

Steps Challenge 2026

Challenge Period:
**21 September 12pm to
30 November 11.59pm**



**A Million
Steps – Into a
New 🌅 Season**



A Million Steps – Into a New Season

Who understands new beginnings better than seniors and ex-offenders?

Seniors stepping into a new season of life, sometimes marked by retirement, loss, and loneliness. Ex-offenders are stepping into a fresh start, often still facing rejection, judgement, isolation and distrust as they rebuild their lives.

Different paths, same reality. But new seasons are not crossed in one leap. They are built step by step.

At Lakeside Family Services, we walk with them through each step. Offering support, guidance, and a community that helps them regain confidence, rebuild purpose, and keep moving forward. Because every new season deserves a strong start, and no one should have to begin it alone.

Challenge Period: 21 September 12pm to 30 November 11.59pm

About A Million Steps Challenge

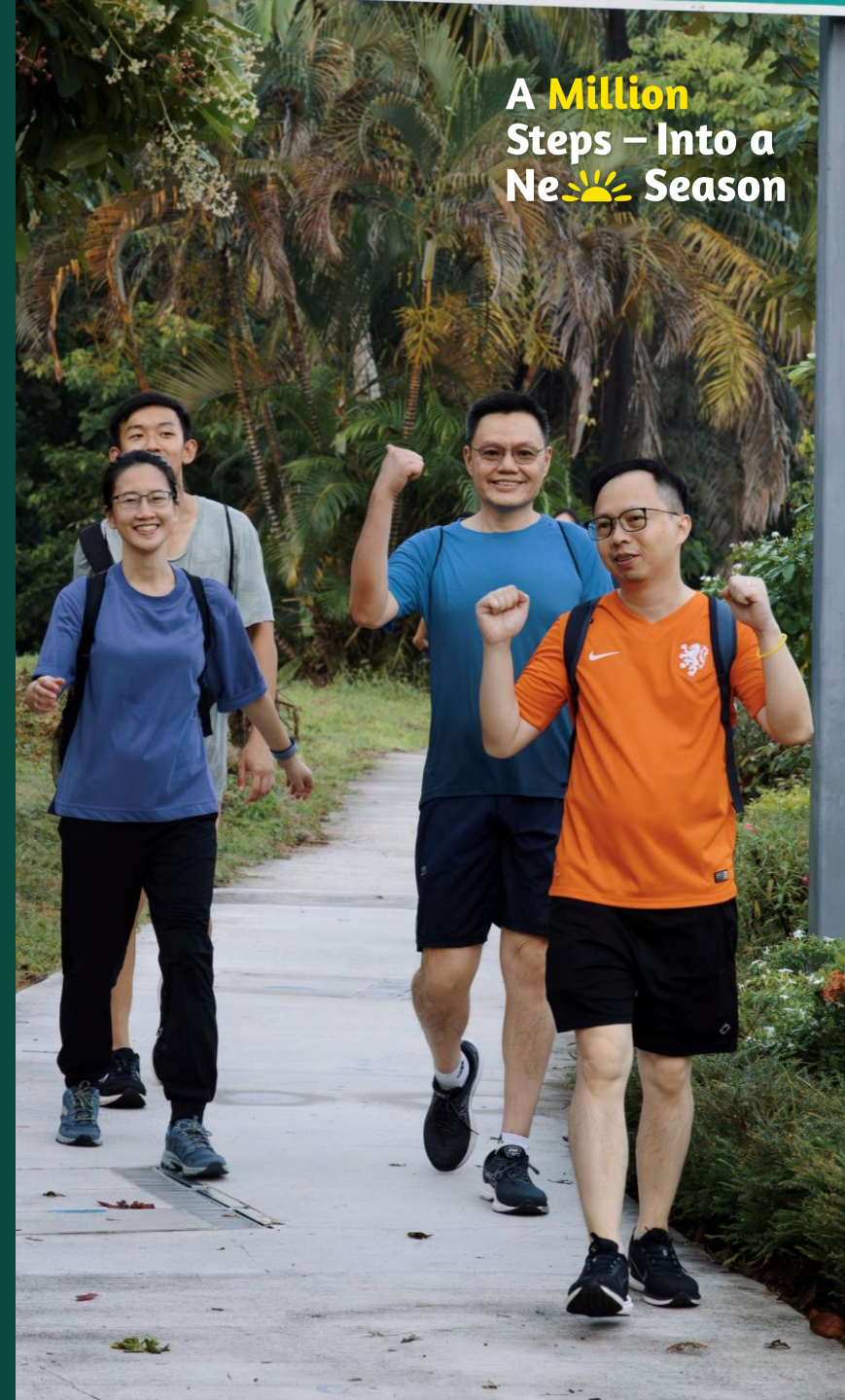
Every year, we serve **848 seniors** and **4,128 inmates, ex-inmates, and their families** through our services. We launched our A Million Steps (AMS) campaign to raise awareness and funds for our work.

