



## The Rotary Happiness Fund Program



100 Elderly Taking Part in *Green On Me* - An Inter-generational Green Initiative to “increase collaboration for environmental projects between generations and bridge the interaction and social gap between the public and needy elderly.”

A PRESERVE PLANET EARTH & CARE FOR SILVER PROJECT  
By Rotary International District 3310

Singapore – 28 June 2012 - Students from the Interact Club of ITE College East - a youth service club under **Rotary International District 3310** are taking the lead to organize *Green on Me* - an *inter-generational* tree planting initiative cum luncheon for **100 senior citizens** from **Thye Hua Kwan Seniors Activity Centre, Nee Soon South CC Family Life Committee (FLC)** and **Bedok Radiance Seniors** at Punggol Park Connector on Saturday, 30 June 2012 from 8.30am to 1.00pm.

The tree-planting event will be presided over by **Er. Dr. Lee Bee Wah, Grassroots Adviser and MP for Nee Soon GRC (Nee Soon South)** as Guest of Honour who said, “*Green on Me*, a project funded by the **Rotary Happiness Fund** aims to increase collaboration for environmental projects between generations and bridge the interaction and social gap between the public and needy elderly.”

*Green on Me* is a “**Preserve Planet Earth**” and “**Care for Silver**” project by Rotary International District 3310. One of the main highlights of the project is the planting of 60 native trees at Punggol Park Connector. This activity will raise \$12,000 for the **Garden City Fund**, through its **Plant-A-Tree Programme**.

**Prof Leo Tan**, Chairman of the Garden City Fund, said “ We are encouraged by the support given by Rotary International District 3310 for our Plant-A-Tree Programme. With the support from corporate partners, the Garden City Fund will continue in its efforts to enhance Singapore’s greenery, reduce our carbon footprint and encourage the community to appreciate the wonders of nature.”

A registered charity and IPC established by the National Parks Board, the **Garden City Fund** works with corporations, organisations and individuals to better engage members of the public through conservation efforts, research, outreach and education. The Fund’s Plant-A-Tree Programme allows individuals and organisations such as Rotary International to play a direct role in greening Singapore by planting saplings in parks and nature reserves.

The green initiative and community service project is co-organised with **Rotary E-Club of 3310** in collaboration with **Rotary Clubs in Rotary District 3310, the Institute of Parks and**

**Recreation Singapore, Nee Soon South CC, National Parks Board Singapore, the Rotaract Club of the United Nations District 3310, the United Nations Association of Singapore and the Marina Country Club.**

Funded by the **Rotary Happiness Fund**, the project will engage 3 generations in order to bridge the interaction and social gap between the youths, older adults and needy elderly via a fun interactive program. The program includes laughing yoga, nature walk, tree planting, an interactive environmental learning session and lunch at the Marina Country Club.

*Green on Me* was initiated to invite the public's involvement in building a sustained support for elder care and environmental protection in order to create a more inclusive and environmentally responsible society in Singapore.

## **ABOUT THE ROTARY HAPPINESS FUND**

The **Rotary Happiness Fund** was created by the Rotary Club of Jurong Town to mark their 40 years of service to the community. The objective is to support inter-generational projects that create awareness and build youth participation in programs to address the needs of senior citizens in the community.

## **PROJECT OBJECTIVES**

### **1. BUILD AN INCLUSIVE SOCIETY**

Inter-generational projects encourage greater interaction between the children, youths and the elderly. For the youth and children, interaction with older adults enhances communication skills, promotes self-esteem, develops social issue-solving skills, and fosters friendships across generations. For the elderly, inter-generational projects enhance socialization and prevent isolation in later years.

Inter-generational projects such as *Green on Me* inculcate a sense of purpose and willingness to serve the community. They build an inclusive society by strengthening the community in bringing diverse groups and networks to collaborate together and serve to dispel negative stereotypes as children, youth, and older adults are recognised as contributing members of the society. Alienation due to age gap is reduced, cultivating better integration, goodwill and understanding, increasing our ability to address human needs across the generations.

### **2. INSPIRE CROSS-SECTOR AND INTER-ORGANISATIONAL COLLABORATION, INCREASE MANPOWER AND RESOURCES AND PROMOTE ENVIRONMENTAL STEWARDSHIP**

Inter-generational tree planting programs increase human and financial resources as they engage 3 generations and different segments of the community to take ownership and care for their environment and biodiversity. The project also helps to bridge the gap between an urban society and their natural environment.

### **3. CREATE A CULTURE OF EMPATHY AND COMPASSION AND CROSS-SECTOR AND INTER-ORGANISATIONAL COLLABORATION**

*Green on Me* features a light morning exercise, a nature walk, a fun "Luncheon at The Park" and an interactive environmental education program between the young, older adults and senior citizens to bridge the interaction and social gap between the adult and youth participants and needy elderly.

