINGING LOVE TO EVERY SINGLE SOUL



Matthew Hooi Chung - Yew  
**Publicity Director**  
NUS Student (Year 3)  
Marketing



Chen Wan Lin  
**Researcher**  
NUS Alumni (2013)  
Psychology



Patricia Ng Jia Min  
**Researcher**  
NUS Alumni (2013)  
Psychology

## BRINGING LOVE TO EVERY SMALL SOUL



Ko Teck Ee Reyor  
**Director**  
NUS Student (Year 3)  
Medicine



Geraldine Tay Hui Ling  
**Assistant Director**  
NUS Alumni (2014)  
Social Work, Psychology



Law Ke Ting Mavis  
**Secretary**  
NUS Alumni (2014)  
Social Work



Chan Hui Hui  
**Publicity Manager**  
NUS Student (Year 2)  
Economics



Lim Shi Yan  
**Publicity Relations Manager**  
NUS Student (Year 3)  
Social Work



Monica  
**Resource Manager**  
NUS Alumni (2014)  
Finance



Ong Jia Hao  
**Human Resource Manager**  
NUS Student (Year 4)  
Chemical Engineering, Economics

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BRINGING LOVE TO EVERY SINGLE SOUL

## BRINGING LEARNING TO EVERY SHINING STAR



Joanne Ong Yi Ting  
*Executive Director*  
NUS Student (Year 2)  
Social Work



Rachel Soh Wen Yun  
*Assistant Director*  
NUS Student (Year 2)  
Political Science



Zhou Tian Ruo  
*Secretary*  
NUS Alumni (2013)  
Real Estate



Lee Yi Wan Yvonne  
*Human Resource Manager*  
NUS Student (Year 4)  
Chemistry



Lim Tian Wen  
*Resource Manager*  
NUS Student (Year 3)  
Chemical Engineering



Sherley Tay Xue Li  
*Outreach Manager*  
NUS Alumni (2014)  
Economics

## BRINGING LAUGHTER TO EVERY SINGLE SENIOR



Tan Si Ying Amy  
*Executive Director*  
NUS Student (Year 4)  
Social Work



Fiona Ong Wee Ling  
*Assistant Director*  
NUS Student (Year 2)  
Social Work



Valerie Chan Chu Ting  
*Secretary*  
NUS Alumni (2014)  
Mathematics



Teo Shuek Chian  
*Human Resource Manager*  
NUS Student (Year 3)  
Social Work

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BRINGING LOVE TO EVERY SINGLE SOUL



Khoo Li Min  
**Resource Manager**  
NUS Student (Year 2)  
Chemistry



Lee Jia Ai  
**Outreach Manager**  
NUS Student (Year 3)  
Social Work



Puang Shu Juan  
**Executive Director**  
NUS Student (Year 2)  
Life Science



Ng Shi Qi  
**Assistant Director**  
NUS Student (Year 3)  
Social Work



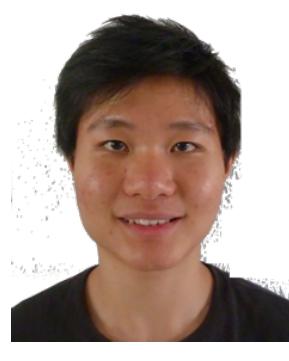
Lee Zhu' Ai Sian  
**Secretary**  
NUS Alumni (2014)  
Political Science, English



Peh Ying Qi  
**Publicity Manager**  
NUS Alumni (2014)  
Chemical Engineering



Chiam Qin Pei  
**Programme Manager**  
NUS Alumni (2013)  
Life Science



Hayden Heng Jian Ning  
**Resource Manager**  
NUS Student (Year 3)  
Mechanical Engineering

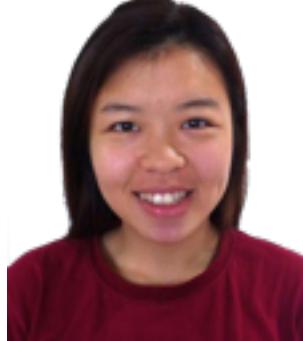
# BLESS

BRINGING LOVE TO EVERY SINGLE SOUL

## BAKING WITH LOVE FOR EVERY SWEET SOUL



Clementine Chng  
**Executive Director**  
NUS Student (Year 2)  
Social Work



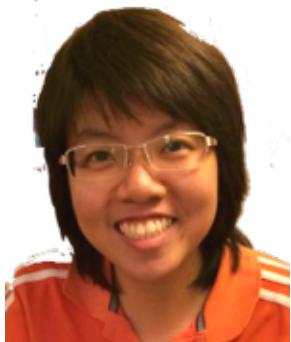
Stella Tan Wan Yee  
**Assistant Director**  
NUS Student (Year 2)  
Geography



Ong Wann Qin  
**Secretary**  
NUS Student (Year 3)  
Social Work



Wong Kang Li  
**Resource Manager**  
NUS Student (Year 2)  
Social Work



Loh Sing Ping  
**Public Relations Manager**  
NUS Student (Year 3)  
Social Work



Lim Yu Zhen  
**Webpage Manager**  
NUS Alumni (2013)  
Life Science





For more information about BLESS,  
please visit us at  
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