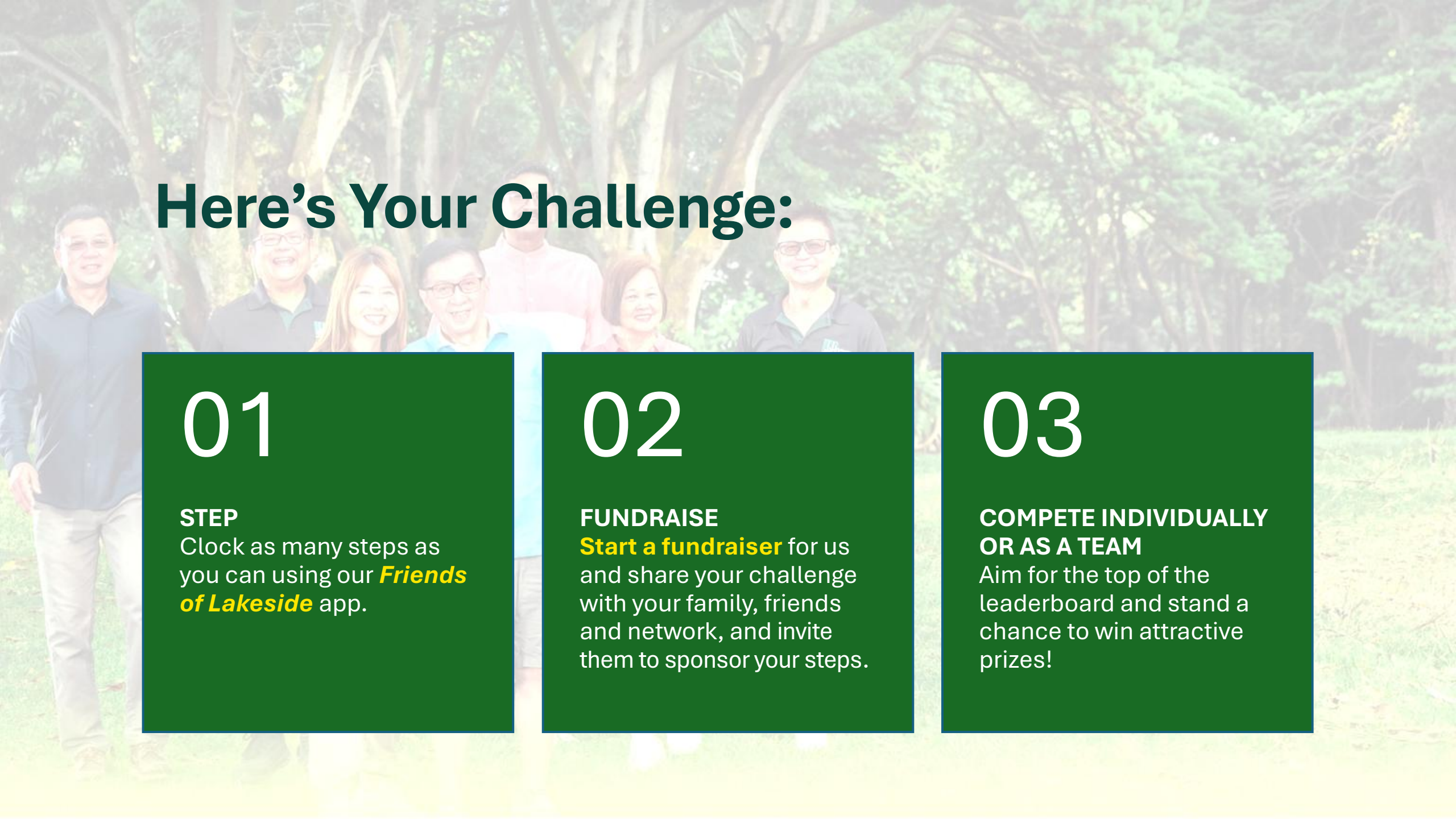
Join us in bringing encouragement and hope by taking part in our A Million Steps Challenge 2026!

Every step you clock reminds our seniors and ex-inmates that they are not walking alone. The funds raised through your steps support programmes that help them rebuild their lives and move forward with confidence.

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Here's Your Challenge:

01

STEP

Clock as many steps as you can using our ***Friends of Lakeside*** app.

02

FUNDRAISE

Start a fundraiser for us and share your challenge with your family, friends and network, and invite them to sponsor your steps.

03

COMPETE INDIVIDUALLY OR AS A TEAM

Aim for the top of the leaderboard and stand a chance to win attractive prizes!

Challenge Period: 21 September 12pm to 30 November 11.59pm

Individual Challenge

Be among the **Top 5 highest step counts fundraiser** and stand to win prizes:

- **Start a fundraiser on Giving.sg and raise a minimum of \$300**
- Only steps tracked using our ***Friends of Lakeside*** app will be counted
- Encourage your family, friends and loved ones to support / sponsor your journey through donations.
- *Optional: Share your journey on Instagram Stories! Tag Lakeside and inspire others to support your challenge: "I'm taking _____ steps to raise \$_____ for A Million Steps 2026."*

