



2024

Annual Report



DEAR STRIDER,

The spirit of Stridy is alive and thriving!

2024 has been a year of witnessing the true power of community-led action for a cleaner World. From the inspiring example of Fernvale in 2023, we've seen that spark ignite in even more neighbourhoods across Singapore.

This year's report showcases the incredible stories of residents taking charge, organising cleanups, and becoming true champions of their local environments.

We've learnt that true change comes from within communities, and Stridy is committed to empowering that change. We are deeply grateful for every individual, partner, and supporter who has contributed to this movement.

Join us as we celebrate our progress in 2024 and look forward to a future where every community has the tools and support they need to thrive in a cleaner World.

Let's keep Striding, one piece of litter at a time!

With love and gratitude,
The Stridy Team

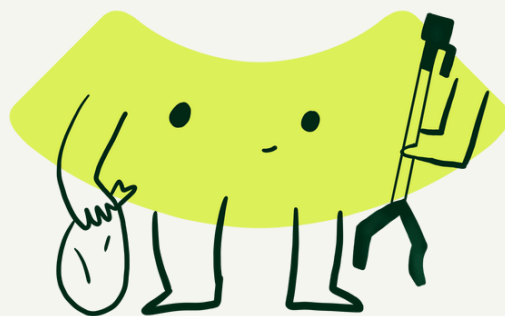
About Stridy

Stridy is a non-profit organisation founded in 2020 that removes litter from our environments through community effort. Stridy enables the community to do this with the Stridy app, which helps track their journeys and connects them with Striders all over the world for a stronger sense of community.

As the only litter-picking app developed in South East Asia, Stridy is well-positioned to make significant contributions to environmental causes in the region. Stridy fosters a strong sense of community among its users, empowering individuals to take collective action and make a tangible difference in their local environments. Stridy is currently headquartered in Singapore.



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Thank You!



Founder's Note

Thank you for being part of our journey in alleviating the challenges of litter, household waste and recycling.

At Stridy, we are making a contribution by globally mobilizing enthusiasts to pick litter in their own living environments. The Stridy app helps them to keep track of where they have been, how much distance they traversed and what they removed from the environment. In Singapore, where we are based, we also organise group litter clean ups for schools, corporates and institutions. In 2025, we had around 4,500 participants take part in our programs and gained valuable knowledge about how the Singapore community addresses litter, household waste, and recycling.

Stridy is a 'for fun and not for profit' initiative. It is funded by donations and small contributions from our group cleanup activities.

In relatively clean environments like Singapore, individual efforts can have a significant impact. We estimate that approximately 30 new litter items appear on every kilometer of Singaporean walking paths or roadsides each week. This manageable amount can be easily removed by any determined dedicated Strider who goes out cleaning a couple of kilometers every two weeks. By our math, Singapore would be entirely clean if there were just a few thousand dedicated volunteers! This would send a powerful message to the broader community about the shared responsibility we all have in maintaining clean living environments.

We know it can be done. We keep a keen eye on clean up initiatives around the world and know there are many communities that are being kept really clean as a result of the combination of well thought through public waste management infrastructure augmented by volunteers who do their bit. This powerful combination of good policy and civic engagement is something we strive to emulate.

At Stridy, our vision is to see more people actively participating in these types of activities. We aim to support them with a tool that tracks their collective efforts and impact. In 2024, we made notable progress towards that ambition.

We have begun organising our first communities in Singapore, bringing together local waste management companies, public officials, and volunteers. We believe we will be able to show that these initiatives can make a difference.

Equally important, we made significant improvements to our technology. Using our app is now a breeze and together with our dashboard, users can track their individual progress, as well as the progress of their group or other users in their local community.

In 2025 we will be working to create more groundswell. We want to enable those already engaged in their own personal or group litter clean up activities and aim to get more people enthusiastic about helping to keep living environments clean.

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This powerful combination of good policy and civic engagement is something we strive to emulate.

