

BUILDING STRONG COMMUNITIES



ABOUT US

Cru Singapore is a caring community passionate about connecting others to Jesus.

Our purpose is to help fulfil the Great Commission in the power of the Holy Spirit by reaching people to faith in Jesus Christ, building them in their faith and sending them to win and build others.

We also help the body of Christ to do missions, evangelism and discipleship.



OUR WORK

Athletes in Action Singapore

Campus

Conference

Crea

Digital Strategies

FamilyLife Singapore

Healthcare

JESUS Film

LeaderImpact

LeaderImpact NEXT

Media Ministry

Missions

Ops Hub

Postgraduates

The Significance Project

ThriveSg

WOW MOM

CONTENTS

Foreword **3** / Our Year in Review **4**

Supporting Frontline Workers in the Midst of a Pandemic **5** / Reaching the Next Generation **6**

Touching Lives Through Counselling **8** / From Marketplace to Full-Time Ministry **10**

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“And let us consider how we may spur one another on toward love and good deeds, not giving up meeting together, as some are in the habit of doing, but encouraging one another—and all the more as you see the Day approaching.”

Heb 10:24-25

BUILDING STRONG COMMUNITIES

Moving into our second year of living with COVID-19, many may be tired of the seemingly never-ending tirade of rapid changes and periods of isolation. There is an even greater need than before to build strong communities—communities for meaningful connections, mutual support, and sharing the message of God’s hope.

Our LeaderImpact ministry ran several **online workshops for working adults**, including a 9-week book club on Simon Sinek’s “Leaders Eat Last”. The online study of the **Life and Ministry of Paul** was so well-received that our Conference team conducted three runs in 2021 to meet demand. The team capped off the year with online **children and teens programmes** over the school holidays. Athletes in Action held **virtual camps**, while couples had unhurried time with each other in our FamilyLife **Art of Marriage retreats**.

Notably, the establishment of our **counselling arm ThriveSg** created safe spaces and brought caring, professional counsellors to journey with youths (17-25 years old) through challenging times. This service is available for youths of all faiths and we hope to touch many more lives through it.

Internally, we have also pivoted to provide **online micro-learning** for our new staff. In time to come, we will expand the training offerings to benefit more believers to create a learning community online.

Sharing a Message of Faith and Hope

We continued to share the message of God’s hope to all who were willing to hear. Our digital missions initiative REDProject (short form for “**R**eaching **E**veryone **D**igitally”) continued to reach communities in Thailand, Mongolia, and more. In 2021, we ‘sent’ **180** persons on digital mission trips and resourced **11** churches/organisations to do the same.

Locally, we started **Christianity Explored** discussions over Zoom. These sessions created safe spaces for everyone to discuss matters of faith.

Thank You

We are thankful for the support from churches and donors who continue to believe and partner in our work to make disciples everywhere.

Cru Singapore turns 50 in 2022. The golden jubilee gives fresh impetus for us to set our sights on the years ahead and forge on to fulfil our mission. We look forward to another year of building stronger communities together with you.

Blessings,

Goh Hock Chye
Country Leader



OUR YEAR IN REVIEW



180 persons
sent on
digital mission trips



Resourced and partnered with
**11 churches and
organisations**
for digital missions



About
200 persons
benefited from FamilyLife events



37 couples
enjoyed in-person
Art of Marriage retreats



About
448 men and women
meet regularly for the Man of Impact
and The Significant Woman programmes
respectively



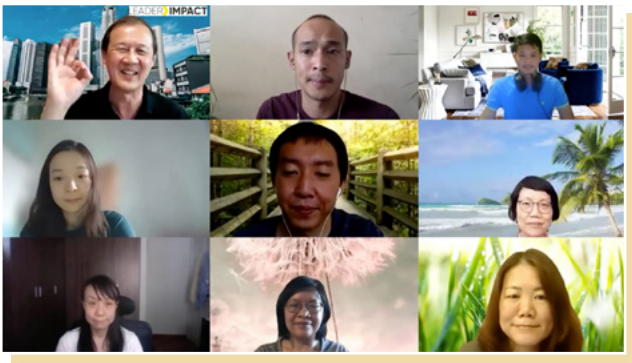
319 persons
benefited from our online
evangelism and
discipleship events



Nearly
2064 volunteers and disciples
impacted locally across sectors, including campus students, athletes,
healthcare workers, families, and marketplace leaders.

SUPPORTING FRONTLINE WORKERS IN THE MIDST OF A PANDEMIC

With the pandemic going into its second year, healthcare workers were put under immense pressure to keep up with the changing healthcare situations and demands.



