LIONS BEFRIENDERS SINGAPORE

Connecting Seniors, Enriching Lives ®

YEARS

1995–2025

Cherishing Our Journey, **Shaping Tomorrow's Care**

30

YEARS

1995–2025

Cherishing Our Journey,
Shaping Tomorrow's Care

A programme of
District 309 Singapore

A member of:

Supported by:

In celebration of:

LIONS BEFRIENDERS
LB
SINGAPORE
Connecting Seniors,
Enriching Lives ®

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Message

Lion Alex Lim
Chairman, Lions Befrienders Service Association (Singapore)
2023–Present

2025 marks a monumental milestone in the journey of Lions Befrienders—30 years of walking alongside our seniors, volunteers, and partners. This commemorative book is more than a celebration of longevity; it is a heartfelt tribute to the collective spirit that has shaped our mission to uplift lives and fortify the social fabric of Singapore.

Since our founding in 1995 by three visionary Lions Clubs, we have evolved from a humble befriending initiative into a cornerstone of Singapore's social service sector. Our mission remains unwavering: to ensure every senior ages with dignity and purpose. However, as we look toward the horizon, the urgency of our work has never been clearer. Singapore is rapidly transitioning into a **super-aged society**. By 2030, it is projected that **one in four Singaporeans will be aged 65 and above**. In this landscape, Lions Befrienders' contribution to nation-building is not merely beneficial—it is essential.

Our evolution has been defined by a bold commitment to stay ahead of the curve. While our roots are firmly planted in the spirit of volunteerism, we have embraced the future through **technological and innovative breakthroughs**. The launch of LB TechCare—integrating smart home sensors, wearables, and digital platforms—represents a revolution in eldercare. By marrying high-tech monitoring with "high-touch" human connection, we have positioned Lions Befrienders, and Singapore, as a regional leader in gerontechnology and proactive senior care.

Despite these advancements, the heartbeat of our organization remains our volunteers. Their dedication ensures that while technology provides safety, the human spirit provides warmth. This synergy of innovation and compassion allows us to scale our impact without losing our soul.

This 30th anniversary belongs to every volunteer, staff member, donor, and partner who has stood with us. Your trust has enabled us to transform from a local initiative into a vital national pillar. As we look to the future, we do so with a sense of profound responsibility. We will continue to innovate with purpose, ensuring that as our population ages, our seniors are not just "cared for," but are seen, heard, and cherished as integral members of our community.

On behalf of the Management Board, I extend my deepest gratitude for your unwavering support. Together, we are not just witnessing the future of eldercare; we are actively building it.

"This 30th anniversary belongs to every volunteer, staff member, donor, and partner who has stood with us. Your trust has enabled us to transform from a local initiative into a vital national pillar."

Lion Alex Lim
Chairman, Lions Befrienders
Service Association (Singapore)

Foreword

Mdm Rahayu Mahzam
Minister of State, Ministry of Health, Ministry of Digital Development and Information

My heartiest congratulations to Lions Befrienders on your 30th Anniversary.

Since 1995, Lions Befrienders has been a steady presence for seniors across Singapore – providing care, friendship and a sense of belonging. This commemorative book beautifully captures the impact of Lions Befrienders, and the many lives touched by the past three decades of service.

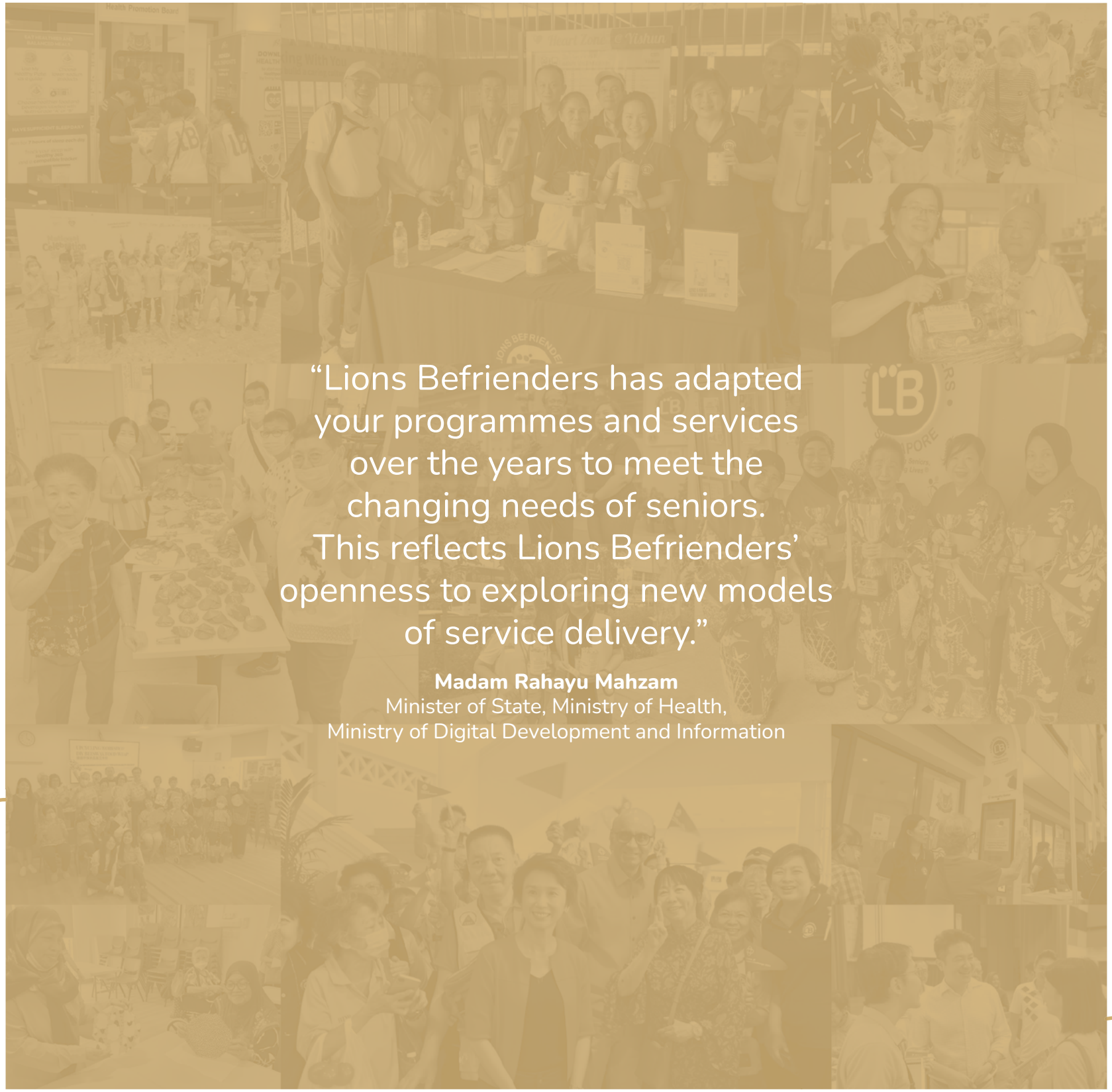
As Singapore becomes a super-aged society, the Ministry of Health aims to enable every Singaporean to age with grace and confidence in the community. Through initiatives like Healthier SG and Age Well SG, we are transforming our neighbourhoods into environments that support preventive health and active ageing.

Lions Befrienders' work has enriched the lives of many seniors and their families. Across your 10 Active Ageing Centres islandwide, your staff and volunteers have provided seniors with meaningful opportunities to stay active and engaged.

For seniors with higher care needs, you continue to offer assistance through the enhanced Home Personal Care programme. Through the Community Case Management Service, you have also supported vulnerable seniors with multiple health and social care needs, so that they can continue to be cared for within their communities and homes.

Lions Befrienders has adapted your programmes and services over the years to meet the changing needs of seniors. This includes being part of the Agency for Integrated Care's Communities of Care, which brings together various care providers to provide holistic and coordinated care to seniors. This reflects Lions Befrienders' openness to exploring new models of service delivery.

To the management, staff, and befrienders: thank you for your unwavering commitment to our seniors. We look forward to building upon our work with Lions Befrienders to build a Singapore where every senior is active, healthy, and happy.



"Lions Befrienders has adapted your programmes and services over the years to meet the changing needs of seniors. This reflects Lions Befrienders' openness to exploring new models of service delivery."

Madam Rahayu Mahzam
Minister of State, Ministry of Health,
Ministry of Digital Development and Information

Message

Chia Lai Soon
District Governor (2025-2026)
– Lions Clubs International District 309

A Legacy of Heart, A Future of Innovation: Celebrating 30 Years of Lions Befrienders

It is with a profound sense of pride and humility that I pen this message for the 30th Anniversary of Lions Befrienders (LB). As we flip through the pages of this commemorative book, we are not just looking at a timeline of an organization; we are witnessing the evolution of the Singaporean spirit. Since 1995, Lions Befrienders has been the heartbeat of our District's service mission, transforming from a grassroots befriending initiative into a visionary leader in eldercare.

The Dawn of a Super-Aged Nation

As of 2026, Singapore has officially transitioned into a "super-aged society," with over 21% of our citizens aged 65 and older. The statistics are staggering: the number of seniors aged 80 and above has surged by 60% over the last decade. This is no longer a distant "silver tsunami" on the horizon; it is our current reality.

The Rise of the "New Senior"

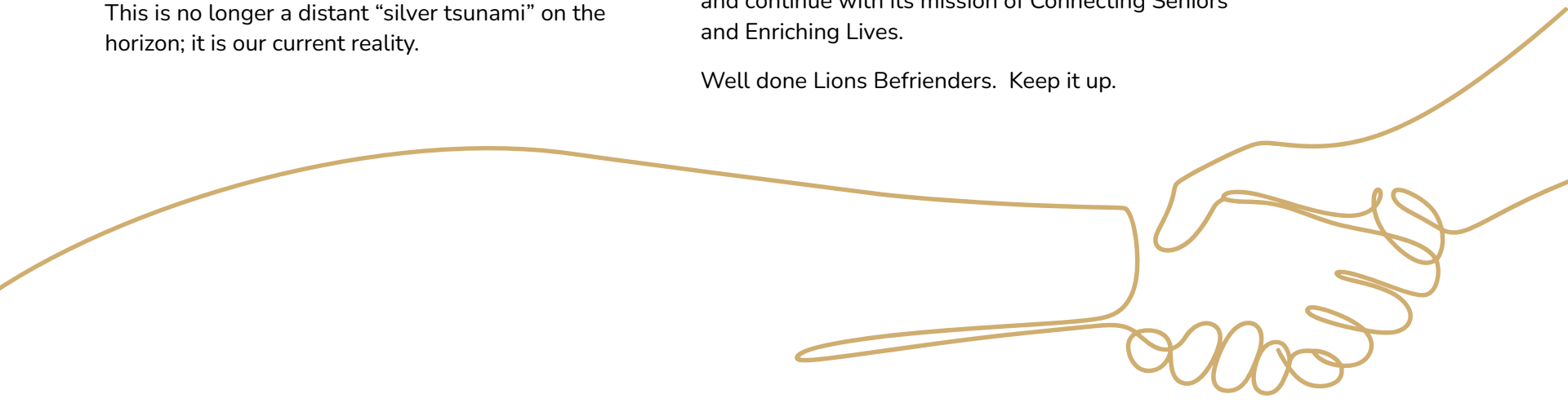
The "New Senior" entering our system today is vastly different from the cohort we served in 1995. They are more highly educated, technologically literate, economically active, and fiercely independent.

While many are healthier and socially active, we are also seeing a sharp rise in those living alone—reaching approximately 87,000 residents in 2024. As household sizes shrink and the support ratio of working adults to seniors continues to fall, the traditional model of family-centric "filial piety" is being bolstered by a necessary shift toward community-based care.

Leading the Narrative Shift

With the continual elderly demographic shift, I am confident that LB will persist with its 30-year preeminent leadership in the eldercare sector, and continue with its mission of Connecting Seniors and Enriching Lives.

Well done Lions Befrienders. Keep it up.



"I am confident that
Lions Befrienders will persist
with its 30-year preeminent
leadership in the eldercare sector,
and continue with its mission
of Connecting Seniors and
Enriching Lives."

Chia Lai Soon
District Governor –
Lions Clubs International District 309

Our Beginnings

The story of Lions Befrienders (LB) is one of a shared promise—a commitment to ensure that no senior in Singapore ever has to walk the path of aging alone. This journey began in 1982 as a humble pilot project under the then Ministry of Community Development (MCD), born from a simple yet profound need to provide friendship to our elders.

