

**SINGAPORE YOUTH AWARDS 2008
COMMUNITY AND YOUTH SERVICES (TEAM)**

CITIBANK-YMCA YOUTH FOR CAUSES



“Young people can change the world by implementing their small ideas to make a big impact for the less fortunate.”

Launched in 2002, Citibank-YMCA Youth For Causes, a community initiative by Citibank and the YMCA of Singapore, sponsored by Citi Foundation, aims to be a catalyst in promoting social entrepreneurship among youths in Singapore. Through its multiplier approach in mobilising youths and raising funds for VWOs, the programme is a shining example of how youths can be positive change agents in the community.

From S\$600,000 in seed funding, the programme has – through various fundraising initiatives by youths – yielded over S\$2.16 million for more than 150 VWOs to date. Besides multiplying the seed fund, the 1,520 youth participants have also successfully mobilised more than 45,000 youth volunteers in various community initiatives, reaching out to 1.7 million people.

Since its inception, the programme has seen a seven-fold increase in the yearly submissions of projects, a testament to its success in engaging and empowering youths. One example is the “Inspire '06” project by a group of four students. Through street sales of teddy bears and Post-it pads, the group mobilised more than 2,500 volunteers to raise S\$100,000



for The Straits Times School Pocket Money Fund. It was awarded the NVPC Innovative Fundraising Initiative Award 2007.



More than just a fundraising platform, the programme also develops youths through a mentorship initiative that equips participants with project management and leadership skills. In 2007, the YMCA-NUS Business School Volunteer Service Management Programme was launched for participants to learn management skills through both academic lessons and quick

application of what was learnt in their projects.

For its excellence in youth development and for nurturing youths to support social causes through social entrepreneurship projects, the Citibank-YMCA Youth For Causes is conferred the Singapore Youth Award (Team) 2008.