Such inclusive programs increase emotional support for needy elderly. Through participation in meaningful activities, loneliness, boredom, and depression are reduced while self-esteem is increased, giving them a more enriched life, a rejuvenated sense of purpose, and better skills to cope with their personal struggles.

#### **4. TRANSMISSION OF FAMILY AND CULTURAL VALUES**

Inter-generational community service programs can aid in the transmission of traditional family and cultural values from the older to the younger generation, inspiring respect and care for our elderly.

#### **5. EXPANSION OF SERVICES FOR THE ELDERLY**

Inter-generational community service programs can help expand the level of services to meet more needs and address more issues afflicting the elderly in Singapore.

#### **6. GLOBAL CITIZENSHIP AND RESPONSIBLE BUSINESS**

*Green on Me* will be registered under **The Billion Tree Campaign** by UNEP (The United Nations Environment Program) and the **Plant for the Planet Foundation** – a global movement to accelerate progress on sustainable environment and development goals in order to stop climate change and inculcate responsibility for the global communities who have been affected by environmentally unfriendly lifestyle or business activities.

For More Info on *Green on Me*, please visit

[www.rotarydistrict3310.org.my/index.php/2012/05/green-on-me](http://www.rotarydistrict3310.org.my/index.php/2012/05/green-on-me)

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## The Rotary Happiness Fund Program

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### PROGRAM SCHEDULE

**Date:** 30 June 2012

**Location:** Punggol Park Connector, Seletar North Link

**Master of Ceremony:** Past President Edmund Chew

**Organising Chair:** Ms. Maria Boey

**Preserve Planet Earth Chairman:** AG Mr. Chew Ban Seng

- 8.30 am      **Arrival of guests and Registration (Marina Country Club, 600 Ponggol Seventeenth Ave, Singapore 829734)**
- 8.45 am      **Laughing Yoga**
- 9.15 am      **Guests to be seated**
- 9.30 am      **Arrival of Guest of Honour, Er. Dr. Lee Bee Wah, Grassroots Adviser and MP for Née Soon GRC (Nee Soon South)**
- 9.35 am      **Welcome address by Preserve Planet Earth Chair, AG Chew Ban Seng**
- 9.40 am      **Message by District Governor of 3310, Hj Zainie Abdul Aucasa**
- 9.50 am      **Keynote Address by Guest of Honour, Er. Dr. Lee Bee Wah**
- 10.00 am:    **Presentation of Mock Cheque for S\$12,000**
- **President of the Interact Club of ITE College East & The Principal of ITE College East present mock cheque to DG Zainie**
  - **DG Zainie presents mock cheque to Guest-of-Honour, Er. Dr. Lee Bee Wah**
  - **Guest-of-Honour presents mock cheque to Prof. Leo Tan, Chairman of the Garden City Fund**
- 10.05 am:    **Presentation of Tokens of Appreciation by DG Zainie to Guest-of-Honour**
- 10.10 am:    **GOH proceed to tree planting area led by Organising Chair**
- 10.15 am:    **Briefing by NParks Officials**
- 10.25 am:    **Tree Planting**
- 11:00 am:    **Interactive program for the 3Gen Conducted by the Interact Club of ITE College East: (i) My Recycle Dance (ii) Environmental Mind Game**
- 11.40 am:    **Lunch at Punggol Seafood Restaurant, Marina Country Club**  
\* Singing by Mr. Kwock Wing Ching: Tree by Paul Robeson, Autumn Leaves by Frank Sinatra)
- 12.40 am:    **Departure of Guest-of-Honour & Guests**
- 01.00 pm:    **End of program. Thank you for coming**

## ABOUT US

### Rotary International District 3310

Rotary is a worldwide organization of more than 1.2 million business, professional, and community leaders. Members of Rotary clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. There are 33,000 Rotary clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. As signified by the motto Service Above Self, Rotary's main objective is service in the community, in the workplace, and throughout the world.

Rotary International District 3310 is comprised of Brunei, Singapore and parts of Malaysia (Johor, Malacca, Sarawak, Labuan FT and Sabah). There are a total of 62 Rotary clubs in the District with 22 clubs in Singapore. The oldest Club in the District is the Rotary Club of Singapore, chartered on 11 August 1930.

For more information please visit [www.rotarydistrict3310.org](http://www.rotarydistrict3310.org)

### Interact Club of ITE College East

*The Interact Club of ITE College East* was set up in September 2006 under the sponsorship of the Rotary E-Club of 3310. The driving force behind our Club's activities is the belief that every age group can be contributing members of the community and empowered to create positive change. By promoting and cultivating Rotary motto Service Above Self, the Interact club aims to convey the humanitarian spirit of the organization to the local and international community. We believe that by equipping and enabling others to impact the community and lead a better existence, we are helping to develop a caring and sustainable community & society, and create an environment where our members can grow holistically.