Recognizing the deep-rooted compassion and experience within the Lions Clubs, the Ministry entrusted them to carry this mission forward in 1995. From that vision of "many helping hands," Lions Befrienders was born. Guided by the extensive reach of the Lions' network, we began weaving a safety net of volunteers, each equipped with the training and heart to meet the ever-evolving needs of our seniors.

Over the decades, this mission has touched the lives of tens of thousands, offering more than just aid—it offers a hand to hold and a community to belong to.

This impact has been strengthened by the many corporate and community partners who have walked alongside us, believing, as we do, that our elders deserve a life of dignity and joy.

In the last five years, we have embraced a new chapter of transformation, integrating cutting-edge technology and innovative solutions into the very heart of our eldercare services. By blending high-tech tools with our high-touch care, we have significantly improved our efficiency, allowing us to reach further and serve more seniors than ever before. Today, connecting hearts and enriching lives remains the cornerstone of everything we do, and we look forward to carrying this legacy of care into the future for many generations to come.

LIONS BEFRIENDERS SINGAPORE

Connecting Seniors, Enriching Lives ®

Vision

A nation where every senior is active, healthy and happy.

Mission

To provide friendship and care for seniors to age in place with community participation, enabling them to enjoy meaningful and enriching lives.

Core Values

These values are represented by the acronym CIRCLE.

C — Commitment
We pledge to give our best to enrich the lives of those we touch

I — Integrity
We uphold trust and accountability in all we do

R — Respect
We honour the individual's rights and beliefs

C — Compassion
We serve with kindness and openness

L — Leadership
We inspire and empower change for a better future

E — Empathy
We listen, we feel, we care

Tagline

Connecting Seniors, Enriching Lives

In Retrospect

Shiva P Banerjee PBM
Founder Chairman
1994–1999

Lion Chan Chee Keong PBM
Chairman
1999–2003

PDG Lion William Kwok
Chairman
2003–2005

PDG Lion David Lee
Chairman
2008–2011

Lion Richard Koong
Chairman
2011–2015

Lion William Loh
Chairman
2015–2019

PDG Lion Anthony Tay
PPA, BBM
Chairman
2005–2008, 2019–2023

Lion Alex Lim
Chairman
2023–Present

Impact by Numbers

1995

Befriending Services

1,459
befriendees served by
722 befrienders

71
befrienders attended
5 training sessions

Befriender to
befriendee ratio
1:2.02

Staff

5
staff

2025

Active Ageing Centres (AAC)

10,952
Lions Befrienders members

216
centre
volunteers

317
centre
senior champions

522
buddying and
befriending clients

Activities

6,501
activities conducted

18,346
activity sessions

272,491
total participation
in activities

2,533
sponsored activities
(co-ordinated by AACs)

As of 31st March 2025

Information & Referrals

1,029
information handled

92
referrals handled

Community Case Management Service (CCMS)

231
clients served

Home Personal Care (HPC)

196
clients served

Community Wellbeing Support & Services (CW2S)
Interim Befriending Panel (IBP)

Central

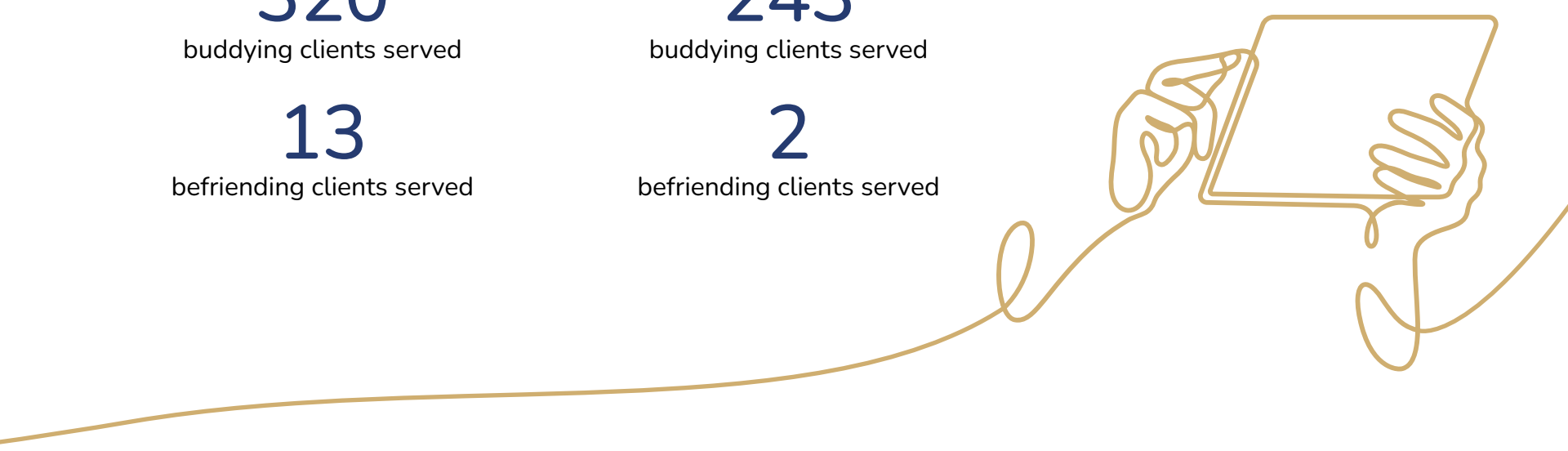
320
buddying clients served

13
befriending clients served

East

243
buddying clients served

2
befriending clients served



Milestones

1994

The Lions Befrienders Service Association was registered as a charity in 1994 and officially took over the Befriending Service programme from the Ministry of Community Development on July 1, 1995.

1995

1995

- Opened LB Centre at 130 Bukit Merah View
- Launched Befrienders Appreciation Night

1997

- Launched LB Training Room
- Launched LB website

1999

- Opened Ang Mo Kio Service Centre

2007

- Opened Neighbourhood Link (Bendemeer)

2009

- Conferred Non-Profit Organisation Award for Volunteer Management

2010

- Conferred NCSS Outstanding Voluntary Welfare Organisation Award (Collaboration)

2011

- Conferred NCSS Outstanding Voluntary Welfare Organisation Award (Innovation)
- Launched new LB logo

2013

- Commenced Cluster Support (Bendemeer, Mei Ling)
- Opened Senior Activity Centres (Ghim Moh, 420A Clementi, 434 Tampines)

2014

- 20th Anniversary cum Appreciation & Awards Presentation 2014 on 18 October, 119 awardees were recognised for their contributions to LB.

2019

- Opened Senior Activity Centre (Clementi 366)
- Opened Cluster Support Office (Clementi 426)
- Conferred Empowering Employer Award by Daughters of Tomorrow

2020

- Launched Befriending Conversations book
- Awarded SG Cares Community Partnership Grant
- Awarded 3-year pilot project LB Care Connect @ Queenstown
- Set Singapore Record for Largest Mass Online Planting

2021

- Singapore's first social service agency to distribute MP3 radios to lonely seniors, implement AI mental health screening, launch the IM-OK safety ecosystem, and deploy island-wide donation terminals,
- Opened Befriending Training Centre
- Opened Active Ageing Centre (Clementi 344)

2022

- Launched i-Boleh Programme
- Hosted inaugural befriending conference
- Signed MOU with Biopharmaceutical Manufacturers' Advisory Council

2000

- Opened first Senior Activity Centre (Mei Ling)

2002

- Accorded the Merit Award for Best Volunteer Management System
- Opened Social Service Centre (Sembawang)

2003

- Opened Senior Activity Centre (Buona Vista)

2004

- Opened Neighbourhood Link (Mei Ling)

2006

- Opened Neighbourhood Link (Ang Mo Kio)

2015

- Commenced Cluster Support
- Opened first Senior Group Home (Tampines/Changi)
- New SAC @ Tampines

2016

- Opened Senior Group Home (Mei Ling)
- Reopening of Senior Activity Centres (Ang Mo Kio & Bendemeer)
- Conferred Charity Transparency Award by Charity Council

2017

- Commenced Home Personal Care (Queenstown)
- Opened Senior Activity Centres (494E & 499C Tampines)
- Conferred Charity Transparency Award by Charity Council

2018

- Launched Community Nurse Post at Senior Activity Centres (Tampines & Mei Ling)

2023

- Lions Befrienders pioneered Singapore's first intra-HDB Autonomous Mobile Robot delivering essentials without lift retrofitting.
- Top-three finalist honours at the Techblazer Awards (IM-OK) and 11th APAC Eldercare Innovation Awards 2023 (IM-Healthy).

2024

- Lions Befrienders innovates eldercare through Our Treasure Box lockers, Our Kampung App
- A Charity Transparency Awardee and the only charity named IMDA DfL Champion alongside MNCs.
- Lien Foundation-supported Gym Tonic.

2025

- Launched a new Ghim Moh Community Gym
- Lions Befrienders secured 12 APAC Eldercare awards—including Executive Director Karen Wee's Trailblazer win—IM-OK's Healthy Ageing Prize, Mary Ang's Healthcare Humanity Award, CSA's Cyber Essentials Mark.

2025

Highlights of Our Journey

30 Years of Serving Seniors

1995

In the 1990s, a quiet shift began in Singapore's social service landscape when the Ministry of Community Development (MCD) and the National Council of Social Service (NCSS) approached the local Lions Clubs with a request: to take over the government's twelve-year-old Befriending Service. Stepping up to the challenge, a pro-tem committee of dedicated senior Lions leaders was forged in 1994, quickly mobilizing and supervising hundreds of passionate volunteers from across the local movement. This transition culminated on July 1, 1995, when the service was officially handed over—paving the way for the formal registration of the Lions Befrienders Service Association (Singapore) as a charity that very same year, and cementing a legacy of community care and connection.

Mr Abdullah Tarmugi, then Acting Minister for MCD, officiated the opening of the first Lions Befrienders Centre at 130 Bukit Merah View on 22 July.

We held our first Befrienders Appreciation Night at Orchid Country Club on 8 October.

1996

We enhanced our professional identity and support by issuing identification cards to all befrienders and launching a mentorship system pairing newcomers with experienced peers. The inaugural LB Awards debuted at the 1996 Appreciation Lunch, celebrating the indispensable contributions and dedication of our volunteers and coordinators. On 31 January, we opened a dedicated training room as a hub for growth and social connection, followed by the May launch of our first website. By June, a modernized database management system further streamlined our reporting and data monitoring, reinforcing our commitment to excellence in service.

1997

The Metro/Lions Befrienders Charity Drive resulted in massive media publicity and the recruitment of 350 new befrienders. At the end of the campaign, Metro department store donated $250,000 worth of household and essential items for LB beneficiaries.

Highlights of Our Journey

1998

Club Sunday was launched as a regular programme on 1 March to allow befrienders, befriendees and the community at large to bond over a hot meal and activities like music therapy, pet therapy, games, performances, movies and more.

1999

Our Ang Mo Kio Service Centre opened on 2 October. Then Deputy Prime Minister and Member of Parliament (MP) for Ang Mo Kio GRC Mr Lee Hsien Loong officiated the event.

2000

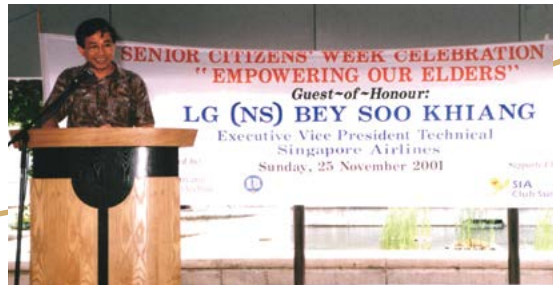
Some 500 participants took part in our Charity Walk-A-Jog on 28 May at MacRitchie Reservoir.

Launched on 10 September, SIA Club Sunday encouraged the staff of Singapore Airlines to volunteer alongside befrienders, Lions and other contributors.

Our first SAC at Mei Ling opened on 26 November. Then MP for Tanjong Pagar GRC, Mr Chay Wai Chuen, officiated the event.

Highlights of Our Journey

2001



We celebrated Senior Citizens' Week with the theme "Empowering Our Elders" on 25 November.

2002

We raised a total of $312,000 at the first Lions Befrienders Donation Draw on 24 March. Funds were used to improve operations at our SACs and Social Service Centres (SSCs).

