



SERANGOON MORAL
FAMILY SERVICE CENTRE



Together at Serangoon



Chairman's Message

to honour and celebrate the individuals at the very heart of our Centre. At SMFSC, our social service professionals are more than service providers; they are pillars of hope, beacons of empathy and tireless advocates for those who feel unheard or unseen. Their day-to-day interactions with our clients, residents and community partners are at the very core of our mission. Through their compassion, professionalism and quiet strength, they help to restore dignity, rebuild confidence and foster a sense of belonging in those facing life's most difficult circumstances.

The year 2025 has also been one of meaningful growth and significant achievement for SMFSC. We have deepened our engagement with the Serangoon North community, strengthened our collaborations with stakeholders and reached new milestones in service delivery to meet the evolving needs of the individuals and families we serve. These achievements cannot be measured in mere numbers; rather they can be found in the countless stories of resilience, reconciliation and renewed hope.

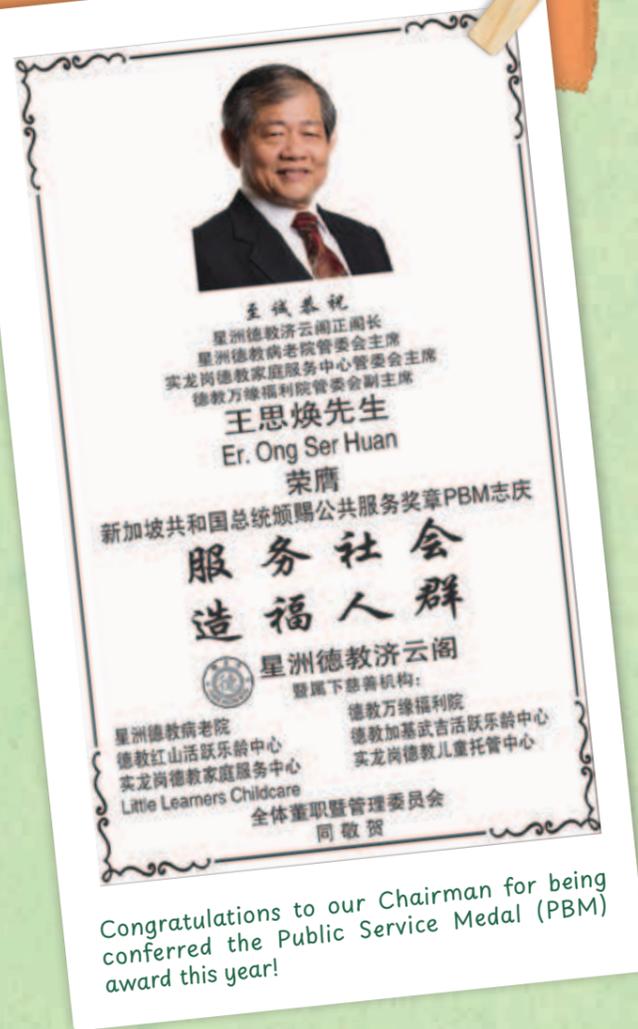
You may also notice the thoughtful and symbolic design of this newsletter. The use of ropes and strings is deliberate and meaningful; they represent the strength of relationships and the interconnectedness that binds us. Just as individual strands woven together form a rope that is strong and enduring, the bonds we nurture among our social service professionals, residents and community partners create a sturdy fabric of support that holds our community together. It is through this spirit of cohesion, unity and mutual trust that we continue to grow stronger as one.

To our dedicated team of staff, passionate volunteers, generous donors and committed community partners — thank you. Your belief in our work and your shared commitment to building an inclusive and compassionate society are the driving forces behind all that we do. As we look ahead to the future, let us carry this spirit of togetherness with us, grounded in empathy, driven by purpose and united in hope.

Together, let us continue to build a community where everyone matters and no one is left behind.

As we approach the close of another meaningful year, I am heartened and deeply inspired by the unwavering dedication, compassion and resilience shown by everyone in our community. This has been a year marked not only by challenges but also by remarkable strength and unity — especially among our team of social service professionals whose tireless efforts continue to touch and transform lives in profound and lasting ways.

In alignment with the Ministry of Social and Family Development's current Year of Celebrating Social Service Professionals campaign, I would like to take this opportunity



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FY2024/2026



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Adeline's Q&A



Let's chat with Adeline, our Executive Director, about what's been happening so far at SMFSC in 2025 and how she feels about community togetherness!

Q: 2025 is coming to an end! How would you describe 2025 for SMFSC?