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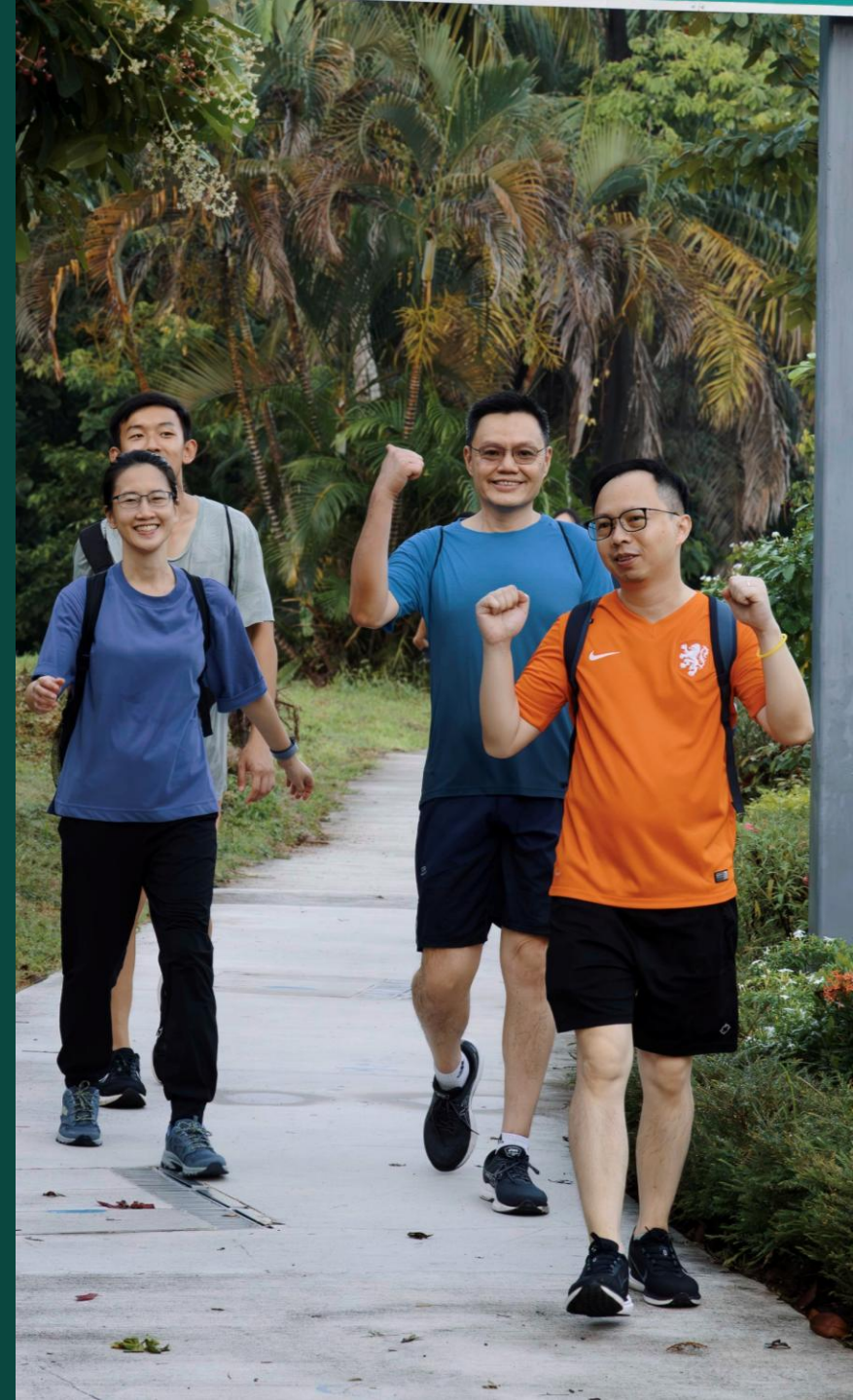
Challenge Period: 21 September 12pm to 30 November 11.59pm

Team Challenge

Be among the **Top 2 highest step counts fundraising teams** and stand to win prizes:

- **Start a fundraiser on Giving.sg and raise a minimum of \$1,000**
- Only steps tracked using our ***Friends of Lakeside*** app will be counted
- Each team is limited to a **maximum of 5 participants**.
- Encourage your family, friends and loved ones to support / sponsor your journey through donations.
- *Optional: Share your journey on Instagram Stories! Tag Lakeside and inspire others to support your challenge: “I’m taking _____ steps to raise \$_____ for A Million Steps 2026.”*

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Exciting Prizes Await

Prizes	Individual	Team
1 st	2D1N Staycation worth \$250	\$300 Meal Vouchers
2 nd	Apple Airpods 4 worth \$155	\$200 Meal Vouchers
3 rd	Cash Voucher worth \$100	
4 th	Cash Voucher worth \$80	
5 th	Cash Voucher worth \$50	

Prizes are subject to availability and may be substituted with items of equal or similar value. Winners must meet the respective step count and fundraising requirements to qualify. Lakeside Family Services reserves the right to make the final decision on prize eligibility and fulfilment.

FAQs

Q1: When is the challenge period?

A1: The challenge runs from 21 September 12pm to 30 November 2026 11.59pm. Only steps recorded during this period will count. Steps accumulated before 21 September 12pm or after 30 November 11.59pm will not be counted.

Q2: Can I track my steps using another app?

A2: No. Only steps recorded through our *Friends of Lakeside* app will count towards the challenge. Instruction on usage of the app can be found in this deck.

FAQs

Q3: Can I use a fitness tracker or smartwatch to track my steps?

A3: No. Our Friends of Lakeside app does not support syncing with fitness trackers or smartwatches. Only steps recorded using our Friends of Lakeside app will be counted towards the challenge.

Q4: Can I win both the Individual and Team Challenge?

A4: Yes! You can win both categories if you meet the respective criteria.

Individual: Rank among the Top 5 highest individual step counts and raise a minimum of \$300 on Giving.sg.

Team: Rank among the Top 2 highest team step counts and raise a minimum of \$1,000 on Giving.sg

FAQs

Q5: How will I know if I've won?

A5: We will contact winners in Dec 2026 using the contact information provided during registration on our Friends of Lakeside App. Please ensure your details are accurate and up to date.

