

LionsBefrienders

Connecting Seniors, Enriching Lives



MCI (P) 017/02/2022

ISSUE 2 FY 21/22

COVERAGE BETWEEN JUNE TO DECEMBER 2021



- 06 Using Artificial Intelligence to Assess Seniors' Mental Health
- 08 Swing off Loneliness LB Charity Golf 2021
- 12 Equipping Volunteers at the New Training Centre

MANAGEMENT BOARD (2021-2022)

Chairman
PDG Tay Khin Sian Anthony PPA BBM
 (LCS Marine Parade)

Director
Lion Henry Liang Teng Soon
 (LCS Galaxy)

Immediate Past Chairman
IPC Lion Loh Yoon Fatt William
 (LCS Nanyang)

Lion Amon Lim Hean Tee
 (LCS Khatib Mandarin)

1st Vice Chairman
PDG Goh Eau Toh Gareth PBM
 (LCS Garden City)

Lion Jennifer Ong Lai Kuan
 (LCS Clarke Quay)

2nd Vice Chairman
Lion Ong Sing Tuan Ivan
 (LCS Changi)

Lion Tay Jia Ming
 (LCS Seletar)

Honorary Secretary
Lion Belinda Yap (LCS Clover)

Lion Yeoh Guan Huah
 (LCS Orchard)

Lion Serena Yuen Wai Yin
 (LCS Admiralty)

Assistant Honorary Secretary
Lion Nancy Quek Swee Keow
 (LCS Bedok)

Honorary Treasurer
Lion Goh Boo Han PBM
 (LCS Neesoon)

Assistant Honorary Treasurer
Lion Sew Weng Cheong Lawrence
 (LCS Beverly Hills)

Ex-officio (2021-2022)
District Governor Lesa Gan (LCS Tanah Merah)

1st Vice District Governor Ho Sum Kwong (LCS Clarke Quay)

2nd Vice District Governor Yeo Siew Yam (LCS Marine Parade)

Co-opt Members
 Member, Constitution and Bye-laws Subcommittee
PCC Lim Hon Chee PBM (LCS New Central)

Member, Volunteer Management & Training Subcommittee
 Member, LB Heritage Corner Subcommittee
Lion Chong Bee Leng Wendeline (LCS Arcadia)

Member, Facilities Management Subcommittee
 Member, Tender Subcommittee
Lion Heng Mong Yong (LCS Marine Parade)

Member, Facilities Management Subcommittee
 Member, Tender Subcommittee
Lion Leong Boon Cheng (LCS Tanah Merah)

Chairperson, Audit Subcommittee
Lion Wong Boon Ti Daniel (LCS Fort Canning)

Chairperson, Facilities Management Subcommittee
 Chairperson, Tender Subcommittee
Lion Seet Kok Heng (LCS Mandarin)

Member, Human Resources Subcommittee
Lion David Tang Thye Ying (LCS Fort Canning)

Chairperson, Constitution and Bye-laws Subcommittee
Lion Ying Wai Lin (LCS Sentosa)

Member, Volunteer Management & Training Subcommittee
Ms Goh Kah Eem Evelyn

President, Ang Mo Kio Senior Activity Centre
 Member, Investment Subcommittee
Lion Loh Yan Poh (LCS Stamford)

President, Bendemeer Senior Activity Centre
Lion Ng Ngiam Khiang Francis PBM (LCS Whampoa)

President, Clementi/Bukit Timah Senior Cluster Network
Lion Joseph Low (LCS New Central)

President, Queenstown Senior Cluster Network
Lion Sally Ang (LCS Arcadia)

President, Tampines/Changi Senior Cluster Network
Lion Terence Lim (LCS Nee Soon)

President, Befriending Services
Lion Melvin Liu (LCS Marine Parade)