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Balance Sheet

as of 31 December 2024

	2024 (S\$)	2023 (S\$)
<u>Assets</u>		
Cash	42,520.62	11,357.17
Total assets	42,520.62	11,357.17
<u>Liabilities and equity</u>		
Unearned revenue	(20,468.89)	(3,400)
Retained earnings	62,989.51	14,757.17
Total liabilities and equity	62,989.51	14,757.17

Income Statement

for the year 2024

	2024 (S\$)	2023 (S\$)
Revenue from engagements	100,470.75	82,095.57
Other income	329,664.61	280,395.02
Total revenue	430,135.36	362,490.59
Expenses		
Marketing	932.92	0.00
Cost of merchandise	8,113.11	1,993.35
Payroll expense	256,019.16	186,589.60
Employee benefits	70,023.56	52,933.29
Office supplies expense	0	10,088.85
Other expenses	3,060.06	2,589.82
App development	24,220.45	82,377.13
Professional services	25,207.15	33,800.44
Rental expense	5,296.61	3,405.05
Total expenses	392,873.02	372,231.18
Net income before tax	37,262.34	(9,740.59)



Meet The Stridy Team!

Here's a short introduction of us - the team behind Stridy! You'll notice that we have new wonderful and awesome teammates and we're excited to bring Stridy to greater heights!



Marcel Smits

Having lived and traveled many cities, Marcel took an interest in litter that is polluting all our living environments. He made a habit of picking up some trash and found that many others shared the same quirky routine. Since then, it has been on his bucket list to bring these people together in a global community - and that idea became Stridy.

His passion and dedication to solve the issue of litter and household recycling inspires the team at Stridy to work towards our goals for a litter free world!



Yasser Amin

Chief Stridy Officer

Organizing weekly beach cleanup sessions over the past three years gave Yasser a deep appreciation for both coastal and inland nature environments. Other than being an environmental advocate, he emphasizes on the value of community building, and actively connects various organizations & individuals together in the spirit of civic engagement.

Yasser was previously the Community & Program Lead for Stridy. He hosted corporates and schools when it came to the physical sessions that Stridy had. Since end 2022, Yasser has taken over as Chief Stridy officer and has been leading the Stridy team since.



Pamela Low

Partnerships Lead

Dedicated to solving climate change and driven to benefit the triple bottom line of people, planet and profit, Pamela believes that businesses can be a force for good! She founded Tingkats, which represents resourcefulness, in 2018 to bring to fore the urgency of climate action. She partners businesses for sustainable development.

Pamela developed Stridy's corporate, school and community programs as avenues to highlight the problem with waste management and recycling and how together we can make a difference.

Vanessa Tan

Operations Lead

Over the years, Vanessa's passion for the environment has led to her diverse experiences in managing sustainability in the healthcare and food industry. In 2020, she first participated in cleanups through the East Coast Beach Plan and has been "unlittering" ever since. Her involvement in Stridy started as an Ambassador representing the brand and facilitating our organised cleanups.

Since 2023, she has taken a step further into the role of an Operations Lead where she ensures the smooth running of all our activities.



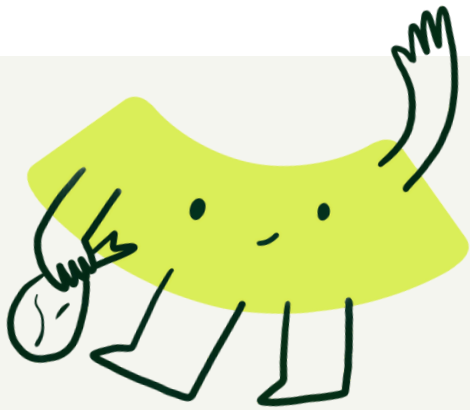


Ming Xuan

Administrative Executive

Driven by wanting to do more for her community, Ming Xuan started her environmental sustainability journey through a clean up. Coincidentally (or not), that was how she met Yasser at the East Coast Beach Plan in 2020 and the story began! Since then, she has contributed many hours at the beach with SG Beach Warriors too.

She hopes to bring her hyperactive Pomeranian Shetland named Aury on a litter picking journey when she grows older and less fearful of her grabber. Since 2023, Ming Xuan started working behind the scenes in supporting administrative work and making Stridy run smoothly! We're very excited to have her join the Stridy team!



"We believe we have become the largest urban cleanup organization in Singapore."





Stridy Ambassadors

We are immensely grateful to our Stridy Ambassadors for taking up the mantle of being our key community leads in their respective local communities, and championing the vision of Stridy in keeping the world clean. You might recognise a few names, some who have been driving our leaderboards on our Stridy Dashboard on our [website!](#)

Check out our awesome ambassadors below!