For any other questions / queries, please email us at support-us@lakeside.com.sg



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Guide to
downloading *Friends
of Lakeside* app

Guide to downloading Friends of Lakeside app

Step 1 – Download the App:

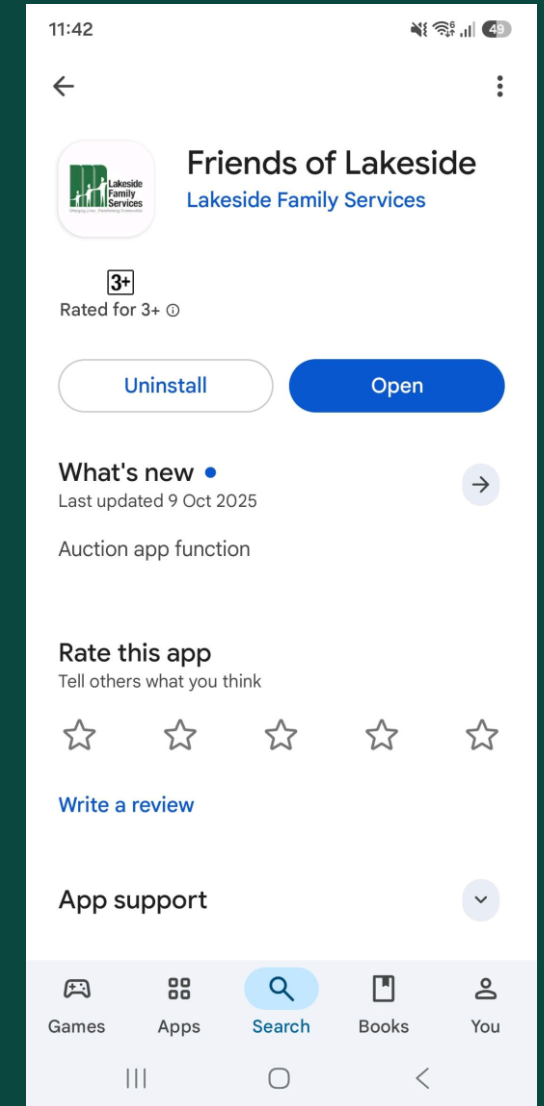
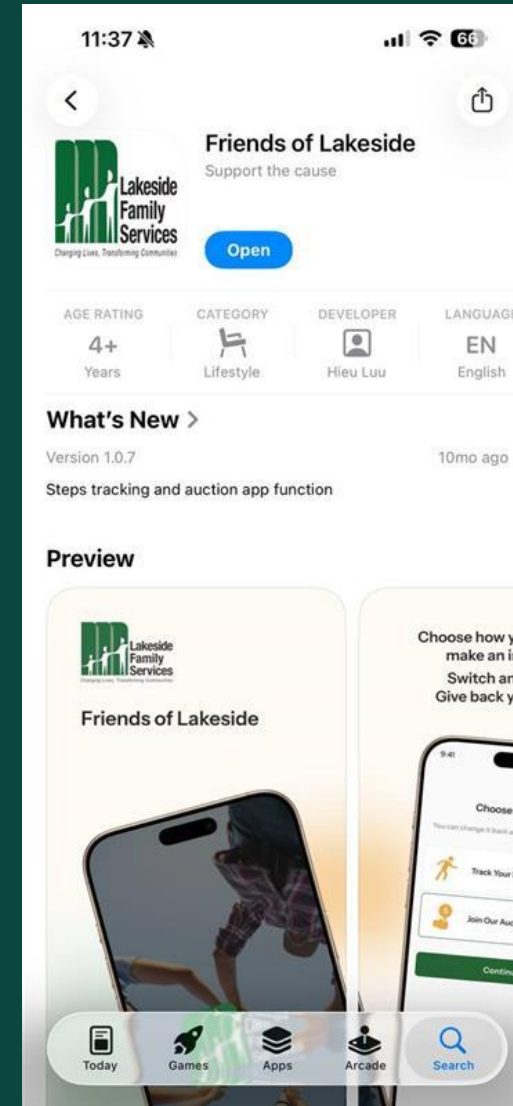
App Store:

[Friends of Lakeside App on IOS store](#)

Google Play:

[Friends of Lakeside App on Google Play](#)

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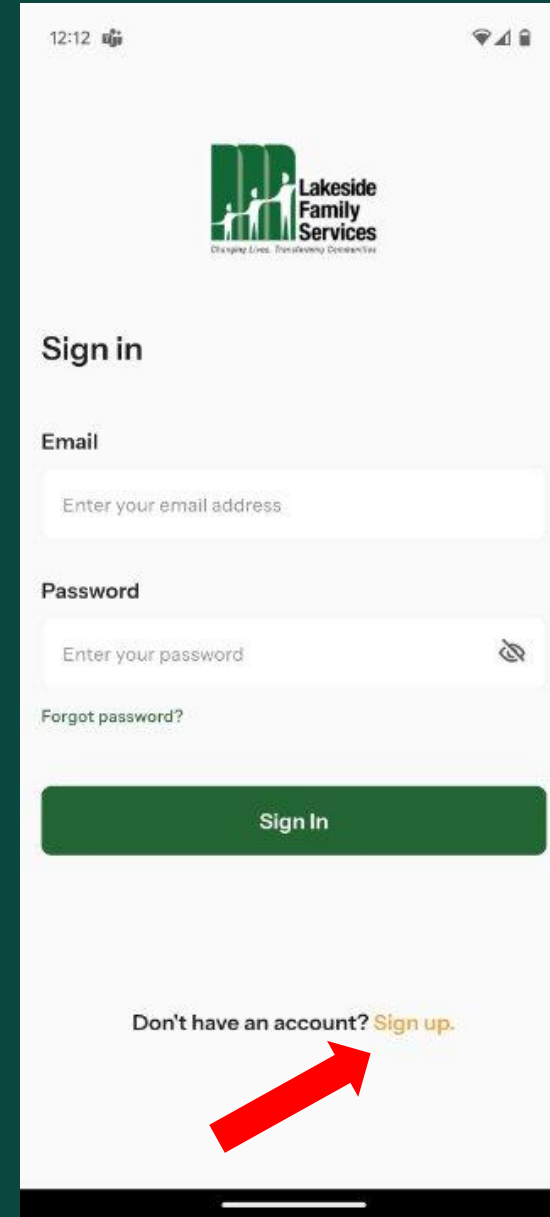
Guide to downloading Friends of Lakeside app

Step 2 – Create an account

Select “Sign Up” and fill in your particulars.

