



**Project Eleos (Group 7-08)**  
**Project Work Written Report 2018**  
Multi-Year

---

Yeong Jia Wen, Jonathan (3A333), Aeron Young Liren (3A301), Caleb Lim Yew Pin (3A303), Chong Shao Jun, Irvin (3A307)

---

**Overview:** This document outlines the Project Eleos (7-08) Written Report for the year of 2018.

**Table of Contents:**

**Section 1: General**

**Section 2: Underlying Problem**

**Section 3: Area of Concern**

**Section 4: Plan of Action and Implementation**

**Section 5: Project Outcomes**

## **Section 1: General**

### *About Project Eleos (7-08):*

Project Eleos is a completely student-run and non-profit organisation which aims to provide funds, awareness, and entertainment for students aged 18 and below from low-income or less fortunate families. Project Eleos has been running for 3 years, from 2016 to 2018, which was first started in Methodist' Girls School and ran for 2 years, before being passed down to its current members. We can be found at our Instagram page (@projecteleos).

Originally, from 2016-2017, Project Eleos' beneficiary was the Compassion Fund Singapore. However, due to their large inactiveness and unwillingness to collaborate after a manager change, we had decided to move on and partner with the Ang Mo Kio CC instead, as Ang Mo Kio has, according to the General Household Survey 2015 conducted by the Department of Statistics Singapore, 10% of all working individuals living in Ang Mo Kio earn below \$1000 a month and 9% of all individuals currently reside in one-room flats.

## **Section 2: Area of Concern**

According to the Straits Times, there is a rise in youth crime. In 2009, of 124 loan sharks and runners arrested that year, 31 - or one in four - were aged 19 and below. The youngest was a 12-year old boy caught as part of a group of five youth who were harassing debtors in Bedok and Ang Mo Kio. This is not beneficial to the country because an increase in harassment cases would heighten worries among Singaporeans on their safety. One cause of such misdemeanour is because of a simple reason - unhappiness.

We have observed that a lower satisfaction / happiness level of students, more often than not, lead to below average grades, that may in turn result in them being stuck in the endless vicious cycle of poverty. These youths are lured by what they see as easy money for deceptively simple work, seldom think that far, which includes being loan shark runners.

Research done by the Research Schools International partnered with administrators, teachers, and students at St Andrew's Episcopal School and The Center for Transformative Teaching & Learning to study happiness and academic achievement. Their results has shown that there is a significant correlation between happiness and academic success.<sup>[2]</sup>

## **Section 3: Underlying Problem**

The vast majority of students with lower socioeconomic statuses are less-privileged than students from their wealthier peers. These financially needy students are often unable to enjoy simple luxuries such as attending movies in the cinemas as a form of entertainment.

Also, studies have shown poverty may have direct effects on crime if the inability to secure steady or sufficient financial resources leads individuals to turn to illicit activity to generate income or if relative poverty in the midst of a wealthy society generates psychological strain. [4]

#### **Section 4: Plan of Action and Implementation**

Below is a table outlining our various activities in the course of our project.

Date	Action	Objective(s)
March to June	Discussions and Interviews with students and Community Centre Leaders	Understanding the community needs
June Holidays	1. Change in beneficiary due to a sudden change in manager and inability to obtain approval for proposed initiatives  2. Launch of "Did you Know?" Campaign on Instagram	Raise awareness on the plight of students from lower-income families
28 June 2018	Fro Fro Ice Cream Cookie and Merchandise Sales at HCI and MGS	Raise funds for movie screening
21 July 2018	Movie Screening at Ang Mo Kio Community Centre (AMKCC)	Events to allow needy students to enjoy themselves
4 August 2018	Birthday Celebration and Games at AMKCC	

#### **Section 5: Project Outcomes**

##### ***1. Accomplishments***

Through the sale of merchandise of food items, we have earned a profit \$76.50 (From HCI) and \$207.10 (From MGS) with a total of \$283.60. This money was later used to organise our movie screening and fund movie screening complimentary refreshments. We have also managed to reach out to 1,877 people on Instagram. Throughout our project, the same group of 70 students that appeared at our events all commented on how much fun they were having, among other positive comments. Although we recognise that our cause is largely unsustainable, we felt that through this small gesture of ours it lightened the spirits of the participants and cheered them up.