2025 has been a year of resilience and renewal for our Centre. Despite the challenges that came our way, we stayed focused on our mission and made meaningful progress in supporting our clients and community. I feel proud of how our team worked together, from strengthening existing programmes to exploring new ways to reach those who are unfamiliar with our services and I look forward to building on this momentum in 2026. I've observed that our Centre has become more collaborative and is working closely with stakeholders to improve lives and stay relevant. Overall, I feel hopeful and encouraged by what we have accomplished together in 2025.

Q: How would you define *kampong* spirit?

To me, *kampong* spirit, or community togetherness, is when people look out for one another, share what they have and step up when someone needs help. It's about creating a sense of belonging where everyone feels he has a place and a voice. I think the ropes and strings design motif for this newsletter beautifully embodies that spirit. Each string on its own is vulnerable and fragile, but when the strings are tied together, they are strong and can withstand much more pressure. Similarly, when individuals in the community connect and support

one another, our community becomes more resilient, caring and united. For example, when neighbours donate food and daily necessities through our Kampong Friends' Blessings to help a family in need, that's *kampong* spirit in action. I hope we continue to weave these 'ropes and strings' to build an even stronger community.

Q: What are your hopes for our community?

My hope for our community is that we continue to grow closer, kinder and more supportive of one another. I hope that everyone — regardless of age or background — feels welcomed, valued and cared for here.

I wish for a community where people are willing to lend a hand, share their strengths, and stand by each other in good times and bad. I also hope that we stay open to learning and working together to tackle new challenges as they come.

Most of all, I hope our community remains a safe and encouraging place where every individual can thrive and where the *kampong* spirit lives on in everyday actions.

No act is ever too small — every positive action has the power to bring hope and will help to build a stronger, more caring community. I hope to see more neighbours volunteering together and more families joining our programmes. Together, I believe, we can make this hope a reality.

Casework & Counselling

Our team of social service professionals provides Casework and Counselling services to individuals and families to help them work through their personal, social and emotional challenges. The team delivers holistic services to strengthen resilience, increase inner resources and enhance overall well-being.

Reflections of Client A

"I started counselling when I was very young, after my family went through a traumatic separation. At first, I didn't want to talk about my pain and kept everything inside because it was hard revisiting painful memories. Over time, however, I began to open up and to trust the process. Counselling gave me someone to talk to. This helped me feel less alone. With the help of counselling, I've become more mature and self-aware, and I am now able to express my feelings. While I still carry some pain, I've learnt to manage it. I now know how important it is to communicate and to trust. Most importantly, I'm learning to believe that I'm worthy."

Reflections of Client A's social worker

"Journeying with this client taught me the power of presence, patience and hope. Her growth and resilience transformed both our lives and reaffirmed why social work is deeply meaningful."



Reflections of Client B

"我的家庭状况是满混乱的。我和大儿子的关系不好。而我的小儿子有特殊需要，他常常发脾气。我们因为这些事情惊动警察好几次。我的社工先跟我通话了解我的家庭情况。我当时对我大儿子充满抱怨和不满。我的社工开始辅导大儿子，也到我家协助小儿子申请庇护工场。我的社工也常常和我聊我的人生，我和孩子的关系，我对孩子的要求，还有为孩子将来的打算。几个月后，我看到孩子们的改变。我们现在学会彼此一起相处。大儿子会开始在女佣休假时照顾弟弟，小儿子也学会如何控制情绪和充分利用时间。身为母亲，看到他们的成长，我真的感到很欣慰！"

Reflections of Client B's social worker

"Behind every closed door, there is a hidden story. For me, it is always a privilege to work with families navigating their life challenges. It is heartwarming to experience the family's resilience, perseverance and transformation which inspire me to bring hope to other families that I continue to journey with."

We provide support 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

Case
Worker
assigned

Referral to
community
resources
and services

Scan here to read
other reflections
by our clients!



Pit Stop



Pit Stop is a form of group work for pre-teens. The programme seeks to build healthy self-concept and self-esteem among pre-teens so they can grow their strengths, talents and abilities to the fullest.

Since 2024, Pit Stop has been running at Zhonghua Primary School. This year, some of the school's upper primary students enthusiastically took part in activities centred around various topics that facilitated their transition into teenhood.



"Because the activities and the concept of group work were new to the children, some students were shy to speak up while others couldn't initially grasp the process. These hurdles pushed us to think creatively in order to connect effectively with the students."

— Pit Stop facilitator Nabilah



"Seeing the children learn how to put a name to their feelings and think about consequences made all the work worth it."

— Group Work Leader Yi Lan



"As we always do in our group work runs, we adapted our facilitation style to suit the students' needs and group dynamics."

— Pit Stop facilitator Rudora

We appreciate the warm support of Zhonghua Primary School's school counsellor and teachers, and we look forward to collaborating with them in the future.