On 4 June, via a joint initiative called Veggie Express, volunteers from DHL International and LB packed and distributed fresh fruits and vegetables and dry rations to 425 disadvantaged seniors each week.

2002

Then Deputy Prime Minister and Minister for Defence Dr Tony Tan officially opened the LB Social Service Centre in Sembawang on 15 December. This centre registered a strong following of 131 befrienders and 524 befriendees post-opening.

On 27 November, LB won the Merit Award for Best Volunteer Management System in the National Volunteerism Awards conferred by the National Volunteer & Philanthropy Centre (NVPC).

2003

On 18 March, we launched the DHL Health Express, a chair exercise series to help seniors maintain an active lifestyle.

The Buona Vista SAC was officially opened on 23 November by the then Minister for the Environment and MP for Holland-Bukit Panjang GRC, Mr Lim Swee Say.

2004

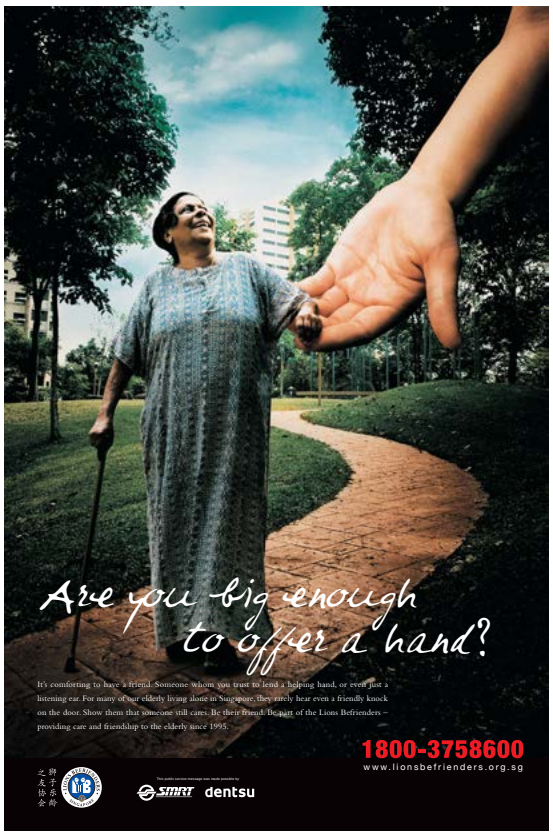
LB debuted Befriendee Talent Month, an inter-centre friendly competition for the seniors to showcase skills ranging from bowling to karaoke.

Through two major charity golf tournaments organised by external organisations, LB raised over $63,000.

Mei Ling NL was officially opened on 28 November by Mr Chay Wai Chuen. Since then, the NL has organised lifelong learning courses for seniors and promoted volunteerism.

Highlights of Our Journey

2005



For the first time in our history, we embarked on an island-wide media campaign to raise public awareness of LB. The campaign, which ran from 13 October to 4 January the following year at 20 MRT stations, was sponsored by Singapore Mass Rapid Transit (SMRT) Corporation and Dentsu Singapore.

2006

Prime Minister Mr Lee Hsien Loong officially opened our Ang Mo Kio NL on 27 May. Over 200 guests graced the event.

Highlights of Our Journey

2006

We conducted our first joint Flag Day with the Lions Home for the Elders on 30 December and raised more than $83,000 from the project.

To encourage long-term befriending, LB launched Adopt-A-Region, a project allowing schools and corporates to plan regular activities for befriendees in a specific region over a minimum of six months.

2007

Dr Lee Boon Yang, then Minister for Information, Communications and the Arts, officially opened the Bendemeer Neighbourhood Link on 26 May.
A charity dinner, held in conjunction with the opening event, raised $60,000 in aid of beneficiaries of the NL.

We held our inaugural Befriending Walk at Bishan Park on 4 November to promote intergenerational bonding. The Befriending Walk has since become a yearly highlight on our calendar.

Highlights of Our Journey

2007

The first LB Family Day on 2 December gave befrienders an occasion to unwind and spend quality time with their loved ones.

2008

From 7 to 8 March, we participated in the Seniors' Fair, organised by the Central Singapore Community Development Council and National Volunteer and Philanthropy Centre (NVPC). Our staff and volunteers shared about LB's services and sold handmade items, raising $2,300 as a result.

In our continual drive to enhance professionalism in social service, we introduced Volunteering 101, a Volunteer Programme Management System manual for all volunteers, on 22 March during the Befriender Coordinators' Appointment Ceremony. The manual detailed programme policies, job descriptions for different volunteer positions and performance review criteria.

Highlights of Our Journey

2008

We co-hosted our first Joint Appreciation and Recognition Nite 2008 with the Lions Home for the Elders on 1 November. The event recognised corporates, schools, Lions Clubs and befrienders for their outstanding contributions.

We celebrated the fifth anniversary of the Bendemeer NL on 1 June. Lion Henre Tan PBM, then District Governor for Lions Clubs International District 308-A1, was the guest-of-honour.

2009

Our Befriender Coordinators' Retreat took place overseas for the first time, in Malacca from 8 to 9 March. The event was an opportunity to discuss new ways of recruiting befrienders and improving befriending practices.

We celebrated the 10th anniversary of Mei Ling NL on 28 March, with 500 guests in attendance.

Highlights of Our Journey

2009

In July, we engaged the next generation at the National Youth Council's Young Changemakers Conference, sharing our mission and sparking new student collaborations.

Our Ang Mo Kio NL 5th Anniversary celebrated community spirit with a grand 300-guest dinner and festivities, honored by the presence of then-MP Er. Lee Bee Wah.

On 21 November, our commitment to excellence was recognized with the Non-Profit Organisation Award for Volunteer Management at the National Volunteerism & Philanthropy Awards. In a dual celebration of this achievement, Harvard Business Club President Mr. Anthony Teo presented PDG Lion David Lee with a prestigious scholarship, enabling then-Executive Director Lion Goh Boo Han to attend the "Strategic Perspectives in Non-Profit Management" course at Harvard Business School the following July.

Highlights of Our Journey

2010

On 30 May, we launched a five-year Home Improvement Programme (HIP) with ComfortDelGro, benefiting over 500 seniors in rental flats through household essential purchases, outings, and fundraising.

On 25 September, our Befriending Walk set a Singapore Book of Records mark with 810 participants potting plants simultaneously, also attended by Minister Shanmugan.

Our extensive corporate and community collaborations earned us the inaugural NCSS Outstanding VWO Award 2010 (Collaboration).

We concluded the year celebrating our 15th anniversary with a landmark 100-table banquet at Raffles City Convention Centre, bringing together Lions Clubs members, befrienders, and partners for our largest event to date.

Highlights of Our Journey

2011

We won the NCSS Outstanding VWO Award 2011 (Innovation) on 7 September.

About 80 donors and fundraisers graced our Networking Cocktail Reception on 4 March at The Pines. Top donors unveiled donor plaques, which were then displayed at our SACs as a mark of recognition for donors' support.

Through the LB Golf Challenge Trophy 2011 at Raffles Country Club on 28 October, we raised over $128,000.

LB's new logo was unveiled on 5 November, signifying dynamism and a service-oriented outlook. The original logo was designed in November 1997.

Connecting Seniors, Enriching Lives ®

Highlights of Our Journey

2012

In 2012, Lions Befrienders scaled new heights in community mobilization and service. We kicked off a three-year SpringClean Programme on 26 May, partnering with YMCA and Central Singapore CDC to ensure safe, clean homes for 440 seniors.

Our impact drew national attention on 1 September, when Former President Dr. Tony Tan launched the President's Challenge Volunteer Drive at our Bendemeer SAC, personally visiting the homes of our beneficiaries.

Our community spirit shone brightest on Flag Day, where 1,163 volunteers raised a record-breaking $73,000 —the highest street collection in our history.

We capped off this landmark year on 3 November with our inaugural Lions Befrienders Carnival, bringing 600 seniors together for a day of joy and connection at Yio Chu Kang Community Centre. These milestones reflect a year of unprecedented volunteerism and deep-rooted care for Singapore's elderly.

2012

LB co-organised the International Volunteer Day event on 24 November with the YMCA of Singapore and Thye Hua Kwan Moral Charities. Together, we rallied over 6,000 volunteers and 70 charitable organisations to celebrate the spirit of volunteerism.

2013

We started our first Cluster Support at Bendemeer in January by providing case management services to frail and vulnerable seniors living in rental flats. As a Cluster Support facility, the Bendemeer SAC supported three to five regular SACs in the vicinity.

On 19 January, we opened our fourth SAC at Ghim Moh. Chief Advisor to the SAC and MP Mr Christopher de Souza was the guest-of-honour.

Highlights of Our Journey

2013

On 6 April, then MP for West Coast GRC, Mr Arthur Fong officiated the opening of our fifth SAC at Clementi Ave 1, where 200 guests enjoyed heartfelt performances by our own seniors and volunteers.
We further honored our community's spirit on 24 August during the inaugural Befrienders Day, paying tribute to the tireless dedication of our volunteers.

Expansion continued on 19 October as MP for Tampines GRC, Mr Baey Yam Keng opened our sixth SAC at Tampines St 43. By December, we launched Cluster Support at our Mei Ling Street SAC, proactively reaching out to frail seniors through vital referrals from hospitals and fellow community partners.

LIONS BEFRIENDERS
LB
狮子乐龄之友协会
淡滨尼乐龄活动中心

2014

Mei Ling SAC celebrated its 15th year on 22 August.

At our 20th Anniversary cum Appreciation & Awards Presentation 2014 on 18 October, 119 awardees were recognised for their contributions to LB.

Some 300 seniors, volunteers and stakeholders came together on 12 November to celebrate the 10th anniversary of Ang Mo Kio SAC.

Highlights of Our Journey

2015

In July, we started Cluster Support services at Tampines and Changi via LB's Tampines SAC.

We raised an all-time high of $103,000 through street collections on Flag Day on 22 August, surpassing the previous record of $90,000.

In September, we opened our first Senior Group Home (SGH) at Tampines.

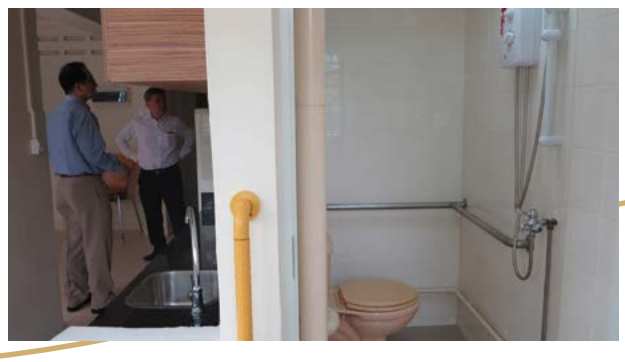
In conjunction with the International Day of Older Persons on 1 October, we launched the Silver Bow Campaign. Donors donned the silver bow to pledge support for purposeful ageing.

Highlights of Our Journey

2016

The inaugural Lions Charity Show at Mediacorp shone a much-needed spotlight on our disadvantaged seniors and the incredible, unsung volunteers working tirelessly behind the scenes. Thanks to your overwhelming generosity, the broadcast raised a phenomenal $3,317,730 for Lions Befrienders and Lions Home.

Out of this incredible total, $1.57 million will directly fund Lions Befrienders' life-changing programmes.



We opened our second SGH at Mei Ling Street in January.

At the inaugural Lions Befrienders Amazing Race on 9 April, our befrienders teamed up and raced across the island to complete challenges. Kudos for a job well done!

We celebrated the reopening of Bendemeer SAC on 18 July with unique drums and dance performances by our seniors.

The reopening of Ang Mo Kio SAC on 4 September was a lively event with drums and robocoach exercise performances by seniors at the centre.

Highlights of Our Journey

2016

We launched the Giving Tree, a new donation campaign for organisations and individuals, at LB's annual Appreciation and Awards Presentation on 21 October. 174 volunteers and donors were honoured at the event.

On 9 November, LB and Metro jointly entered the Singapore Book of Records for the largest gathering of people wearing silver bows. A total of 275 people donned the sparkling accessory on 9 November as part of the Silver Bow campaign.

2017

The highly anticipated Silver Bow Charity Dinner on 17 February was an eventful night filled with rousing performances and a charity auction of beautiful art and calligraphy pieces. We raised over $184,000 to support our ongoing work for more than 5,000 seniors.

Clementi SAC turned five on 21 May.

