



# Pay It Forward Day

## Pay it forward



*Small Miracles Inspire Living Everyday*

Jointly Organised by:

**CENTRAL SINGAPORE**  
COMMUNITY DEVELOPMENT COUNCIL



Pay It Forward Team of  
Central Singapore  
Community Development  
Council

Singapore Kindness  
Movement

Nee Soon South  
Zone 'C' RC

## History of Pay It Forward



Pay It Forward is premised on the simple idea of triggering a chain reaction of goodness. An individual does another a favour without expectation of self-gain. Instead he/she requests the recipient of the goodwill to pay it forward to other people. In turn, these other recipients will then pass it on to others. This sets off a chain reaction of goodness as described earlier.

2 Pay It Forward originated from a book written by Catherine Ryan Hyde. It was adapted into a movie starring Kevin Spacey, Helen Hunt and Haley Joel Osment. To find out more about the movie, visit the movie website at [http://payitforward.warnerbros.com/Pay\\_It\\_Forward/](http://payitforward.warnerbros.com/Pay_It_Forward/)

3 A Pay It Forward Foundation in the United States had been set up to educate and inspire young students to realise that they can change the world. Their website can be found at [www.payitforwardfoundation.org](http://www.payitforwardfoundation.org)

## The beginning of Pay It Forward

4 The objectives of starting the Pay It Forward programme in the Central Singapore District are to achieve a friendlier, kinder and a gracious society. It is hoped that it will be a long sustaining programme which will help change people's attitudes through getting them to do something for others.

5 The programme is entirely planned and organised by the volunteers of the Pay It Forward Committee. It has the endorsement of the Singapore Kindness Movement.

## The baby steps

6 Pay It Forward was launched at the Central Singapore District Meeting which emphasized on people taking ownership of the community. With the launch, the Pay It Forward Zocards were distributed to all households within the Central Singapore District together with a copy of the CS CDC's newsletter. The aim was to create awareness and to gather residents to tell us how they have done Pay It Forward. A total of 720 Pay It Forward stories were returned to the CDC over the period of two months and selected Pay It Forward stories were featured on Streets. (please refer to Annex A on press coverage of Pay It Forward).



7 In addition to the Zocards, Pay It Forward was incorporated into the Central Singapore's comic book named Cartoon Central to encourage readers to Pay It Forward by passing on the comic book.

## **Grow, Growing on 7 April**

8 The organisers believe in starting small and growing Pay It Forward at the heartlanders' level. After creating the awareness, Pay It Forward now aims to involve residents in Pay It Forward.

9 The Pay It Forward Day would be held on Sunday, 7 April 2002 in conjunction with the launch of the Singapore Kindness Week. Residents' participation in the Pay It Forward House-to-House would be one of the key activities on that day.

10 The first targetted area is Nee Soon South where the younger and middle income residents reside.

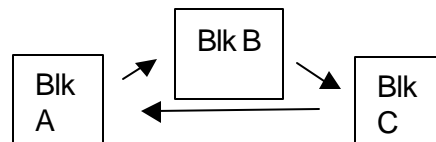
## **Guest of Honour**

11 A Minister would be invited to grace the occasion to launch the event as well as the launch of Singapore Kindness Week.

## **Description of Activities**

### A) Pay It Forward House-to-House

12 Involving residents of six blocks in Nee Soon South, we hope to enlist at least 100 households to participate in Pay IT Forward. Each participating household would 'Pay It Forward' to another household at another block.



13 At the end of Pay It Forward House-to-House, participating households would put up a banner that says "We have done Pay It Forward" at their block. The banner would be displayed prominently for a period of time to announce that they have done 'Pay It Forward'. The residents would also release heart shaped balloons into the sky to symbolise the spread of kindness.

### B) Blood Donation

14 Another activity for volunteers and members of the public to Pay It Forward is by donating blood to Red Cross on that day. A blood donation bus would be stationed at the venue and promotion of donating blood would be carried out.



### C) Pay It Forward Ambassadors

15 Pay It Forward ambassadors would be recruited before Pay It Forward Day and invited to watch the movie, Pay It Forward. These ambassadors would then explain and promote Pay It Forward. These ambassadors would be deployed on Pay It Forward day at Nee Soon South to explain Pay It Forward to as many people as possible.

### D) Participation of VWOs

16 Voluntary Welfare Organisations (VWOs) are being approached at this moment to take part in Pay It Forward Day. VWOs could put up performances on that day, set up exhibition booths, recruit volunteers or involve the public on that day in an activity to help their objectives.

### E) Art Competition

17 An art competition targetted at children from 5 to 10 years old would be organised. The theme will be "Pay It Forward with Kindness".

## **Programme**

<b>Time</b>	<b>Activity</b>
8.30 am	Breakfast and briefing for participating households
9.45 am	Performance by VWO
10.00 am	Arrival of Guest of Honour
	Speech
	Launch of Singapore Kindness Week and Pay IT Forward Day
	Pay It Forward Skit
10.30 am	The Fun begins - Pay It Forward House-to-House - Performance on stage by VWOs - Blood Donation - Art Competition - Pay It Forward Ambassador - VWOs' activities
12.30 pm	Prize Presentation of Art Competition
12.45 pm	Completion Ceremony of House-to-House - Raising of 'We have done Pay It Forward' Banner - Release of Heart Shaped balloons
4 pm	End of all activities

## **Collaboration with Participating Organisations**

18 The Pay It Forward committee invites interested organisations to support and Pay It Forward by:

- a) Funding for the event
- b) Sponsorship for
  - breakfast
  - t-shirts
  - free gifts



- movie screening of Pay It Forward
- art competition
- c) Publicity for Pay It Forward Day
- d) Recruitment of Pay It Forward Ambassadors
- e) Putting up any other Pay It Forward activities

## **Acknowledgement of Participating Organisations**

19 To provide due recognition to participating organisations, verbal as well as printed acknowledgements would be arranged for the Pay It Forward event.

## **Talk to Us!**

20 For more information or clarification, please contact Ms Avril Tay, Chairman at 97580189 or Ms Yeo Siew Mui, Manager (Volunteer Management) at 3709910 or 93691473. You may also email us at [cs\\_PayItForward@yahoogroups.com](mailto:cs_PayItForward@yahoogroups.com) or [volunteer@centralsingapore.org](mailto:volunteer@centralsingapore.org).