



MEDIA RELEASE

Stride for Care 2025 Launches as Singapore's First Virtual Race for Caregiving

A nationwide movement turning every step into meaningful support for seniors and caregivers

The Caregiving Welfare Association (CWA) has officially launched Stride for Care 2025, Singapore's first virtual race dedicated to supporting seniors and their caregivers. The campaign calls on individuals, families, and organisations to walk, run, or hike in support of caregiving, transforming everyday steps into tangible impact for one of Singapore's most overlooked communities.

Running from 26 May to 13 July 2025, Stride for Care 2025 invites participants to complete the challenge at their own pace, from any location. By tracking their activity on Strava and fundraising through the official platform, participants directly support CWA's suite of essential services, including caregiver support and senior wellness.

"We introduced Stride for Care 2025 to spotlight a vital but often unseen part of our society—caregiving," said Dr Daniel Tan, President of Caregiving Welfare Association. "As our population ages, seniors and caregivers alike need our collective support. This campaign gives everyone the opportunity to take action—step by step, story by story."

Each year, CWA requires SGD 1.5 million to sustain and grow its programmes and services, including operational costs, that assist isolated seniors, seniors in need, and their caregivers. Stride for Care 2025 sets out to raise SGD 100,000 through public participation and sponsorships. Funds raised will go directly towards supporting CWA's programmes and services for its beneficiaries.

How It Works – A Race You Can Join Anytime, Anywhere

Participants may sign up individually or as part of a team. There is no registration fee. To qualify for the event leaderboard and digital achievements, participants must raise a minimum of SGD 60.

1. **Register for Free** at www.strideforcare.sg and link your Strava account.
2. **Raise at Least SGD 60** to unlock full access to the challenge leaderboard.
3. **Walk, Run, or Hike Anytime, Anywhere** between 26 May – 13 July 2025.
4. **Track Your Progress** on the live leaderboard.
5. **Unlock Achievements** like:
 - *Marathon Mindset* – Complete 42 km
 - *Caring Strider* – Raise SGD 150 to give 3 caregivers access to respite care
 - *Squad Goals* – Join a team and complete the challenge together

All donations of SGD 10 and above qualify for 250% tax deduction for eligible individuals and corporations in Singapore.

CWA also offers customisable sponsorship tiers for corporate partners, making it easy for companies to integrate employee wellbeing with Corporate Social Responsibility engagement.

Why It Matters – Supporting Those Who Care for Others

With 1 in 4 Singaporeans projected to be aged 65 or above by 2030, caregiving is quickly becoming one of Singapore's most pressing social challenges. Yet many family caregivers, especially those supporting frail or lower-income seniors, do so with limited resources, recognition, or rest.

Through *Stride for Care 2025*, CWA aims to raise funds to sustain and expand its services, including:

- Home Personal Care
- Caregiver Support Groups
- Social & Educational Activities for Seniors
- Remote Monitoring & Support Programme – a tech-enabled initiative to help solo-living and vulnerable seniors access timely help in emergencies

One such beneficiary is Uncle Tung, a 78-year-old amputee living alone in a rental flat. Isolated and often unwell, he receives weekly support from a CWA Community Caregiver. In one life-threatening incident, he remained collapsed on the floor for nearly 13 hours until his caregiver found him and arranged medical help. Today, he describes CWA's support as a "gift from heaven."

Be Part of the Movement

Registration and fundraising are now [open](#).

Challenge Period: 26 May to 13 July 2025.

For more information, please visit our official event webpage at <https://strideforcare.sg> or email marketing@cwa.org.sg.

About Caregiving Welfare Association (CWA)

Caregiving Welfare Association is a non-profit Social Service Agency (SSA) registered with the Registry of Societies, an Institute of Public Character (IPC) by the Ministry of Health (MOH), and a member of the National Council of Social Service (NCSS), dedicated to supporting seniors and their caregivers.

CWA provides dependable services in Wellness & Social Support, Welfare Support, and Education & Awareness, promoting dignified ageing within homes and communities. Guided by the core values of Compassion, Integrity, Respect, Excellence, and Trust, CWA is committed to fostering independence for seniors and supporting caregivers, ensuring joyful ageing-in-place.

For more information, please visit <https://cwa.org.sg>.

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