Highlights of Our Journey

2017

LB started Home Personal Care (HPC) at Queenstown on 22 May. The programme enables seniors to age in the comfort of their home while the HPC team helps with their daily tasks such as feeding, dressing, medicating and exercising.

On 25 October, we launched Cluster Support via our SAC at Tampines Blk 494E and opened a new SAC at Tampines Blk 499C.

On 15 November, we were one of 41 charities to win the Charity Transparency Award by the Charity Council for the second year running.

2018

Our annual Flag Day on 25 August saw a record turnout of volunteers. It resulted in an unprecedented amount of $300,000 raised from street collections.

In collaboration with Changi General Hospital, we launched the CareLine 24/7 tele-befriending service for seniors in Tampines. Through the hotline, they can access help even after office hours.

To help manage chronic diseases among the seniors, LB partnered with the respective Regional Health Systems (RHS) to set up the Community Nurse Post (CNP) at both Tampines and Mei Ling SACs between May and July.

Highlights of Our Journey

2019

We further expanded our physical footprint with the official opening of our latest SAC and Cluster Support Office in Clementi, graced by Guest-of-Honour Dr. Tan Wu Meng. Our commitment to an inclusive workforce was also recognized on 19 May, when the charity Daughters of Tomorrow honored Lions Befrienders with the "Empowering Employer" trophy. These milestones reflect a year of robust growth, community celebration, and recognized excellence.

On 8 March, our Charity Golf Tournament and Dinner at the Singapore Island Country Club achieved resounding success, exceeding fundraising targets to bolster both existing programs and new initiatives for our seniors. The spirit of service continued in February as our beneficiaries enjoyed a vibrant carnival at the Singapore EXPO, marking the 60th anniversary of Lions Clubs in Singapore.

Mei Ling SAC turned 20 on 5 September. We commemorated the occasion with a night of games, songs and food with 280 seniors from various SACs.

On 9 October, the Joyful Percussion Drum Band from Ang Mo Kio SAC was invited to perform at the Community Chest Awards Ceremony at the Istana.

Highlights of Our Journey

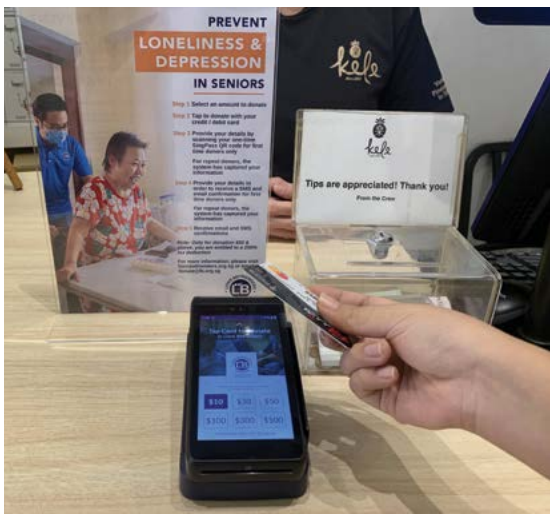
2020

In February, LB published Befriending Conversations, a book of stories from 20 seniors who recapped their trials and tribulations during Singapore's early years. Accompanying the book launch was an art exhibition held at library@ orchard in collaboration with the Nanyang Academy of Fine Arts.

We were awarded the SG Cares Community Partnership Grant by Ministry of Culture, Community & Youth on 4 March. The grant strives to promote more community-driven ground-up initiatives and partnerships among community partners.

Throughout 2020, Lions Befrienders turned the challenges of the pandemic into milestones of innovation and resilience. We ensured uninterrupted healthcare by launching a telemedicine initiative with nine government hospitals, while simultaneously bridging the isolation gap through Singapore's largest Virtual Befriending program, engaging 1,000 DBS volunteers. Our operational excellence was recognized on 2 June when we became one of the few agencies permitted by MOH and AIC to reopen centers immediately following the circuit breaker.

Our spirit of innovation extended to fundraising, where we partnered with GovTech and GivePlease to deploy over 30 contactless donation terminals island-wide. We concluded the year on a high note on 20 November, entering the Singapore Book of Records for the largest mass online planting with DBS volunteers. Through these bold steps, we proved that even in a crisis, our commitment to connecting seniors remains unshakable.



Highlights of Our Journey

2021

Lions Befrienders partnered with WeesWares to develop IM-OK tablet, a low-cost, non-invasive system that helps seniors monitor and share their health and mental well-being. This initiative encouraged seniors to actively share updates with our staff, volunteers, or caregivers, promoting greater self-awareness and engagement in their own care.

Lions Befrienders was the first social service agency in Singapore to use Artificial Intelligence (AI) in enhancing seniors' well-being. In collaboration with Temasek Foundation, Lions Befrienders piloted the Facial Analysis Correlation of Emotions (F.A.C.E.) programme, which tracks positive and negative emotions in real time. These data enabled our staff to plan care more effectively. It has also been applied in community screenings, in addition to one-to-one and group sessions. Throughout 2021 and 2023, the F.A.C.E. programme used non-verbal data from facial expressions as an additional tool for virtual counselling.

On 11 September 2021, the Lions Befrienders Training Centre was officially opened by Guest-of-Honour Mr Eric Chua, Parliamentary Secretary for the Ministry of Culture, Community and Youth, and the Ministry of Social and Family Development, as well as Member of Parliament for Tanjong Pagar GRC.

The centre aims to deepen understanding of how social isolation and loneliness affect the wellbeing of seniors and to teach ways to care for them. Video screenings, virtual reality games and multi-sensory activities enhance the volunteers' learning as well as enable them to recognise social, psychological, and emotional challenges faced by seniors. Volunteers also gain practical skills on providing holistic care.

On 12 September 2021, Lions Befrienders opened its third Active Ageing Centre in Clementi, an event graced by Guest-of-Honour Dr Tan Wu Meng, MP for Jurong GRC. The new centre at Block 344 Clementi Avenue 5 with improved facilities and resources can support seniors in the area by providing them with meaningful activities.

On 7 November 2021, Lions Befrienders Active Ageing Centre @ Tampines 434 was officially reopened by Guest-of-Honour MP for Tampines GRC, Mr Baey Yam Keng, Senior Parliamentary Secretary for the Ministry of Transport and Member of Parliament for Tampines GRC. The refurbished centre welcomed seniors from both rental and purchased flats.

2022

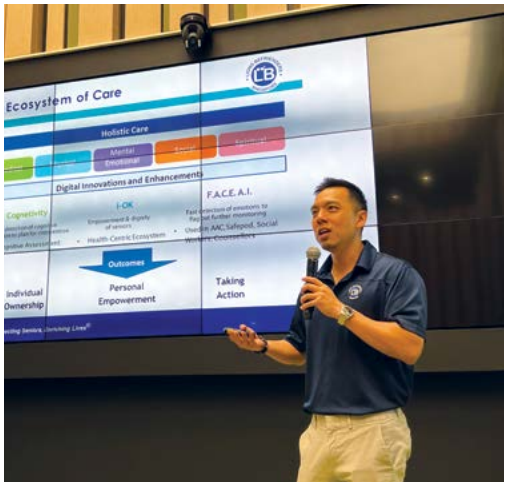
Lions Befrienders introduced the i-Boleh Programme tablet—a home care wellness companion—at Lions Befrienders Active Ageing Centre @ Mei Ling 150 on 14 April. As part of its health-centric ecosystem, this initiative places seniors at the heart of care, sustaining stronger connections with families and healthcare professionals through the sharing of vital health information. Supported by Temasek Foundation's Oscar@SG fund, 150 tablets were distributed to high-risk seniors living alone in rental flats enabling them to receive continued care and support in the comfort of their homes.

Lions Befrienders featured its IM-OK tablet at the Digital for Life Festival held at Heartbeat@Bedok in May 2022. Among the distinguished guests were Madam Halimah Yacob, then President of Singapore; Minister Josephine Teo, Minister for Communications and Information and Minister-in-charge of the Cyber Security Agency and Smart Nation Initiative; and MP Rahayu Mahzam, Parliamentary Secretary for the Ministry of Communications and Information, Ministry of Health.

On 4 November 2022, Lions Befrienders hosted its inaugural Befriending Conference at the Lifelong Learning Institute. The event brought together experts and researchers for a collaborative and meaningful discussion and enabled them to share knowledge and strategies to support eldercare, healthcare, and community care agencies. Insights from these discussions will be used to guide future community interventions which enhance the health and well-being of seniors.

On 29 August 2022, Lions Befrienders signed a Memorandum of Understanding (MOU) with five members of the Biopharmaceutical Manufacturers' Advisory Council (BMAC): Abbott, AbbVie, MSD, Roche, and GSK. This collaboration, in line with the national Healthier SG initiative, places general practitioners at the forefront of preventive care.

Through this partnership, Cognetivity's Integrated Cognitive Assessment (CognICA), an AI-powered application, was used to conduct early screening for mild cognitive impairment (MCI) and dementia among seniors.



Organised by the Agency for Integrated Care (AIC) at the Ng Teng Fong Centre for Healthcare Innovation (CHI), the CCSF Tech Marketplace provided Lions Befrienders a platform to share about the impact of its technology-driven programmes. Attendees experienced first-hand Lions Befrienders' innovations and understood how these assist seniors in their daily lives.

2023

Lions Befrienders introduced the IM-Healthy station at Lions Befrienders Active Ageing Centre @ Bendemeer 32 on 11 March 2023, adding another centre to our preventive healthcare ecosystem. Designed as a one-stop, self-service vital health measurement station, IM-Healthy allows seniors and their family members access the seniors' health information conveniently. Supported by Lions Club of Singapore (LCS) West and CAST Laboratories Singapore, this initiative empowers seniors to take control of their well-being and adopt a healthier, more informed lifestyle.

In 2023, Lions Befrienders received two distinguished awards—the President's Certificate of Commendation (COVID-19) on 18 June and the People's Association Community Spirit (PACS) Excellence Award on 25 July. These recognise our continued commitment to uplifting seniors' lives in various communities.

As part of its mission to build supportive communities for seniors, Lions Befrienders signed a Memorandum of Understanding together with seven key healthcare and social sector players on 31st October 2023. The partnership aims to identify industry needs and build expertise and capabilities to better serve Singapore's ageing population.

In September 2023, Lions Befrienders Active Ageing Centre @ Tampines 434 celebrated a decade of positive impact. This milestone shows our ongoing commitment to enriching the lives of seniors in the communities we serve.

On 31 October 2023, Lions Befrienders soft-launched its first Gym Tonic centre at Lions Befrienders Active Ageing Centre @ Mei Ling 150. Guided by the principle that "exercise is medicine", Gym Tonic offers seniors a safe and effective way to stay active. Equipped with cutting-edge exercise technology, the centre provides personalised health coaching and a range of value-added programmes designed to promote strength, mobility, and overall well-being.

2024

In 2024, Lions Befrienders officially deployed IM-AIDEN, an Autonomous Mobile Robot (AMR), designed to deliver daily essentials and medication directly to the doorstop of frail or homebound seniors. It can also conduct well-being check-ins, ensuring seniors' needs are accounted for. Developed in collaboration with Delta Electronics, IM-AIDEN is an innovative addition to the Lions Befrienders' growing Tech Care family. Unlike conventional AMRs, IM-AIDEN can move vertically within buildings by using lifts without costly infrastructure upgrades, making it a cost-effective and scalable solution. Following its pilot trial in 2023 where it served daily meals to seniors at Mei Ling Street, IM-AIDEN is positioned to transform service delivery and enhance senior care across diverse settings.

On 16 March 2025, Lions Befrienders Active Ageing Centre @ Ang Mo Kio 318 welcomed over 200 seniors for a day of fun and entertainment, with many visiting the centre for the first time. Guests were treated to a wide range of activities, from Xbox Kinect bowling to quilling. MediaCorp artiste Chen Hanwei also made an appearance, to everyone's surprise and delight. Games, sing-along sessions, and photo-taking opportunities made it a day to remember.

On 24 May, Lions Befrienders proudly hosted the Lions Befrienders Conference 2024, bringing together 250 participants from the eldercare, health, and community care sectors. The event offered opportunities for participants to network, learn through presentations, and exchange ideas in open discussions.

Centred on the theme *"Silver Horizon: Building Aspirations for Successful Ageing"*, the conference featured five esteemed speakers who shared their expertise on dismantling ageism, fostering purposeful longevity, and creating opportunities for seniors to thrive in society.

