

Guide to creating a  
personal fundraiser  
on Giving.sg



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

## 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](mailto: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/](https://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, there are three buttons: 'Back', 'Save draft', and 'Next'. On the right side, there is a section titled 'I am fundraising for' which shows 'A Million Steps 2026' and 'Lakeside Family Services' with a small icon. Below this, there is a light 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, there is a date input field showing '01-09-2026' with a calendar icon. Below that, there is another date input field for 'End date\*' showing '31-12-2026' with a calendar icon. At the bottom, there is a light blue box with a calendar icon and the text: 'Your campaign will run for 122 days'. At the bottom, there are three buttons: 'Back', 'Save draft', and 'Next'. On the right side, there is a section titled 'I am fundraising for' which shows 'A Million Steps 2026' and 'Lakeside Family Services' with a small icon. Below this, there is a light 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](mailto: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

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**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.

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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.

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Back

Save & preview

Submit for approval

I am fundraising for

A Million Steps 2026

 Lakeside Family Services