

Rotary Image



## Rotary - Meals From The Heart Project

23 Rotary Clubs in Singapore

### A Centennial project turned out to be a long term sustaining project for Singaporean Rotarians

To commemorate Rotary's 100<sup>th</sup> Anniversary, the Foundation of Rotary Clubs (S) Ltd initiated a project for the benefit of needy Senior Citizens. 100 Senior Citizens residing in Boon Lay and Yuhua Constituency benefitted from this service as partnership was forthcoming in Southwest Community Development Council (SWCDC). Rotary appreciates the partnership of South West CDC, Loving Heart Multi-service Centre and the select hawkers in Boon Lay who provided the cooked food to the seniors. More than 84,000 Free Meals have been served thus far.

The pilot project was launched in the Constituency of Boon Lay by PM Lee Hsien Loong on the 29 August 2004. The project will be extended to Central Community Development Council and another constituency in Southwest CDC. Discussions are currently ongoing.

The first 5 years of operation is rather low key without much public relations after the initial big bang. This is the Rotary way for Rotary funded project without external co-operative arrangement. Quietly, Rotary has partnered Government and third party food providers to provide the needy seniors a warm meal for 5 years.

#### *Meals from the Heart Concept*

For ambulant clients in the Boon Lay area, meal coupons are issued to residents for them to exchange for a meal per coupon at the Boon Lay Hawker Centre.

For less ambulant clients in the Boon Lay area and clients in the South West Community Development Council, Loving Hearts Multi Service Centre delivers meals to the clients.

The cost of providing a simple meal is three dollars. One Dollar is contributed by Rotary clubs from funds raised from Corporate Sponsors, Rotarians and well-wishes. The Second Dollar is matched by South West Community Development Council. For the meal coupons arrangement, the Third Dollar is contributed by the participating food stall owners at Boon Lay Hawker Centre when the owner discounts the cost of the meal by one dollar, accepting only two dollars in payment for the meal. For the meal delivery arrangement, the third dollar is contributed by the meal vendor, Thye Hua Kwan Moral Society.

The project is administered by the South West CDC, Rotary Family Service Centre at Clementi in conjunction with Boon Lay Hawkers Association, Boon Lay Neighbourhood Link and Loving Heart Multi-Service Centre (Jurong East).

This is a very unique concept of helping for tripartite arrangement with each party contributing to the cause without the overhead charge. Every dollar of donation and contribution will be given to the needy seniors. All the parties will contribute their time and effort without charge, plus S\$1 per meal by each party.

### ***Plan for the Next Five Years***

All Fund-raising thus far has been carried out by Rotarians and their contacts. This year, for the First Time a Major Fund-raising event is being organized for Meals from the Heart Project. The objective is to reach wide and deep so that more needy seniors could be served. In addition, with the direct involvement of corporate sponsorship, the project will be put on another high gear on public relations and publicity.

Rotary intends to expand the Meals from the Heart Project by partnering with Corporate Sponsors and Foundations. External Funding is vital to achieve Rotary's objective of serving another 100 needy Senior Citizens in Southwest CDC and to expand the project to Central CDC. We are in discussions with SWCDC regarding Bukit Batok area and with Central CDC regarding Jalan Besar area.

It is a meaningful project for the Singapore Rotarians. All 23 clubs take turn to raise fund year on year to ensure that the needy seniors will not be left out. It is another Rotary Image and PR promotion in Singapore for community service in partnership with government and the private sectors.



**A group of Rotarians at the launch of Meal from The Heart**



**Prime Minister Lee Hsien Loong and MP for Boon Lay Mdm Ho Geok Choo launched the project at Boon Lay Constituency**



**PM Lee and PDG Robert Loh at the launch**