Highlights of Our Journey

2024

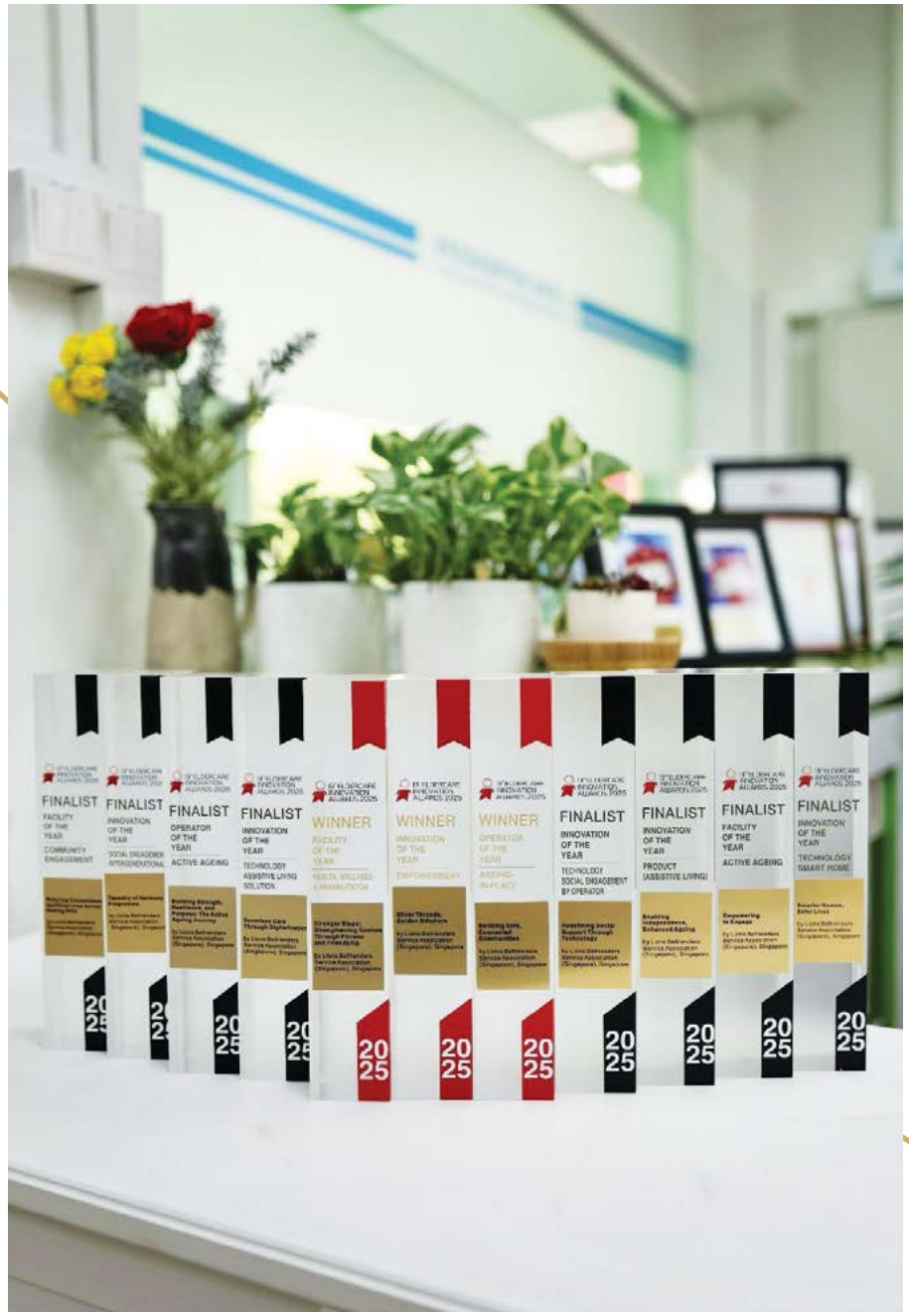
On 5 July 2024, Lions Befrienders introduced Our Treasure Box, an innovative smart locker system which transforms our service delivery at Active Ageing Centres. This solution enables seniors to pick up food rations and care packs at any time, offering greater flexibility and accommodation.

On 17 October 2024, senior volunteer Mary Ang from Lions Befrienders Active Ageing Centre @ Tampines 434 received the Healthcare Humanity Award for her selfless commitment to serve and support our seniors.

The Healthcare Humanity Awards 2024 recognise individuals and teams across Singapore's healthcare sectors who demonstrated compassion, courage, resilience and selflessness to those in need.

On 12 December 2024, Our Kampung App was launched to enable seniors to sign up for exercise, communal dining, gardening, music lessons and other socialisation activities at their preferred Active Ageing Centre. Equipped with gamification features, the app also helps seniors track their health, interact with a pet avatar and register for volunteer work. The app aims to keep seniors stay socially engaged which nurtures their overall health and mental wellbeing.

2025



On 10 April 2025, Lions Befrienders was recognised as a finalist and winner across multiple categories at the 13th Asia Pacific Eldercare Innovation Awards 2025. Each award reflects our commitment to creating senior-centric solutions that promote independence, holistic wellness, and dignity in ageing.

LB's Got Talent 2025 was launched at Kallang Community Club on 10 and 11 April 2025 and seniors took the stage to showcase their talents in song, dance, drama, and more. Supporters from ten Lions Befrienders Active Ageing Centres packed the auditorium to cheer for their team and for their fellow participants.

Highlights of Our Journey

2025

On 21 January 2025, Tampines East Community Club became the culinary stage for the inaugural Lions Befrienders Inter-Active Ageing Centre MasterChef Competition. More than just a cook-off—it was a celebration of teamwork, creativity, and passion. Under the guidance of fellow Lions and supportive volunteers, our seniors prepared memorable dishes that proved talent shines regardless of age. Chairman Alex Lim graced the occasion and presented medals to the winners.

On 22 July 2025, Lions Befrienders opened the Lions Befrienders Community Gym Centre at Block 18 Ghim Moh Road, further improving the facilities at Lions Befrienders Active Ageing Centre @ Ghim Moh 18.

Designed with seniors in mind, this space promotes active and healthy living through safe, senior-friendly equipment such as air-pressure resistance exercise machines that provide gentle yet effective workouts. The launch was officiated by Guest-of Honour Mr Christopher de Souza, Advisor to Holland-Bukit Timah GRC.

On 10 April 2025, Lions Befrienders marked its 30th Anniversary and the event featured the unveiling of a commemorative logo and followed by a cake-cutting ceremony. To make the occasion more meaningful, seniors enjoyed specially prepared anniversary cupcakes which celebrate this milestone.

Our volunteers are pivotal in driving Lions Befrienders impact to the community. To express our gratitude for their dedication, we hosted the annual Lions Befrienders Volunteers' Day Out on 24 May 2025 at Bird Paradise. Volunteers spent the day connecting with one another, sharing their experiences, and enjoying the entertainment provided by their feathered friends.

Highlights of Our Journey

2025

From 1 September to 30 November 2025, Lions Befrienders held its first-ever Virtual Cycling Fundraising event. The three-month campaign posed more than just a challenge; it also inspired a movement which promotes active living and meaningful community connections. Guest-of-Honour, Ms Jasmin Lau, Minister of State for Digital Development and Information and for Education, joined the team for the exhilarating flag-off.

As a key highlight of Lions Befrienders' 30th Anniversary celebrations, Lions Befrienders Digital Counselling 2025 was officially launched on 3 October 2025 during the Lions Befrienders Symposium. This groundbreaking service carries the theme "Empowering Ageing: Living with Meaning, Leaving with Dignity."

Guest-of-Honour Dr Koh Poh Koon, Senior Minister of State for Health and for Manpower, graced the event. The event provided the opportunity for experts to explore innovative ways to help seniors live healthier, more fulfilling lives. Dr Koh also emphasised the importance of mental wellness, palliative care, and improving access to CareShield Life. Through this digital platform, Lions Befrienders aims to strengthen emotional support for seniors so they can live meaningfully with confidence and clarity.

The Lions Befrienders 30th Anniversary *Black & White Glitter Ball* celebrated three decades of compassion and care for seniors in Singapore. This elegant evening united long-time supporters, partners, and donors for a night of reflection, gratitude, and generosity. Guests enjoyed a programme featuring lively performances, all while raising funds to sustain Lions Befrienders' mission of helping seniors age with dignity and purpose. It was an evening which honoured the past and embraced the future of continued service and compassion.

"Seeing the seniors healthy and empowered to be independent – that's what motivates me."

Josephine Ng
Senior Programme Executive

"We identify gaps in eldercare, come up with solutions, and innovate technology to meet those needs."

Hazwan
Lead Innovation Catalyst for TechCare

"Proactiveness, and a heart to serve. You can really feel the difference when it comes from a genuine place."

Amanda Mok
Volunteer Management Executive

Stories That Inspire

Lions Befrienders Programmes & Services

Stories That Inspire

A Place for Everyone to Belong

At the heart of community ageing, Active Ageing Centres bridge and connect

Mdm Kamsiah binte Sumsudin, 87, doesn't quite remember what first brought her to the Lions Befrienders Active Ageing Centre. It was eleven years ago, after all.

But she does know she's had the chance to try many activities since then. Exercise, painting, pottery, health and tech talks – you name it. "All are my favourite. If they call me, I come down," she says with a grin. She once even attended a smartphone training session, despite the fact that her own phone can only make calls!

Every Lions Befrienders Active Ageing Centre offers programmes for seniors in their service area, but they provide more than just a calendar of events. They're a place to gather, stay active, and most importantly, feel connected.

For Josephine Ng, Senior Programme Executive, that's the heart of the work. "Our goal is for seniors to age well within their communities," she shares. "These activities keep them active and enhance their wellbeing.

Seeing the seniors healthy and empowered to be independent – that's what motivates me."

Josephine has been at the Bendemeer Active Ageing Centre for nine years, almost as long as Mdm Kamsiah has been attending activities.

In that time, the two have become good friends — even with a language barrier between them, as Mdm Kamsiah speaks primarily in Malay. It's not just Josephine she's grown close to, Mdm Kamsiah shares, but everyone at Lions Befrienders. "They're all like sons and daughters to me."

Mdm Kamsiah's good humour and can-do spirit have left their mark on many. "She's always open to anything," Josephine says. With a smile, she recalls how Mdm Kamsiah eagerly performed as part of the Centre's Hari Raya celebration, and even happily appeared in a TikTok video for Lions Befrienders.

What makes Mdm Kamsiah's enthusiasm all the more striking is how different her days used to look. "Before, my life was boring," she says. "Just going up and down from my house every day. Walking here or there. Nothing new." Though she lives with her family, they're often out working, leaving her alone for long stretches of the day.

Joining the Active Ageing Centre gave her something to look forward to. She isn't the only one whose life has changed. Over the years, more and more seniors have begun coming. A decade ago, Josephine and Mdm Kamsiah both recall, the centre was much quieter.

"They can be afraid to socialise and meet new people. It takes a lot of patience, offering many different kinds of activities to attract them, and making sure they feel included and welcome. But it's very fulfilling when they finally come."

"Sometimes it takes a long time to convince some seniors to join us," Josephine shares.

Mdm Kamsiah has become an important part of that welcoming spirit. Lions Befrienders has given her many friends, and the opportunity to meet people from all walks of life. She makes it a point to sit with different groups of seniors, chat with newcomers, and bridge gaps between languages and cultures. She says she doesn't feel excluded — and she never excludes anyone else. Indeed, she's become something of an ambassador. "People in the community recognise her," Josephine says.

It's clear that Mdm Kamsiah has an exceptionally warm and open heart. Greeting and chatting with those around her, she sprinkles in the handful of English, Hokkien, and Mandarin that she knows, bringing everyone together. To her, connection goes beyond words. "They're all my friends," she says. "I'm very, very happy."

"When the seniors are happy, I'm happy also," echoes Josephine.

It's that mutual joy — shared across language and generations — that makes the Active Ageing Centre more than just a place. It's a community, and one that grows brighter with every new person who walks through the door.

Living Independently, But Never Alone

Community Case Management Service — allowing seniors to stay independent with trusted support

Mr Phillip Ee has always been a fiercely self-sufficient man. A jack-of-all-trades, he has worked as a resort park manager, a taxi driver, and a security officer. At 84, he lives alone in his Dover flat, relying on himself as much as possible. “I never like to ask people for help,” he admits. “I don’t like to feel obligated. I don’t want to trouble people.”

In 2024, Mr Ee was referred to Lions Befrienders. Due to his mobility issues and lack of support, he had not attended a medical appointment for nearly two years. At first, he was hesitant to accept help.