Adeline
Ang



Elois
Ng



Wen
Min



Gerald
Lee



Kao
Jing



Kaamela
Barvin



Ee
Faye



Keith



Danial



Jum
Tan



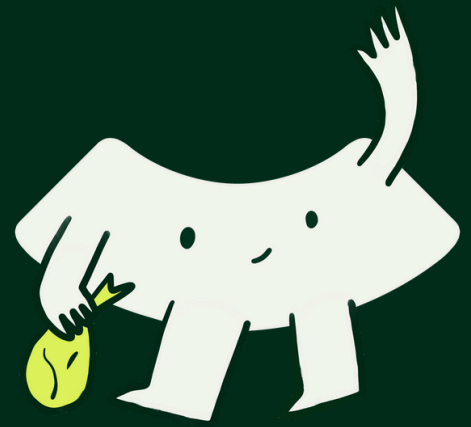
Dineru



Li-Ann

Our Impact

We've seen our community grow steadily over the year. We're pleased to see how Stridy has grown from being present in 78 countries, to almost growing to 88 countries! We hope to keep growing till we can be found all over the world!



11,564

number of striders

88

countries

2,500

strides

298,800

items

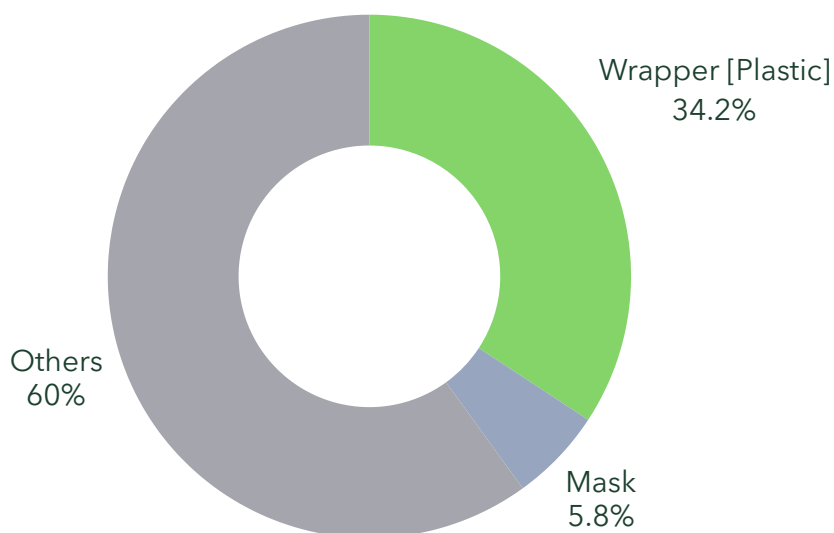
24,500

distance

952

days

2024 Impact



Top 5 Striders of 2024

1. Davidj
2. Doggies of Super Cuddles
3. Marcel Smits
4. Ming Xuan
5. Strider10872

Our community impact dashboard is now directly on our website and loads much faster! It allows us to look at our overall impact quickly, and you can do the same for your community's too. We continue to use our dashboard to easily engage in conversations about Stridy's impact and we hope it inspires you to get involved and make a difference in your own community!

+3,391

Number of striders

+13

Countries

Working with Community



Stride with Marcel



Laura

I first stumbled across Stridy whilst looking for volunteering opportunities on EventBrite. I've always been passionate about environmental issues and sustainability, and Stridy was such a great fit for me as they align with my own personal values and ambitions for a cleaner and more sustainable planet.

I've joined many cleanups in the last year, and by far the most enjoyable aspect is spending time with like-minded individuals who care as much as I do about keeping Singapore clean. I also feel a great sense of achievement after every clean up, as there's always more rubbish around than you think!

The team at Stridy are not only knowledgeable about the world of litter and recycling, but they are constantly striving to educate and engage more people in the importance of a cleaner environment, and taking responsibility for our own household or commercial waste. Every day is a school day when I speak with the Stridy team, and I can't wait to get more involved in 2025!



