



## Media Release

### The Importance of Attracting & Retaining Volunteers

*Lions Befrienders, winner of The National Volunteerism & Philanthropy Awards 2009 – Non-Profit Organisation Award for Volunteer Management, hopes that this Award would attract more volunteers to join them in befriending the growing numbers of lonely seniors*

Singapore, 19 November 2009 – Lions Befrienders Service Association (Singapore) [LBSA] will be awarded the Outstanding Non-Profit Organisation Award for Volunteer Management during the National Volunteerism & Philanthropy Awards 2009 to be held this Saturday, 21 November 2009. This event is organised annually by the National Volunteer & Philanthropy Centre (NVPC) to bestow pinnacle awards honouring those who have set excellence benchmarks in encouraging the spirit of giving in Singapore.

LBSA views this achievement as a significant milestone in their development of best practices in volunteer management. It hopes that its existing and potential volunteers will view this as a clear commitment that LBSA will continue implementing effective volunteer management practices to motivate and sustain their interest in volunteering.

LBSA is intensifying its volunteer recruitment effort to meet the request of the Ministry of Community Development, Youth and Sports to expand its Befriending Programme to reach out to more lonely seniors islandwide as a result of Singapore's ageing population. LBSA is targeting to double the number of lonely seniors it currently served to 4,000 in 3 years and to reach out to a total of 7,800 lonely seniors in 6 years. It will require the services of about 3,900 volunteers who could dedicate their time to visit lonely seniors on a weekly basis. LBSA currently have about 1,000 Befrienders (volunteers) serving under its Befriending Programme.

Interested parties and/or individuals who are keen to join Lions Befrienders as Befrienders are welcomed to call their hotline at 1800 3758600 during office hours.

[For media enquiries, please contact :](#)

**Mr. Alwyn Chia**  
**Manager, Communications and Partnerships**  
**Lions Befrienders Service Association (Singapore)**  
**Contact Nos: 6375 8609, 9727 5665**

### **About Lions Befrienders Service Association (Singapore)**

Lions Befrienders was incepted in 1995 when it took over the running of the Befriending Programme from the then Ministry of Community Development. It's mission is to aid in the psycho-emotional, social, and physical well-being of the lonely seniors through community participation. To achieve our mission, we run two core programmes i.e. Befriending and Outreach. Our island-wide Befriending Programme reaches out to about 2,000 lonely seniors, aged 65 years and above and who have limited or no family support, through weekly visitation by 1,000 trained volunteers. To complement our Befriending programme, we run an Outreach programme conducted through 3 Neighbourhood Links (NLs) located in Ang Mo Kio, Bendemeer and Mei Ling. At these NLs, we promote active ageing and continuous learning by engaging about 1,900 seniors in a wide array of meaningful activities and courses. Till date, Lions Befrienders has served more than 12,000 seniors and also trained more than 3,000 volunteers under the two programmes.