Under the Community Case Management Service, Lions Befrienders’ Social Worker Wong Bein Siong, 44, began dropping by regularly. The Community Case Management Service supports seniors by connecting them to services and helping them manage their needs.

For Mr Ee, it started with food rations delivered twice a day. Slowly, the relationship deepened. With patience and persistence, Bein Siong continued to ask the same question: “Is there anything you need help with?”

Eventually, Mr Ee opened up. He shared how hard it had been to get to the doctor. Lions Befrienders encouraged him to go, and when he finally agreed, they made the arrangements. Bein Siong also introduced him to physiotherapy, and after attending sessions regularly, Mr Ee’s mobility improved significantly.

These moments of connection grew over time; through regular chats, check-ins, and even a sudden trip to the bank when Mr Ee lost access to his account. Bein Siong arranged for a cab and helped him navigate with his wheelchair. “I am very, very thankful,”

Mr Ee says, sharing this incident as one of the most impactful moments from his time with Lions Befrienders. “The beauty of it is, I don’t ask for help, but they offer. That’s a real blessing.”

Though reserved by nature, Mr Ee has formed a quiet trust and mutual respect with Bein Siong.

That trust goes both ways. “When we meet seniors and talk to them, I feel honoured that they open up to me about their lives, their difficulties and challenges,” Bein Siong says.

“A new person coming in may be difficult for them to trust, and I feel that I want to give something back, to thank them for that. That genuine exchange, it’s meaningful to me.”

Bein Siong also expresses high regard for Mr Ee. Despite the challenges of ageing alone, he remains

"It allows him to continue living life on his own terms, with dignity and peace of mind."

steady in spirit and generous in action. He is well-loved at his neighbourhood coffeeshop, always looking out for others.

"It is something I admire about him," Bein Siong shares. "And his mindset is, 'I'll just do what I can, and I leave the rest to faith.' I think as people we often chase after specific outcomes, struggling to let go. But for Mr Ee, he can do it. I hope that when I grow old, I can be like him. Let go of things I can't control, and focus on the present moment. Be kind to others, and receive kindness in return. This is the biggest thing I've learned from my time with him."

Over time, Mr Ee has come to see that accepting help does not mean giving up his independence or burdening others. Rather, it allows him to continue living life on his own terms, with dignity and peace of mind. With support from those around him, Mr Ee can journey forward the way he wants to – independently, but never alone.

A Winning Heart

Connecting seniors to vital support and inspiring them to give back with communities of care

Mr Chan Boon Keng, 68, stands at the dartboard. He eyes his target, shifts his weight, lets the dart fly – and it strikes true! No surprise there, as Mr Chan is a seasoned player. In fact, he once clinched first place at a darts competition while representing Lions Befrienders Active Ageing Centre @ 434 Tampines. That win marked a turning point in his journey with Lions Befrienders, inspiring him to go beyond being a regular participant to becoming a dedicated volunteer.

Before that fateful day, Mr Chan always enjoyed attending Lions Befrienders events and programmes. “Lions Befrienders really treated me well. I felt warm and welcomed. That’s why I kept coming,” he shares.

But winning the darts contest ignited something new. The joy of victory reminded him that there were still many ways to grow and give back. It affirmed that even at his age, and despite having a heart condition, there’s still space for him to thrive. And so, he made the decision to offer his time and talents as a volunteer with Lions Befrienders.

His enthusiasm was a welcome addition for Paul Lee, an Executive with the Communities of Care team. The Communities of Care team coordinates with the Active Ageing Centres and service providers to offer seniors support such as health education, mobility services, and other essentials to help seniors age with dignity and independence.

Mr Chan lends his time generously to both Communities of Care and the Active Ageing Centre. With a love for crafts, he has facilitated workshops, gently guiding fellow seniors as they create artwork together. One of his fondest memories is helping to organise a Chinese New Year celebration by arranging seats, coordinating food, and preparing the venue. “It really felt like a big reunion,” he says.

Recognising Mr Chan’s gifts, Paul strives to involve him in areas that align with his interests. Mr Chan has helped create handmade tokens of appreciation for service providers. “He’s always willing to go out of his way to support us,” Paul says. “He takes initiative by brainstorming what the art pieces could look like, and even suggesting an art fair to raise funds. He steps out of his comfort zone to find ways to give back. He’s also a very resilient person. Despite his medical conditions, he finds ways to contribute.”

Indeed, health challenges can sometimes limit Mr Chan’s involvement. “Because of my health, I can’t always take part. Sometimes doctors tell me not to do certain things,” he shares. “But even if I can’t help as a volunteer, I still feel grateful for this community. Whatever I can manage to do, I do.

"I hope every senior in Singapore can discover this LB family, because it brings joy and enriches our lives."

I hope every senior in Singapore can discover this Lions Befrienders family, because it brings joy and enriches our lives."

Mr Chan's warm presence and steady support have not only enriched the Lions Befrienders community but have also encouraged his own family. His wife, too, has become interested in the programmes and attends with him occasionally, bringing them even closer together.

For Paul, working with seniors like Mr Chan and building this community together brings him a quiet reassurance. "I feel that I myself will be supported as I grow older," Paul reflects. "Seeing people like Mr Chan, and the rest of the Lions Befrienders family, the future looks good."

Stories That Inspire

Wired for Connection

No senior left behind — steady care that changes lives, from community wellbeing & support services

When you step into Mdm Kek Poh Heok's home, one of the first things you might notice is how neat and orderly everything is. The next thing you'll notice is the array of gadgets: a state-of-the-art TV with a remote that turns into a mouse, a multi-functional alarm clock that doubles as a thermometer and stopwatch, and perhaps the karaoke machine complete with colourful microphones.

But these aren't just household conveniences. They're also proof of Mdm Kek's resourcefulness and love of learning, especially when it comes to technology. Curious and independent, her journey is supported by the steadfast team at Lions Befrienders.

Living without family at 77 years old, Mdm Kek has been receiving regular home visits from Wong Yu He Mark, 36, a Senior Executive with the Community Wellbeing & Support Services department.

This team helps address the needs of seniors outside the boundaries of Lions Befrienders' Active Ageing Centres, who may otherwise fall outside the typical programme and service offerings.

"It's good to have someone there to help me with things and listen to me talk," Mdm Kek shares. "Sometimes my relatives are busy and can't visit as often as I'd like."

Mark – or Ah Ho, as Mdm Kek affectionately calls him – is a seasoned member of the team. With 11 years of experience, he sees his work as more than just check-ins. "It's about offering psycho-social support, especially for seniors who live alone and may not have someone looking out for them," he explains. On his visits, Mark assists her in reading letters, running small errands, and addressing any issues she might be facing.

He also helps her with her gadgets, something that he finds particularly fulfilling. "She's very open to trying new things. When I teach her and I see her continue to use those skills every day, it really makes me happy," he shares.

Her interest in technology is something she's had since childhood, but only now is she able to fully explore it. Whether it's learning to navigate her smartphone or setting up the latest gadgets at home, Mdm Kek takes on each challenge with enthusiasm – and with Lions Befrienders' support, she knows she's never learning alone.

"There is help out there," she says. "And many resources we can reach out to when we need them."

"She's very positive.
She never complains, never
speaks badly of anyone.
It's refreshing," he says.

Mdm Kek and Mark also share friendly conversations about everything under the sun, from travel anecdotes to family stories. Mark finds joy and energy in these moments.

"We're good friends," Mdm Kek adds simply. It's a badge of honour, especially for someone who describes herself as naturally reserved. In the past, health issues had left her withdrawn, mostly staying at home. But since finding Lions Befrienders, she's grown more confident. These days, she takes regular walks around her estate, makes friends in her block, and has even travelled overseas with some of them. It's a far cry from her earlier, more isolated years; proof that with the right help, new chapters can begin at any age.

With the continued support of the Community Wellbeing & Support Services team and Lions Befrienders like Mark, seniors like Mdm Kek are empowered to age not only with dignity, but with curiosity, joy, and the freedom to keep discovering. Even if it's just mastering a smart remote control, no goal is too small, and no senior is left behind.

Stories That Inspire

Kindness that Comes Full Circle

From crisis to confidence — how home personal care restores hope

At 61, Mdm Tan Poh Suan knows what it means to care for a senior. For years, she looked after her late mother, juggling the many responsibilities that come with caregiving. But in 2022, the tables turned. Mdm Tan was diagnosed with cancer. After a surgery, she was discharged home, only to find herself overwhelmed and alone.

"The stress was tremendous," she recalls, her voice catching. That was when a social worker referred her to Lions Befrienders.

Under the Home Personal Care programme, Healthcare Assistant Candice Buendia, 37, began visiting her once a week. She helps with housework, making sure Mdm Tan's flat stays clean and safe, which is especially important on days when treatment leaves her exhausted.

"I appreciate everything she does for the house," says Mdm Tan.

"These are things that I took for granted that I could do, but the moment that I couldn't do it, having that help is like having an angel sent to you."

Beyond the practical tasks, it's Candice's attentiveness that leaves the deepest impression. She checks in when Mdm Tan doesn't respond, arranges for extra supplies when needed, and even makes sure that Mdm Tan's favourite marker pen is capped.

Their relationship has grown over time, shaped by conversations and small moments of care. "She becomes like part of my family," Mdm Tan smiles. Candice, living in Singapore away from her own family, echoes the sentiment:

"She's like a mother to me. She's inspiring, because even when she's going through a lot herself, she still finds the strength to care for others. She gives me advice and encourages me to keep going, even when I'm tired."

Unearthing a framed certificate, Mdm Tan shares that she was honoured with the SingHealth Inspirational Patient Award in 2024. Despite her illness, she continues to support fellow cancer patients by distributing meals and offering a listening ear. She says it's only possible because of the steady care she receives from Candice and Lions Befrienders.

Mdm Tan makes sure to reciprocate this support with warmth and generosity. She gives out handmade thank you cards for the Lions Befrienders who have journeyed with her, remembering their names and writing letters of encouragement.

Candice remembers one moment in particular — a day when she was rushing between appointments and hadn't had time for lunch. Without hesitation,

"Candice goes the extra mile, which I really appreciate. It really shows me what kind of person she is. She listens with a heart to help. She's my hands, my legs, my eyes."

Mdm Tan set out a meal for her. "One of the most rewarding things about this work is when we receive encouragement from the seniors that we serve," Candice says.

With the support of Lions Befrienders, Mdm Tan has also started exploring new interests. In early 2025, she started attending art therapy workshops, something she had never tried before. "It's good to see her finding a new passion," Candice shares. What began as a tentative exploration quickly blossomed into a keen talent and joy in art.

Today, Mdm Tan beams as she shares the colourful paintings that now brighten her home. In a beautiful full-circle gesture, she has even gifted several artworks to Lions Befrienders as tokens of thanks.

"They are my heroes, the wind beneath my wings," Mdm Tan says.

Through small acts of care – a clean floor, a simple lunch, a painted canvas – Mdm Tan and Candice show what it means to make today better and tomorrow brighter, one gesture at a time.

Connected and Confident

Techcare empowers seniors to embrace technology and shape the future of eldercare

When Mdm Jackie Cheng, 65, first found a flyer tucked into her front gate two years ago, she didn't think much of it. It advertised something called the IM-OK tablet, part of an eldercare technology initiative by Lions Befrienders. Curious, she decided to drop by Lions Befrienders Bendemeer Active Ageing Centre.

She didn't expect it to change her lifestyle completely. Today, Jackie is a familiar face at Lions Befrienders. She happily points out the spaces that she frequents at the Bendemeer Active Ageing Centre: there, on Mondays, she does qigong. Tuesdays, resistance band training. Wednesdays, lion dance.

"After retirement, I didn't know what to do with all my time," Jackie shares. "Lions Befrienders became a meaningful way to spend my time."

It's not just the activities that keep her coming back. It's the people.

"They know who likes what, and they invite us for things that suit us. There's a beautiful personal touch. It makes you feel wanted."

That same spirit drives TechCare, the innovation arm of Lions Befrienders. Launched in 2020, TechCare looks at how technology can support the wellbeing, independence, and dignity of older adults - from health-monitoring stations in community centres to the IM-OK home tablet that Jackie now uses. Designed to prompt seniors to check in daily, the tablet alerts caregivers if something seems wrong.

"I have vertigo and you just don't know when it will strike," she explains. "Last year, it was really bad. I couldn't get out of bed. The tablet notification went off, my nephew called me, and I managed to tell him I was feeling really, really bad. He came over to check on me."

