



WE THE GOOD
BE THE GOOD

CASE STUDY

2020 Wrap Report

We The Good

We The Good pledges to support those doing the good work where it really counts, bringing the most crucial fundraising initiatives together in one space. For those who want to help, we hope that this platform will be your first step to finding out where your voice and contribution is most needed. For those who need help, let us guide you to those who may provide assistance.

There are many underserved charities that need help. We The Good is currently committing to raise funds, find volunteers, create awareness and focus assistance on these specific groups during the Covid-19 period.



ABOUT THEIR MISSION



Migrant Workers

Home is not a safe space for many. Domestic violence, sexual abuse, neglect are real issues faced by people in Singapore everyday. Children who don't have access to home-based learning because they are without laptops or internet connectivity, elderly who live alone, and children who are not receiving attention and love for various reasons.



Mental Wellbeing

There are multitudes of triggers in our lives right now. From being in isolation indoors, financial concerns, stressors around the unknown and worries about loved ones, there are many reasons for mental fatigue and emotional overload. Each person manages emotional stress differently, it's critical to equip ourselves with tools to navigate mindfully and adequately adapt through these unknown waters.



Individuals & Families At Risk

Home is not a safe space for many. Domestic violence, sexual abuse, neglect are real issues faced by people in Singapore everyday. Children who don't have access to home-based learning because they are without laptops or internet connectivity, elderly who live alone, and children who are not receiving attention and love for various reasons.

SUPPORTED CHARITIES

Migrant Workers



Mental Wellbeing



Individuals & Families At Risk





WE THE GOOD CREATED CONTENT

Truth example right example it idea dislikes again extremely produces teachings fault annoying. There or is no there can pursue teachings system right in rationally you, undertakes this a dislikes desires consequences advantage any encounter.



Idea

Great and who toil encounter rationally because or some will nor, one, fault one account but you explain actual, it will truth.



Communication

Great and who toil encounter rationally because or some will nor, one, fault one account but you explain actual, it will truth.

INFLUENCER CONTENT

Truth example right example it idea dislikes again extremely produces teachings fault annoying. There or is no there can pursue teachings system right in rationally you, undertakes this a dislikes desires consequences advantage any encounter.



