



People's Association

COMMUNITY 2030



The People's Association (PA)'s story is one closely interwoven with the Singapore story.

In 1960, the government set up the PA to help rebuild trust and unity after communities were torn apart by racial riots and communal strife. Through the years of rapid modernisation and economic growth, and in every national crisis, we continued to strengthen community bonds and build new capabilities to address evolving societal needs and challenges.

But as Singapore has grown, so have the aspirations of our people. Today, more and more Singaporeans want to give back to society. From looking out for their neighbours, to championing causes they care about, we will offer different ways for more people to play their part, to enable more community participation.

Our dream is a Singapore where our people trust and care for one another. Where each one has a part to play, where everyone matters. Whether it is a small act of kindness or a bold initiative, every bit counts.

Together, let us shape our shared future. Not just for ourselves, but for generations to come.

Our Vision

A Nation that Cares for Our Community

Our Mission

**Spark and Nurture Community Participation
for a Caring and United Singapore**

Our Values

Integrity. Service. Excellence. Care



PA's Next Bound: Community 2030

Community 2030 is about expanding community participation and building a community that cares.

In the next bound, PA will focus on expanding community participation. Community participation is many things, ranging from volunteer work to simple deeds and small acts of care to help those in need, contribute to a social cause or serve the welfare of the community (e.g. watch over an elderly neighbour, bring food to a neighbourhood potluck). We are doing this to build a more cohesive society. We build bonds when people work together on something they care about. We build bridges when they come from different parts of society. This is what *"Spark and Nurture Community Participation for a Caring and United Singapore"* means.

To promote community participation means to engage, enable and empower people and organisations to step forward to be contributors in the community. PA and the Grassroots organisations will lean forward to not only serve but activate others to serve – through different modalities as community volunteers, community partners and residents, collaborating with and working alongside one another. This is about building a movement of those who share in caring for others and building stronger communities, and a belief in translating this care into action.



1. Expanding Community Participation

We want to activate residents as contributors, fostering purposeful and effective engagement.

a. By supporting our residents on causes they are interested in

We started the Community Volunteer (CV) Scheme in 2022 as an informal way for residents to volunteer at their own time, based on the causes they care about. We are encouraged by the number of people who stepped forward who wants to do good and will look to scale these efforts further.

Semangat Raya at Villa Verde Residents' Network (RN)

At Limbang Villa Verde RN, a group of passionate residents brought “Semangat Raya” (the spirit of Hari Raya) to life. Led by Mdm Noorita Mohamed Hanapi, these community volunteers shared about Malay heritage through their various talents. Some performed traditional dances, others prepared festive dishes, while some explained the rich history of traditional costumes.



The event created a warm, welcoming space for neighbours to interact and learn and non-Malay participants were particularly intrigued by the unique Hari Raya practices.

The RN will continue to foster opportunities for residents to contribute and inspire more resident-led activities.

Bishan Food Rescue

The Bishan CC Food Rescue initiative began in 2022 as an effort to reduce food waste. Monthly sessions are organised to rescue food items that are still in good condition and distribute them to residents through the CC. Initially organised by Grassroots Leaders, the programme has evolved and is currently largely run by CVs.

Mdm Wee Sun is one of the regular CV with the programme. She has witnessed the joy from both the givers and receivers during these food rescue sessions,

which motivates her to continue volunteering. Recently, she has expanded her support to include ad hoc baking sessions where CVs use rescued raw ingredients to bake and distribute food to vulnerable families. Mdm Wee Sun's involvement in community volunteering has benefitted the residents and is her way to express commitment and love for the community.



b. By collaborating with our partners to amplify our collective impact

We recognise the power of building a network of partners to address community needs more effectively. We will broaden the reach by bringing together diverse stakeholders – from government agencies and corporate partners to grassroots leaders and community volunteers – we can create synergies that amplify our collective impact.

