
Social Creatives

Working Proposal:
Painting of ONE Room Flats

COLOUR THEIR LIFE



"Just before Chinese New Year, there is a rise in suicide cases among seniors in my area".*

~ Social Worker - his area is home to many one-room flats

PROPOSAL BRIEF: COLOR THEIR LIFE

A. The NEED :

Around 60,000 households live in one and two room HDB flats in Singapore. (4.7% of the 1.5 Million households)

The profile of these residents is:

- Families with no earned income (regardless of the number of persons in the household)
- Two-persons household mainly the elderly poor

Many located in the older housing estate like : Bedok North, Lavender and Boon Keng, Telok Blangah, Clementi , Yew Tee, Teck Whye ,Yuhua/Jurong **among others.**

B. THE PROPOSED INTERVENTION:

- Helping the elderly poor to have emotional well-being and community interaction through art.
- Engaging the broader community to interact with this socially excluded segment of the Singapore population.



“Will you please draw 5 birds to remind me of my children who are no longer with me?”

~ Resident of a one room HBD flat to Social Creatives' volunteer.

C. GOAL:

To impact the lives of **5,000 elderly poor living** in one room HDB flats through introducing color, companionship and art in their daily lives over the next 5 years.

Social Creatives has piloted 300 such flats for the elderly poor who live in the one-room flats. The impact has been very visible based on their feedback:

- Color in the art on the wall of my home makes me happier
- I have something to look forward to when I return home from collecting cardboard boxes
- I feel proud of my home now
- So happy that people who I don't even know are willing to help me make my home worth living in



D. OVERVIEW OF IMPACT

Social Creatives will project manage the community engagement, project and artistic management.

INPUT	OUTPUT	OUTCOME
To color the lives of 5000 elderly poor households over the next 5 years	<ul style="list-style-type: none">• Mimimum 10,000 elderly impacted• 10,000 volunteers engaged to interact with this socially excluded segment of our community•	<ul style="list-style-type: none">• The Support from donor provides the impetus to take on this urgently needed yet novel project• Evaluate the change in emotional well-being of the impacted elderly

D. VALUE PROPOSITION

- Painting of rented flats or one-room flats are common. However to do a simple mural at each home is a unique idea.
- The total number of participants expected is 10 people per home which amounts to 3000 people of which include youths at risks.
- The main beneficiaries are directly children and needy families living together instead of a centre or an association.
- The beneficiaries will be participating in the programme.
- Your employees can drop by any of the sessions as a form of team building and this is an engaging philanthropy programme.
- This is an avenue of soft marketing to HDB and town councils who manages one-room flats and rented flats. HDB and town councils may engage Nippon Paint for other initiatives such as their Renovation of Restoration of estates.
- No other paint company has to date made a direct adoption of 100 rented flats.
- We will be able to provide double tax deductibles for this programme