

**Fei Yue's Toast to 30 fundraiser goes online - charting a stronger, equitable future for society by helping those in need**

*Over S\$250,000 sought to help improve the lives of the vulnerable and disadvantaged communities in Singapore*

- Funds will be raised for the EIPIC and AAC programmes to help beneficiaries including children with special needs from low-income families, and low-income seniors
- The fundraiser will include a charity movie premiere and online movie passes to inspirational movie, The Ride, with Salt Media & Entertainment; an online charity art auction of ten beautiful, exclusive art pieces by renowned artists from Sound of Art; charity vouchers with five leading social enterprises: The Social Space, Soul Food Enterprises, TSK, Foreword Coffee Roasters, and Pope Jai Thai; and hosted online sessions by Makan for Hope with leading startup investors and technology leaders

**Singapore, 19 May 2021** - In today's new normal, companies and industries such as F&B are not the only ones pivoting online, catering products and services for people at home. Charities too have had to cope with disruption and up their game by embracing digitalisation for their administrative functions, services towards beneficiaries, engaging volunteers, and raising much-needed funds that will support their vital work.

For the first time in its history, leading Singapore charity Fei Yue is celebrating its 30th anniversary with a massive online charity drive, from May to July, to help over 1,500 beneficiaries in Singapore improve their lives. Apart from adapting their services to adhere to safe-distancing regulations while meeting the crucial needs of their beneficiaries, Fei Yue has also gone online this year with the Fei Yue Toast to 30 fundraiser that aims to raise S\$250,000 by the end of July through a combination of exciting activities in collaboration with established organisations, and a series of ground-up initiatives by supporters raising funds for the charity.

Bringing together a charity movie premiere, online movie passes, exciting food options, a charity online art auction, sale of mask sets, and hosted online sessions with leading startup investors and technology leaders, the multifaceted fundraiser seeks to raise S\$250,000 by the end of July, with funds going towards initiatives that will improve the lives of vulnerable and disadvantaged communities in Singapore. Celebrating and honouring Fei Yue's 30 years of work with the local community and beneficiaries, the charity also seeks to promote the spirit of giving within Singapore's society that will see the charity able to provide more help to more people.

First established in Singapore in 1991 as a family service centre, Fei Yue has since grown into a multi-service social service organisation that helps and offers services to everyone, from infants to the elderly in Singapore's society, and families and inmates. Today Fei Yue continues to work closely with the community and runs 34 centres throughout Singapore, reaching out to more than 82,000 individuals and their families annually. Fei Yue offers a number of services ranging from counselling and healthcare to active ageing programmes and even child protection specialist services.

Going online in the new normal, the fundraiser is Fei Yue's biggest attempt at fundraising so far that allows donors to participate and give from the comfort of their own home. The funds raised will go towards essential initiatives including Fei Yue's Early Intervention Programme for Infants and Children (EIPIC) - targeted at enabling special needs children from low-income families through occupational and speech therapy. There are also plans to commit funds for Fei Yue's Active Ageing Centres (AAC) - to retrofit senior group homes and provide breakfast for low-income seniors to start their day well with a nutritious meal.

Members of the public and corporate donors can support the beneficiaries through Fei Yue's 30th Anniversary fundraiser website (<https://feiyue30.saltmedia.asia>). Donations made, where applicable, will be tax-deductible through a seamless online application with Fei Yue.

### **Charity Movie Premiere and Online Movie Passes - The Ride**



*The Ride is an inspirational story of real-life BMX star John Buultjens (credit: Salt Media & Entertainment)*

With the support of a multitude of local social enterprises and socially-oriented companies, Fei Yue's 30th Anniversary Fundraiser will feature a Charity Movie Premiere, graced by Guest of Honour, Mr Tan Chuan-Jin, Speaker of Parliament. With online movie passes also available, the event is held in collaboration with Asia Pacific's leading media company for life-affirming entertainment, Salt Media & Entertainment Company. Donors will have the opportunity to attend the Singapore premiere of *The Ride*, or attain exclusive online movie passes ahead of its official release in Singapore. *The Ride* is an inspirational story of real-life BMX star, John Buultjens who overcame an abusive childhood through the love and life lessons taught to him by his interracial foster family. Starring Ludacris, Shane Graham, and Sasha Alexander amongst the cast, the sentimental tale of John Buultjens' redemptive journey will tug at the heartstrings and inspire others to pursue their dreams. Online movie passes start from S\$100 per person on Salt Media & Entertainment's streaming service SMIX, and S\$250 for the Charity Movie Premiere on 16 June at the movie theatre at Capital Tower.

