

MEDIA RELEASE

Every Day a Good Samaritan: REACH Volunteers Make Compassion Count

Singapore, 13 March 2026 – Over the past year, REACH Family Service handled 425 enquiries, supporting 590 individuals navigating acute personal and family distress. The figures tell a clear story about where pressure is building inside households.

- 1 in 3 enquiries related to mental health and emotional wellbeing
- 1 in 4 involved family violence
- 1 in 5 centered on family and marital challenges

Mental health remains the single largest driver of families seeking help, often intertwined with relationship conflict and unsafe home environments. The data points to converging stressors — financial strain, caregiving burdens and unresolved trauma — intensifying behind closed doors.

“These figures are more than statistics. They highlight the growing pressures on families in today’s uncertain world,” says **Mr Michael Lai, CEO of REACH Community Services Ltd.** “Being a Good Samaritan isn’t about grand gestures — it’s about everyday acts of care. Each thoughtful moment can ripple out to strengthen families, communities, and our nation. This is a reminder that while challenges may be growing, so too can our capacity to respond together.”

While the figures are sobering, they also reveal something hopeful: families are reaching out. Professional intervention is vital, but no system can replace a community that chooses to care. When neighbours check in and volunteers show up consistently, they form a support network — one woven not by policy, but by people.

On **Good Samaritan Day** (13 March), REACH reminds everyone that even small acts of empathy — listening, supporting, and caring — can help families find hope and resilience in difficult times. The spirit of the Good Samaritan — to Think, Act, and Give for those in need — inspired the founding of REACH in 1998. For over 27 years, REACH has served the community professionally, regardless of age, race, language, or religion.

Volunteers: Everyday Good Samaritans Behind the Scenes

Volunteers are the backbone of REACH Community Services, quietly making a difference. Last year, 981 volunteers contributed nearly 9,000 hours—mentoring youth, caring for seniors, and supporting community events—creating a ripple effect of compassion that inspires others to serve.

Volunteer Stories of Impact

1) A Legacy of Giving: When Volunteerism Becomes a Family Value: *Mother-Daughter Duo Brings English Learning to Seniors at REACH Active Ageing Centre*



Mother-daughter duo Jennifer and Kaira seated at the back of the desk.

Since February 2022, Jennifer has been volunteering at REACH Active Ageing Centre @ Bukit Gombak Vista, leading weekly conversational English sessions for seniors, many of whom are navigating language barriers, isolation and erosion of confidence that come with age.

But she does not volunteer alone.

Her daughter, Kaira, works alongside her, helps create fun, age-appropriate materials and record guided conversations designed to boost seniors' confidence in their daily interactions. Together, they are part of a growing intergenerational volunteer movement.

Their impact goes beyond teaching English. Seniors gain confidence for everyday interactions — from medical appointments to market conversations — but they also gain something less measurable: companionship and dignity.

As the nation grapples with an ageing population and rising social isolation, stories like Jennifer and Kaira's reflect a broader shift: volunteerism is no longer just individual goodwill, but a family commitment and a community strategy.

In celebration of Good Samaritan Day, REACH highlights stories like Jennifer and Kaira's, showing how families serving together create meaningful connections across generations and inspire a culture of compassion that reaches far beyond the classroom.

2) Project Obscura: Photography Mentorship Empowers REACH Youths



Dedicated volunteers mentoring our youth in photography

In an era where youth mental health concerns and digital saturation dominate headlines, Project Obscura is offering something refreshingly tangible: perspective.

Since 2023, Project Obscura has partnered with REACH to bless our service users with professional family photoshoot sessions — many of whom have never had the opportunity to capture a formal portrait with their loved ones.

But the initiative extends beyond keepsakes.

Last year, youths from REACH Youth Service also participated in the Project Obscura Youth Photography Mentorship Programme. Over eight hands-on sessions, dedicated volunteers guided them through camera fundamentals, lighting techniques and practical photography skills. What began as technical training evolved into something deeper: a safe space for self-expression.

At a time when many young people struggle with confidence and direction, the mentorship programme channels creativity into capability. Participants are not only learning how to frame a shot — they are learning how to see differently.