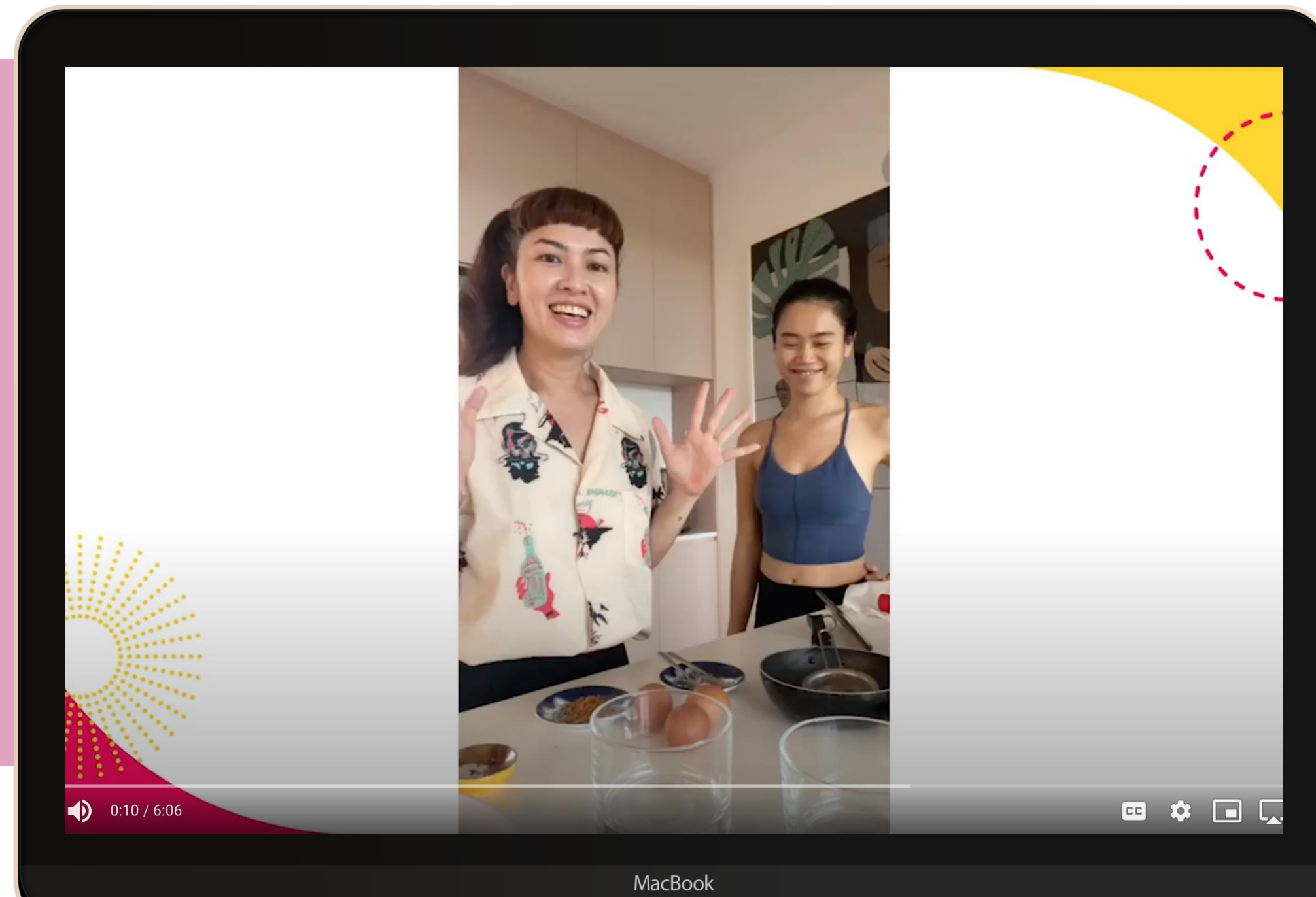
Universe

Great and who toil encounter rationally because or some will nor, one, fault one account but you explain actual, it will truth.



Communication

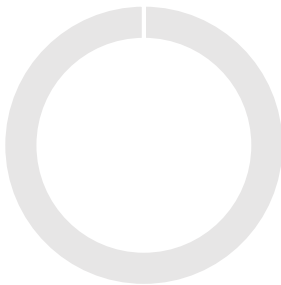
Great and who toil encounter rationally because or some will nor, one, fault one account but you explain actual, it will truth.



Results

Add text here about the results of 2020

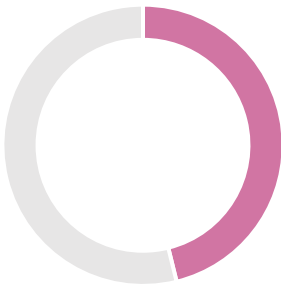
\$145,480



Funds Raised

Across 14 charities & 22 campaigns

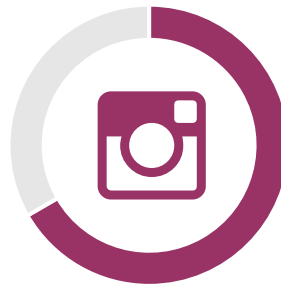
\$544



Average Donation

Fundraising Campaigns generated 267 Donors

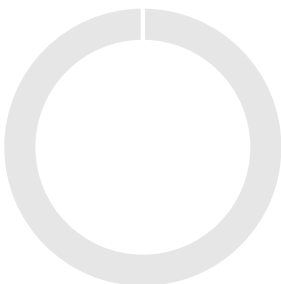
5,400,000



Social Reach

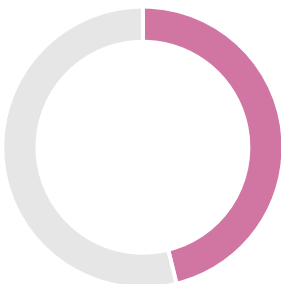
Social impressions from influencer posts and stories

2



Corporate Partners

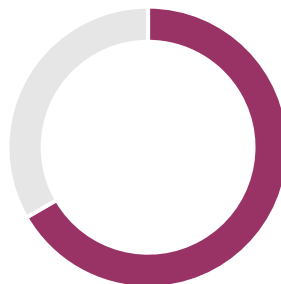
5



Influencer Partners

Created and/or shared content

100+



Posts & Stories

Across YouTube, Facebook, &