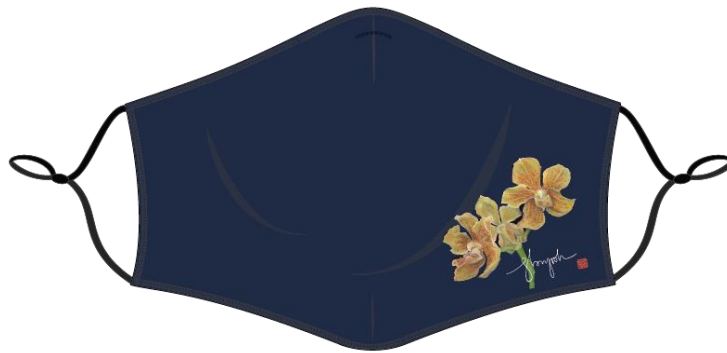
## Art that speaks to the soul - online charity art auction and mask sets



*Art pieces: The Way Home by Byamba (left); and Love from Above by Erica Wee (right) (credit: Sound of Art)*

Fei Yue will also be hosting an online Charity Art Auction with a curated collection of beautiful, exclusive art pieces by Sound of Art, a homegrown impact-driven art gallery that has graciously donated ten art pieces. The art pieces ranging from quirky, heartwarming “Love from Above” by Singaporean artist Erica Wee to the exquisite “The Way Home” by Mongolian artist Byamba are available for online bidding until 13 June, with all profits to Fei Yue.

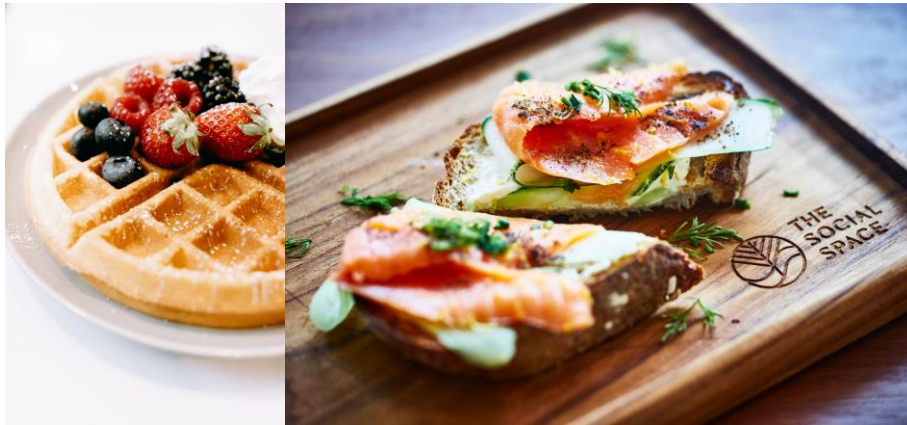
All ten art pieces will also be available for viewing at the Sound of Art gallery at Capital Tower. The winners of the auction will also be invited to the charity premiere where they will be presented their winning pieces by the Guest of Honour, Mr Tan Chuan-Jin, Speaker of Parliament.



*'Freedom Mask' set by Glacy Soh (credit: Sound of Art)*

The ‘Freedom Mask’ set by Sound of Art, featuring local artist Glacy Soh’s striking portrayal of the Paravanda Nelson Mandela Orchid, will be available at S\$70 for a set of 2 masks, with all proceeds going towards Fei Yue’s 30th anniversary fundraiser.