Foundations leadership course for healthcare professionals.

In our Healthcare ministry, we minister among some 50 healthcare workers, including doctors, nurses, medical social workers, dentists and allied health professionals in hospitals and GP clinics. Some of them were managing COVID-19 cases directly, and most had to handle heavier workloads due to the pandemic.

Gathering over Zoom, the groups provided emotional and spiritual support for one another. Junior doctors also had opportunities to meet senior doctors for end-of-posting chats where the latter shared more information about their medical expertise and how to make their work more meaningful. Some also join other Cru ministries that meet their needs based on phase of life, such as WOW MOM (for mothers), FamilyLife (for couples), and facilitating the Foundations leadership course for other healthcare professionals.

Besides healthcare workers, taxi and private hire drivers were also greatly affected by the pandemic. After the successful outreach to the community in December 2020 through the distribution of care packs and coating of antimicrobial solution for their vehicles, we undertook a similar outreach in July 2021. This time, we partnered with Agape Christian Centre for a “Bless the Drivers” project. Even though we could not carry out the planned cleaning and coating of taxis due to safe distancing restrictions, we were able to distribute 27 gift packs to the community.

Mr Wong, Chairman of JB-Singapore Taxi Association was extremely touched by the initiative. As borders between Singapore and Malaysia had closed, a group of drivers lost a lot of business and had to learn to navigate the Singapore roads from scratch. He shares in Chinese, “德士司机们谢谢你们的关心和爱心。更多谢你们的礼物。” (Translation: “We are thankful for your care and love. Thank you, especially, for the gifts.”)



Happy taxi drivers with their gift packs.

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REACHING THE NEXT GENERATION

Win the campus for Christ today, win the world for Christ tomorrow.

In some sense, this slogan that Cru had its beginnings in as Campus Crusade for Christ remains true today. While our name was changed in 2013 to Cru Singapore, reaching the next generation remains a key focus of our work. What has changed though, is that our target audience has grown beyond campus.

Hence, in 2021, we re-structured our ministry into various clusters according to target audience. Specifically, the Next Gen cluster consists of:

- Student-Led Movement (SLM) reaching students in the polytechnics and universities;
- Athletes in Action Singapore (AIA) reaching campus athletes, national athletes and sports officials;
- Healthcare ministry serving medical professionals and students preparing to enter the profession, and
- LeaderImpact NEXT (LI) serving younger marketplace leaders.

Urgency to Reach the Next Generation

Binding this group of leaders is a common belief that it is now more urgent than ever to reach the next generation. In the inaugural annual youth survey by TODAY¹, 48% of the 1,066 respondents (18-34 years old) said that their identities are closely tied to their religious community. Notably, those between 18 and 24 years old were less likely to agree with this statement.

In addition, mental health issues were thrown into the media spotlight in 2021. As we take an honest look and acknowledge this current reality we are living in, it is imperative that resources be pumped in to bring God's message of hope to the next generation.

Pivoting Online to Reach More

Over the last two years, the COVID-19 pandemic has amplified the challenges of reaching this target audience, yet provided new opportunities at the same time.

For Lam Ching Yet (Associate Lead, Healthcare ministry), time has always been an issue when it comes to meeting ministry disciples. He shares, "Their academic load is highly intensive, coupled with various hospital postings. Even when they are available, finding a common time to meet as a group is also challenging as they can have varying schedules. In addition, they are also involved in various research projects and committees." Due to the pandemic, meetings have been moved online. This made things easier for everyone to join in, providing necessary respite and support for our frontline workers fighting the pandemic.

Sports ministry Athletes in Action Singapore also pivoted online for the annual Ultimate Training Camp, with 20 athletes participating in the camp in 2021. In addition, the ministry partnered with marathoner Mok Ying Ren to run monthly Bible-study sessions entitled "Colossians Playbook", a continuation of the successful run in 2020 on



The associate leads of the Next Gen cluster (from left): Lam Ching Yet (Healthcare ministry), Ivin Vikesh (Athletes in Action), Leong Wai Ling (Student-Led Movement) with overall cluster lead Amos Ang.

the book of Philippians. In this way, athletes can join in the sessions from anywhere, and encourage one another in their faith and sport.

In fact, Amos Ang (Cluster Lead, Next Gen cluster) reflects that, "Pivoting into the virtual space has given us more reach than the physical dimension." Those who did not feel comfortable with or able to carve out time to travel to an in-person meeting, can now join a virtual gathering from wherever they are. In addition, members find it easier to commit the time to start their own groups, thus multiplying their reach.