Kai

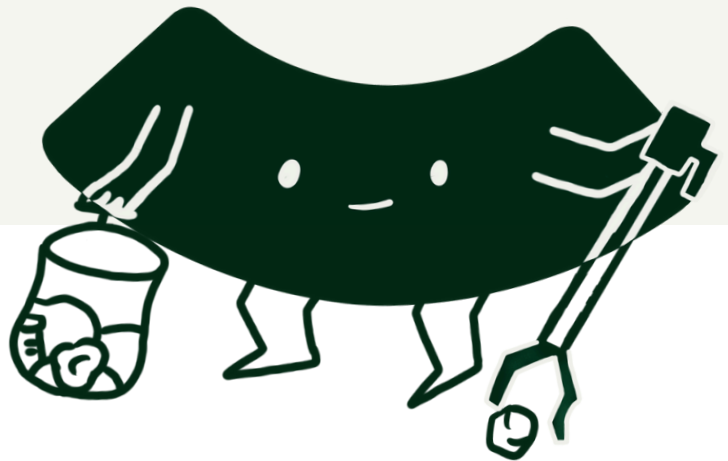
2 years ago, i met the Chief Stridy Officer at a talk, that's when i was introduced to Stridy. During every cleanup i sign up to, i always just like to clean up and meet new people. Stridy has changed the way i think about the world and its environment. I'm grateful that I've got the opportunity to meet Stridy!

Kwong Wai Shiu Potong Pasir



Auntie
Susan

I found out about Stridy by the notices put up by Kwong Wai Shiu @ Potong Pasir. I thought it was a good opportunity to keep the estate clean and do a little bit of exercise so I signed up. I love seeing Yasser and Vanessa from Stridy once a month. After some walking and cleaning, it is always a good time to catch up with them over breakfast.



Fernvale



Yi Jing

After my first clean up, I became more conscious of the environment around me and realised that litter seems to pile up if the area hasn't been cleaned for a while. The more cleanups I participated in, the more I wanted to make an impact.



Regan

My mom brought me to a cleanup after meeting our neighbour, Pamela. From there, my interest in keeping the environment clean started growing! I found it meaningful to keep my community clean and bond with my neighbours at the same time.

Boon Lay

I wanted to work with Stridy for Boon Lay because I saw the potential for real, meaningful change in our community when I saw the clean-up project that they did in Fernvale. Boon Lay is a vibrant neighbourhood, but like any place, it faces challenges in keeping shared spaces clean and fostering a strong sense of responsibility among residents. Stridy's mission aligned perfectly with what I envisioned—a cleaner, greener, and more engaged Boon Lay.

Working with Stridy has been a fantastic experience. The team has been passionate, organised, and committed to making an impact. They have trained our youths to lead clean-ups and supported our efforts by linking us with agencies such as the Public Hygiene Council.

It wasn't just about picking up litter but about sustainably changing mindsets and habits. Encouraging behavioural change in any community takes time, but small, consistent efforts lead to lasting transformation. By making clean-ups a regular and engaging activity, we hope to start shifting perspectives, with people becoming more mindful of their surroundings and instilling a growing sense of pride in keeping Boon Lay beautiful.

I hope to see more initiatives like this take root in Boon Lay and across Singapore. Every little action matters; we can create a cleaner, greener future for all when we come together. Keep up the good work!



Johny



Engaging with Schools

At Stridy, we are committed to empowering students – the leaders of tomorrow. We believe that true education transcends academics; it's about nurturing values that cultivate a more thoughtful, responsible, and community-oriented world!



30 School Programs

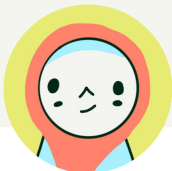
Anchor Green Primary School, Beatty Secondary School, CHIJ St. Joseph's Convent, Chung Cheng High School (Main), Hai Sing Catholic School, Jing Shan Primary School, Learning Vision, Little Footprints Preschool, Manjusri Secondary School, Meridian Primary School, Meridian Secondary School, MindChamps, MOE Kindergarten @ Sembawang, My First Skool @ Blk 153 Bishan, NPS International School, NUS, Pasir Ris Crest Secondary School, Pasir Ris Secondary School, Regent Secondary School, St Andrew's Junior School, Seng Kang Primary School, St Andrew's Secondary, St Patrick's School, South View Primary School, Temasek Polytechnic, Valour Primary School, West Grove Primary School, Yuhua Secondary School, Xingnan Primary School

SCHOOL TESTIMONIALS



We've had the pleasure of working with Stridy multiple times to organize beach clean-ups for schools in Singapore, catering to students from preschool to secondary levels. Collaborating with the Stridy team has been a truly enjoyable experience, and their unwavering passion for creating a clean, litter-free environment is inspiring. We particularly appreciate the meaningful messages they share with the students at the end of each session, leaving a lasting impact.