Our Club has 6 areas of focus

- (1) Family Livelihood Candles of Brookside social enterprise,
- (2) Child Literacy Children's joy Orphanage, Sunbeam Family Centre,
- (3) Elder Care Bedok Radiance Seniors, PeaceConnect,
- (4) Avoidable Blindness dining-in-the-dark,
- (5) International Understanding joint program with UWC of SEA, and
- (6) Global Sustainability Green-on-Me project.

We have been fortunate to have been recognised by Rotary for our various projects and have received the 1st & runners' up awards for the Best Interact Club Project in District 3310 for the last 5 consecutive years.

For more information please visit <http://en-gb.facebook.com/interact.ce>

### Rotary E-Club of 3310

*Rotary E-Club of 3310* was chartered on 15 June 2004. It became the 8th Cyber Club in the Rotary World, the 21st Rotary Club in Singapore and the 1st operating Rotary CyberClub in Asia.

The mission of Rotary E-Club of 3310 is to make this world a better place, provide service to others, promote high ethical standards, and to advance world understanding, goodwill and peace through its fellowship of business, professional, and community leaders. Its vision is to

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contribute to our community, our nation and our world by giving our future generations love and hope through nurturing and sharing.

For more information please visit [www.rotaryclub3310.net](http://www.rotaryclub3310.net)

### **The United Nations Association of Singapore**

The United Nations Association of Singapore (UNAS) was established as a voluntary organization on 29th December 1969.

The mission of UNAS is to promote peace, human rights, respect for international law, social progress and better standards of living and freedom, while promoting thought leadership and achieving the goals of the United Nations Charter.

For more information please visit [www.unas-sg.org](http://www.unas-sg.org)

### **The Rotaract Club of the United Nations, District 3310**

The Rotaract Club of the United Nations District 3310 was established in June 2012 under the sponsorship of the Rotary E-Club of 3310 with the mission to promote the ideals of the UN, international understanding and peace through service.

### **The Institute of Parks and Recreation Singapore**

Established in 1987, the Institute of Parks and Recreation Singapore (IPRS) is one of the leading Singapore professional body for the parks and recreation industry. It addresses current challenges and future trends in the industry by inviting leading experts in parks and recreation to present their views and engage members and participants in discussion and community projects. IPRS is represented in Singapore Landscape Industry Council & Workplace Safety and Health Construction & Landscaping Committee. IPRS is also represented on a regional and international level by the International Federation of Park and Recreation Administration (IFPRA) and headquartered in London. A World Commissioner in Singapore represents IPRS in the IFPRA.

### **Marina Country Club**

Marina Country Club is the only private membership Country Club in Singapore that is open to the public. Located in the North-West of Singapore, it is situated at 600 Ponggol Seventeenth Avenue Singapore 829734. From fast pumping water-skiing and wakeboarding to spectacular diving trips to the serenity of deep-sea fishing and unforgettable sunset cruise there is something for every sun and sea enthusiast. Marina Country Club boasts of being the only Country Club in Singapore offering Boating and cruises.

Other facilities include fishing/prawning for anglers, food & beverages, sports recreational, personal/corporate events, arcade, one-stop boat repair and maintenance centre, Singapore's largest wakeboarding hub and kindergarten/child care centre, 7-Eleven, boat/ car grooming and male and female Spa.

Seafood lovers can dine at the Great Atlantis Seafood restaurant - home of the Giant Grouper in Singapore and Punggol Seafood (Hock Kee) Restaurant - one of the oldest famous Chilli Crabs

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seafood restaurants in Singapore with a history of over 30 years. The club also house Channel Sam, a Western charcoal grill-restaurant and chilled out watering holes such as the Cheer-up Bar and Karaoke Pub.

For more information please visit [www.marinacountryclub.com.sg](http://www.marinacountryclub.com.sg)

### **Thye Hua Kwan Moral Society**

**Thye Hua Kwan Moral Charities (THKMC)** is a subsidiary welfare arm of Thye Hua Kwan Moral Society (THK) since its establishment in Oct 2011.

THK underwent a restructuring to differentiate the centres and services to this subsidiary welfare arm in order to ensure proper governance and better segregation of the social services by having its own independent board of directors. THK aims to be a one-stop service hub for the less fortunate to seek help from and has continually expanded the centres and services to help Children, Disabled, Elderly and Family who needs help in the areas of social, health, emotional, educational, family, disabled and financial support. THK currently operates more than 50 such centres and programmes

The centres and services under THKMC generally caters to the various groups in the community which consists of Children, Disabled, Elderly and Family, and following in the footsteps of THK, THKMC offers help to beneficiaries with full respect to their race, colour, creed, language, culture and religion. Apart from that, THKMC also aims to practice proper governance and transparency as a non-profit voluntary welfare organisation in Singapore, assuring the community that their kind donations are entrusted in good hands.

