

# **Project Vision**

## **Group 7-02**

John Tang Yu ( 4P3 21) (Leader)

Tay Kai (4H1 24)

Tan Hong Xiang (4H1 23)

Cheong Shao Hong, Justin (4H1 02)

Kenneth Gao (4H1 06)

## Project Overview

### **A. Area of Concern**

4.7% of Singaporeans are visually impaired. Yet, Singapore remains inadequately equipped to support them. Our survey conducted amongst 200 students from ages 10 - 17 showed that half of them knew little about the visually handicapped. A study by the Straits Times showed that employment rate in Singapore for the disabled is just 4.9%, the lowest amongst developed countries. We have to cross the psychological frontier between the visually handicapped and the able-bodied due to stereotypes and misunderstandings that the public have about the visually handicapped.

### **B. Challenges identified**

- Beneficiary placed greater emphasis on fundraising which was tangential to the project's aims of interaction and awareness.
- To align our goals, we incorporated fundraising; utilising our carnival to raise funds while spreading awareness.
- Fulfilled both parties' needs.

### **C. Underlying Problem**

In view of the **lack of understanding about the visually handicapped**, it has led to prejudice against them, resulting in them being segregated from society, how can we **alleviate the problem and bridge the gap between the visually handicapped and able-bodied, helping them integrate into society, while simultaneously raising awareness for SAVH and educate the public about the visually handicapped?**

## D. Plan of Action (Diagram)

<p>Phase 1 February - March 2019 (Completed)</p>	<p><b><u>Preliminary Research</u></b></p> <ul style="list-style-type: none"><li>- Conducted research on areas of concern</li><li>- Met beneficiary to discuss future events</li><li>- Recruited volunteers to help spread our cause</li><li>- Decided on 3 goals:<ul style="list-style-type: none"><li>- Educate the public</li><li>- Assist and understand problems facing visually handicapped</li><li>- Raise awareness about the visually handicapped</li></ul></li></ul>
<p>Phase 2 March - June 2019 (Completed)</p>	<p><b><u>Food Sales @ HCI and NUSH</u></b></p> <ul style="list-style-type: none"><li>- Outreach: 500 students, aged 13 - 16</li><li>- Banners to raise awareness and educate students</li><li>- Increased publicity</li></ul> <p><b><u>Day camp at HCI</u></b></p> <ul style="list-style-type: none"><li>- Invited students to participate in a camp.</li><li>- Participants: 35, aged 13 - 22</li><li>- Experienced problems arising from visual impairment</li></ul> <p><b><u>Carnival Mira</u></b></p> <ul style="list-style-type: none"><li>- Outreach: 800 people, aged 13 - 65</li><li>- Introduced our cause</li><li>- Educated public about visual impairments</li><li>- Conducted awareness survey</li></ul> <p><b><u>Open House Booth @ HCI</u></b></p> <ul style="list-style-type: none"><li>- Organised exhibition educating families about the visually handicapped</li><li>- Total outreach: 500 people, aged 11 - 65</li><li>- Game booth - creating opportunities for participants to experience visual impairment</li><li>- Showcased documentary at our booth</li><li>- Raised funds by selling SAVH's merchandise</li></ul> <p><b><u>Roadshow @ Malls</u></b></p> <ul style="list-style-type: none"><li>- Roadshow with booths including games, interactive</li></ul>

