

#APennyForYourSquat: Coming together to foster solidarity for a good cause

NTUSU is delighted to announce that the [#APennyForYourSquat](#) challenge with Kydra has received more traction than expected and we have reached our closing target of S\$10,000.

During this unprecedented period, it is vital for the community to come together to foster solidarity. NTUSU wanted to do more for the broader community beyond NTU, through something that could be both purposeful and engaging. Having partnered with Kydra to raise funds for Student Bursaries through a limited edition NTU clothing line, we decided to reach out to them again for an online initiative that could encourage everyone to work towards an active and healthy lifestyle, for a meaningful cause.

We had three objectives in mind upon planning the initiative: to encourage a healthy lifestyle away from digital screens, raise funds for the disproportionately affected and bring our community together in this difficult period. This is in line with NTUSU's [#BeYourBest](#) campaign, where we strive towards empowering our community to be the best version of themselves through our Union Vision 2020 5 year plan, consisting of four pillars: Mental Health, Empowerment, Sustainability and Employability. We recognise the impact of the COVID-19 situation on mental health and that it is easy for one to feel anxious or disconnected from their friends and the community during this period. Thus, this initiative hoped to rally the community and families together for a good cause.

This initiative would contribute to the funding of the 100,000 food items that are required monthly for our beneficiary Food from the Heart, feeding 8,500 families. We believe that this initiative would vastly help those who require more support than us during this pandemic and alleviate food instability in Singapore.

We are truly heartened to see friends, families and communities, across a wide demographic, come together to take part in this challenge to raise funds for our beneficiary. This is a nod to Singapore's strong community spirit. During this period, let's continue to put a united front and work together – not just for ourselves, but also for the broader community, because together, we're stronger.

On behalf of NTUSU, Kydra, Food from the Heart and their beneficiaries, thank you for making a difference with us.



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