

THE BETTERING BRANCH

2025



IMPACT REPORT

400+

VOLUNTEERS
MOBILISED

435KG

WORTH OF
RED PACKETS RECYCLED



42

PARTNERS/
COLLABORATORS

200K+

SOCIAL MEDIA
VIEWS/IMPRESSIONS

ABOUT

The Bettering Branch is a youth-led non-profit focused on empowering youths with empathy through connection, education and service. We do this one branch at a time with our 3 main branches of Planet, People & Advocacy.

SERVICE + EDUCATION



CONNECTION



EMPATHY

OUR MISSION

We hope to lead & champion empathy amongst youths, while dismantling the 'checkbox' culture of youth volunteerism in Singapore & lowering the barriers to civic engagement through education & action. Going beyond just providing flexible volunteering opportunities for action & social media for education, we aspire to mentor youths, giving them the platform and chance to combine empathy & understanding to take lead (& fail without fear).

MAIN CONTRIBUTIONS TO SUSTAINABLE DEVELOPMENT GOALS (SDG)

4 QUALITY EDUCATION



We work towards providing equitable learning access & resources to support the development of 100+ children via Mission Lighthouse. Additionally, our educational posts about social issues on Instagram have reached over 200K views combined, democratising information.

Via advocacy at events like The Wasteless Utopia, we educate attendees on sustainable fashion/living policies, advocating for responsible consumption habits. Our initiative, Recycle Red! 2025 has also mobilised 13 schools to recycle 435kg worth of red packets.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



Through partnerships with more than 60 schools, organisations and youth-led initiatives/projects, we leverage cross-sector collaboration to scale impact, strengthen community networks & drive integrated social and environmental change.



IMPACT IN NUMBERS

Across all our **ad-hoc** activities in 2025,

**~1 IN 4 VOLUNTEERS
HAVE VOLUNTEERED
WITH US X2 OR MORE**



We believe giving back should be a choice & each person has their own individual giving journey. We aim to continue our empathy-led approach towards youths & to bring this up to at least 1 in 3 volunteers in 2026!

Across the country from 1/1/25 - 31/12/25,



WE MOBILISED 415 VOLUNTEERS!

Across all our **social media** channels, we saw

>200,000 VIEWS

That's one-fifth of a million!



Instagram App Analytics

WE COLLABORATED WITH & UPLIFTED

6 OTHER YOUTH INITIATIVES

- Project Albedo
- Project Avocardio
- Project Acrylic
- Project InspiringJoy
- Nanyarns (NYGH)
- Revibe Club (DHS)





WE SAW YOUTH VOLUNTEERS FROM 27 SCHOOLS

Anderson Serangoon Junior College
 Anglo-Chinese Junior College
 Anglo-Chinese School (independent)
 Cedar Girls Secondary School
 Catholic Junior College
 Dunman High School
 Eunoia Junior College
 Hwa Chong Institution
 Jurong Pioneer Junior College
 Millennia Institute
 Nan Hua High School
 Nanyang Junior College
 Nanyang Girls High School
 Nanyang Polytechnic
 National Junior College
 Ngee Ann Polytechnic
 Raffles Institution
 Republic Polytechnic
 St Andrew's Junior College
 St Joseph's Institution
 Singapore Polytechnic
 Tampines Meridian Junior College
 Tanjong Katong Girls' School
 Temasek Junior College
 Temasek Polytechnic
 Victoria Junior College
 Yishun Innova Junior College

That's every Polytechnic and almost every Junior College in Singapore! Our goal for 2026 is to bring on more youths from Secondary Schools!

HIGHLIGHTS

RECYCLE RED! **Geneco**TM

Powered by YTL PowerSeraya

Recycle Red! is a Chinese New Year sustainability initiative by The Bettering Branch, seeking to promote sustainable & eco-conscious habits during Chinese New Year by partnering with Geneco to bring Red Packets Recycling bins to Schools.

100,000+

RED PACKETS DIVERTED FROM LANDFILLS

(Assuming one red packet weighs 5-8g worth; Total 435kg worth of red packets collected)

INTER-SCHOOL RECYCLING COMPETITION WON BY ANDERSON SERANGOON JUNIOR COLLEGE (80KG), WHICH WON THEM A VISIT FROM THE MILO VAN!

