

## Annex B: Groundup Profiles

Groundup	Spokesperson	Description
Break the Cycle	Andrew Ong	<p>Break the Cycle (BtC), founded in 2020, is a groundup initiative by cyclists to use cycling to break the cycle of recidivism in Singapore, involving the larger community to befriend and support ex-offenders to achieve positive life goals. It seeks to empower individuals by building up fitness and mental fortitude through a dedicated cycling regime, providing a sense of belonging as a community, mentor and mentee relationships for support and learning, and cultivating a spirit of service through charity, fundraising, and community events.</p> <p>Driven by personal interest in both social impact and cycling, Andrew co-founded BtC after witnessing breakthroughs in his fitness level and a chain reaction to other aspects of life. He now seeks to help the community where everyone starts on equal footing to journey and learn together.</p> <p>BtC is a member of Groundup Central (GUC) since 2021, benefiting from their publicity support, productivity tools, and facilitated partnerships with various organisations like NCSS and AMKFSC VC. BtC contributed to NVPC's Groundup Initiative Study (GUIS) 2023 through focus group discussions, in-depth interviews and is featured as a case study on groundup founders.</p> <p>Read more:</p> <ul style="list-style-type: none"> <li>• <a href="https://www.groundupcentral.sg/articles/break-the-cycle-sg">https://www.groundupcentral.sg/articles/break-the-cycle-sg</a></li> <li>• <a href="https://cityofgood.sg/articles/from-personal-setbacks-to-strength-case-study-of-5-groundup-founders/">https://cityofgood.sg/articles/from-personal-setbacks-to-strength-case-study-of-5-groundup-founders/</a></li> </ul>
The Catalyst Collective	Ryan Ong	<p>The Catalyst Collective is a youth-led ground-up that hopes to build an accessible and inclusive community for youths who may be struggling with their mental health.</p> <p>Born from a 2020 ideathon, led by Ryan and one of his best friends, they first gained traction after pitching the idea in NYC's Youth Changemaker Program and their first physical prototype event, #ReWritingNarratives.</p>

		<p>The Catalyst Collective is a member of GUC since 2022, benefiting from their publicity support, productivity tools, legal advice, and venues. They contributed to NVPC's GUIS 2023 through focus group discussions, in-depth interviews and is featured as a case study on groundup founders.</p> <p>Read more:</p> <ul style="list-style-type: none"> <li>• <a href="https://www.groundupcentral.sg/articles/the-catalyst-collective">https://www.groundupcentral.sg/articles/the-catalyst-collective</a></li> <li>• <a href="https://cityofgood.sg/articles/from-personal-setbacks-to-strength-case-study-of-5-groundup-founders/">https://cityofgood.sg/articles/from-personal-setbacks-to-strength-case-study-of-5-groundup-founders/</a></li> </ul>
32 Pages	Chloe Ng	<p>32 pages is a love letter to all children in Singapore. The belief here is that every child should be supported enough to aspire. With the strong support of committed volunteers, they address the fears and self-limiting beliefs that bridle children from showing up fully.</p> <p>Started in 2021 and serving over 100 children to date, 32 Pages believes in the individual voice and capability of every child. They encourage children to become resilient self-learners by cultivating empathetic relations and instilling productive learning behaviours. They have partnered with PAP ZhengHua Branch, MSF SSO @ Bukit Merah &amp; Kreta Ayer.</p> <p>32 pages was inspired by Chloe's FYP and stories that she heard from children of families living in rental flat communities. 32 pages is the average number of pages in a children's book.</p> <p>32 Pages is member of GUC since 2022. They have attended events such as Groundup Connexion and Leadership Huddle.</p>
Hey, You Got Mail!	Robin Bae or Teh Ru Xin	<p>Hey, You Got Mail! (HYGM) is an initiative spreading good vibes to loved ones and nursing home seniors via personalised handmade cards. The initiative started during Circuit Breaker when social isolation, especially among the elderly, was worsened. The team made cards to be sent via snail mail to friends and others in the community to reduce loneliness from social isolation. When someone purchases a card to be mailed to their loved ones, their team would send another to the seniors in their partner nursing homes. They also run other initiatives to foster connections and</p>

		<p>combat loneliness such as To Your Doorstep and Buddy O' Clock.</p> <p>HYGM partners with schools for student volunteering (VIA hours) and have collaborated with partners like NKF, People's Association, Julie's, MSF, Temasek Trust, Digital for Life.</p> <p>HYGM Is a GUC member since 2020, and has benefited from crowdfunding advice, productivity tools, and facilitated collaborations:</p> <ul style="list-style-type: none"> <li>• With KampungKakis, The Giving Collective and Contribute.sg to expand their pool of beneficiaries and bring their unique areas of expertise together</li> <li>• Collaborate for Good X NDP 2021, where companies could bulk purchase their cards in lieu of corporate volunteering</li> </ul>
KampungKakis	Ho Kah Yoke	<p>Founded by a group of friends, Michelle, Denise and Mae, KampungKakis is a neighbourhood buddy system that supports isolated and frail seniors by connecting resident volunteers with their neighbours-in-need based on proximity, assistance type and spoken language.</p> <p>They have built a network of community and resource partners. Partners include Touch Community Services and Agency of Integrated Care, who spread the word and pair beneficiaries to kaki volunteers, Willing Hearts and Food from the Heart help provide beneficiaries with free meal kits. In an effort to reduce duplication efforts, they have partnered with other groundups like Hopefull, Hey, You Got Mail!, Engineering Good, and Contribute.sg, Fridge Restock Community SG to provide additional resources to meet needs.</p> <p>KampungKakis is a member of GUC since 2021, and GUC has supported them in legal advisory, registration consultation, and linking them up with other non-profit organisations and groundups. They have recently registered and attained charity status.</p>