Kampong Kakis



Kampong Kakis is our very own volunteer matchmaking initiative. It is a platform for our Friends (we address our volunteers as Friends) to share their interests, passions and skills with the Serangoon community. This encourages a greater kampong spirit.

A Day of Adventure at River Wonders

In a day filled with laughter and thrills, our tuition group embarked on an adventure to River Wonders, Singapore's river-themed wildlife park. Jumping with excitement, the tutors and children raced through an Amazing Race-style challenge, where they scurried to find different exhibits within the park.



The day ended with a photo that captured the memorable outing.



A highlight of the race is discovering shimmering fishes and the adorable capybara! The tutors and children learnt more about these river dwellers during their stops in the race.

Celebrating Strengths at Block 157: Carnival by the Community, for the Community

What a heartwarming weekend we had at Block 157! Our tight-knit community came alive as neighbours gathered not just to have fun, but also to share their time and togetherness.

It was especially inspiring to see one of our young residents, Elshan, step forward to serve as game master. He confidently taught both kids and adults how to battle it out using Beyblade spinning tops. His assured leadership reminded all of us that everyone has something valuable to share!



The escape room treasure hunt was a big hit with all! The kids teamed up and managed to solve the mystery.



Everyone had a blast playing both old and new games, from spinning wooden tops and flicking carrom pieces to launching Beyblades! The games bridged generations and created new memories for the community.

Old Games, New Bonds.



The event closed with neighbours enthusiastically capturing the warm memories of the day in snapshots. Kampong Kakis is thankful to witness the many gifts our community holds. Until next time, see you guys around the block!

Kampong Harvest



Kampong Harvest @ SMFSC is a community garden created by residents for residents. It aims to be a space to connect and empower residents through gardening. It also seeks to inculcate the spirit of giving by sharing the garden's harvest with the Serangoon community.

Highlights of the year

Preparing for the Transformation of Our Garden!



All year, our Friends have been hard at work drafting plans and gathering resources to prepare for our garden's upcoming transformation. This is just one of the many meetings we held to discuss the proposed new design for our garden.



We also took time out to celebrate our five years together. Harnessing our Friends' artistic talents, a new signage was created to commemorate our fifth anniversary.



What our Friends appreciate most about Kampong Harvest is the sense of belonging, mutual support and warm friendships. We celebrated the group's special camaraderie by hosting the first potluck party of 2025. Check out the many yummy dishes our Friends brought to the party!



One of our most valued collaborators is the Singapore University of Social Sciences (SUSS). Students from SUSS and our Friends have worked together on creating a Knowledge Bank. Shannon, one of the SUSS students shared, "During our trips to the garden, I observed how resourceful the residents are, using recycled materials to construct supporting fixtures in the garden. I've gained a deeper appreciation of the creativity and innovation involved in gardening."



The loving and attentive care that goes on daily in our garden is often not captured as our Friends usually shower attention on the garden outside our scheduled activities. But here's a rare occasion when a Friend's thoughtful tending to her plot was snapped by another Friend!



Learn more about composting from our Friends! Join us to have full access to our Knowledge Bank.



Kampong Friends' Blessings



Kampong Friends' Blessings encourages the kampong spirit in our community by having Serangoon residents 'bless' lower-income households with food items and daily necessities. Since its launch in 2018, the programme has improved food security for families under financial constraints.

Highlights of the year

Community Shop Trial



Participants in the trial were able to enjoy the freshest of vegetables, thanks to the gardeners from Kampong Harvest who harvested the vegetables just before the Community Shop opened.



Frozen food items were also made available to participants, thanks to donors who donated frozen food items and necessities!



In October 2024, a trial Community Shop was conducted using our new Inventory Management System. The goal of this trial run was to allow the participants to have more autonomy over what they are receiving and for our Friends to interact with the participants.



Conversations took place after the participants were done with their shopping to understand their needs and to get feedback on the Community Shop trial. A participant shared that she likes the customised experience of the Community Shop as it helps prevent food wastage by allowing participants to choose what they prefer.



Many thanks to the staff, our Friends, students from SUSS and our visitors from Indonesia for all their hard work in making our Community Shop trial a success!

To donate food items and necessities, please drop your donation into the donation box at our office. If you are looking to donate frozen items, kindly send the frozen items to our Centre during our operating hours (Monday to Friday, excluding public holidays, 9am to 1pm and 2pm to 6pm).



400 Hours with SMFSC

400 Hours with SMFSC offers a glimpse into the reflections of our social work interns as they journey through learning and growth at SMFSC.

At the start of my practicum, I felt both excited and unsure as I was adjusting to new responsibilities and working towards meeting diverse client needs. Observing experienced social workers was inspiring but also intimidating, as it made me question my own abilities. However, over time, I grew more confident about conducting sessions independently.