- We thank Nestle's MILO for graciously sponsoring Recycle Red!

SCHOOL COLLABORATORS



13
SCHOOLS

HIGHLIGHTS

VICTORIA PIONEER AWARD



Our co-founder, Carissa, receiving the **Victoria Pioneer Award** on behalf of The Bettering Branch, alongside our team members, Isabel (Research), Le Qing (Media) and Nelly (Publicity)

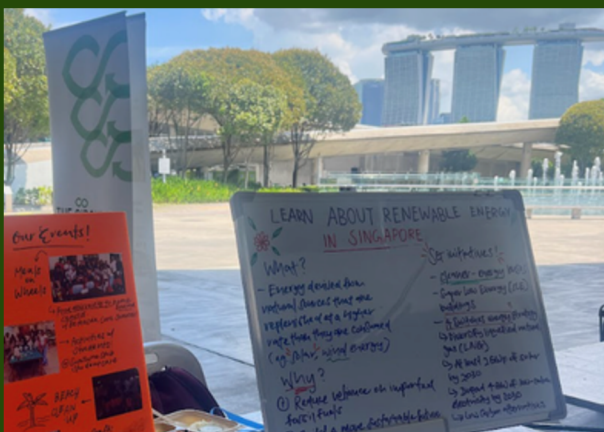
THE BETTERING RUN



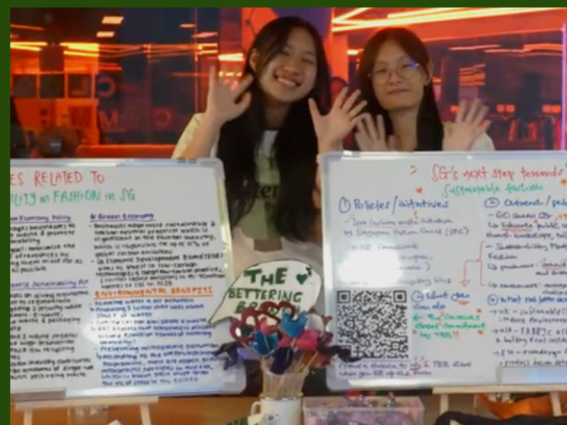
Runners from Group A, Volunteers from People's Association Youth Movement & **Dr Lim Wee Kiak, Member of Parliament** at The Bettering Run, our run + carnival event supporting Health & Sustainability that saw **over 200 attendees** on 5th April.

THEMATIC CLIMATE POLICY ADVOCACY

We expanded our advocacy branch from online to on-site with events like The Wasteless Utopia, and the Sustainable Singapore Gallery's Flagship Events!



Sharings by our Founder, Raean and Co-founders Carissa and Alina to the public at the Sustainable Singapore Gallery's Flagship Event on 14th June. We shared about Singapore's energy goals, unique renewable energy policies, how Singapore contributes to the global renewable energy scene & how members of the public can do their part!



Our Founder, Raean and Co-founder Carissa at the Wasteless Utopia @SCAPE*, in conjunction with Global Fashion Revolution Week sharing about Fashion Sustainability Policies in Singapore VS Other countries + educating the public about what we can do locally to embrace Sustainable Fashion!

EXTERNAL PARTNERS & SPONSORS



THE CIRCULAR
CLASSROOM



23

IN 2026, WE HOPE TO...

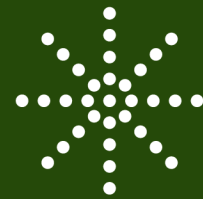
- Expand Recycle Red! to more Junior Colleges & Secondary Schools, as well as Polytechnics. *(Plan already in-motion!)*
- Organise our 2nd Edition of The Bettering Run
- Launch our new tech-based initiative, **The Bettering Passport**, to encourage more youths to give back & join our cause.
- Launch more partnerships with Community Clubs, Social Services, Organisations & Schools to increase our impact & outreach.
- Mentor youths to not only give back, but lead the giving back
- Increase the frequency and locations of our events/activities as our Volunteer base grows larger.
- Place more emphasis on tracking & improving not just participation, but behavioural changes in youths. (Increasing our volunteer retention rate)
- Increase the frequency of our educational posts.