For more information please visit [www.thkms.org.sg](http://www.thkms.org.sg)

### **Thye Hua Kwan Seniors Activity Centre**

The centre at Bukit Merah View commenced operation in Feb 2002.

The objectives of the centre are:

- To promote the spirit of volunteerism and engage residents to be active participants in the neighbourhood.
- To provide and co-ordinate activities that promote inter-generational interaction and contribute to the general well being of the neighbourhood.
- To serve as a link between residents and service providers, especially the vulnerable residents.
- To mobilize community resources in building local network of support for vulnerable residents.

The centre provides the following services and programs such as drop-in-corner, television & karaoke, exercise & massage, board games, Internet and training room. The targeted clientele are residents aged 60 and above within the identified HDB rental cluster, followed by older residents in neighbouring blocks.

### **Nee Soon South CC**

The Nee Soon South Community Club Building at 30, Yishun Street 81 was completed on 18 June 2002. It was officially opened on 16 November 2003 by Mr. Lee Hsien Loong, then Deputy Prime Minister and Minister of Finance.

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Originally a void deck CC located at Block 838 Yishun 2, Nee Soon South CC is now a three-storey building with a floor area of 5,333 square metres. The CC strives to be the main focal point for residents to gather and interact. It also aims to organize more interesting courses and activities to reach out to a wider group of residents living in Nee Soon South to strengthen community bonding among residents and build a close and more cohesive society.

The facilities in the CC include air-conditioned multi-purpose hall, badminton court, karaoke room, dance studio, theatrette with retractable chairs and culinary studio. Nee Soon South

CCMC is planning to provide the residents with a myriad of courses and a string of activities to add vibrancy to the community. With the assistance of volunteers who have sacrificed their time and efforts, we hope to foster among all a spirit of mutual help and concern, where we care for one another and feel as part of the community.

For more information please visit [www.neesoonsouth.org.sg](http://www.neesoonsouth.org.sg)

### **Nee Soon South CC Family Life Committee (FLC)**

In today's participation, we have residents mobilised by the Nee Soon South CC Family Life Committee (FLC). The aim of FLC is to promote the importance of family life in the community through family life programmes. It seeks to create an environment where the community celebrates family life to promote 3 generational bonding and to strengthen family ties. It also serves as a regular platform to drive marriage and parenthood initiatives in a concerted effort at the grassroots level. Since the inception of FLC in 2005, many initiatives and programmes had been organised to rally families for stronger bonding and to outreach to the extended family.



### **About the Garden City Fund (花园城市基金)**

The Garden City Fund is a registered charity and Institution of Public Character (IPC000104) established by the National Parks Board in 2002. The Fund works with corporations, organisations and individuals to better engage members of the public through conservation efforts, research, outreach and education. In doing so, we hope to cultivate a love for the environment, promote a sense of ownership, and encourage the community to play its part in preserving Singapore's legacy as a lush and vibrant City in a Garden.

For more information please visit [www.gardencityfund.org](http://www.gardencityfund.org)

### **Supporting Garden City Fund**

Individuals and corporations can help in the growth of Singapore as a City in a Garden by donating to the Garden City Fund.

Donations will go fully into conservation and education programmes supported and are not used for operating cost. Donations to Garden City Fund are tax-deductible. Please visit [www.gardencityfund.org](http://www.gardencityfund.org).



## ABOUT US

Donations will help: Develop outreach, education and green activities, Fund critical research and conservation projects to sustain future initiative, Create amenities and special features, for instance, access for the disabled, to enable more people to enjoy our parks and gardens

### **About the Plant-A-Tree Programme (个人植树计划)**

The Plant-A-Tree Programme was launched in 2007 to enable individuals and organisations to play a direct part in greening Singapore by planting tree saplings in our parks and nature reserves. It was conceptualised by the Garden City Fund in partnership with the National Parks Board and with the support of Singapore Environment Council.

The programme aims to encourage the community to have greater connection and ownership with our natural heritage. Donations from the participants will help fund the cost of the tree planting, and supports conservation and education programmes.

To date, over 12,000 trees have been pledged and planted. The programme has reached out and connected with over 18,000 participants. More information on Garden City Fund's Plant-A-Tree Programme can be found at [www.gardencityfund.org/pat](http://www.gardencityfund.org/pat).

### **For enquiries, please contact**

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