The programme will culminate in multiple public exhibitions at Singapore Management University & *SCAPE in September 2026, where the youths will showcase their work. For many, it will be their first time seeing their perspectives displayed and affirmed in a public space.

As communities search for meaningful ways to invest in the next generation, initiatives like this underscore a larger movement: volunteerism as skill-sharing, mentorship as empowerment. When professionals contribute not just time, but expertise, they expand access to opportunities that might otherwise feel out of reach. Project Obscura is not simply teaching photography. It is developing confidence and hope — one frame at a time.

This Good Samaritan Day, REACH calls upon individuals to make a difference:

1. **Volunteer with REACH** – Individuals may contribute their time, skills or expertise through REACH's volunteering programmes. For more information, visit www.reach.org.sg/get-involved/volunteer/ or email volunteer@reach.org.sg.
2. **#EveryDayAGoodSamaritan Bingo Challenge** – Members of the public are encouraged to commit to three acts of compassion, share their stories and nominate their friends on Facebook and Instagram, tag @reachcommunitysvcs using the hashtag #EveryDayAGoodSamaritan.
3. **Support Through Giving** – The public may contribute to REACH's programmes and services through Giving.sg. Each donation directly supports vulnerable individuals and families, enabling access to timely care, essential support, and opportunities for growth. Through collective giving, we can strengthen communities and uplift lives. Visit: REACH Community Services Ltd.
4. **Spread Compassion Digitally** – As part of the campaign, a curated “**Every Day, a Good Samaritan**” sticker pack for WhatsApp and Telegram has been launched to encourage the sharing of thoughtful messages. The sticker pack can be downloaded here:
Telegram: https://t.me/addstickers/Good_Samaritan
WhatsApp: <https://sticker.ly/s/IJVEB1>

Through these initiatives, REACH aims to inspire everyday acts of kindness and strengthen our communities.

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About REACH Community Services

REACH Community Services was founded in 1998 by Grace Assembly of God Church with the mission to help the Least, the Lost, and the Lonely in the community. As a non-profit social service agency, REACH strives to inspire hope and empower change in people we serve, regardless of age, race, language, or religion. Our outreach spans across ten (10) community touchpoints, delivering diverse programmes and services through four (4) core services: Family, Counselling & Mental Health, Youth and Senior.

As a registered charity with the Commissioner of Charities, REACH is a full member of the National Council of Social Service and an approved Institution of a Public Character (IPC). As an approved IPC, qualifying donations are eligible for a 250% tax deduction on the donated amount. To learn more about our work, please visit <https://www.reach.org.sg/>

Annex A:

i) About Project Obscura

Project Obscura is a youth-led, ground-up photography initiative dedicated to using visual storytelling to create impact. We work with charities, social service agencies, and cultural institutions to provide pro bono and low-bono photography services, ensuring that meaningful moments within underserved communities are seen, preserved, and celebrated.

Beyond documenting stories, Obscura is deeply committed to youth empowerment. Through mentorship and hands-on opportunities, we equip young people with creative and technical photography skills, helping them build confidence, purpose, and pathways to income.

At its core, Project Obscura believes that everyone deserves to be seen and that a single image can spark dignity, pride, and change.

ii) About the Youth Photography Mentorship Programme (in collaboration with REACH)

The Youth Photography Mentorship Programme, in collaboration with REACH Community Services, empowers underprivileged youth through professional photography training.

Designed as a hands-on and supportive learning journey, the programme pairs youths with Obscura's photographers for mentorship, skills training, and real-world shooting opportunities.

Participants learn the fundamentals of photography, visual storytelling, and professional practices, while gaining confidence in expressing themselves creatively. The journey culminates in a public exhibition that showcases their work, giving their voices a platform and celebrating their growth through the lens.

Annex B:
Campaign Visuals & Media Assets

i) Key Campaign Video - "Every Day a Good Samaritan"



ii) Key Campaign Visual



iii) #EveryDayAGoodSamaritan Bingo Challenge



iv) "Every Day, a Good Samaritan" digital sticker pack