Working Adults and the Multiplication Effect

One such member is Dr Ellie Choi, who took up the mantle to lead a group of healthcare workers in the Foundations programme after benefiting from it as a participant. Offered by LI, Foundations is a 4-week self discovery and goal-setting programme that helps participants thrive professionally, personally and spiritually as leaders. "I was looking for a safe environment to learn and find out more about my leadership style," Dr Choi recalls. "Through Foundations, I learnt a lot about myself and what I envision a good leader to be."

This process where participants become facilitators means that the efforts of the ministry can be multiplied beyond the limitations of a small staff team. "We have leaders who are facilitating almost 90% of our groups," Amos shares. In August 2021, LI also organised an online forum "Leading Into The Future", featuring one of LI's facilitators Henry Tan (Founder, Group CEO & Chief Innovation Officer of Nexia TS) and Bernard Lubbe (Founder, 3 Dots Consulting).



Petra and Wai Ling bonding over some bubble tea and snacks.

Tapping on Social Media

Similarly, Leong Wai Ling (Associate Lead, SLM) shares that safe distancing restrictions meant that discipleship groups and weekly ministry gatherings had to move online. With limited face-to-face contact, the ministry also had to be creative in their outreach.

For example, the polytechnic ministries encouraged their students to take time to build relationships and be intentional. They focused on doing three things: posting a ONE minute testimony of how they encountered God on social media, ONE caring conversation with a friend per day, and ONE short prayer with or for a friend per day. This strategy was easy to remember and achievable for students who were not used to sharing their faith.

In fact, social media opens doors to reach other students overseas. When borders closed due to the pandemic, Cru Singapore's missions team launched digital mission trips. Participants utilised social media to meet new friends and trust God for opportunities to share their faith. Petra is one such participant. "Petra had never evangelised or been on a mission trip before she joined Cru," Wai Ling shares. "She has now been on two digital mission trips, and even mobilised her disciples to join her. Petra is now intentional in taking steps of faith to have spiritual conversations with her classmates."

Students were not the only ones tapping on social media. Ching Yet had to blow the dust off his Instagram account as a result of COVID-19. "I re-installed the app to follow my students' Instagram posts to journey with them, especially those who were doing their hospital postings," he shares. "I would follow up with encouragement when they were down, or just make a comment on their post. This was my way of connecting with them and showing that I care."



A retreat for healthcare graduates before they embark on housemanship. Senior doctors were invited to share their experiences and encouragement. (Retreat organised before safe distancing restrictions were implemented.)

* TODAY (2021) *TODAY Youth Survey: Majority believe racist episodes rising amid pandemic, further amplified on social media*

TOUCHING LIVES THROUGH COUNSELLING

As she breathed her last, Mandy's mother told her, "Don't cry for me." So Mandy did just that. Growing up, Mandy was taught that "It's a weakness to show emotions; we should thank God in every circumstance." As she battled to suppress her grief, Mandy was also bullied as a lowly intern at a law firm. Things took a toll on her.

ThriveSg has served
65 Thrivers
since October 2020



That was when she got to know about ThriveSg, Cru Singapore's counselling arm. With the support of a listening ear and objective guidance from her counsellor, Mandy was finally able to grieve and move forward in spiritual, mental and emotional health.

Since its inception in October 2020, ThriveSg has served 65 clients (known as "Thrivers" – someone who is proactive and courageous in seeking support) like Mandy. A small core team of two full-time staff and two volunteers serve alongside a bigger team of some 17 volunteer counsellors. The "Sg" in ThriveSg is shorthand for the team's belief that one has to grow emotionally in order to thrive **significantly**. ThriveSg serves clients

aged 17-25 years old of all faiths, without charging any fees. Common issues seen by the team include anxiety, depression, challenges with family relationships, and past trauma.

"With COVID-19, mental health issues were made more apparent and exacerbated," lead counsellor Pamela Koh shares. The increased awareness brought about an uptick in demand for counselling services. "Cru staff referred their students to us. Many also read about us on Christian website, Salt & Light when one of the writers offered to write about us," recalls Pamela, who is armed with a master's degree in counselling from the Singapore Bible College.

One unique feature of ThriveSg's services is the removal of fees as well as a cap on the number of sessions for clients. "As long as the Thriver is willing to journey with us, we will do so alongside them," Pamela shares. This is important because some issues cannot be solved within just a few sessions, nor does the team want to see youths hindered from seeking help due to cost.

