



SERANGOON MORAL  
FAMILY SERVICE CENTRE



# Our Serangoon Story



# Chairman's Message

The Ministry of Social and Family Development has designated 2024 as the Year of Celebrating Volunteers. In social service agencies, volunteers play an essential role alongside professional staff in delivering programmes and services to vulnerable members of the community. They are valuable resources, contributing their time, energy, and expertise, which significantly enhance the quality and delivery of service for users.

I would like to express my heartfelt appreciation to our volunteers for their dedication to programmes. I am thankful that our professional staff and volunteers can work harmoniously together to make a difference in the community we serve. It is my hope that our volunteers continue to enjoy their volunteering experience with us and find meaning in it.

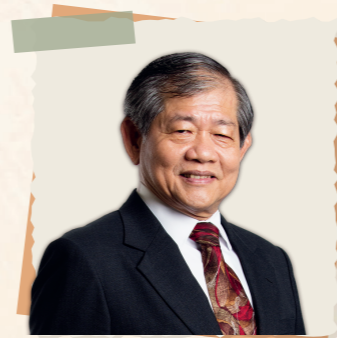
In the 8th edition of our newsletter, besides showcasing our programmes and services, we will feature our first volunteers' appreciation event – Kakis' Gathering Day. This event recognises our volunteers' contributions, connects volunteers from different programmes, and engages in conversations to gather feedback and ideas. We are inspired by our volunteers' desire to create a caring community and value their ideas for further developing our programmes.

If you are wondering how to join our volunteers and make a difference in the community, I invite you to connect with us for a conversation. If you know someone in the community who requires assistance or need help yourself, please reach out. May you have good health and a blessed year ahead.



**Er. Ong Ser Huan**  
Chairman

# Management Committee FY 2024/2026



**Er. Ong Ser Huan**  
Chairman



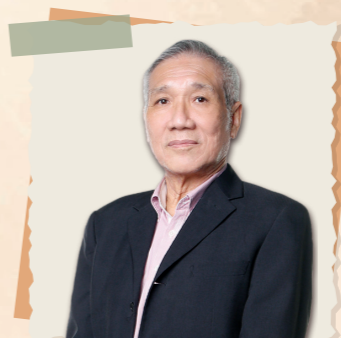
**Mr Philip Seah Hung Meng**  
2<sup>nd</sup> Vice-Chairman



**Mr Tay Poey Kiang, PBM**  
3<sup>rd</sup> Vice-Chairman



**Ms Winnie Koh Ah Nah**  
Honorary Secretary



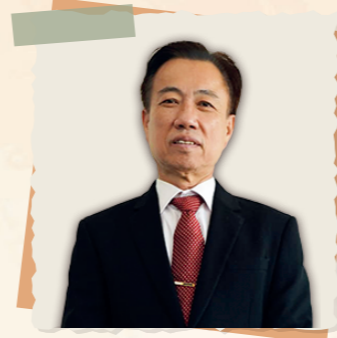
**Er. Lim Kwee Guan**  
Assistant Secretary



**Mr Bernard Chiang Kheng Joo, PBM**  
Honorary Treasurer



**Mr Foong Foo Kheong**  
Assistant Treasurer



**Mr Gary Tan King Chai, PBM**  
Member



**Mr Roger Seah Choon Khee**  
Member



**Ms Dawn Lim Ruo Xi**  
Member



**Er. Lum Chong Chuen**  
Member



**Mdm Leong Chong Hoe**  
Member

# Adeline's Q&A

Let's chat with our Executive Director, Adeline Chew, about our activities and developments in 2024!



## How would you describe 2024?

2024 has been a fulfilling and reflective year for the Centre. Our community work team members huddled together to reflect on their processes, review their purpose, and strategise for the future. Numerous conversations among team members, volunteers, and residents have led to exciting changes for our community programmes. These include the pilot community shop concept for Kampong Friends' Blessings, plot ownership in Kampong Harvest, our first Kakis' Gathering Day, and countless community walks and door-knocking exercises for Kampong@Lim Kopi. These achievements are attributed to the tireless efforts of our team members and their belief in working with residents and volunteers to create a caring community.

