



## **Project Guardian (07-20)**

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Multi-Year Project

## **Section 1: Overview**

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### **1. Area of Concern**

Dyslexia is a language-based learning difficulty which results in skills such as reading, spelling and/or writing being poor due to problems in phonological awareness, verbal memory and processing speed. A study of Singapore shows that an estimated 10% of Singaporeans or about 23,000 Primary and Secondary students are dyslexic but many go undetected (TENG, 2016). These children are often mistaken to have lower intellectual and cognitive ability and are deprived of professional help. This results in poor academic performance and frustration in learning. It affects their childhood, overall educational experience and ability to integrate into society as they face challenges with poor performance and discrimination.

### **2. Challenges Identified**

The awareness of conditions such as Dyslexia is not prevalent in Singapore's society. This is also a stigma and misunderstanding about Dyslexia. The Dyslexic Association of Singapore (DAS), an independent body that runs on public donations alone, spend an immense amount of money yearly. \$185,216 is spent on awareness and outreach movements, \$141,037 distributed to needy students as scholarships, and \$454,672 is used to fund workshops and enrichments for students. With a lack of awareness, there has been a decrease in donors though expenditure continues to increase.

### **3. Underlying Problem**

Given that there is a lack of understanding in detecting Dyslexia and interacting with the Dyslexic community, which results in the Dyslexic facing discrimination and challenges in their learning and lifestyle, how can our project help to alleviate these concerns?

#### **4. Plan of Action**

We have decided to employ several methods to achieve our objectives of raising awareness and raise funds for our beneficiary. The detailed time frame and details are noted in the table in Section 2: Implementation of Action Plan.

## Section 2: Implementation of Action Plan

Time Frame	Event	Objective(s)
Jan – Mar	<ul style="list-style-type: none"> <li>• Formation of Project Group</li> <li>• Creation of social media platforms</li> <li>• Liaising and communication with DAS</li> </ul>	-
Apr – Jun	<u>Exhibition Booths</u> <ul style="list-style-type: none"> <li>• Contacted various authorities in Singapore for opportunities to set up exhibition booths during events</li> <li>• Conducted 2 exhibition booths during 2 events</li> <li>• “Family Day Out” event on 09 June, Saturday at PAssion Wave@ Marine Parade</li> <li>• “Dumpling Festival 2018” event on 09 June, Saturday at Serangoon Gardens Community Centre</li> <li>• Showed audience the dyslexia simulator which we had created</li> <li>• Created a support board, where the audience can pen down words of encouragement for the dyslexic students</li> </ul>	Raise Awareness
	<u>Ordering of Merchandise</u> <ul style="list-style-type: none"> <li>• Placed orders for project merchandise which will be sold at exhibition booths, street sales, and events</li> <li>• Luggage tags and pop sockets</li> </ul>	Raise Funds
	<u>Planning of Field Trip, Day Camp and Movie Gala</u> <ul style="list-style-type: none"> <li>• Commenced planning phase of Field Trip, Day Camp, and Movie Gala</li> </ul>	-

	<ul style="list-style-type: none"> <li>• Conducted recce at relevant locations</li> <li>• Contacted relevant authorities for liaising</li> </ul>	
Jul - Aug	<u>Exhibition Booths</u> <ul style="list-style-type: none"> <li>• Continued to contact various authorities in Singapore for opportunities to set up exhibition booths during events</li> <li>• Aided DAS in setting up exhibition booths</li> <li>• Conducted a total of 8 sessions of 4 exhibition booths</li> <li>• “Charity Carnival by Supreme Parents” event on 23, 24, 25 and 26 July at Plaza Singapura</li> <li>• “Together as One Carnival” event on 04, 05 August at The Yards, 406 Joo Chiat Place Singapore 428084</li> <li>• Tampines Hub First Anniversary event on 05 August at Tampines Hub</li> <li>• “YFC Bazaar” event on 10 August at The Cube@Asia Square</li> </ul>	Raise Awareness and Funds
	<u>Street Sales</u> <ul style="list-style-type: none"> <li>• 30 volunteers</li> <li>• 5 locations island wide (Bugis, Jurong East, Punggol, Ang Mo Kio, Jurong West)</li> <li>• 2 shifts per day (0900h to 1330h, 1400h to 1800h)</li> <li>• Planned 12 sessions</li> <li>• Sold luggage tags and pop sockets</li> <li>• Raised an estimate of \$1500</li> </ul>	Raise Funds
	<u>Guardian Gala (Movie Gala)</u> <ul style="list-style-type: none"> <li>• Held at Golden Village Plaza Singapura</li> <li>• Hall capacity of 131 seats</li> </ul>	Raise Awareness and Funds