## Eat with a heart - participating F&B social enterprises



*Donors will be able to choose from a wide range of delicious dishes such as Mixed Berries Waffle from Foreword Coffee Roasters (left) or Smoked Salmon + Cream Cheese Open-Face Toasts from The Social Space (right)*

Foodies can also play a part by purchasing special charity donation meals from five leading social enterprises - The Social Kitchen, Pope Jai Thai, Forward Coffee Roasters, The Social Space and Soul Food Enterprises. With a S\$150 donation, donors will receive a meal voucher, with the rest of the proceeds going to Fei Yue's 30th Anniversary fundraiser. With the meal vouchers, donors will be able to choose from a wide range of food & beverages at the social enterprises such as weekly set meals at Soul Food; a set of open-faced toast, beverage and a tahini billionaire bar at The Social Space; S\$30 worth of food & beverages at The Social Kitchen; and a set for two with drinks, waffles and coffee brew bags at Foreword Coffee Roasters.

## Hosted Online Sessions with Leading Startup Investors and Technology Leaders

From 16 June onward, hosted online sessions will also be held with Makan for Hope, supported by the Singapore Venture Capital & Private Equity Association, where participants will be given the rare opportunity to have insightful virtual conversations over a meal with leading startup investors and technology leaders. The first session will be hosted by co-founder of PropertyGuru and impact investor, Steve Melhuish. Also supporting the cause, online sessions will be hosted by Chris Sirisereepaph, Partner of Saison Capital; Jeffrey Paine, Managing Partner of Golden Gate Ventures; John Kim, Managing Partner of Amasia; Kuo-Yi Lim, Co-Founder and Managing Partner of Monk's Hill Ventures; amongst several others. All leading startup investors hosting the Makan for Hope sessions have also committed to match at least S\$1 for every S\$1 raised via ticket sales.

## Every effort counts, no matter how small - ground-up initiatives

As part of Fei Yue's efforts to promote the spirit of giving within Singapore's society, the charity is also working with its supporters and volunteers on a series of ground-up initiatives that will see individuals and groups band together to raise funds for Fei Yue's 30th Anniversary fundraiser. Home bakers -- [@mittenkittendiary](#), [@bestiebakessg](#), [@sowmya2219](#), [@anihowbake](#), and [@littlebakery.sg](#) -- will be running mini-campaigns where members of the public will be able to donate towards care packs with home-baked goods delivered to Fei Yue's beneficiaries such as low-income seniors living in rental flats, with all profits from the sales

going to Fei Yue. Other ground-up initiatives include charity yoga classes and many other exciting and fun initiatives.

Donors can also pay it forward by gifting their online movie passes and meal vouchers to Fei Yue's beneficiaries so that they can enjoy the tasty food and beverages of the social enterprises, or watch the inspirational movie, *The Ride*, online.

"Over the past 30 years, Fei Yue has had the privilege of helping many vulnerable and disadvantaged communities in Singapore. Our vision to effect life transformation through the provision of quality social services has remained steadfast. Annually, we serve over 80,000 individuals and their communities island-wide," said Mr Leng Chin Fai, Executive Director, Fei Yue Community Services, Fei Yue Family Service Centre. "We are excited for the future as we continue to work closely with the communities to provide more meaningful services. Through the fundraiser, we also hope to continue to promote the spirit of giving in Singapore, one where everyone looks out for each other. We invite everyone to join us in whatever ways they can as we journey towards a stronger and a more equitable society."

The charity movie screening, online charity art auction, purchase of mask sets, meal vouchers with participating F&B social enterprises, and hosted online sessions with leading startup investors are available on Fei Yue's 30th Anniversary fundraiser website.

For more information on donations, ways to help, and Fei Yue's 30th Anniversary fundraiser, please visit <https://feiyue30.saltmedia.asia>.

### **About Fei Yue**

Fei Yue Family Service Centre started in 1991 and provided counselling services to support families in need. Five years later, Fei Yue Community Services was established as societal needs evolved over time. Our range of social services and capabilities have since expanded and today, we collectively serve over 80,000 clients annually.

With over 600 Fei Yue passionate professionals to support and serve the communities, we are deeply connected with our communities and operate more than 34 centres island wide. We serve and attend to families in need, children with special needs or come from abusive homes, youth-at-risk, caregivers, prison inmates, couples looking to adopt, people with mental health issues and needs, and the elderly.

For more information, please visit <https://www.fycs.org/>