MEDIA & PUBLIC RELATIONS

EDITORIAL TEAM
Ms. Grace Tan Yi Ru
Mr. Ng Shang Rong

ADVISORS
Ms. Karen Wee



IN THIS ISSUE

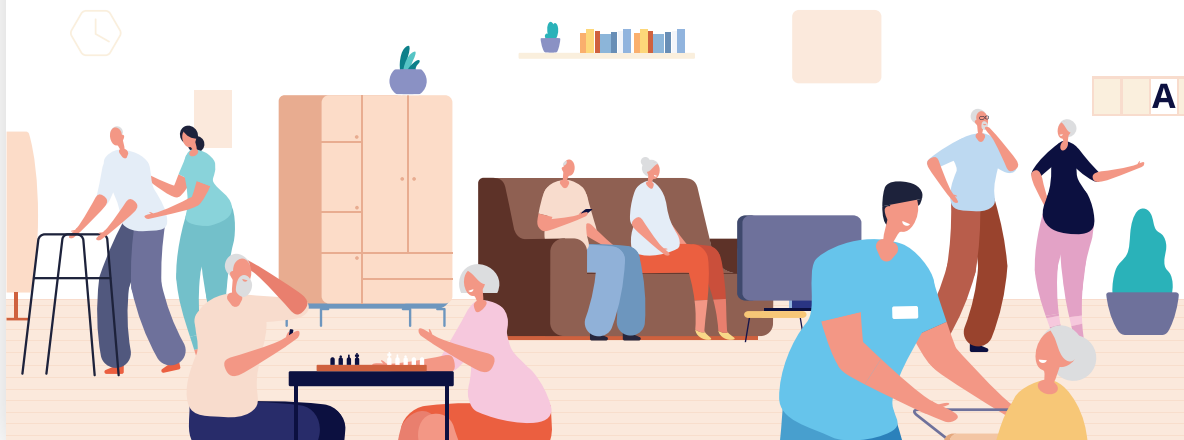
- 03 Eldercare - Anticipating Change and Staying Relevant
- 04 Chairman's message
- 06 Using Artificial Intelligence to Assess Seniors' Mental Health
- 07 Advocating for Mental Wellness in our Community
- 08 Swing Off Loneliness LB Charity Golf 2021
- 09 Celebrating 25 Years of History, Progress and Achievements
- 10 Reopening the Newly Refurbished LB Tampines Active Ageing Centre @ 434
- 11 Official Opening of LB Clementi Senior Activity Centre @ 344
- 12 Equipping Volunteers at the New Training Centre
- 13 Engaging Seniors through LB Van
- 14 Sewing Love and Care this Chinese New Year
- 15 Hearty Meal Project and Kerry Taste & Nutrition
- 16 Incorporating Arts into Seniors' Lives
- 17 Enhancing Seniors' Well-Being through Music and Singing
- 18 Raising Awareness of Senior Isolation through Team Famigos
- 19 Raising Awareness of Senior Isolation through Team Campfire
- 20 Raising Funds through the Sales of T-shirts
- 21 Partnership to Support and Enable Lives of Seniors
- 22 Strengthening Cultural Relationship with Korea on a Community Level

*All photos in this issue were taken between June to December 2021.

No part of this publication may be produced in whole or part without prior written permission. All information, dates and prices are correct at the time of printing. Opinions expressed in this newsletter are solely those of the writers and do not necessarily represent those of Lions Befrienders.

ELDERCARE - ANTICIPATING CHANGE AND STAYING RELEVANT

Lions Befrienders (LB) is a household name in Singapore's eldercare sector. Since it was established in 1995, LB has been expanding its services and programmes and has gained recognition among caregiving circles as one of the leading organisations that provides senior-centric services in the community.



Since its inception, LB has endeavoured to empower and enable every senior to age in place in the community. LB is committed to seek out innovative and creative ways to improve our services to cater to the evolving needs of the seniors under our care. In today's digitalised world, many sectors have already taken to leveraging upon technology for many of their operations to increase productivity and efficiency while maximising resources. Likewise, LB is the first eldercare service provider to harness innovative technology to improve communication and ensure seniors' safety and well-being at home. This reduces the need for physical visits as the programme is easily scaled up to serve double the number of seniors, thus improving the quality of care and support.

Over the past year, LB has unveiled new initiatives such as

01 i-OK@LB

02 Temasek Foundation Facial Analysis Correlation of Emotions or TF F.A.C.E programme

03 Safepod@Queenstown.

LB is on track to be the market leader in piloting new innovations and technology in eldercare. We will share more of LB's work in this issue, so do read on!



Implementations such as this best represents LB's technocentric focus on holistic care services that are not merely keeping with the latest trends in eldercare but more importantly, they serve to meet seniors' mental and emotional needs as well.



GONG XI
FA CAI!



CHAIRMAN'S MESSAGE



Greetings from Lions Befrienders (LB) and a Happy Chinese New Year!

Year 2021 was a fruitful year despite COVID-19 remaining an ever-present threat. LB expanded into new territories – anchoring care with technological initiatives such as the i-OK @LB system and the Facial Analysis Correlation of Emotions (TF F.A.C.E) programme. These tools allowed LB to monitor the well-being and mental health of the seniors and stay connected with them during these unprecedented COVID-19 times.

In November 2021, music therapy was introduced as one of the many activities to reach out to the isolated seniors and stimulate them mentally and emotionally. Existing physical volunteering was complemented by virtual volunteering. There are now over 100 organisations and approximately 2,500 people who have embarked on virtual volunteering with LB.

LB was recognized in December 2021 as one of the finalists in two categories of the Asia Pacific Eldercare Innovation Awards (APEIA) for its innovation efforts in improving the lives of seniors. The first category - 'Innovation of the Year - Social Engagement Program' for LB befriending services through tele-health and tele-befriending and the second - 'Innovation of the

Year - Ageing-in-Place Model' for the LB Holistic Wellness Model. This recognition serves as an affirmation of LB's efforts and success in serving and meeting the evolving needs of our seniors.