## What are your views on volunteering?

We refer to our volunteers as our friends because we believe in building respectful and caring relationships. We hope that in whatever capacity our friends volunteer in, they will enjoy the experience as much as we treasure their contributions. Volunteering is not just about the big gestures; it's equally about the small acts of kindness that leave a lasting impact on people's lives.

## What are some memorable interactions with our friends?

One memorable interaction I had during our Kakis' Gathering Day was with a friend who shared that she enjoyed volunteering with us. This sparked a conversation with her

daughter whose curiosity eventually led her to join a volunteering session alongside her mother.

## What would you like to say to our friends who have been participating in our programme for the past years?

I am deeply grateful for our friends' dedication to our programmes. They have selflessly contributed their ideas, time and energy—often in the evenings and weekends. Even while harvesting produce from our community garden under the hot sun, our friends always wear smiles on their faces. It is heartwarming that our friends prefer spending time coaching children with their academics or sorting through our food donations rather than catching up on sleep or socialising on weekends. It is also inspiring that our friends generously share their love of music with the hope that residents can build relationships with one another.

Because of all our friends, the community is a much brighter and more loving space! Thank you!

**Adeline Chew**  
Executive Director

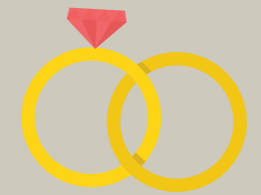
# CaseWork & Counselling

Our Casework & Counselling services are provided by social workers to help individuals and families work through their personal, social and emotional challenges. Our team of professional staff works closely with the individuals and families to provide holistic services with the aim of strengthening resilience, increasing inner resources and enhancing overall well-being.

We can assist in areas such as:



Family Issues



Marital/  
Couple Issues



Parenting Issues



Mental Health/  
Emotional Issues

Share concern/obtain information

Call

Walk-in

Email

Assessment by Duty Officer

Follow-up?



Appropriate help rendered

Social Worker assigned

Referral to community resources and services



# Pit Stop

## Evolution of Pit Stop

Pit Stop is a group work programme for pre-teens aimed at enhancing their functioning by fostering a healthy self-concept and self-esteem, enabling them to maximise their strengths, talents, and abilities.

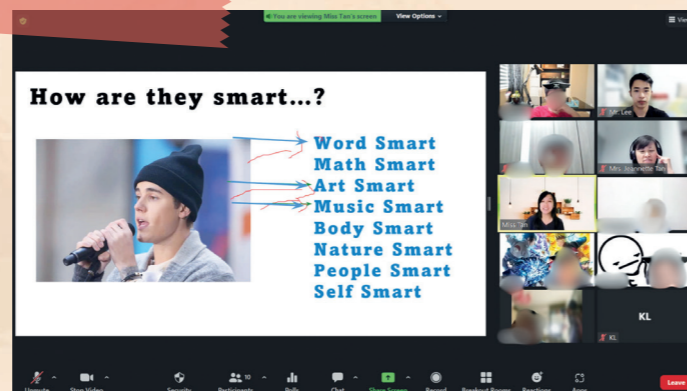
Launched in 2014, this year we celebrate its 10th anniversary! Let's take a walk down memory lane to reminisce the major transitions this programme has undergone!



### Phase 1 – How it began!

We noticed that many pre-teens struggle with the transition from childhood to adolescence. When left unsupported, some engage in delinquency and later distance themselves from support. The name of the programme came to me while I was watching the Singapore Grand Prix on TV one night. The idea that life is a journey, and short stops provide replenishment and realignment inspired the concept of Pit Stop.

– Yi Lan, Group Work Leader



### Phase 2 – When COVID hit, we changed the way we run Pit Stop!

Due to restrictions on face-to-face interactions, we eventually shifted the programme online. We went from packing session materials into parcels and mailing them to our pre-teens' houses to learning how to conduct the programme via Zoom. We definitely cracked our brains and used our creativity! It was an enriching and memorable experience!