## **2. Scope of Impact**

### i) Community Impact

Through this project, we are able to bring joy to these children from lower-income families. The students that we had interacted with generally had extremely favourable reactions to our programmes and many commented that it was one of their first time watching a movie. During a aftermovie interaction session, we had obtained feedback that they felt happier, satisfied and enjoyed the event thoroughly through. Many of them left with smiles on their faces and were notably happy.

### ii) Community Involvement

Fortunately, we have successfully made use of the \$283.60 we have profited to purchase refreshments for the needy students and families of these underprivileged. Through all of our events combined, we have reached out to roughly 300 members of the public through our Instagram and over 70 students from lower income families.

### iii) Resolution of Area of Concern and Underlying Problem

Most importantly, we have sowed the seeds of sustainability through our new batch of committee members that have genuine interest in helping our cause to improve the sustainability of our cause, and ensure that students from all walks of life, regardless of race, language, religion, or financial state, will have equal opportunities to enjoy themselves.

## **2. Reflections**

Throughout our project and our interactions with the needy students during our movie screening, we have learnt more about the troubles and inconveniences faced in their daily lives because of their families fiscal state. We also have learnt that these students are all largely similar to us in many ways and that their families financial situation is holding them back from doing things they enjoy. We have also managed to raise awareness about the plight of these students and their financial state through our Instagram page and posts.

We also learnt the importance of adequate planning, having **problem solving skills**, learning to **improvise** and overcome challenges. We had to solve the issue when we had more than half the ice cream cookies not sold yet. As such we had a change of plans, and instead of bringing more than 70 ice cream cookies home which we originally intended to do, we instead went to classes after their afternoon classes to sell these ice cream cookies. Selling much more compared to those who ordered from IEMB.

During our planning stage we did not expect so much planning to be involved. These includes

- Liaising and bargaining with company
- Figuring most effective system to collect money
- Sales and Advertising Techniques
- Communicate and negotiate our motives, agendas and aim to other

people in an interesting and not boring way

Due to a sudden change in manager, who disapproves of our proposed initiatives, we had to quickly change beneficiaries. Although this dealt a huge blow to our morale as that means we have to quickly find a suitable beneficiary, change our area of concern to suit the beneficiary, and come up with a whole new list of initiatives in the short span of 2 months time, we did not give up and instead **persevered**. We immediately met up with one another and discussed on new list of feasible initiatives, and researched on possible beneficiaries, finally narrowing down to Ang Mo Kio CC. Afterwards we contacted the manager of the CC and managed to meet up with them telling them with our ideas. Thus, resulting in us coming up with 2 new initiatives which are approved by the cc and have been done in late July. From this, we learnt that the **ability to quickly bounce back** from setbacks is a necessary condition of growth.

However in hindsight, if we had found a new beneficiary earlier in the year, we would have had more time to plan and carry out more initiatives to further benefit our target audience.

## **Section 6: Notes and References**

1. Singapore Department of Statistics. (March 2016). General Household Survey 2015. Retrieved from <https://www.singstat.gov.sg/publications/ghs/ghs2015>
2. Schiller, L., & Hinton, C. (2016, March 12). It's true: Happier students get higher grades. Retrieved from <http://theconversation.com/its-true-happier-students-get-higher-grades-41488>
3. Research | Fernanda Márquez-Padilla. (n.d.). Retrieved from <https://scholar.princeton.edu/fmarquez/research/>
4. Merton, Robert K. 1938. "Social Structure and Anomie." *American Sociological Review* 3(5):672–82.