The ongoing COVID-19 pandemic has not stymied LB's advances in progressive active ageing measures and techniques. Every challenge is a new opportunity for growth and learning which has made LB consistently relevant in the eldercare landscape and take the lead as a highly professional eldercare organisation. LB is now an Advanced Tier of Institutions of Public Character (IPC), a category awarded to only large IPCs.

LB would not have come this far without the relentless and selfless support of our volunteers, corporate partners, donors, lion members and our dedicated staff. Your invaluable support and generosity have helped sustain the growth of our programmes and provide our seniors with a sense of hope and meaning in life. My utmost gratitude and heartfelt thanks to you!

May the Year of the Tiger bring you abundance of joy and prosperity! Gong Xi Fa Cai!

PDG Anthony Tay PPA, BBM



主席致辞



新年吉祥

HAPPY
CHINESE
NEW YEAR

狮子乐龄之友协会（狮协）要向各位献上新春的祝福。祝大家新年快乐，万事如意！

尽管2019冠状病毒仍然对我们造成威胁，2021年是个丰收的一年。狮协扩展到了新的领域—通过 i-OK @LB 平板电脑系统和面部情绪分析 (TF F.A.C.E) 等科技计划来服务我们的年长者。这些工具帮助狮协监测年长者的身心灵健康，以及与他们继续保持联系。

2021年11月时，狮协引入了音乐疗法来服务孤立年长者与促进他们的精神和心理健康。目前的志愿服务；与年长者面对面的交流，也得到了虚拟志愿服务的补充；通过视频与年长者交流。至今，狮协与100多个组织和大约2,500人合作进行了虚拟志愿服务。

狮协因在改善年长者生活方面的创新努力而于2021年12月被公认为亚洲乐龄护理创新奖 (APEIA) 两座奖项的入围者之一。第一座 – “年度创新 — 社会参与计划” 奖项是为鼓励狮协在开发远程医疗和远程交友上的成绩，而第二座 – “年度创新 — 乐龄养老模型” 奖项是为鼓励狮协的全方位乐龄服务模式。这是肯定狮协在服务 and 满

足年长者不断改变的需求方面的成功以及努力。

持续的2019冠状病毒并没有阻碍狮协进一步的扩展乐龄措施计划和技术。每一个挑战都是成长和学习的新机会。这让狮协持续保持在乐龄护理领域的相关性，同时树立为一间高度专业的乐龄护理慈善机构。狮协也拥有公益机构 (IPC) 的高级级别，该类别仅授予大型的公益机构。

若没有我们的志愿者、伙伴、捐助者，各位狮友和我们敬业员工的不懈和无私的支持，狮协不会有今天的成就。您无价的支持和慷慨帮助让我们维持以及发展狮协旗下的服务和活动，并为我们的年长者提供了生活的希望和意义。我向您表示衷心的感谢！

愿虎年带给您丰盛的欢乐和繁荣！恭喜发财！

郑钦祥 PPA, BBM
敬上

USING ARTIFICIAL INTELLIGENCE TO ASSESS SENIORS' MENTAL HEALTH

LB is the first social service agency in Singapore to identify the possibility of leveraging Artificial Intelligence (AI) to enhance the well-being of seniors. In a collaboration with Temasek Foundation, LB piloted the Temasek Foundation Facial Analysis Correlation of Emotions (F.A.C.E.) programme which uses AI to map positive and negative emotions of seniors in real-time. This enables LB staff to organise care planning based on the information provided. This programme is deployed for community screening, one to one and group sessions.



We were honoured to host Mr Eric Chua, Parliamentary Secretary for Ministry of Culture, Community and Youth & Ministry of Social and Family Development, MP for Tanjong Pagar GRC, at the live demonstration of the F.A.C.E programme at LB Active Ageing Centre @ Mei Ling 150 on 30 June 2021.



LB introduced the programme and held a live demo of the software involving two of our seniors.



Over the next two years, the F.A.C.E programme will explore facial emotion analysis technology as a supplementary tool to virtual counselling, through the analysis of non-verbal data from facial expressions. To establish proof of concept, the AI technology will be deployed by LB's social workers, counsellors and case managers during one-to-one and group counselling sessions, as well as community screenings for care planning, to better serve the seniors.



This technology was developed by Opsis Emotion AI, a Singapore-based company and a spin-off from A*STAR. Mr Stefan Winkler, the director and co-founder of Opsis, presented on the AI technology during the demonstration.