Attending external group supervision sessions was particularly eye-opening. The sessions gave me insights into the different ways of handling complex cases and expanded my understanding of intervention strategies.

This experience deepened my empathy for clients and strengthened my dedication to supporting them effectively. The guidance from my supervisor and colleagues played a key role in my growth. It helped me overcome early doubts and inculcated in me essential skills in client engagement and case management.

My time at SMFSC has not only provided me with practical experience but also reaffirmed my passion for social work. Combining theoretical knowledge with hands-on practice, this practicum has laid a strong foundation for my future career in the field.

Andrew Lee
Social Work Intern
Singapore University of Social Sciences



Where purpose meets people— capturing a moment of shared mission at the Social Service Office@Serangoon.



I feel fortunate to have had my internship at SMFSC, where the team's strong sense of togetherness created a great learning environment. Contrary to my understanding that interning in family service centres is tough and that supervisors there are too busy to mentor interns, my supervisor consistently made time for meaningful conversations, guiding me in my self-discovery and professional growth.

The workload was balanced, and the team provided excellent support, so long as you're eager to learn. I gained valuable experience working with clients, writing case recordings, going for home visits and sharing my assessments, all of which I didn't get to do in my previous internship.

Daily lunches with the team were always enjoyable, and casual conversations brought a lot of fun to the day.

Special thanks to my supervisor for the one-on-one guidance, for providing me with meaningful exposure and for pushing me out of my comfort zone. I'm truly grateful for the opportunities and support throughout this internship. I highly recommend SMFSC for anyone who wants to learn and grow.

Quek Hwee Qin
Social Work Intern
Nanyang Polytechnic

Mentorship, memories, and meaningful moments.

ABCs of SMFSC

All 'Bout Community is a social media series we have been running since 2021. It introduces our services, programmes and values that we advocate for. Here are some snapshots of what have been featured on our social media platforms!



A is for Assets

We are nothing but proud of our Serangoon community and their many valuable assets. Assets are gifts and skills, such as having green fingers, being a good cook or having an eye for photography.



K is for Keeping Calm!

The 4-7-8 breathing exercise is a relaxation technique that involves inhaling for four seconds, holding the breath for seven seconds, and exhaling for eight seconds. This simple yet powerful method helps reduce anxiety, promotes relaxation, and potentially aids sleep.

Do check out our socials to catch a glimpse of the other topics that we've previously covered!



My Recipe for Togetherness

Do you have a special recipe for promoting togetherness? We are sure you have your own special ways to create quality time with loved ones. Meanwhile, check out our recipe for togetherness below.

INGREDIENTS

- 2 cups of _____ (a shared activity or tradition)
- 1 handful of _____ (something you love doing with others)
- 1 splash of _____ (a favourite memory with someone special)
- 4 teaspoons of _____ (a feeling you get when you're with loved ones)
- 1 sprinkle of _____ (a word that reminds you of community)

DIRECTIONS

1. Mix everything in a big bowl of smiles and stories.
2. Let it warm with kindness and shared laughter.
3. Serve with hugs, high fives, or heart-to-heart talks.
4. Best enjoyed with people who matter most.

Who would you like to share your recipe with?

Draw or write their name here:



Tear Line

SMFSC 2025 Newsletter Survey

Thank you for taking time to read our newsletter. We invite you now to share your feedback on this year's newsletter. The first 50 respondents to complete the survey by 31 December 2025 will receive a gift from us! The gift can be redeemed at our Centre on weekdays, 9 am to 6 pm (excluding public holidays and 1-2 pm). You may choose to either complete the survey via hard copy or online form. One individual is eligible for only one gift. Thank you once again for your support!

1. The newsletter content is informative.

(1 being strongly disagree, 5 being strongly agree)

1 2 3 4 5

2. I like the newsletter design.

1 2 3 4 5

3. After reading the newsletter, I know more about SMFSC.

1 2 3 4 5

4. After reading the newsletter, I am interested to be part of SMFSC's services and programmes.

1 2 3 4 5

5. What are your top 3 content that you like in the newsletter?

- Chairman's Message Adeline's Q & A Casework and Counselling Group Work Kampong Kakis
 Kampong Harvest Kampong Friends' Blessings 400 Hours with SMFSC ABCs with SMFSC Activity: Recipe for Togetherness

6. Any other feedback/suggestions?

7. Did you know about SMFSC before reading the newsletter?

- Yes No

Would you like to redeem the gift?

- Yes (please provide your contact details below) No

Name

Last 4 digits of your phone number

This will be an identifier to determine whether you have received the gift