Note: You may ignore “Company Code”

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12:12

 Lakeside Family Services
Changing Lives. Transforming Communities

Sign in

Email

Enter your email address

Password

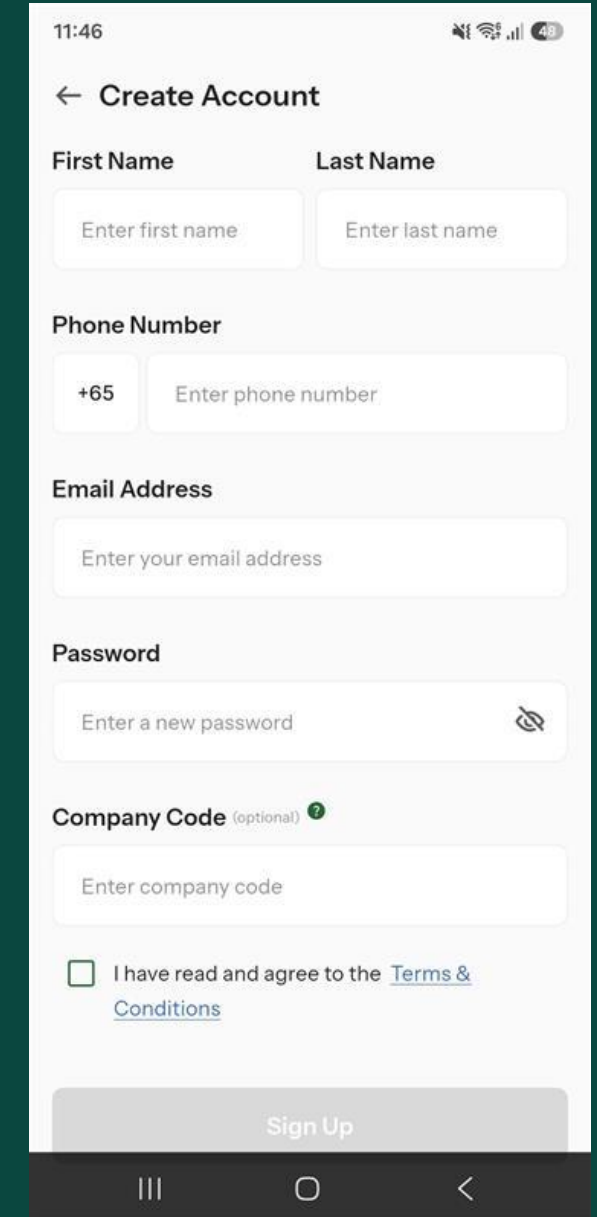
Enter your password

[Forgot password?](#)

Sign In

Don't have an account? [Sign up.](#)

A red arrow points from the text "Don't have an account? Sign up." to the "Sign up." link.



11:46

← Create Account

First Name Last Name

Enter first name Enter last name

Phone Number

+65 Enter phone number

Email Address

Enter your email address

Password

Enter a new password

Company Code (optional) ?

Enter company code

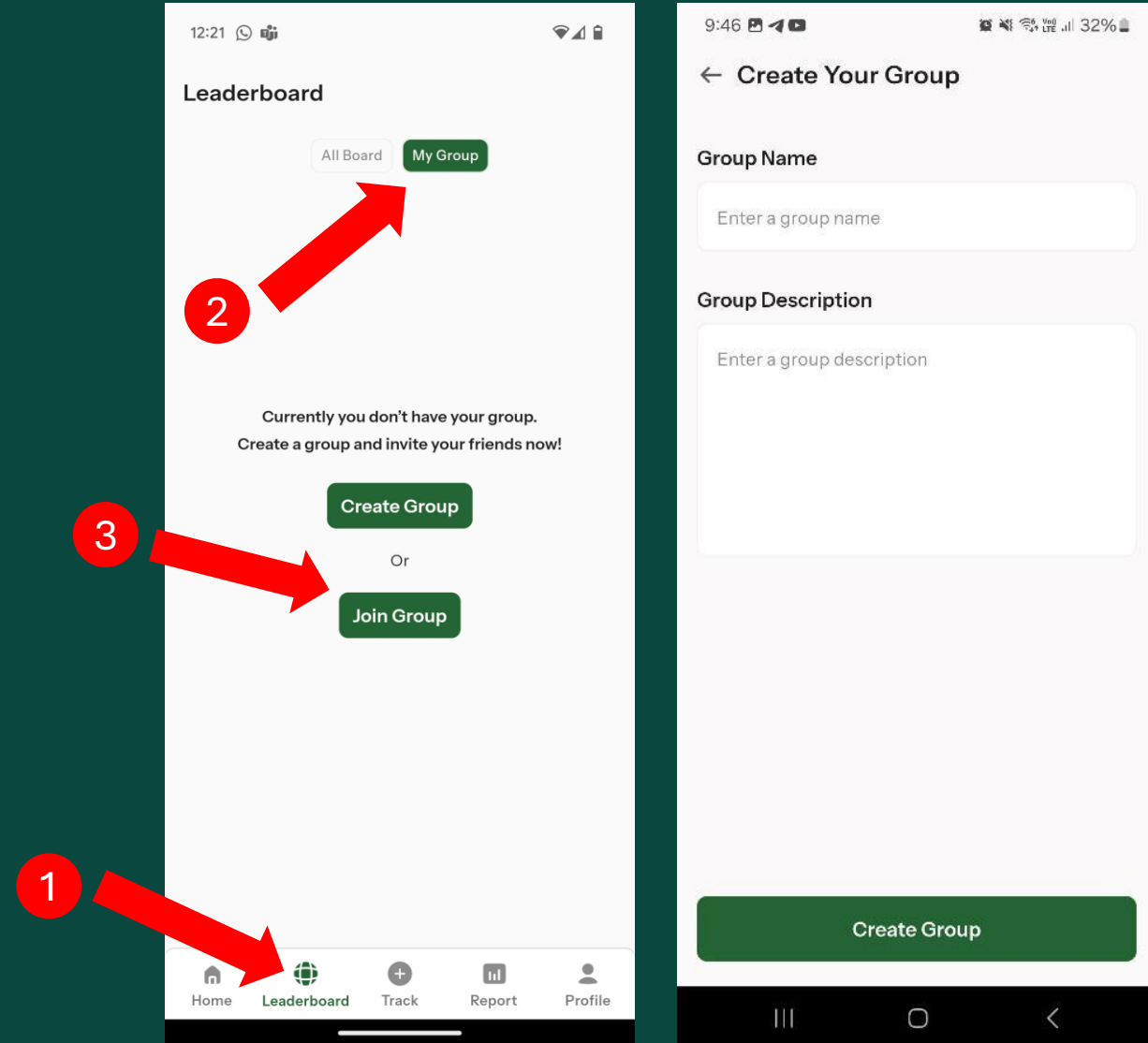
☐ I have read and agree to the [Terms & Conditions](#)