-WWF, Eliza



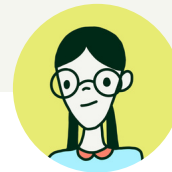
Our students and teachers had a valuable and meaningful session contributing to the community by participating in a trash clean-up. They were surprised to see how much trash could be collected in just one hour. We look forward to continuing our partnership with Stridy next year. The dynamic and flexible team greatly enhanced the success of the session.

-Jing Shan Primary School, Miss Peggy



They were so happy and look forward to keeping Sg a clean and green city. Thank you for engaging them in the activity and your part to educate them on the importance of cleanliness and trash free. They had a good time. Thank you, Yaaz and Vanessa!

-MindSpace, Ms Puvan



The urban cleanup with Stridy enabled students to appreciate the effort put into maintaining a clean estate. The students were very excited in using the tools provided and had a fun time trying to pick up all the litter they saw, ranging from cigarette butts, which the students also noticed as the most frequent litter, to batteries and strings. The debrief session enabled students to consolidate their learning and translate what they observed and learnt to the home, school and community. The use of the Stridy App enables students to track the duration spent and the distance covered and more importantly, the amount of litter and type of litter picked. The impact card is also useful in quantifying the impact of the experience.

-Regent Secondary School



Working with Corporates

We are grateful to work alongside our corporate partners to drive meaningful change and create a more sustainable future. Let's continue to build values that promote positive societal impact, environmental stewardship, and long-term responsibility!



27 Corporate Programs

City Developments Limited, Coca-Cola, foodpanda, Flo Energy, Accenture, Greentech Festival, Goodera, Hongkong Land, Hoya, KPMG, La Mer, LEAF Cultural Exchange, Lilly, Newport, Objectifs, PVH, Public Service Division, SABIC, SembWaste, Silicon Labs, Standard Chartered Bank, Sustainable Living Lab, Teva, Total Energies, White & Case, Workato, WWF

CORPORATE TESTIMONIALS

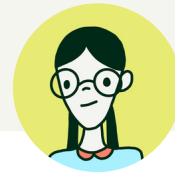


In 2023, we had the opportunity to engage Stridy for the first time to facilitate our inaugural beach clean-up initiative. The event spanned over three sessions, and it was heartening to see over 200 of our colleagues come together for this environmental cause. Stridy's professionalism and experience were instrumental in the successful execution of these sessions. We did not hesitate to collaborate with Stridy once again this year for two additional urban clean-up sessions. These sessions were executed with the same high level of commitment and efficiency that we have come to expect from Stridy. The post clean-up briefings were particularly impactful, as Stridy's advocacy for responsible waste management practices and the reduction of trash in our environment shone through and resonated with the participants.

Stridy's ability to not only organize clean-up activities but also to educate and inspire is commendable. Their work goes beyond cleaning up; it is about instilling a sense of responsibility towards our environment and empowering individuals to make a difference.

We are proud to have partnered with Stridy Limited and look forward to future collaborations. Their contribution to our community and the environment is invaluable, and we wholeheartedly recommend their services to any organization looking to make a positive impact.

-Public Service Division, Amandy



We had a fantastic experience with Stridy organizing our neighborhood clean-up event. We went out on the streets with 40 colleagues and the event was well-coordinated, engaging, and impactful. Stridy's team was professional and enthusiastic, making the entire process seamless and enjoyable. It's a great way to contribute to the community while fostering team spirit. We are already looking forward to our next clean up!

-Flo Energy, Inge Melkert



We had the pleasure of working with the Stridy team in the beach clean-up event on 25 August. From the preparation before the event until the follow-ups after the event, everything went smoothly, and Stridy team has demonstrated its professionalism and the dedication for our community and the environment.