PAssion Community Football Programme (PACF)

Since its inception in 2004, PACF has evolved from a modest initiative to a significant programme reaching 20,000 children across Singapore. This growth is the result of collaborative efforts between various partners and community members:

- ◆ POSB provides financial support through PAssion Kids Fund,
- ◆ Football Association of Singapore offers coaching certification, and
- ◆ SportSG provides playing fields.



Grassroots leaders, and community volunteers work alongside these partners to run the activities. This synergy of institutional support and ground-up involvement has transformed PACF into a vibrant, nationwide programme.

2. Building Connections

We will broaden the opportunities to build connections at various levels.

a. Through Micro-Communities: Enabling Local Participation for Stronger Neighbourhoods

We are focusing on micro-communities as local residents are best positioned to know the needs of their neighbours. We will facilitate the platforms for residents to collaborate, innovate and collectively shape their neighbourhood.

Community Fridge at Ghim Moh Gardens

At the local Forward Singapore conversation, residents suggested the idea of setting up a Community Fridge to reduce food waste whilst providing an avenue to support and uplift their neighbours. A group of CVs, who are residents from the rental blocks, worked together with their Residents' Committee (RC) and partnered NTUC, to give life to this idea.

This initiative demonstrates that residents have good ideas, as well as the desire and capacity to give back to their community and help those in need. When we work together to bring such ideas to fruition, we foster a stronger “kampung spirit” in our neighbourhoods, where everyone plays our part to support and uplift those around us.



b. Through Community Spaces

We will make community spaces more readily available and accessible to residents for booking and use. In particular, efforts are already in progress to enable smart access to all RN Centres, without the need for PA staff to be physically present to unlock and lock up the centres.

Punggol Damai RN Board Games Cafe

Punggol Damai RN is an example of how simplifying access and availability of community spaces has made a real difference in creating more opportunities for community bonding. A group of residents started keeping their board games in the centre and inviting neighbours to play. Now, you will find them gathered there every other Sunday, enjoying games together.



Community Living Room at Brickland Mirage Quad RN

The “community living room” concept at Brickland Mirage Quad RN enables residents to contribute in various ways and exemplifies how small acts of community participation can create a vibrant neighbourhood.

With an easy access system, residents are enabled to come forward to do their part at the “community living room” (RN centre). A former national table tennis player coaches residents weekly, while another resident shares crochet skills with others twice a month. Parents also contribute by donating outgrown children’s books to the RN centre, creating a well-stocked library corner.



These everyday acts of kindness and sharing gives residents the chance to get to know one another, bond and feel a sense of belonging to their local neighbourhood.

3. Being the Best that We Can Be

We are building a future-ready PA: a centre of excellence in community engagement and development facilitated by a first-class support infrastructure. In particular, it is about resident-centric, innovation-based engagement. And it is about leveraging technology and data to be more effective and productive, and to support data-driven, evidence-based decision-making.

imPAct Community Changemakers Programme

The imPAct Community Changemakers Programme, initiated by imPAct @ Hong Lim Green (iHLG), empowers budding changemakers to address community issues. In its first run spanning over six months, 31 participants aged 17-35 collaborated and nurtured their ideas into community projects:

1. Team Beelieve organised mental health awareness events, partnering with 10 local groups.
2. Team Passion conducted workshops for over 90 young creatives, fostering networking and skill-sharing to improve employability.



These projects, conceived and implemented by the participants, showcase the power of community-driven change. Building on this success, iHLG aims to enable more to lead similar initiatives in future programme runs.

Simplifying and Accelerating Redemptions For You

In Joo Chiat, a new web app called Redeemable is changing how community events work. It replaces paper coupons with digital QR codes, making it easier for residents to participate in activities and redeem their event giveaways at their local community events.



This technology not only enhances the experience but also provides valuable insights through data analytics, allowing organisers to tailor future events to community preferences.

By digitising these processes, we will continue to take significant steps towards building a more sustainable, efficient, and resident-centric community engagement model.