Sign Up

Guide to downloading Friends of Lakeside app

To participate in the Team challenge, create a group of maximum 5 pax

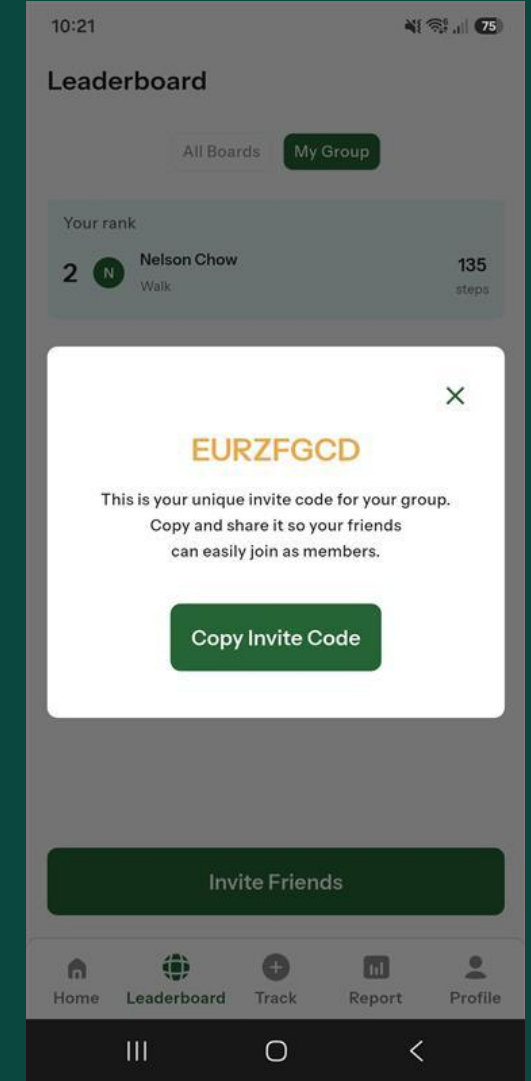
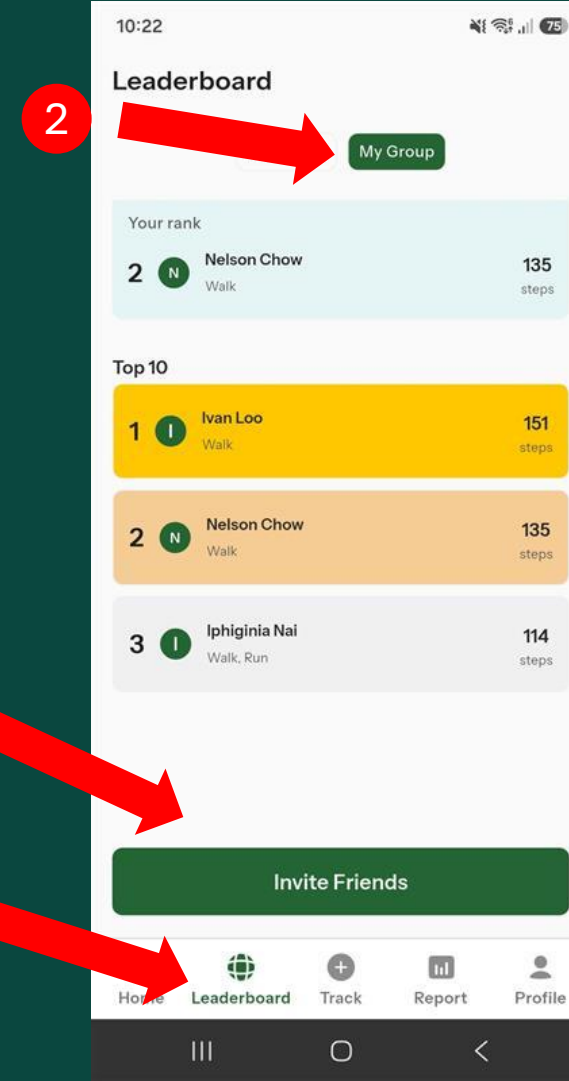
1. Go to Leaderboard
2. Select My Group
3. Create a New Group (and share the Group ID with your group mates) or Join a Group with the Group ID