	<p>activities and posters</p> <ul style="list-style-type: none"> <li>- Outreach: 600 people, aged 6 - 55</li> <li>- Educated the public</li> <li>- DJ advertised our project mallwide</li> </ul> <p><b>Funds Raised</b></p> <ul style="list-style-type: none"> <li>- \$1,920</li> </ul>
<p>Phase 3 April - August 2019 (Completed)</p>	<p><b><u>Establishing partnership</u></b></p> <ul style="list-style-type: none"> <li>- NYC- endorsed our project (Youth Change Makers)</li> <li>- Rulang Primary School - talk-cum-exhibition</li> <li>- Heartland Mall - roadshow</li> <li>- Gong Cha - food sales in school</li> </ul>
<p>Phase 4 January - August 2019 (Completed)</p>	<p><b><u>Social Media Platforms</u></b></p> <ul style="list-style-type: none"> <li>- Instagram, Facebook and Youtube to expand our outreach</li> <li>- Outreach: 17,900 people, aged 13 - 54</li> <li>- Posted facts about visually handicapped</li> <li>- Posted stories of the visually handicapped to remove stereotypes</li> </ul>
<p>Phase 5 April - July 2019 (Completed)</p>	<p><b><u>Volunteering sessions</u></b></p> <ul style="list-style-type: none"> <li>- Planned activities at SAVH</li> <li>- 14 Sessions completed</li> <li>- Organised activities: Performances, bowling, news sharing, etc.</li> </ul> <p><b><u>SAVH Flag Days</u></b></p> <ul style="list-style-type: none"> <li>- Gathered 50 volunteers</li> <li>- Volunteers paired with a visually handicapped person</li> <li>- <b>Funds Raised: \$5,500</b></li> <li>- <b>Outreach: 800 people, aged 18-65</b></li> </ul> <p><b><u>Online Fundraising Campaign</u></b></p> <ul style="list-style-type: none"> <li>- Held a campaign on Giving.sg to raise funds</li> <li>- <b>Funds raised: \$2,653</b></li> <li>- Documentary uploaded to encourage donors</li> </ul> <p><b><u>Jewel Trip</u></b></p> <ul style="list-style-type: none"> <li>- Trip with the blind to Changi Airport's Jewel</li> <li>- Encouraged interaction between volunteers and the blind</li> </ul>

	<p><b><u>Primary School Talk @ Rulang Primary</u></b></p> <ul style="list-style-type: none"> <li>- Outreach: 600 students, aged 10 - 12</li> <li>- Educated students about methods to protect eyesight</li> <li>- Raised awareness and inculcated sympathy for the visually handicapped</li> <li>- Showcased our documentary</li> </ul>
<p>Phase 6 March - August 2019</p>	<p><b><u>Measuring Project's Success</u></b></p> <ul style="list-style-type: none"> <li>- Conducted before and after interviews with attendees</li> <li>- Outreach and support at our events</li> <li>- Instagram: likes and followers</li> <li>- Documentary - lots of likes and subscriptions</li> <li>- Number of signatories collected</li> </ul>
<p>Phase 7 February - September 2019</p>	<p><b><u>Promoting Sustainability</u></b></p> <ul style="list-style-type: none"> <li>- Collaborated with SAVH to support their events for helping them organise the White Cane Day in October 2019</li> <li>- Hand-over project to juniors</li> <li>- Continue awareness sessions</li> </ul>

### **Implementation of the Plan**

#### **A. Final Progress**

Currently at phase 7, we have:

- Conducted events to raise awareness with students, parents and teachers.
- Partnered with external organisations to achieve greater outreach.
- Raised \$10,073 for beneficiary
- Outreach to around 21,700 individuals.
- Sustainability: Junior group to continue working on the project, intend to continue collaborating with our juniors.

### **Project Outcomes**

#### **A. Accomplishments**

Total Outreach: 21,700 people

Total Funds Raised: \$10,073

## **B. Scope of project**

### **Community impact**

With initiatives like weekly interactions, the public gained insight into the lives of the visually handicapped, understanding their struggles. A public member said she “never realised the problem of discrimination in our society” and had attained a new perspective about the blind. Additionally, many members of the public pledged support for the visually handicapped.

### **Community involvement :**

- Recruited 200+ volunteers who assisted us in our events, actively participating in them and interacting with the blind.
- The Jewel field trip left an unforgettable impression on the Visually Handicapped. Being a newly-built attraction, the visually handicapped were curious to visit Jewel.
- Volunteers mobilised to guide the blind.
- Events helped us realise the meaning of embarking on a community project, where the impact on the lives of the beneficiaries was of prime importance
- Through sharing sessions and SAVH talks, we seek to inspire these volunteers to continue helping the visually handicapped.

### **Resolution of AOC/UP:**

We identified a lack of societal awareness and funds, and consequently raised \$10,073, reaching out to an estimated 21,700 members of public through our activities. We managed to tackle the crux of the project’s aim of fundraising and creating awareness for the visually handicapped. We have ensured the sustainability development of this project, by involving students in the problem-solving process and empowering them to make a difference. We hope that future batches will be able to take on the mantle and build on this foundation, to truly provide a sustainable, long term solution to the awareness of visually handicapped in Singapore.

## **C. Reflections**

Together, we realised that there are always those who fare worse in life due to uncontrollable circumstances. We should always extend a helping hand. We have learnt from the less fortunate to be contented with whatever we possess, and make the best out of every situation.