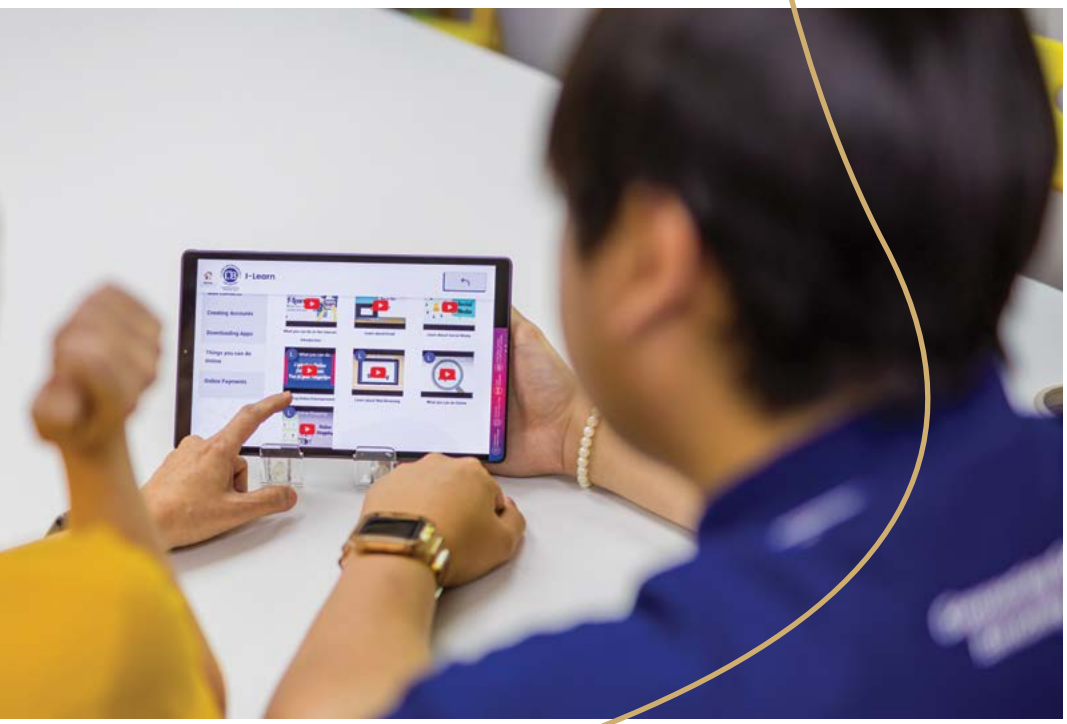
"It's really reassuring, because many of us old folks are worried that if we fall or faint, if anything happens, no one will know."

The tablet is part of a larger eco-system with a simple goal: to help seniors live safer and more connected lives at home. But the process is anything but basic. "We identify gaps in eldercare, come up with solutions, and innovate technology to meet those needs," says Hazwan, the Lead Innovation Catalyst for TechCare.

People often assume seniors are resistant to technology, but that's not Hazwan's experience.

What's rewarding is seeing them grow confident enough to try new things, and they feel empowered to give feedback or even criticism."

Jackie is one such senior who isn't afraid to speak up,



"Some are afraid of tech, yes. But some also enjoy it — they just haven't had the chance to learn.

and when she attends tech talks and workshops, Hazwan is grateful for her openness. "He encourages me to speak my mind," she shares, "and they create a safe environment for all of us to do that."

"She's brutally honest," he says with a grin. "She gives a lot of feedback and ideas, she pushes and drives our creative juices," he says. "She puts me on the edge of my seat and challenges me to be better."

Jackie's voice has become an invaluable part of the innovation loop. She's also looking forward to the upcoming Tech Champions programme, where seniors help their peers learn about tech. "Tech is the way to go, but there are great challenges," she admits. "Some of the seniors are fearful. It's not easy to overcome."

But she's seen that change is possible. With time, encouragement, and the personal touch that defines Lions Befrienders, seniors gain confidence. For Hazwan, those moments of transformation are what fuel his work.

"It takes perseverance to overcome resistance," he says. "My perseverance is fuelled by the results – seeing the skills being learned and used, and seeing the seniors smile. That's what motivates me."

Jackie puts it simply: "I feel very blessed to be part of this cycle." At the heart of TechCare isn't just a tablet or a data point: it's conversation and connection. And every day, it's helping seniors like Jackie live life more fully, more safely, and more joyfully.

Stories That Inspire

Champions Among Us

Lions Befrienders volunteer management — building a kampung spirit where seniors lead and serve with heart

When Mdm Sereena Joy Osman, 67, first came across Lions Befrienders, she was still working full-time. Yet, something nudged her to take a halfday leave and attend just one qigong class at the Active Ageing Centre.

That single session opened the floodgates. After retiring, she began joining more activities with Lions Befrienders. One day, while dropping by the office, she overheard staff looking for someone to make phone calls in Malay. Ethnically Chinese and raised in a Malay-speaking household, Mdm Sereena raised her hand.

Just like that, she went from participant to volunteer – one of the many Senior Volunteers who have become a keystone of Lions Befrienders' community outreach. Now often seen in her bright blue Senior Champion volunteer t-shirt, Mdm Sereena helps with flyer distribution and door-to-door outreach in her neighbourhood.

Her years in customer service make her confident in speaking with strangers, but it's something deeper that motivates her: a calling she's carried since childhood.

"My late mum was a volunteer with St John's Ambulance, and she used to bring me along," she says. "Even though life was tough back then, she always gave her time to help others. I said to myself, I'm so blessed now – I have time and energy, I better do something meaningful with it."

For fellow Senior Volunteer Mdm Leo Ivy, 68, the journey began when she walked past the Active Ageing Centre one day and decided to pop in. "Better than sitting at home," she laughs. Ivy has now been attending activities and volunteering for over eight years. "Lions Befrienders gives me something to do, and it keeps me from feeling lonely," she says.

Both Mdm Ivy and Mdm Sereena began volunteering because they didn't want to spend their retirement at home. What they found was more than something to pass the time: they found community, purpose, and friendship.

Mdm Sereena shares that of course they face rejections. She's learned not to dwell on setbacks. "Don't feel disappointed when doors slam in your face. There are others willing to listen to you, so just carry on. Just one 'yes' can be so rewarding."

Through these experiences, she's come to admire the way Lions Befrienders support their community, both seniors and volunteers.

Amanda Mok, 25, is a Volunteer Management Executive at Lions Befrienders. From recruitment

"I learned patience from them, when they deal with challenging interactions. We're just volunteers, but they do it every day. That's what keeps me coming back and doing my best."

to training sessions and team bonding activities, she helps ensure volunteers are empowered and supported in their roles. She finds her motivation in seeing volunteers thrive: "I get a sense of happiness when I see volunteers happy with what they do, and beneficiaries getting the help that they need."

When asked what makes a great volunteer, Amanda doesn't hesitate.

Amanda sees first-hand how senior volunteers bring something special to the table – not just familiarity with their neighbourhoods, but deep connections with fellow seniors that turn everyday outreach into something meaningful. "They can speak the same language, they know their neighbours, they're part of the same community. That makes it easier," Amanda shares. "And the teamwork among the senior volunteers is so strong. It's like a kampung, where everyone is welcomed with open arms."

That kampung spirit is something Lions Befrienders is committed to nurturing. At the heart of their mission is the belief that seniors are not just recipients of care, but are essential parts of a vibrant, connected community. With every hour given and every neighbour reached, volunteers like Mdm Sereena and Mdm Ivy help create a kinder today and a stronger tomorrow.

Friends Beyond Borders

As Lions Befrienders expanded its global footprint, we frequently welcomed dignitaries from Lions Clubs International and delegates, volunteers, and students from across the globe, fostering a vibrant exchange of best practices and cultural insights. These international visits did more than just provide our seniors with the joy of cross-cultural socialization; they transformed our organization into a living classroom where we learn as a community. By distilling these diverse global perspectives into localized innovation, we continuously refined our programmes to better serve our seniors, firmly positioning Lions Befrienders as a preeminent leader in eldercare excellence both within Singapore and across the region.

1997

Our Taiwanese counterparts, on an observation visit to our office at 130 Bukit Merah View.

2002

Lions members from six Lions Clubs in SEA—Phuket Andaman Sea, Penang Georgetown, Taipei Chen Cheng, Bangkok Cosmopolitan, Taichung South and Kluang visited Mei Ling SAC on 19 July and interacted with our seniors.

2009

As a show of support for our work, LCI 2nd Vice-President Sidney L. Scruggs III and his spouse, Lady Judy, visited LB's Ang Mo Kio NL and the home of one of our clients on 15 February.

Immediate Past International President (IPIP) of the International Association of Lions Clubs, Lion Mahendra Amarasuriya and his wife Lion Kushlani, graced our Ang Mo Kio NL on 8 May and had a dialogue session with fellow Lions from Singapore.

On 16 August, Ang Mo Kio NL hosted 10 Japanese students on a Lions Youth Exchange Summer Programme. Along with some local Leos, the students and their host families played games with 30 of our seniors and entertained them with a Japanese song.

2010

LCI 2nd Vice President Lion Tam Wing-Kun paid a special visit to our Bendemeer NL on 19 February and met with our seniors.

We hosted the Lions International Stamp Club Board Members—Immediate Past President Jan Pieter Bal and Secretary Micha Gelber at our Ang Mo Kio SAC on 24 June. They also dropped by the home of one of our clients.

2011

Led by China's Dalian DG Lion Tang Jie, the China Dalian Lions Clubs visited Ang Mo Kio and Bendemeer SACs on 23 and 24 November.

1st Vice President of LCI, Wayne A Madden, dropped in at our Ang Mo Kio SAC on 28 September.

A visit by Lions Club Freyung-Grafenau am Nationalpark to our Ang Mo Kio SAC on 7 March.

Friends Beyond Borders

2012

Members of the Belgium Lions Club were guests at our Ang Mo Kio SAC on 9 April. Ms Fernandez Evelyn Enid, a regular senior at our centre, was thrilled to receive these friends from abroad in her home.

2013

Our Tampines SAC welcomed LCI President Lion Barry Palmer on 19 July. Our seniors performed a song for him and presented him with a handmade bouquet in honour of his visit.

Members from LCI Districts 386 and 389 China were guests at our Tampines SAC on 11 November.

A visit to our Clementi 420A SAC by the Lions from China took place on 4 January. They also looked in on a few seniors staying in rental flats near the centre.

2014

Lions from Guangdong Lions Clubs dropped by our Bendemeer SAC on 21 June and interacted with the seniors through the activities held at the centre.

LCI President Robert (Bob) E. Corlew visited our Ang Mo Kio SAC on 8 December.

Beijing delegates from the Singa-China Association visited our Clementi 420A SAC on 7 December to learn more about LB's operations.

2019

We hosted delegates from the Guangdong University of Foreign Studies on 22 August and shared with them about LB's programmes, the Lions Clubs of Singapore and Singapore's eldercare sector.

On 6 September, volunteers from the Hong Kong Red Cross taught seniors from our Ang Mo Kio and Mei Ling SACs innovative exercises and handcrafting using towels. Our seniors posed proudly with their artwork and mingled enthusiastically with their newfound friends.

Friends Beyond Borders

2020

During the height of the global pandemic, the LB Volunteer Management team held the inaugural Virtual Volunteer's Day in December 2020, emphasizing that the volunteering and befriending spirit goes beyond physical presence.

2021

Still in Covid, LB ventured into virtual international befriending with students from Suzhou to help reduce social isolation and expand their horizons.

2022

President of Lions Clubs International Mr Brian E. Sheehan's visit at Mei Ling AAC in December 2022, where he learnt more about LB's innovations and how it helps to enhance seniors' lives.

2023

Shifting the paradigm of eldercare on a global stage. Lions Befrienders, alongside NUHS, hosted delegates from the Shanghai Civil Affairs Bureau at LB AAC @ Mei Ling 150. We were proud to present our ground impact within the Queenstown pilot project and demonstrate how our TechCare ecosystem seamlessly integrates into the daily lives of Singapore's seniors to deliver personalized, proactive care.

Delegates from the Hong Kong Productivity Council and GLink visited LB October 2023 at LB AAC @ Mei Ling 150. Mutual sharing on best practices and strategies in the field of gerontechnology were established. With LB providing hands-on experience of IM-Healthy, IM-OK, IM-Happy, and IM-Alert (CogniCA) to the delegates.