What stood out most was the attention to detail and the passionate atmosphere. The Stridy team knew exactly what to do, and it was clear that a lot of thought had gone into ensuring the event was both effective and enjoyable. We are glad that we made some tangible impact at the ECP, and it was all thanks to Stridy's flawless planning and hard work.

We are grateful to have been part of such a meaningful event. This event is a testament to what can be achieved when people come together under strong and compassionate leadership.

-White & Case, Jenny

Media Features

We're immensely grateful for the recognition of our work across the media, and showcasing our impact in a fun and meaningful way. Do check it out here below!



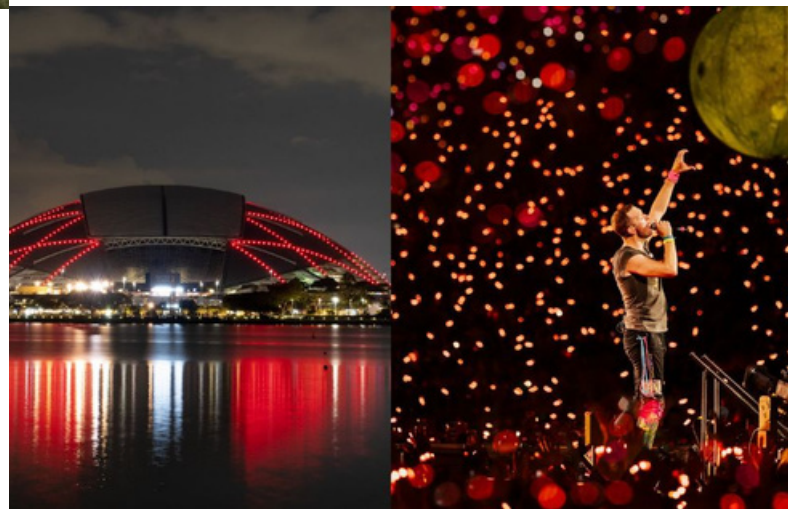
BEACH CLEANUP CHALLENGE



Beach Clean-Up with Environmental Advocate Yasser Amin - Lawrence Wong



S'pore litter collection app holding 'party & tidy' event outside Coldplay concert venue



Nobody said it was easy: Volunteers organise hour-long trash clean-up operation after Coldplay concert in Singapore





Media Features



Singapore's efficient 'cleaning army' has led to litter apathy: Stridy chief Yasser Amin



DPM Heng Swee Keat at the Launch of Go Green SG 2024

THE STRAITS TIMES



Action plan to protect and restore coastal habitats after oil spill in the works: Desmond Lee

THE STRAITS TIMES

THANK YOU!

Stridy would not be where it is today without the support of the community and organisations. We'd like to take the time to appreciate the enthusiasm and dedication of our partners that have made unlitteing fun!

Companies



Institutions



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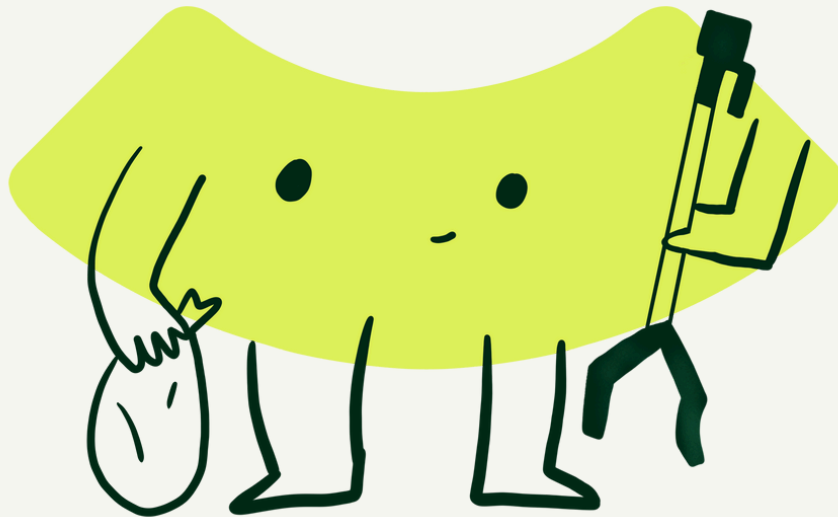
Schools





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[Community Impact Dashboard](https://data.stridy.com)

data.stridy.com