– Kai Ling, Pit Stop Programme Team Leader



### Phase 3 – Reaching out to our external partners!

Ahh, look at our very own Captain Rudora during the collaboration with Chen Su Lan Methodist Children's Home at the end of 2023! Under her leadership, the pre-teens were able to make wise decisions and beat the game – all while laughing and enjoying the theatrics of our dedicated facilitators!

– Zi Jian, Pit Stop Programme Assistant Leader



# Kampung @ Lim Kopi

## The Sound of Community

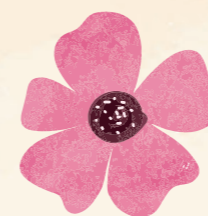
Kampung @ Lim Kopi is a programme founded in 2016 that aims to strengthen the kampung spirit in Lorong Lew Lian by creating a space for seniors to gather and build meaningful relationships.



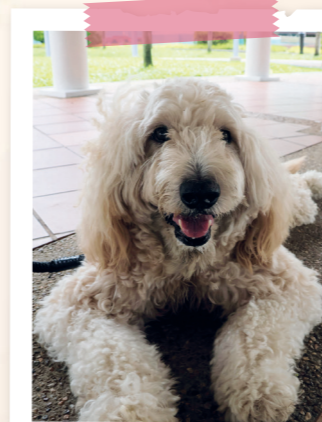
Our bi-weekly serving of warmth and smiles by our resident band, Sweet Memories! It's always lovely to see the residents relaxing together on Friday mornings before heading for a hearty lunch.



Ahh yes, a collaboration with our community neighbour, St Gabriel's Secondary School! The boys joined us for one of our Musical Mornings and were incredibly helpful throughout the event.



Aye, why not strike up conversation with your fellow residents? Everyone loves a good, comfortable interaction, and we love watching these moments unfold!



Even our goodest bois from the community aren't spared from the melodies of our band members! Just look at this fluffy one having the time of its life at our Musical Morning!





# Kampong Kakis

## Friends and Residents, Hurrah!

Kampong Kakis is our very own volunteer matchmaking initiative. It provides a platform for our friends (individuals and group volunteers) to share their interests, passions and skills with the Serangoon community, fostering a stronger kampong spirit.



What a year we've had! To celebrate their efforts, we ended 2023 with an outing organised by us and our tutors for our tutees! This year, we continue to hold weekly tuition sessions and ventured into the community to understand and learn what residents enjoy and want more in the neighbourhood.



We held an Arts & Crafts workshop spearheaded by Anne, a resident passionate about the arts. During the session, we engaged residents from Blk 157 with an upcycling fabric activity to create their own faces.



It was fun to learn about each other and the community. The children started a game of catching, which was a delightful end to our time together. Till the next one!



Scan to join us as a friend!



# Kampong Harvest

## A New Season

Kampong Harvest @ SMFSC is a space where residents can connect and empower each other through gardening. Our goal is to **inculcate a spirit of sharing** by sharing our harvest with our beneficiaries residing in the Serangoon.

Our programme went through several changes in 2024 before we arrived at a newly community defined programme description written above. We're looking forward to what the future holds for this programme!

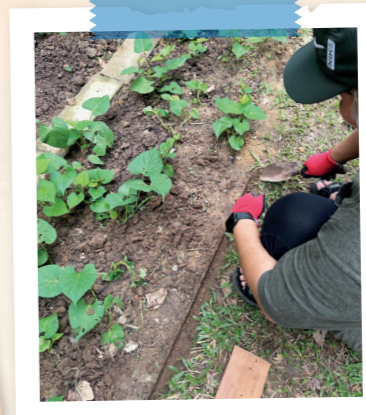
We kick-started 2024 with an appreciation, thanksgiving and vision-sharing event in November 2023. This event re-ignited our shared understanding of the programme's vision, allowing both staff and residents to reflect on what it means to be aligned.



While finalising details for a potential direction, we organised a learning journey to the Giving Garden @ Kim Tian West. In hindsight, the conversations we had there inspired us to explore new ideas, indirectly affirming our future direction.



We're grateful that many residents share a deep passion for gardening - this means an outpouring of shared wisdom and insights!



Part of our redefined programme involves empowering residents to take ownership of our garden space. It has been encouraging to see residents sharing their time, effort and knowledge!



