



“Those whom the world rejects, should move you the most”  
St Louis de Montfort

Boys' Town's "[Blue Ribbon Project](#)" is about making a difference in the lives of others. It serves to remind us of the importance of caring for one another, especially those in need. It inspires action through creating awareness that we need not and should not wait for others to act, but that we ourselves hold the key to making the difference. Hence we can **Be The Difference**. The colour **Blue** has always been symbolic to Boys' Town and its history. Our motto "He ain't heavy, He's my brother" epitomizes the spirit of the [Blue Ribbon Project](#). It doesn't ask much of us to show a simple act of caring and we may not always know whose lives we've touched or improved. What is important is that we cared enough to **Be The Difference**.

## **Blue Ribbon Project (BRP) 2009**

Boys' Town is a charitable institution that is dedicated to providing guidance, shelter, education, vocational training and practical living skills to youths. Last year we established the Blue Ribbon Project to help raise much needed funds for Boy's Towns' various programs and services. This year on **Friday, 17<sup>th</sup> April, 2009**, there will a public fund raising drive to raise much needed funds for Boys Town's programmes and service. For donations of more that \$2 you will receive a token of appreciation (a specially designed Blue Ribbon commemorative magnet)

You can be part of the Blue Ribbon Project by assisting us in the following ways:

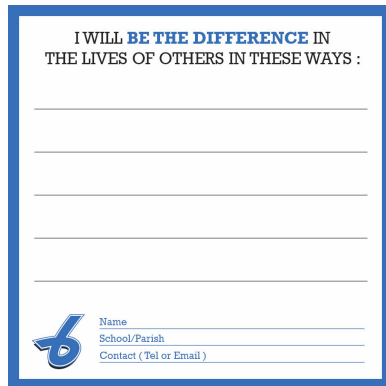
- **Sign up to take a Blue Ribbon Box to help collect donations personally from your friends and colleagues in your office. For any donations \$2 and above, a token of appreciation will be given.**
- **You can also visit the Boystown website ([www.boystown.org.sg](http://www.boystown.org.sg)) – to make a direct donation and to find out more about the project**

Should you need more clarifications, please do not hesitate to contact Ms Lorraine Koenitz at 6769-1618 ext 41. We hope you will be able to assist us and help *be the difference...*



**For more information, please contact : Lorraine Koenitz on 67691618 ext 41  
or email [lorraine@boystown.org.sg](mailto:lorraine@boystown.org.sg)**

The Blue Ribbon Project is also an awareness campaign that is about making a difference in the lives of others, inspiring action, and encouraging people to “**Be The Difference**” in their family, their community, the environment and even to themselves. A simple activity of sharing “The Starfish story” \* reminds us all that what is important is that we bothered to make the effort and that it did make a difference.




I WILL **BE THE DIFFERENCE** IN  
THE LIVES OF OTHERS IN THESE WAYS :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

 Name \_\_\_\_\_  
School/Parish \_\_\_\_\_  
Contact (Tel or Email) \_\_\_\_\_

The **Be the Difference Activity Resource Kit & (“Be the Difference” Pledge)** contains a resource CD and activity guide to help the facilitator or teacher to get the youth in their classroom to reflect and discuss about how they can make and be the difference and for them to then make a personal pledge on how they will be the difference and touch lives. This personal pledge can be displayed in the classroom or retained by each student to remind them of their promise. There are also additional resources and information

available on the [www.boystown.org.sg](http://www.boystown.org.sg) website for this project.

\* (*Starfish Story tells of the Child on the beach throwing starfishes back into the ocean one by one despite the fact that many more get washed back by the tide, all because it did matter to that particular starfish that was saved*)



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