ADVOCATING FOR MENTAL WELLNESS IN OUR COMMUNITY

Launched on 10 October 2021 to commemorate World Mental Health Day, Safe Pod @ Queenstown is aimed at raising awareness about the importance of mental health among Queenstown residents, as well as to reduce its social stigma. It is a collaboration between LB, the constituency's grassroots organisations, e.g. People's Association, and community partners such as Fei Yue Community Services. Safe Pod @ Queenstown envisions bringing the community together to raise awareness and explore avenues to support the mental wellness of Queenstown residents.

Safe Pod's main feature involves a roving van that is stationed at various areas within the estate based on a schedule. Onboard the van are community volunteers trained by LB and a counsellor. The van is also equipped with an Artificial Intelligence (AI) tool – Temasek Foundation's Facial Analysis Correlation of Emotions (TF F.A.C.E.) to help detect signs of emotional and mental health distress by analysing a person's face.

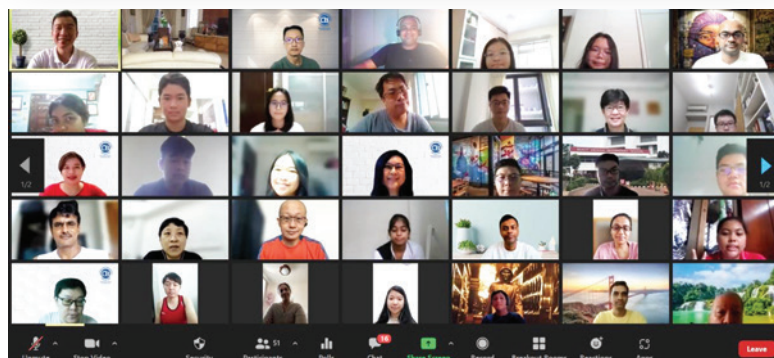


Photo credits to Safe Pod @ Queenstown

The initiative aims to bring mental wellness support to the community by having a roaming van drive around the neighbourhood. Residents who need a listening ear can approach staff manning the Safe Pod van and arrange for counselling sessions in a safe space that is easily accessible. The service is complimentary and all residents are welcome.



Safe Pod is also equipped with an artificial intelligence (AI) screening tool, piloted by LB, to help our staff detect early signs of emotional and mental health distress among the residents to provide them with support and intervention where needed.



Trainings were also organised by LB to equip Wellness Befrienders with the relevant skills to engage and befriend residents who may be at risk of developing mental health issues such as depression or anxiety disorder. Our volunteers are available to lend a listening ear to anyone who may be struggling with various challenges especially during this pandemic. All sessions are kept confidential.



As part of the weekly programme, LB has curated a series of webinars together with our partners on topics ranging from mental wellness, coping strategy and avenues for help. There was even a fun activity in the form of an e-Escape Room for youths to learn more about barriers to mental wellness. These webinars are free and open to the public.

SWING OFF LONELINESS LB CHARITY GOLF 2021

The Swing Off Loneliness LB Charity Golf tournament teed off at the Tanah Merah Country Club on 10 September 2021. This was followed by a charity dinner in the evening. We were heartened by the generous donations poured in by our faithful donors, individuals or corporations, through monetary donations, sponsorships or participation as one of the golfers, especially during this challenging period.



120
golfers participated
in the event



raised a total of
\$305,652
in donation



Mr Tan Chuan-Jin, Speaker of Parliament, was our esteemed Guest of Honour.



Guest of Honour, Mr Tan Chuan-Jin, flagged off the game tournament.



LB's Chairman, PDG Anthony Tay, together with LB Charity Golf Committee Organising Chairperson, Lion Tay Jia Ming, and Executive Director, Karen Wee, presented a token of appreciation to Guest of Honour, Mr Tan Chuan-Jin.



Through their participation in the charity golf event, the golfers are showing their support to fend off social isolation among seniors.



Some of our excited and enthusiastic golfers enjoying the charity dinner after the tournament.



LB's Chairman, PDG Anthony Tay, and Charity Golf Organising Chairperson, Lion Tay Jia Ming, presented the tournament and lucky draw prizes during the dinner.



CELEBRATING 25 YEARS OF HISTORY, PROGRESS AND ACHIEVEMENTS

The LB's 25th anniversary commemorative book "Honouring Our Past, Embracing Our Future" was officially launched on 16 December 2021 as a significant milestone in LB's history. The commemorative book traces the history of LB, the progress and achievements during the 25 years of our journey. Besides capturing the key milestones, it also contains a tapestry of heart-warming stories shared by our staff, volunteers, and seniors.



Chairman of Temasek Holdings, Mr Lim Boon Heng, graced the event as the esteemed Guest of Honour. LB's Chairman, PDG Anthony Tay, together with LB's 25th Anniversary Book Committee Organising Chairperson, Lion Joseph Lui, and Executive Director, Karen Wee, presented the commemorative Book to Mr Lim Boon Heng.