If anything, Pamela hopes to de-stigmatise counselling services. Some view counselling with suspicion and insist that Christians should just seek God, pray and read the Bible. ThriveSg adopts a balanced approach. "Counselling is a form of self-care," Pamela shares. "We are all work-in-progress. We are all humans. Counselling helps us to grow, and God can work through that platform."

We often assume that one has to experience intense, long-term trauma before seeking counselling. This cannot be further from the truth. "The 'little' things can affect a person deeply, even if it was, for example, a single incident where you were criticised," Pamela says. Swept under the carpet, these issues can fester into deeper emotional issues and impede our growth as emotionally and spiritually healthy adults.

**Counselling helps us to grow,
and God can work through that
platform.**



To refer someone to
ThriveSg, write to
thriverscribe@cru.org.sg

Read Mandy's story and
more at cru.sg/thrivesg.



More recently, ThriveSg is actively reaching out via its Instagram (@thrivesg.tribe). Posts and stories are crafted to educate on mental health from an Asian perspective and to cultivate a support-seeking culture. Through Instagram, the team saw more young people reaching out for help.

As professional counsellors, the team serves clients of all faiths and abides by the ethical standards required of registered counsellors. If Thrivers bring up theological issues, the counsellors will engage respectfully.

"As our Thrivers experience healing over time, they will remember the good testimony of God," Pamela says. "We hope that they will recover their identity and discover their purpose, so they can thrive significantly. This applies to both believers and non-believers."

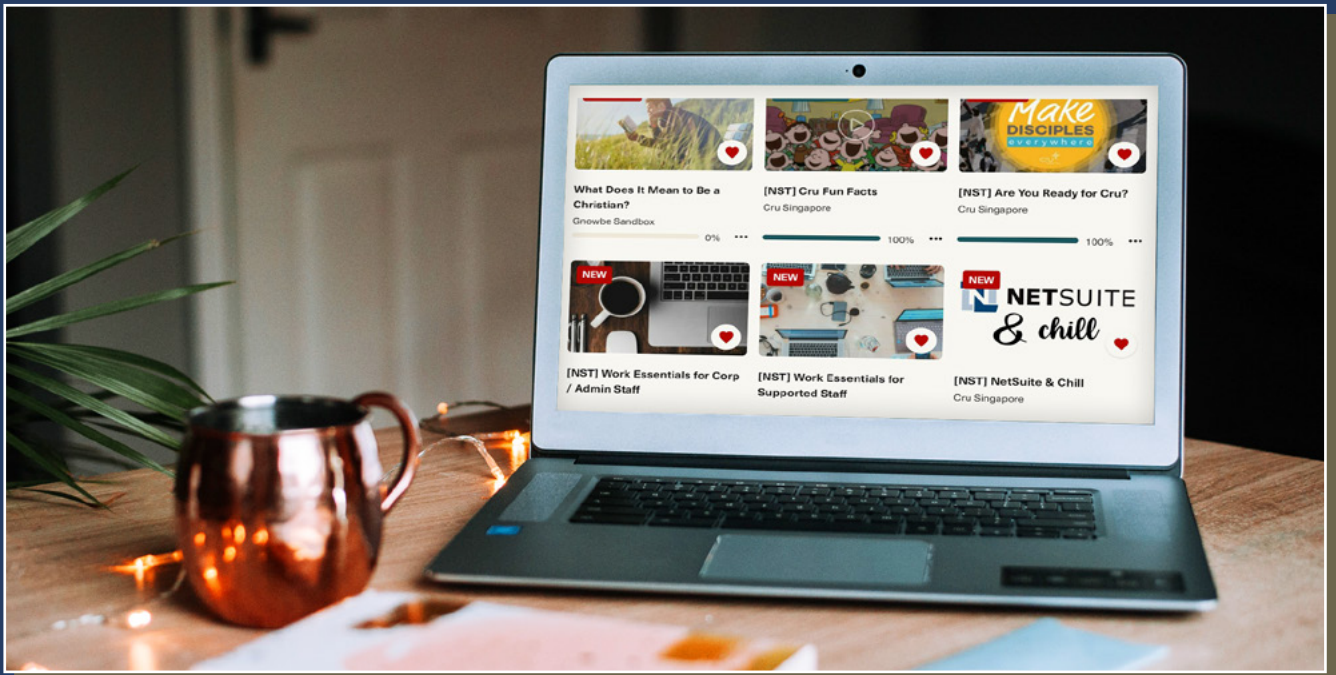


Watch ThriveSg's 7-min IGTV
"How to Care for Mental Health in
a Pandemic" at <http://cru.sg/c>



FROM MARKETPLACE TO FULL-TIME MINISTRY

While most of our new staff used to be fresh graduates from the campus ministry, we are now seeing more mid-career people join as full-time staff. This shift creates a wider pool of experience and perspectives among the staff family, which is helpful in propelling our work toward new, fresh directions to be more effective in changing times.



