



Give **Blood**. Save Lives.

IN COLLABORATION
WITH NYC

BLOOD DONATION

ADVOCACY
CHALLENGE



Powered by





Do you vibe with the idea that you can spark

✦ **REAL CHANGE?** ✦

Here's your shot to kickstart a movement that
could save lives!



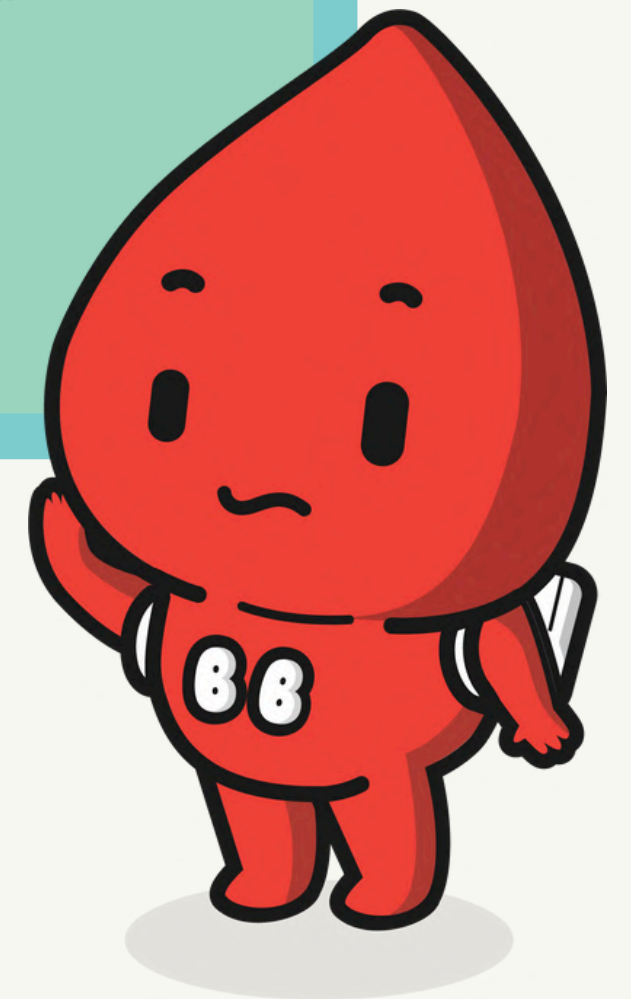
OVERVIEW

- With more people getting older, the need for blood has shot up recently.
- In Singapore, there are over 70,000 blood donors, but that's just **1.9%** of Singapore's population.
- Fewer young people are donating blood, with numbers dropping from **20%** in 2011 to just **14%** in 2024.






Have you ever thought about what it would mean if
there weren't enough blood donors to keep
Singapore's supply going in the future?




WHAT'S THE CHALLENGE?

We're looking for fresh, youth-led, community-driven campaign or event ideas that inspire youths and their peers aged 16-25 YO to step up and donate blood, as well as rally others to do the same.

 Open to all students in tertiary institutions (including international schools)

 Submissions close on 17 August 2025, Sunday!

What's in it for you?

- Bring your idea to life
- Young ChangeMakers Grant
- Receive support and mentorship from industry experts
- Build your portfolio and network
- Recognition from SRC & NYC
- Help save lives - one drop, one idea, one action at a time! 



THINK BEYOND AWARENESS. CREATE A MOVEMENT.

YOUR MISSION

Design a campaign or event (physical, digital, or hybrid) that:

- Sparks youth interest and participation in blood donation
- Leverages peer advocacy and community collaboration
- Uses creative social media engagement
- Has potential for sustained action and long-term impact

WHAT CAN IT LOOK LIKE?



Drip Dash /
Festival



TikTok
Challenges



Themed
Games

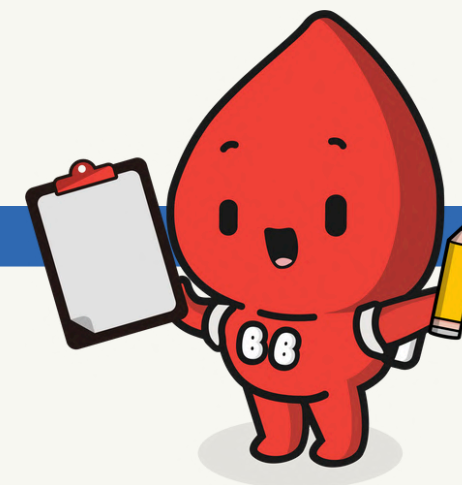


Inter-school
Challenges

Shortlisted Teams stand a chance to be awarded the Young ChangeMakers grant to implement your proposal!



THINGS TO LOOK OUT FOR:



Your team will be required to include the following in your submission proposal:

1. A Campaign or Event Idea - catchy name, key concept, goals
2. Target Audience Strategy - how you'll reach and activate youths aged 16-25 YO
3. Implementation Plan - where, when, how and who's involved
4. Social Media & Engagement Strategy
5. Sustainability Plan - how to keep the momentum going
6. Estimated Budget - how would you use the funds? *Note to keep within \$3-\$5K.
7. Publicity & Usage of SRC & NYC Logo - Please include the credits for the NYC and YCM logos, in line with the instructions provided [here](#). For use of SRC logo, please read [here](#).

If your team is shortlisted, please prepare for the
Preliminary & Final presentations.



YOUNG CHANGEMAKERS (YCM) BY NYC



Shortlisted Proposals will present in the "Let's Talk Drip: Your Voice, Your Impact" event in September and can apply for the Young Changemakers (YCM) Grant by National Youth Council (NYC).

