



## The Rotary Happiness Fund Program



### FEATURE STORY: Environmental Activity for Healthy Aging

100 Elderly Took Part in *Green On Me* - An Inter-generational Green Initiative to “increase collaboration and bridge interaction and social gap between the public and needy elderly

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

Singapore – 5 July 2012 - Students from the Interact Club of ITE College East - a youth service club under Rotary International District 3310 took the lead in organizing *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.



*Green on Me: A Preserve Planet Earth and 3gen Program by Rotary Happiness Fund*

*Green on Me*, a Rotary District 3310 community service project was co-organised with Rotary E-Club of 3310 and supported by other Clubs in Rotary District 3310 which comprised of Singapore, Brunei, Sabah, Labuan FT, Sarawak, Johor and parts of Malacca. Other partners included The Institute of Parks and Recreation Singapore, Nee Soon South CC, National Parks Board Singapore, The United Nations Association of Singapore and The Marina Country Club.



*Green on Me: A Preserve Planet Earth and 3gen Program by Rotary Happiness Fund*



*3 Generations - Interactors, Rotarians and Senior Citizens Participating in Green on Me*

*Er. Dr. Lee Bee Wah*, Grassroots Adviser and MP for Née Soon GRC (Nee Soon South), who is also the chairman of the Government Parliamentary Committee for Environmental and Water Resources presided over the event as Guest of Honour. She commended Rotary International District 3310 for organizing “*Green on Me*, a “unique” 3gen project funded by the Rotary Happiness Fund which aimed “to increase collaboration for environmental projects between generations” and also “bridge the interaction and social gap between the public and needy elderly”. The MP planted a *Calliandra Emarginata* or a Cat’s Tail plant as it is commonly known, together with the President of Rotary E-club of 3310, Ms. Tan May Yan, Rotary’s Preserve Planet Earth chairman, Assistant Governor Mr. Chew Ban Seng and District Governor (DG) for Rotary International District 3310, Hj Zainie Abdul Aucasa to mark the special collaboration.



GOH, Er. Dr. Lee Bee Wah, Grassroots Adviser and MP for Née Soon GRC (Nee Soon South), Chairman of the Govt Parliamentary Committee for Environmental and Water Resources (in purple), DG Zainie (in red), First Lady Puan Kalimah (in pink) and other Rotarians



Er. Dr. Lee Bee Wah planting a *Calliandra Emarginata* or a Cat's Tail plant



Er. Dr. Lee Bee Wah with her newly planted *Calliandra Emarginata*



Er. Dr. Lee Bee Wah (in purple), First Lady Puan Kalimah (in pink), Interactors and Teacher Mentor from the Interact Club of ITE College East (in light blue)

*Green on Me* combines Rotary’s two very important focus - “Preserve Planet Earth” to encourage conservation and tree-planting projects *and* “Care for Silver” which promotes healthy aging and greater public involvement in building a sustained support for Singapore’s ageing population in order to create a more caring and environmentally responsible society in Singapore.



*Green on Me: Promoting Healthy Aging and a More Caring Society in Singapore*



**DG Zainie Handing the Mock Check for \$12,000 to Prof Leo Tan, Chairman of the Garden City Fund (in Batik shirt)**

The programme started promptly at 8.30am with laughter yoga, a lively exercise that brought the young and the old waving and cheering on their feet. The 3gen participants planted 60 native trees at the Punggol Park Connector and raised \$12,000 for the Garden City Fund in support of its Plant-A-Tree Programme.



**Green on Me: Laughter Yoga for Healthy Aging**



**Green on Me: Meaningful Tree Planting Activity for Healthy Aging**



*Green on Me: Humour for Healthy Aging*



*Green on Me: Socialise for Healthy Aging*





*Green on Me: Outdoor Walk for Healthy Aging*

*Anna Boo*, an elderly tree-planter from **Thye Hua Kwan Seniors Activity Centre** commented that she had enjoyed herself very much and hopes to see more of such outdoor activities in future.

*Uncle Oon Cheng Chuan*, another participant from **Thye Hua Kwan Seniors Activity Centre** indicated that he had enjoyed the indoor interactive activities and watching fellow senior citizens singing and dancing on stage although he couldn't take part in the tree planting due to physical constraint.



*Green on Me: Keep the Minds of Senior Citizens Active for Healthy Aging*

Chairman for Nee Soon South FLC, *Mr. Poh Phien Seah*, said that the 3gen tree planting activity was the first for their elderly participants. They look forward to go back and see the trees that they have planted together with their children and grandchildren and were glad to be part of a project that leaves a lasting legacy for future generations.



*Green on Me: Bridging Interaction and Social Gap between Generations with Environmental Activity*

*Rotary International* is a worldwide organization of more than 1.2 million business, professional, and community leaders located in 33,000 Rotary clubs spread over more than 200 countries and geographical areas. Many of these clubs have established *Preserve Planet Earth committees* that work on environmentally related issues under the umbrellas of Community Service or World Community Service in an effort to address pressing environmental issues and global climate change.

*Prof Leo Tan*, Chairman of the Garden City Fund who was present to receive the mock cheque and lead in the tree-planting activity 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.”



*Green on Me: Prof Leo Tan, Chairman of the Garden City Fund taking the lead in the tree-planting activity*

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.

## 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)

#### **MEDIA CONTACT**

**Ms Rovena Plique**

Public Relations Chairman, Green on Me 2012

Public Relations Committee, Rotary International District 3310 (2011-2012)

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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      **Laughter 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 Rotary International District 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 GOH, Er. Dr. Lee Bee Wah**
  - **GOH, Er. Dr. Lee Bee Wah 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, Er. Dr. Lee Bee Wah**
- 10.10 am:    **Guest of Honour, Er. Dr. Lee Bee Wah proceed to tree planting area led by Organising Chair, Ms. Maria Boey**
- 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 (for elderly) (ii) Toss a Ball (for children)**
- 11.40 am:    **Lunch at Punggol Seafood Restaurant, Marina Country Club**  
\* Singing by Ms. Grace Angel *Lean On Me* AND  
\* Singing by Mr. Ching Kwok Wing: *Tree* by Paul Robeson AND  
*Autumn Leaves* by Frank Sinatra)  
\* Dance number - *Nut Bush Tina Turner* by the Interact Club of ITE College East
- 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 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 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)



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### **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.

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.

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The facilities in the CC include air-conditioned multi-purpose hall, badminton court, karaoke room, dance studio, theatre 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).

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

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### **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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## FEATURE STORY BY THE COMMUNITY MEDIA NETWORK



### *Building Community Knowledge*

CMN builds community knowledge and equips the public to make informed decisions.

It leverages on collective skills and resources in providing coverage for causes and community projects that may not otherwise be reported and communicated to the public.

The network is made up of volunteer photographers, videographers/ film-makers, editors, feature writers, public relation and marketing professionals from the region.

### **Mission**

- To create awareness for pressing social and environmental issues in the South East Asian region with a special focus on under-supported causes and organisations AND
- To facilitate local and international partnerships for service projects in target areas.
- To promote an inclusive and caring society

For more information please visit [www.linkedin.com/groups/COMMUNITY-MEDIA-NETWORK-SINGAPORE-2293402/about?trk=anet\\_ug\\_grpro](http://www.linkedin.com/groups/COMMUNITY-MEDIA-NETWORK-SINGAPORE-2293402/about?trk=anet_ug_grpro)

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