A highlight of the event was the backdrop which featured a mockup of a HDB letterbox. The symbolism of the letterbox was to show parallels between the daily checking of mail and regular checkups on seniors to offer care and support.



The decorations featured items from the older generation and handicrafts by our seniors.



Mr Lim Boon Heng was also presented with a patchwork art piece handsewn by one of our seniors as a token of our appreciation.

REOPENING THE NEWLY REFURBISHED LB TAMPINES ACTIVE AGEING CENTRE @ 434

LB Tampines AAC @ 434 was re-opened on 7 November 2021 by our Guest of Honour, Mr Baey Yam Keng, Senior Parliamentary Secretary, Ministry of Transport and MP for Tampines GRC. The newly refurbished centre was unveiled with improved facilities and resources and now welcomes all seniors residing in rental and purchased flats.



LB's Chairman, PDG Anthony Tay, presenting a token of appreciation to Guest of Honour, Mr Baey Yam Keng.



LB's Chairman, PDG Anthony Tay, introduced Mr Baey Yam Keng to various initiatives like i-OK@LB, a device to safeguard the safety of seniors at home, and virtual befriending to incorporate technology to better care for and support our seniors.



Mr Baey Yam Keng interacting with the seniors during the event.



Mr Baey Yam Keng, President of LB Tampines/Changi SCN, Lion Terence Lim, and guests also penned down their well wishes on handmade windmills that are currently displayed in the rooftop garden at Tampines Blk 499C.



OFFICIAL OPENING OF LB CLEMENTI SENIOR ACTIVITY CENTRE @ 344

LB officially opened a new SAC at Blk 344 Clementi Avenue 5 on 12 September 2021. Graced by Dr Tan Wu Meng, MP for Jurong GRC, this marks our third centre in Clementi. With better resources and facilities, the centre looks forward to welcoming all seniors living in the vicinity to participate in meaningful and enriching activities with us.



Guest of Honour, Dr Tan Wu Meng, together with LB's Chairman, PDG Anthony Tay, President of Clementi & Bukit Timah SCN, Lion Joseph Low, Clementi CCC Chairman, Mr Harris Chan, PPA(P), PPA(G), and Executive Director, Karen Wee, at the Plaque Unveiling Ceremony.



LB's Chairman, PDG Anthony Tay, presenting a token of appreciation to Dr Tan Wu Meng.



Briefing Dr Tan on the various initiatives such as silverpad, virtual befriending and using artificial intelligence to detect early signs of emotional and mental health issues that will be implemented at the new SAC to improve and enhance our seniors' quality of life.

EQUIPPING VOLUNTEERS AT THE NEW TRAINING CENTRE

On 11 September 2021, the LB Befriending Training Centre was officially opened by Mr Eric Chua, Parliamentary Secretary, Ministry of Culture, Community and Youth and Ministry of Social and Family Development and MP for Tanjong Pagar GRC.

With the use of video screenings, virtual reality games and multi-sensory activities, the training centre aims to enhance participants' learning experiences. This is also to facilitate greater comprehension of the impact of social isolation and loneliness on an elderly's well-being and learn to care for them. The learning goes beyond understanding the physical needs of the elderly, as the training will help participants to be aware of the underlying issues, social, psychological and emotional aspects that affect the elderly. Having learned that, our volunteers also pick up skills to provide holistic care and support for the seniors.



Guest of Honour, Mr Eric Chua and LB's Chairman, PDG Anthony Tay, officially opening the training centre with a Ribbon Cutting and Plaque Unveiling Ceremony.



Mr Eric Chua trying out the virtual reality training which will help participants to better understand fall risks and know how to create an elder-safe environment.



Staff briefing Mr Eric Chua who donned on the GERTontologic Test (GERT) suit, the first such training suite by a SSA in Singapore, that simulates the effects of aging for participants to experience the impairments of older persons and to better understand the challenges that seniors face.



LB's Chairman, PDG Anthony Tay, presenting a token of appreciation to Mr Eric Chua.

ENGAGING SENIORS THROUGH LB VAN

We would like to extend our sincere appreciation to Teck Wei Credit Pte Ltd for their generosity in donating a van worth \$55,000 to LB. The van will transport activity materials and tools to seniors who do not live near an activity centre. LB's staff will conduct simple activities at the HDB void decks and seniors will get to enjoy engaging in centre activities with their peers. On top of that, the van will support the staff in transporting rations and daily meals to home-bound seniors.



A cheque presentation was held to thank the Teck Wei Credit Pte Ltd team, led by Mr Authur Ong, CEO of Teck Wei Credit, for their contribution on 15 September 2021. LB's Chairman, PDG Anthony Tay, received the key to the van on behalf of LB.



The Teck Wei Credit Pte Ltd team with the LB Van.



