

Recognising your efforts in our Newsletter

THE GREAT CONNECT

A quarterly agency e-news publication

Somewhere over the rainbow, are our fin reps!



IA Alliance Group hosted 24 special children of Rainbow Club and a delicious buffet lunch on 11 July. The Group also presented...



Office of Philip Loh: Creating a ripple of goodness



On 27 Sep 2023, Director Philip Loh, a financial planning veteran with over two decades of financial milestones but by the impact we create in the lives of others. Philip donates to Boys' Town, a leading social enterprise operating a specialty coffee and beverage business in Singapore. The engaging session was led by Director Regina Chia and supported by Senior Financial Consultant Jasmine Chee.

Philip believes that it is one's privilege and responsibility to uplift communities where they find their identities, especially in an environment that challenges their self-worth and...

In addition to Boys' Town, Philip has been making yearly donations to other organisations since 2010.

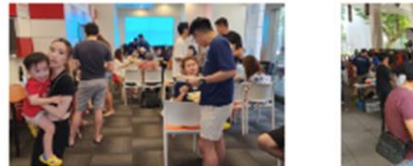


Credence Cares



Credence Family Day organised by Credence Group on 7 Oct 2023. Friends bonded over having fun and doing good. Over 20 activity stations and food stalls also lined the area, serving delicious...

40 low-income families and their children, identified by Community Care, participated in the event. The atmosphere was warm and communal. All activity stations and food stalls were well-attended...



Making Bettr better through CPF



We also held a customised fireside chat focusing on how to use and optimise CPF for Housing, Healthcare and Retirement to the alumni and employees of Bettr Academy, a leading social enterprise operating a specialty coffee and beverage business in Singapore. The engaging session was led by Director Regina Chia and supported by Senior Financial Consultant Jasmine Chee.

Incidentally, both Regina and Jasmine were also volunteers for our Fin Lit mentorship programme in one of the schools. Find out more about why and how they continue to volunteer during the peak season that's Final Sprint.



1. Please describe what you did as a volunteer for Bettr Academy and the youth mentoring in school

During our voluntary engagement at Bettr Academy, we delved into the intricacies of the Central Provident Fund (CPF) and its operational mechanisms, providing a comprehensive understanding of its services and uses. Subsequently, at the school, we participated in an immersive, activity-oriented programme centered around personal finance and career planning, ensuring a hands-on and engaging learning experience for the students.

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We started **#strong** and we are committed to finishing **#great**. Our 2023 fundraising campaign for **Daughters Of Tomorrow (DOT)** and **Singapore Cancer Society** through our signature Great Eastern Women's Run in Singapore must end this Saturday 30 September, 2359H, SGT!

Join the **#forceforgood** alongside our over 400 employees and financial representatives who have been fundraising actively to brighten lives and lighten loads. Your generosity will support underprivileged women in their back-to-work journeys and helping cancer survivors to integrate into everyday life.

Help more women to have a great run in life by enabling them to reach for a greater tomorrow. Give them a boost here: <https://lnkd.in/gizynusc>

Ladies, don't miss being part of the sisterhood, because those who run together, stay together! Registration must close Monday 2 October, 2359H, SGT! Sign up for the one and only all-women's race in Singapore today with your BFFs here: <https://lnkd.in/gmNRHDnb>


#GreatEasternCares #GreatEasternSG #GEWR2023 #ReachForGreat



in


Kristiana Anthon • 2nd
Protect, Build, Preserve Income for Generations | Corporate...
2mo • Edited •

Great Eastern Women's Run 2023 fund raising challenge. We may make a living by what we get, but we make a life by what we give!



Shoutout to our top fundraisers - Team JKL (Financial Rep), Team Fabulous4 (staff), Ms Mary Tan (Financial Rep), and Ms Diane Tay (staff)! A huge thank you to all our fundraisers and to everyone who supported our conviction to help our community **#ReachForGreat**

Team JKL, our top fundraising team, raised \$52,000 - that's an amazing 20% of the nett total raised! We caught Team JKL on race day - three members instead of four as one member was overseas - and here's what they shared:



1. As the reigning champion fundraiser for the last three years, were there expectations to retain your title as the top fundraiser?

The 2023 fund raising effort was the most challenging we had so far.

Firstly, we had a target to increase the amount raised by 20% compared to what we did in 2022 (which was approx. 40K+). We do this because we want to do more for our beneficiaries.

Secondly, doing good through corporate social responsibility (CSR) has become more habitual for most people and this is a great development. Yet this also means many of the donors are already actively contributing to other CSR efforts outside of Great Eastern Women's Run.

To encourage more new reps to take part in this worthy cause, we invited two new members into JKL who is participating in the Fundraising Challenge for the first time!

(Note: JKL stands for the team members' initials. Kristiana Anthon and Lydia Lee were in the same fundraising team for the past three years. In 2022, they were known as JKL with Joanne See and Marie Mak. In 2023, they are known as JKL with Janice Zhang and Annie See.)

2. What were your thoughts when you first signed up for this and how did you feel when the fundraising period closed?

It was a bittersweet moment: bitter because that marked the end of what we could raise for this year; sweet because we know we have fought a good fight and finished the race well!

3. Any parting words that JKL would like to share with the Fin Rep community about doing good/fundraising etc

Do right! Do good! And you shall do well!

Instagram

gewomensrun We've started strong and are committed to finishing Great. To help underprivileged women and cancer survivors have a great run in life, our **#GreatEasternSG** Financial Representatives and staff are actively raising funds for **@daughtersoftomorrow** and **@sgcancersociety**.