The YCM grant will provide a seed funding of up to **\$5,000** to support youths to take action and benefit the Singapore community and society.



ELIGIBILITY CRITERIA

- Singaporean or Singapore Permanent Resident (PR) residing locally between 16 and 25 YO.
- Project team should consist of 3 to 5 members and can be formed within the same school, or across different youth groups, CCAs, or other shared interest groups.
- Project team should comprise a majority of Singapore Citizen or PR youths.
- Project must benefit the Singapore Community, specifically increase the number of blood donors.
- Project team should be committed to complete the project within six (6) months.



TIMELINE

SATURDAY

14 JUN

SUNDAY

17 AUG

FRIDAY

22 AUG

TUESDAY

*2 SEP

TUESDAY

*9 SEP

FRIDAY

19 SEP

REGISTRATION
OPENS

CLOSING DATE

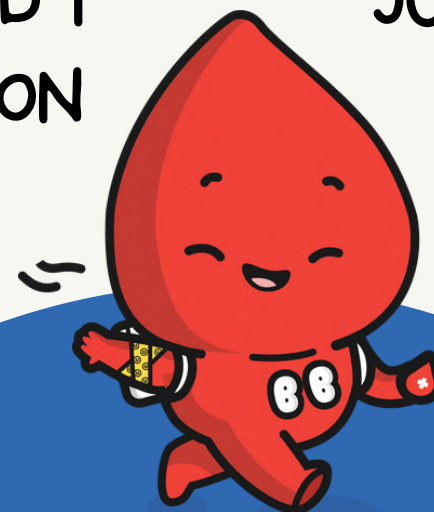
ANNOUNCEMENT
OF ROUND 1
SELECTION

PRELIMINARY
JUDGING

ANNOUNCEMENT
OF FINAL
SELECTION

FINAL
PRESENTATION

*TENTATIVE DATE





READY?

Join us and be the voice,
the energy, the spark
behind the next wave of
youth blood donors in
Singapore!

Questions? Please contact
us at: contest@redcross.sg



SIGN UP NOW:



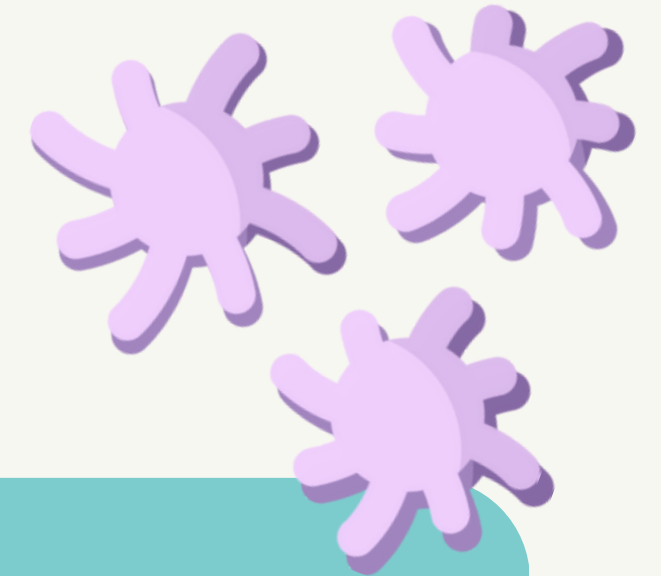
<https://go.gov.sg/srcycm>



FAQ



FAQ



1. What kind of campaigns/ideas can we submit?

- Your proposal can be in the form of a campaign, video, digital platform, or initiative that aligns with the challenge objective.
- Proposals should demonstrate creativity, feasibility and the potential to positively impact the Singapore community and in particularly youth participation in blood donation.

2. What is the judging criteria?

- Projects will be judged based on the following criteria:
- Relevance/Innovation: What is the objective of the project? How unique and creative is the idea?
- Impact: How significant will the project's impact be on youth blood donation rates?
- Feasibility: How realistic is the project for implementation? How sustainable is the project?
- Presentation: How clear, engaging, and persuasive is the project presentation?





FAQ

3. Young ChangeMakers (YCM) Grant

- Administered by the National Youth Council (NYC), the grant aims to provide seed funding for youths to implement projects for the community.
- Groups that are not shortlisted but interested to implement your projects, may directly apply for the YCM grant.
- For more information on the grant, you may visit here or email: partnership_enquiries@nyc.gov.sg

4. Groups awarded the YCM Grant

- Groups that have been awarded the YCM Grant are committed to complete the project within six (6) months.
- The NYC team will invite you to apply for the grant. You will be notified by NYC regarding the acceptance of the Letter of Award and the grant application process.





FAQ

5. Key Dates:

- **14 June** 2025, Saturday: Registration Opens
- **17 August** 2025, Sunday: Closing Date
- **19 September** 2025, Friday: Final Presentation*

*Note: Final Presentation will be held during the National Blood Dialogue event



FAQ



6. What are the prizes?

The winning team will be awarded the YCM Grant and receive a limited edition blood donation merchandise, certificate, and have the award presented by our Guest of Honour, Minister of State, Ms Rahayu Mahzam on 19 September 2025.

7. How can I get more information on blood donation?

- Visit our website giveblood.sg and our social media platforms, Instagram & Tiktok: [@heybloodbuddy](https://www.instagram.com/heybloodbuddy) to find out more about blood donation.
- Follow us at [@heybloodbuddy](https://www.instagram.com/heybloodbuddy) for updates and [important announcements](#).
- Follow [@ycm.sg](https://www.instagram.com/ycm.sg) to find out more about the [Young ChangeMakers Grant](#).