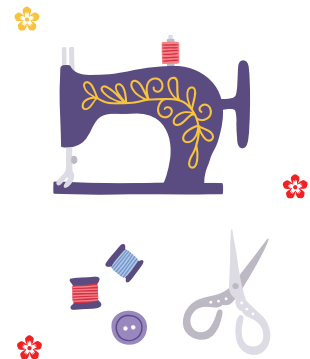
Teck Wei Credit Pte Ltd and LB discussing future collaborations to reach out and serve seniors in the community.

SEWING LOVE AND CARE THIS CHINESE NEW YEAR

The Sewing Hearts initiative is a volunteer-driven project benefiting 36 LB seniors who live alone. It is funded by a grant under oscar@sg from Temasek Trust. The volunteers will sew and provide each senior with a tailored blouse, shirt, or dress in the colour of their choice, with certain clothes made according to special requests.



Photo credits to The Straits Times



The initiative is especially meaningful as the Chinese have a tradition of receiving new clothes to celebrate the new year. It also brings back fond memories as Chinese New Year used to be the only time that the seniors would receive new clothes.



Photo credits to The Straits Times



LB's Senior, Mdm Patricia Lim, wearing her pink floral-patterned blouse with a Chinese collar.

HEARTY MEAL PROJECT

As part of the Hearty Meal Project, Lions Club of Singapore Bedok, Accredited Singapore Pte. Ltd. and DaJie Clementi Makan Place donated \$10,000 to provide 2,000 meals to the LB seniors across 10 centres over the next three years.



A cheque presentation was held on 20 August 2021 to appreciate the donors for their generous contributions. Lion Gary Ong represented LCS Bedok, and Lion David Lee represented Accredited Singapore Pte. Ltd at the event.



Thumbs up! Seniors showing their appreciation for the meals they have received.

KERRY TASTE & NUTRITION

LB's CSR partner, Kerry Taste & Nutrition, donated care-packs worth \$5,609.45 to the LB seniors living at Mei Ling Street.



A cheque presentation was held on 17 September 2021 to appreciate the team, led by CEO of Kerry Taste & Nutrition, John Cahalene.



The staff from Kerry Taste & Nutrition packed the items and did a door-to-door distribution of the care packs.

INCORPORATING ARTS INTO SENIORS' LIVES



The National Arts Council (NAC) and LB joined hands to hold three Silver Arts Community Arts Residency Sites from September to November 2021. The collaboration provided the artists with opportunities to engage and co-create with communities like LB, shape communal spaces, reflect collective stories and complement conversations surrounding Arts and Ageing.

01 LB Senior Activity Centre (SAC) at Ang Mo Kio

A food memories pop-up exhibition was held at LB Ang Mo Kio SAC on 18 September 2021.



Ms Ng Ling Ling (right), MP for Ang Mo Kio GRC, graced the preview on 17 September as Guest of Honour.



Ms Ng Ling Ling was introduced to the various pop-up booths that feature our seniors' creations from the storytelling, digital arts and embroidery workshops revolving around their food memories.



The seniors from LB Ang Mo Kio SAC with MP Ng Ling Ling.



The exhibition was opened to the public with hourly guided tours hosted by seniors and artists.

02 LB Senior Activity Centre at Tampines 494E

The team produced three films depicting interpretations of friendship among seniors in the Tampines neighbourhood.



Montages of seniors' stories and friendships, regardless of cultures, ethnicities or generation gaps were created by the artists through conversations and sharing by our seniors.

03 LB Active Ageing Centre at Tampines 499C

A dance film and art installation highlighted the friendships formed and bonds built between neighbours and how they helped each other cope with the distance between them and their families.



Music and arts helped to reduce anxiety and build self-confidence among the seniors.



ENHANCING SENIORS' WELL-BEING THROUGH MUSIC AND SINGING

The Sing Out Loud! Programme was organised by The Esplanade - Theatres on the Bay to stimulate social interaction, enhance well-being through memory and reduce social isolation among the seniors through music appreciation and singing. Eight LB seniors from Mei Ling and Tampines attended the vocal trainings via ZOOM. The programme consisted of 8-weekly lessons that commenced in September 2021 and culminated in an online graduation performance on 9 December 2021.



Photo credit: The Esplanade - Theatres on the Bay

LB's Senior, Mdam Choo Kiak Kwong, is one of eight seniors identified by LB for the Sing Out Loud! programme.