3 KEY IMPACT TARGETS

1. Mobilise **500+ youths** across our activities in 2026
2. Bring the number of volunteers that volunteer with us more than twice in a year from $\frac{1}{4} \rightarrow \frac{1}{3}$ (↑ **volunteer retention**)
3. Collaborate with **10 other youth projects/initiatives**



OUR STORY & A LETTER FROM OUR FOUNDER



The Bettering Branch started as a small idea that had been at the back of my mind since the start of my final year in secondary school. I was always extremely lucky to be surrounded by wonderful friends that were nothing but kind and compassionate towards me, yet I noticed they didn't exactly care about or act on social and environmental issues like I did. I still vividly recall the days where I would collect empty plastic bottles from my friends after lunch to bring to the recycling bin after school, as well as the times I lectured them for not finishing their meals and wasting food during lunch or recess.

As a student myself, I continue to understand exactly how difficult it is to balance school alongside not just meaningful service, but anything extra at all. For my friends and I, about 2-3 days out of the 5 school days a week included getting up at 7am for school and reaching home at 7pm after CCA (Compulsory). What followed every night was then either homework or revision for the next weekly "mini" test and weighted assessment. So, I could never see fault in my friends for not caring, because there was never really time care or learn to care. However, I had an idea. My friends were never devoid of empathy, they cared for me, what they were missing from the social and environment issues was a connection.

And so, after my GCE O-Levels, I decided to do something about it. I had absolutely zero idea as to what I was doing, only that it needed to be done. With no mentors, institutional support, funding or a blueprint, I begged my friends to join my cause, and in January 2024, The Bettering Branch was born.

OUR STORY & A LETTER FROM OUR FOUNDER



Since then, The Bettering Branch has surpassed my expectations in every way possible. There are so many highlights for 2025, from being awarded the Victoria Pioneer Award, to launching our first edition of The Bettering Run that saw over 200 participants. Moreover, when we first began, we were clear on the idea that we'd only organise ad-hoc activities to lower the barriers to giving back, but with the launch of Mission Lighthouse in 2025, something we took a leap with, we realised some of our volunteers had genuinely found joy in giving back, and that it didn't feel like volunteering 'work', to the point that they'd sacrifice precious rest time to go help out. Not forgetting Recycle Red!, something I cannot be prouder of. A nationwide youth effort to divert 435KG worth of red packets (approx over 100K red packets) from landfills, that started with one stubborn girl who refused to throw away her used red packets (me).

Of course, none of this would ever be possible without the support of my co-founders, my team, the volunteers, our partners, sponsors, and everyone else that took a chance on us.

Moving into 2026, The Bettering Branch remains committed to deepening our impact via our empathy-led approach. Branching out for the better, we hope to expand our volunteer base, events and opportunities. Moreover, the planning for the 2026 editions of The Bettering Run and Recycle Red! have already begun and we will be piloting our new tech-based initiative The Bettering Passport soon!!

I am so excited and cannot wait to see what 2026 brings. Thank you so much once again for everyone's support!

Sincerely,
Raeen Cheong
Founder & Head of Organisation



WE'D LIKE TO THANK ALL OUR PARTNERS & VOLUNTEERS FOR THEIR GENEROUS SUPPORT

ACKNOWLEDGEMENTS

We'd also like to take this space to publicly thank the exceptional members that made up The Bettering Branch's 2025 Team.

Events Team

Hannah Chang
Teo Jia Xuan Daryl
Wong Louisa

Research Team

Isabel Lim Ching

Publicity Team

Lee Suen Yee, Rachel
Karin Lee Jia Yi
Tia Neysa Ong (Kong Le)
Hiang Zhi Tung (Amelie)

Media Team

Thun Soe
Kwan Hweesan
Miza Ardini
Fujii Anmi
Mika Eng

The 2025 Executive Team



Carissa Gabrielle SIm
Co-founder & Vice-Head of
Organisation



Raean Cheong
Founder & Head of
Organisation



Alina Khan
Co-founder & Vice-Head
of Organisation