Friends Beyond Borders

2024

In September 2024, we hosted Fabricio Oliveira, International President of Lions Clubs International, at LB AAC @ Mei Ling 150. We had an unveiling of the centre plaque during his visit, and walked him through how our active ageing centre becomes a third space for seniors in the community.

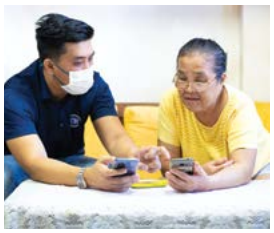
Sir Chris Wormald from Lions Clubs was gifted with a beautiful token during his visit to Singapore and our centres in December 2024. In photo together with Executive Director Karen Wee at LB AAC @ Mei Ling 150.

2025

LB welcome teachers and students from Ho Tak Sum Primary School from Hong Kong.

On 12 December, the Lions Befrienders (LB) AAC @ Clementi 420A was filled with an extraordinary sense of warmth as we welcomed Lions International President A.P. Singh and his delegation.

Friends Beyond Borders



Looking Ahead

Our journey began in 1995 with a simple, heartfelt promise: to ensure that no senior in Singapore would ever have to face the challenges of aging alone. From those humble beginnings as a grassroots befriending pilot, Lions Befrienders has blossomed into a lifeline for tens of thousands. Our mission has always been rooted in the "many helping hands" philosophy, providing a sanctuary of friendship and holistic care. We have spent decades building a foundation of trust, evolving our services to nourish the physical, emotional, and spiritual well-being of our elders, ensuring they can age with dignity in the very communities they helped build.

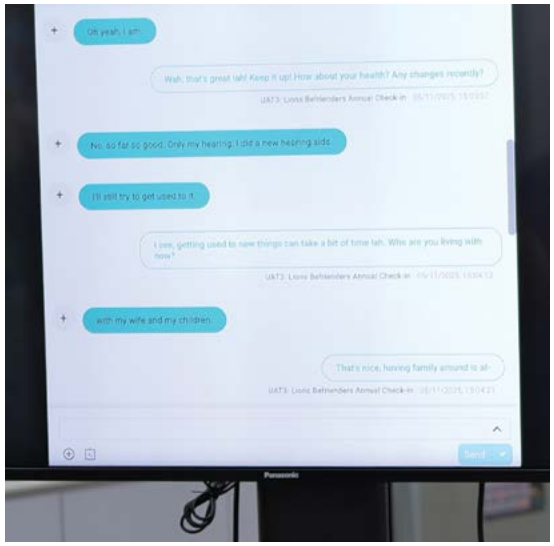
The global landscape changed in 2020, and with it, so did we. The challenges of the pandemic became a catalyst for a profound transformation, sparking a digital renaissance within our organization. We recognized that to truly protect our seniors from isolation, we had to bridge the digital divide. What started as a mission to put tablets and smartphones into the hands of our elders evolved into a sophisticated Five-Phase digitalization roadmap. We moved from teaching basic connectivity to pioneering telemedicine and utilizing Artificial Intelligence to monitor emotional health, ensuring that even when physical doors were closed, the doors to support and care remained wide open 24/7.

In the last five years, we have embraced technology not as a replacement for the human touch, but as a powerful means to scale our heart-led mission. Today, innovation breathes through every facet of Lions Befrienders. From AI voice agents that perform vital check-in calls to autonomous robots delivering daily necessities to the doorsteps of the frail, we are redefining what modern eldercare looks like. Our exclusive "Kampung App" has become a digital village square, giving seniors instant access to our entire ecosystem of services at any hour. By integrating these high-tech solutions, we have drastically improved our efficiency, allowing us to reach more isolated hearts than ever before.

Our growth is fueled by a culture of continuous learning and evidence-based care. By establishing our dedicated Training Centre and collaborating with researchers on over 20 groundbreaking projects, we have moved toward a data-driven approach to preventive eldercare. We are no longer just service providers; we are innovators training the next generation of staff, volunteers, and caregivers. We are building the capacity to support the government's "Age Well SG" initiatives, ensuring our seniors can age in place safely while receiving the specialized geriatric and mental health support they deserve.

As Singapore marches toward becoming a super-aged society, our ambition is clear: to be a beacon of excellence in eldercare for both our nation and the broader region. We look to the future with a sense of pride and a restless desire to do more. Guided by our history and empowered by innovation, Lions Befrienders will continue to advocate for the silver generation, transforming the challenges of aging into opportunities for connection. Our vision for tomorrow is a nation where every senior remains active, healthy, and happy—a legacy of care that we will carry forward for many generations to come.

NANA Launch Demo



SUSS Digital Storytelling

Data-driven Robotic Balance Assistant (DRBA)

EXIT
EXIT
The journey of building a robotic
lance assistant

LIONS BEFRIENDERS
LB
SINGAPORE

New programmes, events and initiatives

"From those humble beginnings as a grassroots befriending pilot, Lions Befrienders has blossomed into a lifeline for tens of thousands."

Acknowledgements

We extend our heartfelt thanks to all for their support and contributions in making LB a success over the past 30 years, as well as the individuals who made this commemorative book possible.

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to the future with a sense of pride
and a restless desire to do more.”

Gratitude in Every Step

A Heartfelt Thank You to Our *Kampung*

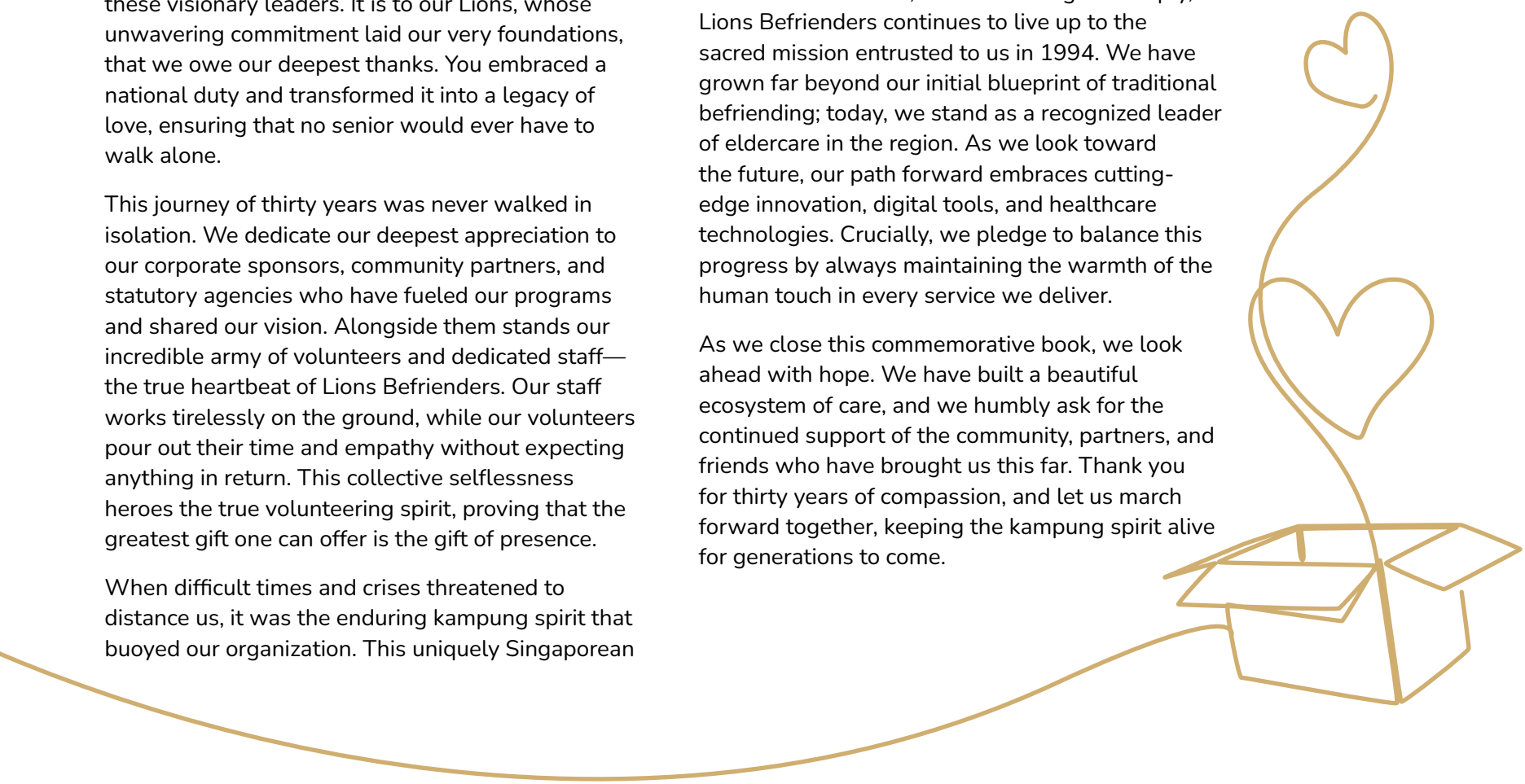
In 1994, the Ministry of Community Development entrusted a vital mission to the Lions Clubs of Singapore: to befriend and care for our nation's lonely seniors. Taking up this sacred trust, our Lions and Lions members did not just build an organization; they sparked a movement of lifelong devotion. Three decades later, as we celebrate the 30th anniversary of Lions Befrienders, we look back with profound gratitude at the legacy built by these visionary leaders. It is to our Lions, whose unwavering commitment laid our very foundations, that we owe our deepest thanks. You embraced a national duty and transformed it into a legacy of love, ensuring that no senior would ever have to walk alone.

This journey of thirty years was never walked in isolation. We dedicate our deepest appreciation to our corporate sponsors, community partners, and statutory agencies who have fueled our programs and shared our vision. Alongside them stands our incredible army of volunteers and dedicated staff—the true heartbeat of Lions Befrienders. Our staff works tirelessly on the ground, while our volunteers pour out their time and empathy without expecting anything in return. This collective selflessness heroes the true volunteering spirit, proving that the greatest gift one can offer is the gift of presence.

When difficult times and crises threatened to distance us, it was the enduring kampung spirit that buoyed our organization. This uniquely Singaporean bond of neighborly care and mutual support allowed us to navigate every storm, enabling us to change lives one senior at a time. Through this village mindset, we have successfully built resilient communities that envelop our elderly in a warm blanket of safety, dignity, and belonging.

Today, Singapore has transitioned into a super-aged society, making our core mission more crucial than ever before. Yet, as the challenges multiply, Lions Befrienders continues to live up to the sacred mission entrusted to us in 1994. We have grown far beyond our initial blueprint of traditional befriending; today, we stand as a recognized leader of eldercare in the region. As we look toward the future, our path forward embraces cutting-edge innovation, digital tools, and healthcare technologies. Crucially, we pledge to balance this progress by always maintaining the warmth of the human touch in every service we deliver.

As we close this commemorative book, we look ahead with hope. We have built a beautiful ecosystem of care, and we humbly ask for the continued support of the community, partners, and friends who have brought us this far. Thank you for thirty years of compassion, and let us march forward together, keeping the kampung spirit alive for generations to come.



Lions Befrienders 15th Anniversary Dinner
Appreciation and Awards Pre lion 20

LIONS BEFRIENDERS SINGAPORE

Connecting Seniors, Enriching Lives ®

CELEBRATING 30 YEARS

IGNITING DREAMS INSPIRING GENERATIONS

Thirty Years of Heart: The Lions Befrienders Legacy

As Singapore stands at the dawn of a super-aged era, the warmth of a steady hand has never been more essential. For thirty years, Lions Befrienders has served as a sanctuary of connection, evolving from a humble pillar of support into a visionary leader of care. When the 2020 pandemic threatened to silence our neighborhoods, we did not retreat into isolation; instead, we found new ways to whisper hope. We traded the familiar for the "future-proof," turning a global crisis into a catalyst for a digital renaissance that ensured no senior was ever truly alone.

This collection of stories and photographs is more than a retrospective; it is a sincere tribute to the resilience that defines us.

By weaving cutting-edge technology into the fabric of traditional companionship, we have redefined what it means to grow old with dignity in a modern world. These pages capture the milestones born from transformative partnerships and the quiet, everyday victories of our volunteers. As we celebrate three decades of service, we look forward with a re-energized commitment to the generations yet to come. We are proud to share this journey of relentless innovation and enduring heart —a testimony to a mission that remains as vital today as it was thirty years ago.

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