Photo credit: The Esplanade - Theatres on the Bay



Photo credit: The Esplanade - Theatres on the Bay

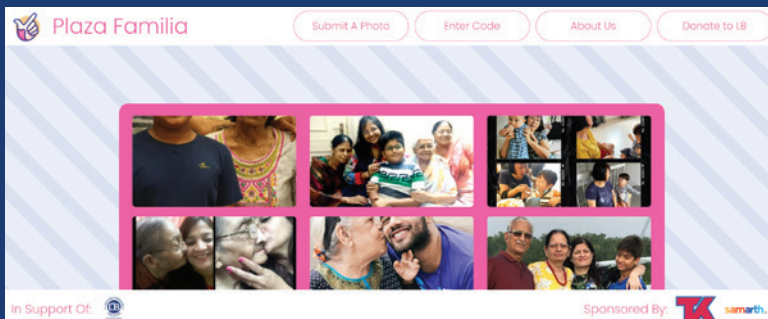
Singing and music can help promote seniors' social, emotional, and mental well-being as they are encouraged to interact and express themselves during the vocal training sessions.

RAISING AWARENESS OF SENIOR ISOLATION THROUGH TEAM FAMIGOS

Team Famigos, a group of high school students, raised \$13,911.00 for LB from June to September 2021 as part of the YMCA Youth For Causes programme. As LB was Team Famigos's preferred charity, the students assisted in the advocacy and fundraising efforts for our seniors during this prolonged pandemic.



The students hosted a virtual show with the theme being togetherness, throwback and positivity, featuring over 30 performances ranging from singing, dancing, acting to cup stacking.



Plaza Familia is a website that allows people to upload a family picture and appreciation message. This was created to spread the word of social isolation among seniors and garner donations from all over the world. Find out more and donate to LB here: <https://www.plaza-familia.com/>



The team came up with a range of creative ideas, such as producing webcomics and sharing via social media, to highlight the work done by LB in a fun manner and reach out to youths and young adults.

RAISING AWARENESS OF SENIOR ISOLATION THROUGH TEAM CAMPFIRE

To raise awareness of senior isolation, Team Campfire, a group of Temasek Junior College students created a dramatic short film named #UNLONELY on the life of a senior amidst the COVID-19 pandemic. They organised a T-shirt design competition and sold a total of 545 T-shirts, printed with the winning designs, to raise funds both locally and overseas. We extend our thanks to the youths for their hard work and are grateful that they have chosen LB as the beneficiary of these fundraising efforts.



'Unlonely' our seniors



by TeamCampfire for Lions Befrienders Service Association



\$4,500

raised from 49 donors

99% of \$4,520

Expired

Donate Today



TDR will be issued for donations of \$50 and above.

DONATE TODAY

Through fundraising on giving.sg, Team Campfire managed to raise a sum of \$4,500 in donation.



Team Campfire featured on National Television in Vietnam



An example of the T-shirts created by Team Campfire and sold both locally and overseas in Vietnam and Dubai.

Team Campfire's fundraising efforts were broadcasted on national television in Vietnam.

RAISING FUNDS THROUGH THE SALES OF T-SHIRTS



Saints & Monsters, together with LeVall Fashion, raised \$6,130 from the sales of T-shirts during a Charity Tee Drive held in September 2021. The funds were used to purchase household essentials such as toilet paper, shampoo, soap, and biscuits, which were packed and distributed by staff and volunteers from Saints & Monsters, on 4 December 2021. The care pack distribution benefited 150 seniors from LB Ang Mo Kio Senior Activity Centre.



We were joined by Mr HooHoo, CEO of Verified Originals, Saints & Monsters' parent company, Assistant Honorary Treasurer, Lion Lawrence Sew, and President of Ang Mo Kio SAC, Lion Loh Yan Poh, at the event.



The staff and volunteers from Saints & Monsters had a meaningful time interacting with the seniors during the distribution.



Seniors queued with their tickets to collect the care packs.

PARTNERSHIP TO SUPPORT AND ENABLE LIVES OF SENIORS

We were deeply grateful to our partners at Prudential Singapore for donating \$14,838.88 to LB via Community Chest. The donation was used to purchase six Silver Pads for seniors under the Senior Group Home programme at Mei Ling. The gadgets will give seniors access to telehealth functions as well as encourage more of them to participate in the monthly virtual befriending sessions.



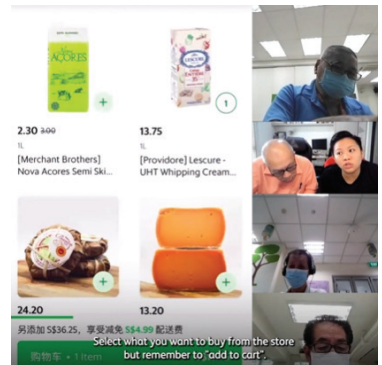
Prudential's Chief Customer Officer, Mr Goh Theng Kiat, presented the mock cheque to LB's Assistant Honorary Treasurer, Lion Lawrence Sew.



The Prudential staff packed a total of 500 care packs filled with household essentials to help our seniors tide through the pandemic.



Prudential staff hard at work sorting items into care packs before distribution.



The Prudential staff also conducted a 6-week Seniors Well-being Masterclass across the 10 centres where seniors learnt more about art, nutrition, and technology.