	<ul style="list-style-type: none"> <li>• Sold all tickets @ \$15 per ticket</li> <li>• Held a registration cum awareness booth outside the cinema</li> <li>• Conducted a sharing about Dyslexia before the start of the movie</li> <li>• Estimated outreach of 131 people on actual event</li> <li>• Raised \$1848</li> </ul>	
Sept	<p><u>Street Sales</u></p> <ul style="list-style-type: none"> <li>• 30 volunteers</li> <li>• 5 locations island wide (Bugis, Jurong East, Punggol, Ang Mo Kio, Jurong West)</li> <li>• 2 shifts per day (0900h to 1330h, 1400h to 1800h)</li> <li>• 5 sessions will be conducted</li> <li>• Selling luggage tags and pop sockets</li> </ul>	Raise Funds
	<p><u>Field Trip</u></p> <ul style="list-style-type: none"> <li>• Held at Science Centre Singapore</li> <li>• Conducted for 30 students from DAS</li> <li>• Volunteers will be recruited to facilitate the event</li> <li>• Facilitators will bring participants around the Science Centre and help explain the different science concepts to the participants</li> <li>• The use of visual illustrations in Science Centre serves as a great tool for learning, especially for the dyslexic students</li> </ul>	Increase Interaction

## Section 3: Project Outcomes

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### 1. Accomplishments

We have raised an estimate of \$4448 for DAS through our street sales and movie gala. 30 students volunteered for our street sales. These student volunteers also learned of our cause through immersing themselves in it. During the course of the 10 sessions of our 6 different exhibition booths, we have expanded our outreach to a large groups of the community. We also had the honour to meet Mr Seah Kian Peng (Member of Parliament, Marine Parade GRC), and Mr Heng Swee Keat (Minister for Finance). For the movie gala, we sold 131 tickets, and reached out to many members of public who were present at the cinema. We reached an estimated outreach of 7350 people during our project. We have 593 followers on Instagram, 704 likes on Facebook.



*Project Guardian with Mr Seah Kian Peng – “Dyslexia is a big issue in Singapore and it is good to see youths helping the dyslexic community.”*



*Project Guardian with Mr Heng Swee Keat, who visited the exhibition booth as part of the event.*

## 2. Reflections

During the course of our project thus far, we have learnt more about the situation of the Dyslexics and the many difficulties that they have to overcome, many of which affects them day to day. At the same time, we were certainly heartened by the overwhelming support from the public, and we have faith that Singaporeans will continue to help others with a good cause.

Throughout the project, we met with a lot of difficulties, which affected our action plan drastically. For example, we had a problem with our license for our street sales, which forced us to shift our street sales from June to July, August and September. Although it was certainly very frustrating, we had learnt to be more flexible and adapt to new and unexpected scenarios, honing our skills along the way. This experience has also taught us to always prepare a back-up plan should the need arises.

During our project, we had also learnt that we need to be more understanding of others and accommodate to the beneficiary's needs. This came during the planning of our day camp initially, where the beneficiary agreed to conducting it, but eventually cancelled the day camp which we had planned. Although we were very disappointed, we had to understand that we should respect the beneficiary which we are helping, and seek to work within boundaries that are set for us.

In hindsight, we should also have started our publicity for our movie gala much earlier, so that we did not have to rush selling our tickets at the last minute. Although we managed to sell all the tickets to a wide spectrum of audience, we could have certainly done better if we had more time.

The numerous roadblocks encountered honed our skills (teamwork, flexibility, adaptability etc.) needed to tackle problems in the 21<sup>st</sup> century, allowing us to excel in our future endeavours.

## 3. Scope of Impact

**Community Impact:** Members of public were able to learn more about the DAS, as well as the condition Dyslexia. We hope that the public are more well-versed on the prevalence of learning disorders in Singapore and that they will continue supporting DAS.



**Community Involvement:** We managed to recruit 30 volunteers for our street sales, and a wide spectrum of audience ranging from adults to students from different schools for our movie gala. During our 10 sessions of exhibition booth, the public also got to know more about dyslexia through our dyslexia simulator and played a part in producing 2 support boards for our students in DAS.

**Resolution of AOC/UP:** Given that we have identified that there is a lack of understanding in detecting Dyslexia, we have managed to conduct 10 sessions of 6 different exhibition booths at different parts of Singapore to raise awareness about our project to the public. The use of our dyslexia simulator also helped the public better understand the condition of dyslexia and how to detect it. Through our activities, we have reached out to an estimated 5010 members of public. Raising awareness in the understanding of dyslexia serves as a long term solution to dissolving the discrimination that dyslexics face in society.

#### **Section 4: References**

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TENG, A. (2016). More kids getting help with dyslexia. Retrieved from <https://www.straitstimes.com/singapore/education/more-kids-getting-help-with-dyslexia>