One key aspect that sets us apart from other community gardens is the intentionality of redistributing our harvest. We ensure that it reaches our beneficiaries in Serangoon!



Scan here to join our mission of sharing!



# Kampong Friends' Blessings

## Many Helping Hands

Kampong Friends' Blessings (KFB) aims to foster the kampong spirit among Serangoon residents by encouraging them to 'bless' lower-income households with food items and daily necessities. Since its launch in 2018, the programme has improved food security for families facing financial constraints.

As we reflect on 2024, it is heartwarming to witness the generosity of Serangoon residents towards one another. Have you ever wondered how you can express gratitude to your fellow residents through our KFB programme? Let us hear from an active friend:



I joined the KFB programme because I wanted to be more involved in my community and make a positive impact. SMFSC helped me a lot when I needed support, and I'm happy to give back to the community in hopes of inspiring more people to volunteer. I've also brought my daughter along for a few KFB sessions, which have been a great bonding experience for us.

Participating in the programme has taught me to embrace change and appreciate differences. KFB has recognised my efforts as well, making the experience even more rewarding! I now spend my free time volunteering in the community beyond KFB, which has brought me much joy. I've learnt that I can positively impact both my life and the lives of others.



Since joining the KFB programme, I've discovered how incredibly friendly and supportive the Serangoon community is. Volunteering has connected me with so many wonderful volunteers and staff, showing me that Serangoon is not just a place to live; it's also where neighbours become friends, and everyone looks out for each other.

– Janice, an active friend

When my husband and I were unemployed, KFB provided my family with food rations and daily essentials. With their help, we didn't have to worry as the items reduced our financial burden. Thank you, KFB, for the help! We hope that KFB can continue to support more families facing food insecurity.

– *Hiqmah, a beneficiary of KFB*



Credit: Hilton International Asia Pacific

We would like to extend our heartfelt thanks to Hilton International Asia Pacific for blessing us with vouchers amounting up to \$4,620 over the past two years, enabling our beneficiaries to purchase their groceries and essential items.

We are also grateful for the nine regular donors who requested monthly updates on needed items to ensure their donations align with the beneficiaries' immediate needs. Finally, we also appreciate the ten residents who volunteer their time to assist with stock keeping and actively participate in our group discussions and events, helping us improve our programmes to better serve our beneficiaries.



We hope these stories inspire you to bless fellow Serangoon residents! We look forward to your continued support in making Kampong Friends' Blessings a true blessing to Serangoon! Check our monthly Instagram story to find out what food donations you can make.



Scan here to take a sneak peek on how our monthly Saturday meetings look like!

# 400 Hours With SMFSC

Two interns joined us in May 2024. Let's hear from them on their experience interning with us at SMFSC!



**Florenz Koh**  
Student Intern  
National University of Singapore

I began with a basic understanding of social work but left as a more competent and knowledgeable social work student. My internship at SMFSC exposed me to diverse experiences, including casework, community work and research.

I gained insight into the administrative side of social work where I assisted clients with various applications. Additionally, I was presented with many opportunities to shadow social workers for their sessions, home visits and community work. These experiences taught me practical skills that schools can't teach, making my time here truly fulfilling.

The team here is welcoming, supportive, inclusive, and always willing to answer any questions I had. For anyone planning to join SMFSC, you will love the positive and enriching work culture!



Before stepping into SMFSC, I expected a harsh environment where I was expected to already know everything. Instead, I was introduced to a welcoming work environment filled with passionate professionals who were approachable and willing to provide learning opportunities.

At SMFSC, I learnt about casework management and actively participated in community work. This experience deepened my understanding of the social service sector and showed me how social workers empower others to help themselves. It was inspiring to see professionals endeavour towards self-improvement. I learnt that our passion for helping others can take many forms, from community outreach to advocacy.

Under the guidance of my supervisor, I gained new perspectives and reflected on my performance. My supervisor's patience and continuous affirmations boosted my confidence and gave me a sense of safety.

Overall, the warm and supportive work environment at SMFSC made my internship experience an enriching and constructive one!