Some of the programmes that Rachel has curated and digitised on Gnowbe.

Rachel Ong joined the Operations Hub (Ops) team in 2021 after working in several tertiary institutions where she managed undergraduate and scholarship programmes. At the time, Rachel was feeling lost in terms of her career and spiritual walk. She had changed jobs three times after the birth of her daughter, but none felt right.

That was when the opportunity to join Cru came up. The Ops team was looking for someone to set up and manage Cru's course offerings on microlearning platform Gnowbe, with the long-term aim of equipping believers in evangelism, discipleship and missions.

It proved to be the right move, with Rachel's experience aligning well with her new job scope. "Having written many instructional guides and SOPs for students and

staff to reference to, these skills very easily translated to my role as a Gnowbe curator, where my first project was to curate programmes for new staff onboarding," recalls Rachel.

Rachel has found the working environment to be refreshingly different too. There was a stronger emphasis on rank in her previous workplaces - the companies' rank and file had little to no say and could speak to the bosses only at special events. At Cru's office, Rachel could speak freely with her supervisor and work directly with him on projects.

"I feel very comforted and encouraged that my bosses know what's happening on the ground (both field and administrative matters) and am also very glad that I



Rachel focused on digitising training content for the Gnowbe platform.

can speak to them casually without the fear of being penalised for saying something wrong,” Rachel reflects.

More than that, Rachel found it wonderful to be surrounded by like-minded Christians, seeing that “everyone is working towards the same goal of making disciples everywhere.”

Three months on, Rachel’s supervisor asked her to help with the back-end running of online Christianity Explored sessions for seekers. This gave Rachel an opportunity to be involved in direct ministry, while still tapping on her skills in project management.

“It has been refreshing hearing how each one sees a particular verse in so many different ways,” Rachel reflects. “One highlight was when the session over-ran for almost an hour because everyone willingly stayed

behind to discuss questions from a young dating couple (one of whom grew up in a Christian home but no longer goes to church and another who is agnostic). Just their willingness to ask and seek for answers made the whole Christianity Explored run worth it.”

Perhaps the biggest takeaway for Rachel is that full-time ministry does not only mean pastoral or field work. We serve God in many ways, including every day, mundane tasks: from giving out ART kits and keeping proper records, to answering phone enquiries from the public about Media Ministry bookstore opening hours and donation enquiries.

“I guess,” Rachel reflects, “there are many ways to serve God, it just depends on the attitude and position of my heart.”



In her work, Rachel aims to understand staff needs in order to curate useful training content for them.



“I feel very comforted and encouraged that my bosses know what’s happening on the ground (both field and administrative matters) and am also very glad that I can speak to them casually without the fear of being penalised for saying something wrong.”

– Rachel Ong

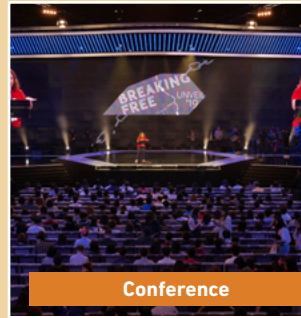
OUR MINISTRIES



Athletes in Action Singapore



Campus



Conference



Crea



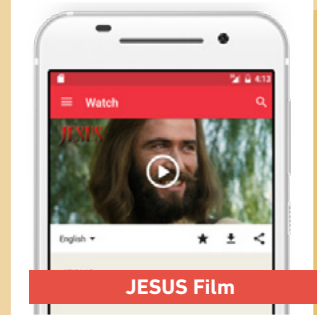
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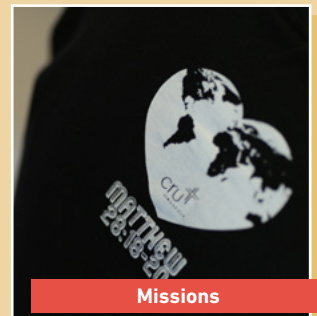
LeaderImpact



LeaderImpact NEXT



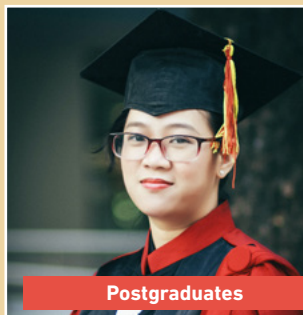
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