Guide to downloading Friends of Lakeside app

To add people in your group

1. Go to Leaderboard
2. Select My Group
3. Select Invite Friends
4. A group code will be generated, copy the invite code and send to your friends

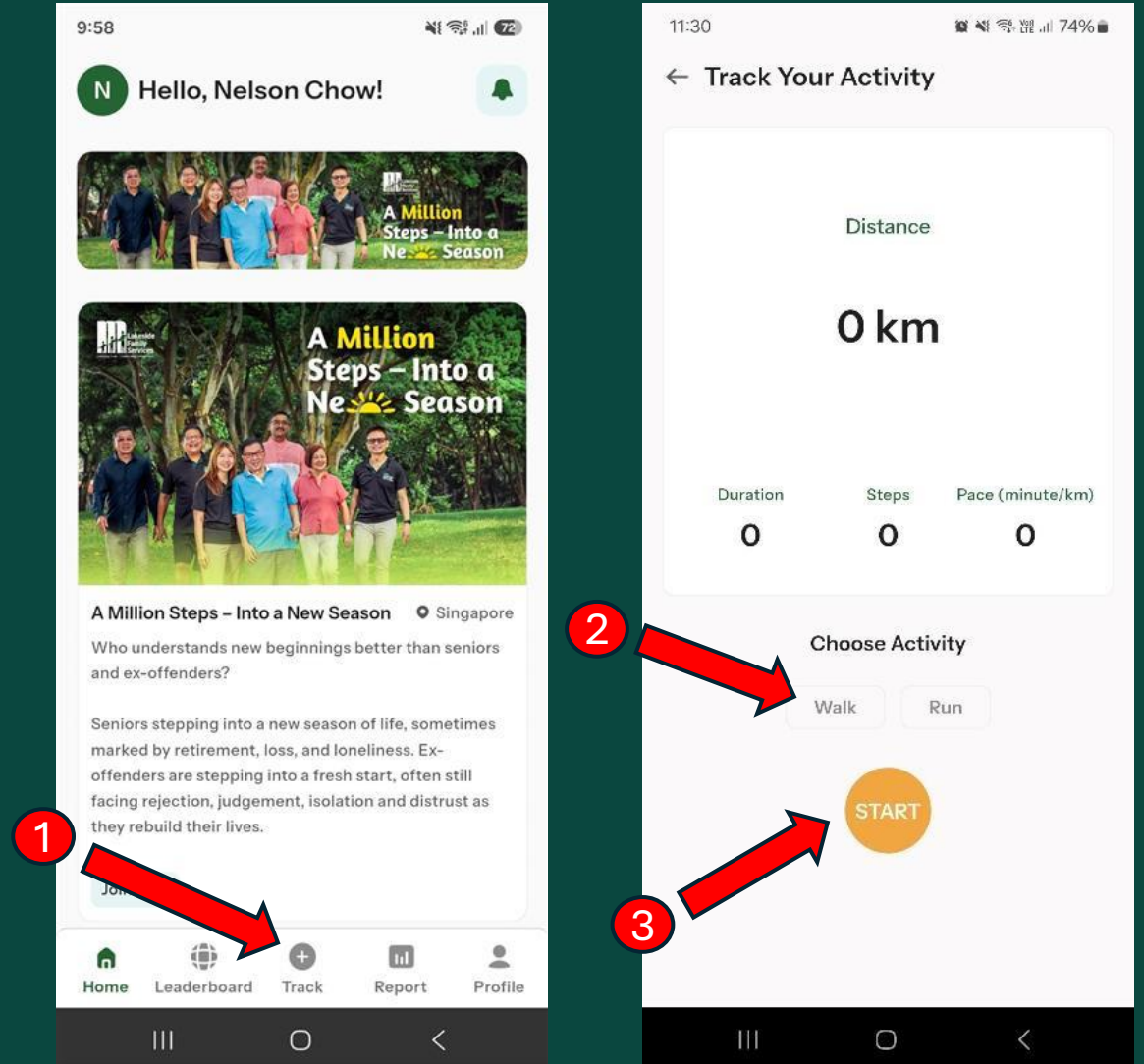


How to track your steps using the app?

To track your steps:

1. Open the app and select **Track**
2. Choose your **Activity**
3. Select **Start**
4. Select **Stop** when you have completed your walk / run

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Guide to creating a personal fundraiser on Giving.sg

Step 1:

Visit the campaign's Giving.sg page: <https://www.giving.sg/donate/campaign/a-million-steps-2026>

Step 2:

Click on “Fundraise for this”

Donate now

Fundraise for this

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Home > Donate > Lakeside Family Services

A Million Steps 2026



Lakeside Family Services



Tax-deductible

\$1,080

raised of \$250,000

7

donors

245

days to go

Donate now

Fundraise for this



Supported causes

 Children

 Community development

 Youth

About the campaign

As the saying goes, “Life is not always smooth sailing.” This is especially true for the children and youths we serve. Many of them are struggling in school, trying to meet expectations, and dealing with pressures that may lead them towards harmful choices. Some of them come from disadvantaged ...

[See more](#)

Step 3:

Create a Giving.sg account by clicking on
“Sign up for an account”

Or

Log in if you have an existing Giving.sg
account.