**Chang Chia Yu**  
Student Intern  
National University of Singapore



# Deep Dive With Us!

Deep Dive With Us is a new initiative where we get up close and personal with our friends, a.k.a volunteers, from our programmes. Here is Kim, who is featured on our Instagram account @serangoonmoralfsc!

Hi, I am Kim! I live in Serangoon, and I am currently a housewife. I am a friend of Kampong Harvest!



I was an engineer but now that I'm retired, I have time to do the things that I enjoy, especially gardening. I find joy in planting and eating fresh vegetables harvested directly from my garden.



Gardening is a form of exercise for me. I used to garden at a different location, but that plot of land was taken. Therefore, I needed a new place to garden.



I enjoy talking about and exchanging gardening tips with the friends of Kampong Harvest. The idea of making connections in the Serangoon community makes me happy! I also have the privilege of listening in to what the agency does!



Deep Dive into our Instagram Page for more posts like this!

# Kakis' Gathering Day

## Kakis-to-gather

In June this year, we held a small get-together with our community friends who have been in the various programmes, including Kampong@Lim Kopi, Kampong Harvest, Kampong Friends' Blessings and Kampong Kakis.



In this gathering, we learnt what motivates each other to contribute their strengths and assets to the Serangoon Community.



We discovered commonalities among us, including being alumni from the same schools and sharing our 'must-try' food recommendations in Serangoon.



We shared our favourite memories of the programmes we were in and the opportunities we may explore in the future. Everyone was open and shared new ideas and ways of contributing to the community.

We are excited for our next gathering!



# Small Talk

Small Talk is an initiative to open up conversations about lighthearted topics within our community. We cover 5 – 6 topics every year, and the content can be found on our IG/FB pages!

## Managing Stressors

Let's be honest: we all deal with stress every day, and it comes in all shapes and sizes. But hey, why not explore some fun and effective ways to handle it?

### Tips

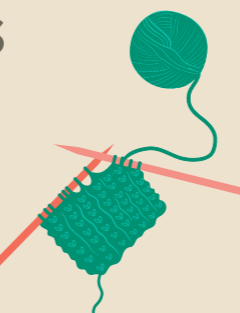
- Taking a step back to recompose oneself
- Weighing out pros and cons
- Breathing exercises/ techniques
- Breaking down the tasks into smaller parts



### Activities



Sleeping



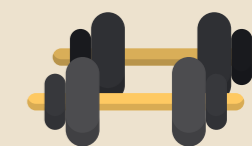
Crocheting



Listening to Music



Journaling



Exercising

## Quotes of Encouragement

“One day at a time”

“Chin up, champ! You're a fighter!”

“It'll all be okay”

“You've got this!”



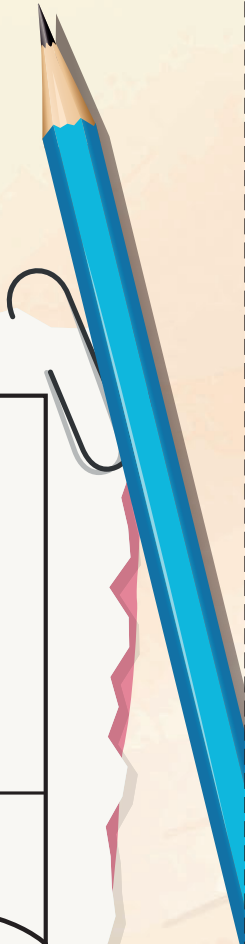
Check out our socials on the other topics that we've covered!








# Imagination Workout


Give your brain a good workout by creating your own drawing from the lines in each box below. Have fun!






 Blk 238 Serangoon  
Ave 2 #01-47  
Singapore 550238

 [www.smfsc.org.sg](http://www.smfsc.org.sg)

 [serangoonmoralfsc](https://www.instagram.com/serangoonmoralfsc)

 [contact@smfsc.org.sg](mailto:contact@smfsc.org.sg)

 [serangoonfsc](https://www.facebook.com/serangoonfsc)

 62847123

Editorial team: Sheng Kai, Jing Ru, Nabilah