You can help our beneficiaries **#ReachforGreat** too. Make a difference by donating via the link in our bio from now till 30

19 likes
31 July 2023



SUPPORT A MEANINGFUL CAUSE
With Great Eastern Financial Representatives and staff

Reach for a Greater Tomorrow
Make insurance accessible | Improve financial literacy | Uplift communities | Protect the underprivileged

Raise funds for **Daughters Of Tomorrow** and **Singapore Cancer Society** with us!

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in

Presenting our very own warrior - 🏆 four-time cancer survivor and financial representative **Zoe Yap Mui Ling** is currently on a charity trek through Mongolia's largest frozen freshwater lake! Let's lend our support to her and #ReachforGreat together by raising funds for cancer patients on their road to recovery.

Head on over to her Facebook & Instagram page and follow her charity trek journey!
IG: @gezoeyap
FB: https://lnkd.in/g_YAT-Rg


#GreatEasternSG




Meet four-time cancer survivor Zoe Yap

From 19 Feb to 1 March 2023, she'll be trekking across Mongolia's largest freshwater lake in -40°C weather.


This expedition helps to raise funds for cancer survivors to keep going despite life's challenges.



"Cancer has cost me a lot - half my left lung, my rectum, early menopause. But with others' support, we can conquer our fears."



Let's support Zoe Yap on her charity trek to raise funds!



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Instagram

greateasternsg • Presenting our very own warrior - 🏆 four-time cancer survivor and financial representative @gezoeyap is currently on a charity trek through Mongolia's largest frozen freshwater lake! Let's lend our support to her and #ReachforGreat together by raising funds for cancer patients on their road to recovery.

Head on over to her Facebook & Instagram page and follow her charity trek journey!
IG: @gezoeyap
FB: <https://www.facebook.com/zoe.yap.18>

#GreatEasternSG

Liked by mandylicious and 57 others
February 24, 2023



Meet four-time cancer survivor Zoe Yap

From 19 February to 1 March 2023, she'll be trekking across Mongolia's largest freshwater lake in -40° weather.

Great Eastern

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172,166 followers
6mo • 5


We are so proud to have supported our very own financial representative **Ye Kai Lin**, CNFC®/S, CLU®/S, ASEP®, IBFA to complete the challenging 250km ultramarathon through the Gobi Desert!

As part of his fundraising efforts for beneficiaries of AWWA Ltd, Ye Kai trained for 100 consecutive days prior to the race day. Apart from running across mountains, valleys, sand dunes and forests over the six days, Ye Kai also had to carry his own provisions and equipment with only water provided by the organisers. His tough training preparing for his first marathon since his youth helped him achieve what he set out to do, despite almost getting disqualified due to severe dehydration in the middle of the race.

Our financial representatives like Ye Kai exemplifies what we at Great Eastern believe in - helping everyone to #ReachforGreat together. No matter what Great looks like to you, we'll help you get there. Click here to learn more about Ye Kai's story: <https://lnkd.in/gHvKAgTk>


If you'd like to contribute to Ye Kai's cause, please support from now till 22 July at: <https://lnkd.in/g7gQwJp>

#ReachforGreat



Ye Kai has made us all proud.

He completed the challenging 250km Ultramarathon through the Gobi Desert.



4 Gobi March 2023

Meet Great Eastern's very own financial representative, Ye Kai Lin. He went the extra mile by running a challenging ultramarathon to support beneficiaries of AWWA Ltd. As part of his fundraising efforts, he ran through all kinds of terrains for 6 days. A feat of this magnitude took 100 consecutive days of tough training 🏆.

Ye Kai persevered, despite the blistering heat and threat of dehydration. He exemplifies what we at Great Eastern believe in - inspiring change and helping others #ReachforGreat 🙌.


Swipe to learn more about his story! And if you'd like to contribute to Ye Kai's cause, click the link in bio.

100 likes
July 17, 2023

Add a comment...

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It was hot in the classrooms! The heat intensity was aptly matched by the passion displayed by close to 40 GREAT EASTERN Financial Representatives and employees who volunteered to be part of the financial literacy movement to empower youths in money matters.


Facilitating a two-day programme for CHIJ St Joseph's Convent and Bedok South Secondary School, our volunteers reached out to almost 600 students in Singapore who learnt about personal finance such as spending within budget, saving and investing wisely as well as using credit cautiously, while prompted to consider career choices and set goals to work towards.


The workshop was just as rewarding for our enthusiastic volunteers, who enjoyed engaging the youths and listening about their aspirations while imparting healthy financial practice and sharing their own life experiences.


Special shoutout to our fin lit partner [Junior Achievement Singapore](#) for enabling this successful school outreach and being part of our ongoing efforts to help communities Reach for Great!

Keen to partner us on outreach programmes to improve financial literacy among communities? Looking to collaborate on [#CSR](#) or [#volunteering](#) activities? Write to us: Corpcomms-sg@greasternlife.com


[#GreatEasternCares](#) [#ReachforaGreaterTomorrow](#) [#GreatEasternSG](#)







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Do you know each pint of blood can save up to three precious lives?

Close to 150 GREAT EASTERN employees and financial reps in Singapore became someone's lifeline when they registered for our corporate blood donation drive in December.

Thank you to all our blood-donating heroes for uniting in vein, being a force for good by saving and transforming lives!

Keen to partner us on outreach programmes for [#CSR](#) and [#volunteering](#)? Write to us: Corpcomms-sg@greasternlife.com

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