*Note: Using Singpass to Login / Create an account is
optional*

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Log in with

 **Important notice**
Stay vigilant against suspicious emails, SMSes, and messages. Giving.sg will never ask for your password or 2FA details. If in doubt, please check with us at hello@giving.sg

Login with **singpass**

OR

Email address*

Enter your email to continue

Log in

[Forgot password?](#)

OR

[Sign up for an account](#)

Step 4:

- Give your campaign a **name** and (fundraising amount) **goal** of your choice
- Include a write-up in **description** to tell others why you are raising funds for Lakeside Family Services' work with ex-offenders and seniors

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Describe your campaign

Campaign name*

Steps for Good

Campaign goal*

– \$ 1,000 +

Description*

I am fundraising for

A Million Steps 2026

 Lakeside Family Services



Tell your audience how your impactful campaign can be and why they should donate. Use emotive and genuine language.

Description*

Describe your campaign and the giving you do. (2,000 characters)

Want to know why I'm walking \$100,000 steps to raise \$1,000 for seniors and ex-offenders?

I lost my grandparents recently and I wish I had more time with them. My way of honouring them is to invest in the health and well-being of our elderly.

I also feel deeply for ex-offenders. I believe that everyone deserves a second chance to rebuild their life after prison. Many of them have the willingness to change, so let's support them as much as we can.

Lakeside Family Services has done a lot of good work with seniors and ex-offenders, so I'm excited to be a part of their mission to change lives. Do support me as I take Steps for Good!

Step 5:

- Customise your own **Campaign URL**, or use the one prompted by Giving.sg
- Upload **campaign photo(s)** of your choice, or you may use our campaign cover photo too. You may change the photos at any time

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Campaign URL*

Your campaign URL can only contain lowercase letters, numbers and dashes. It must contain at least one letter. It may not start or end with a dash.

giving.sg/donate/campaign/

Steps for Good

Photos of campaign*

Upload up to 5 pictures or include a YouTube link for donors to learn more.

Tip: Drag images to re-position the order in which they are displayed



[Select file](#) to upload image

Recommended size: 1440 x 810 | JPG, PNG, GIF. Max size: 5MB

Or

YouTube URL ⓘ

Copy and paste the YouTube link and press 'Enter' to upload

 <https://youtube.com/embed/>

Step 6:

Use the default campaign **tags** “Elderly”, “Incarcerated Individuals”, “Families”, “Social service and welfare” to help donors search for your fundraiser and click **Next**

Step 7:

Set the **start date** and **end date** of your fundraiser.

Note:

- The public can only donate to your fundraiser from the start date onwards.
- Please end the campaign by 31 December 2026

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The screenshot shows the 'Tag your campaign' step in a five-step process. The steps are: 1. Describe your campaign (completed), 2. Tag your campaign (current step), 3. Set up the schedule, 4. Set up donation tier, and 5. Settings. The main content area is titled 'Tag your campaign' and includes the text 'Causes supported by the NPO*'. Below this, there are two sections for 'Supported causes': 'Children' and 'Youth' (both with a purple icon), and 'Community development' (with a purple icon). At the bottom of this section are three buttons: 'Back', 'Save draft', and 'Next'. On the right side, there is a section titled 'I am fundraising for' which includes a blue button 'A Million Steps 2026' and a yellow box with the text 'Lakeside Family Services'. Below this is an orange box with a lightbulb icon and the text: 'Tag relevant causes and target groups that your campaign benefits. Let your audience know who they are and what their giving is for!'.

The screenshot shows the 'Set up the schedule' step in a five-step process. The steps are: 1. Describe your campaign (completed), 2. Tag your campaign (completed), 3. Set up the schedule (current step), 4. Set up donation tier, and 5. Settings. The main content area is titled 'Set up the schedule' and includes the text 'Start date*'. Below this is a date input field with the value '01-09-2026' and a calendar icon. Below that is the text 'End date*' and another date input field with the value '31-12-2026' and a calendar icon. At the bottom of this section is a blue box with a calendar icon and the text: 'Your campaign will run for 122 days'. At the bottom of the main content area are three buttons: 'Back', 'Save draft', and 'Next'. On the right side, there is a section titled 'I am fundraising for' which includes a blue button 'A Million Steps 2026' and a yellow box with the text 'Lakeside Family Services'. Below this is an orange box with a lightbulb icon and the text: 'Consider the timing and schedule of your campaign. Launching it near or during special celebrations or festivals could encourage giving.'.

Step 8:

You may choose to set up a donation tier option for people to make a quick donation. Feel free to use our campaign's default tiers!

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\$ 50

Provides communal lunch for 5 isolated seniors once a month

\$ 200

Helps 1 family connect with their loved ones in prison through 4 teleconferencing sessions (Tele-visits), inclusive of support from our caseworkers

\$ 500

Supports 1 ex-inmate in securing employment through 6 sessions of job coaching

\$ 1,000

Funds an outing for 20 isolated seniors

\$ 2,000

Provides 1 (ex-)inmate and their family with case management support for 1 year

Step 9:

Click “**Submit for approval**” once everything is ready.

We will review your application and will get it published as soon as possible!

For more information, you may contact the Community Partnerships team at: support-us@lakeside.org.sg

Thank you for supporting Lakeside Family Services!

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✓ Describe your campaign

✓ Tag your campaign

✓ Set up the schedule

✓ Set up donation tier

✓ **Settings**

Settings

Fundraising type*



Local
Giving for local communities and citizens

Tax deduction set by the NPO

The minimum amount claimable for tax deduction is set at **\$10** currently. Donors will be eligible for TDR when they donate this amount and above.

By submitting, I declare that this campaign is to raise funds for local charitable purpose only, and that I am aware of, and abide the requirements under the Charities Act of Singapore (Chapter 37), include the Charities (Fund-raising appeals for Local & Foreign Charitable Purpose) Regulation.

Back

Save & preview

Submit for approval

I am fundraising for

A Million Steps 2026

 Lakeside Family Services