STRENGTHENING CULTURAL RELATIONSHIP WITH KOREA ON A COMMUNITY LEVEL

On 1 October 2021, we celebrated yet another milestone in our collaboration with the Korean Women's Association in Singapore (KOWAS) to deepen and strengthen cultural relationships between Korea and Singapore on a community level.



We were honoured to host Mrs Josephine Teo, Minister for Communications and Information, Minister-in-charge of Smart Nation and Cybersecurity and Second Minister for Home Affairs and MP for Jalan Besar GRC; Mr Eric Chua, Parliamentary Secretary, Ministry of Culture, Community and Youth and Ministry of Social and Family Development, MP for Tanjong Pagar GRC, Ambassador of the Republic of Korea, His Excellency, Mr Choi Hoon, and President of KOWAS, Ms Sun-Mi Park, together with LB's Chairman, PDG Anthony Tay, at the "LB x KOWAS Handmade Tales: Our Korean Neighbours" event.



LB and KOWAS signed a Memorandum of Understanding for a joint collaboration in a variety of projects such as International and local befriending, cultural exchange through crafts and music, intergenerational bonding, knowledge sharing and fundraising activities.



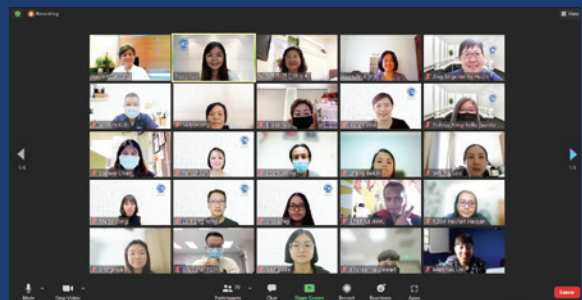
Since February 2021, the seniors were introduced to the Korean culture through the learning and making of Korean handicraft such as origami Hanboks and masks painting.



Having this conducive environment to freely express themselves through art, the seniors were empowered to be active contributors and proud creators of their own masterpieces that were exhibited at the event.



Over the course of several months, our seniors picked up the popularised Korean traditional dance. The seniors from LB Ang Mo Kio SAC were honoured to perform for our guests during the event.



Dr Kwon Hyuk Sung, Professor of Pulmonary Internal Medicine at Kyeon Hee University and Semyung University, was invited by KOWAS to share his expertise on Korean Oriental Medicine with our staff. The aim was to promote good health and longevity among our seniors and enable our staff to better serve the seniors.

PRESENTING A TOKEN OF OUR APPRECIATION

On 10 December 2021, LB Chairman, PDG Anthony Tay, presented the Bronze Award to the Ambassador of the Republic of Korea, His Excellency, Mr Choi Hoon. This was in appreciation for their generous donation of \$10,000 worth of surgical masks to our seniors on 21 December 2020. LB is grateful to our friends at the Korean Embassy and Korea and look forward to their continued support in uplifting the lives of seniors.



LB's Chairman, PDG Anthony Tay, presenting the award to His Excellency, Ambassador Choi Hoon.



LB's Chairman, PDG Anthony Tay and LB's Executive Director, Karen Wee, took a group photo with His Excellency, Ambassador Choi Hoon.

Would you shower love to **UNLONELY** 7,800 seniors, and let them know they are not alone and forgotten?

"I wake up daily longing for my children and grandchildren to call or visit me. They hardly do. I am now old and useless", lamented 88 years old Mdm Kamsiah who has been living alone for the past decades.

'I am not afraid to die. But I most worry that when I die, nobody knows and my body rot', said 63 years old, Mr Chu.

Be a monthly donor today to improve the lives of vulnerable seniors in the community!



Scan to Support



Support our very first Charity Draw!



WWW.LIONSBEFRIENDERS.ORG.SG | SOCIAL MEDIA: LIONS BEFRIENDERS

Draw Date
10 June 2022, Friday
10AM

Lions Befrienders Charity Draw

狮子乐龄之友协会慈善抽奖

First Prize	一等奖	\$8,888
Second Prize	二等奖	\$4,888
Third Prize	三等奖	\$2,888

Additional 20 prizes of \$88 cash to be won!
另有 20 份价值 88 新元现金等你来赢取!

\$5

How can you help?

- Sponsor this Charity Draw and have your logo and branding printed on the charity draw tickets, which will be in the hands of over 60,000 Singaporeans. For more information, please call us at 6375 8600 or email donate@lb.org.sg before 11 March 2022
- Purchase a \$5 Charity Draw Ticket at any Singapore Pool retail networks
- Ticket sales period: 6 weeks starting from 4 April to 15 May 2022
- Supported by:



Members of Tote Board Group

For more information, please contact Community Engagement & Partnerships Team at 6375 8600 or email at donate@lb.org.sg