

# 2025

## Annual Report



# DEAR STRIDER,

The spirit of Stridy is alive and thriving!

2025 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 communities, which is why Stridy remains firmly committed to empowering you. We are deeply grateful for every individual, partner, and supporter who has contributed to this movement.

Join us as we celebrate our progress in 2025 and look forward to a future where every community has the tools and support needed to thrive in a cleaner world.

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

With love and gratitude,  
The Stridy Team

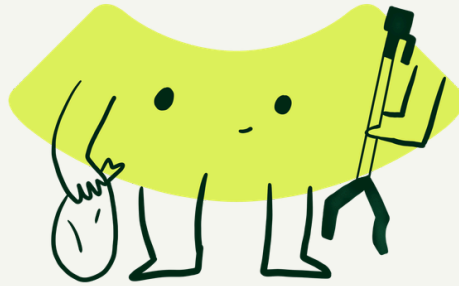


## About Stridy

Stridy is a non-profit organisation founded in 2020 that aims to eliminate 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!

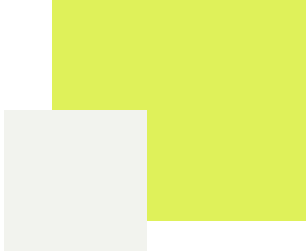


# Dear Striders,

Five years into our journey, and the momentum for a cleaner, uncluttered world has never felt more tangible.

When we first started Stridy, we envisioned a world where technology could bridge the gap between individual action and collective environmental impact. In 2025, we took a big leap toward making that vision a reality. We recognise that for an environmental movement to be sustainable, the tools supporting it must be world-class. That is why this past year, we dedicated significant resources to the core of our ecosystem: the Stridy App.

Much of our technical focus in 2025 was dedicated to "under-the-hood" improvements which include resolving long-standing GPS tracking issues, streamlining the user interface, and implementing a suite of quality-of-life upgrades. Whether you are tracking a solo Stride in the heart of a neighbourhood or a group cleanup at a beach, the experience is now faster, more accurate, and more intuitive than ever before. We didn't just want an app that worked; we wanted an app that empowers. That way you can focus on what matters most: the environment.



However, technology is only as powerful as the people who use it. While our large-scale corporate and school cleanups continue to grow, the true heartbeat of Stridy is found in the daily, quiet dedication of our individual users. To our dedicated regulars who have been on this journey since the start, and to the many new faces who joined us in 2025: THANK YOU. Every time you open the app during a morning walk or a weekend stroll to pick up litter, you are proving our “math” right: that a few hundred dedicated volunteers can and will keep our streets and roadsides entirely clean. You are proof that civic engagement is the ultimate solution to litter apathy.

As we look toward 2026, we find ourselves at a pivotal crossroads.

While we have achieved so much, the scale of our ambition is growing. To truly transform Singapore into a model of community-led cleanliness, we need to move from pockets of action to a nationwide groundswell. 2026 will be the year of neighbourhood and organisational expansion. We call for more regular users to make Striding and the Stridy app part of their weekly routine, and we seek to foster new volunteer communities in every corner of Singapore, replicating the self-organised success we have seen in neighbourhoods like Fernvale and Boon Lay across the entire island.

The foundation is now built. The technology is ready. The community is growing. Now, we need the volume.

Thank you for being the hands and feet of this movement. Let’s make 2026 the year where unlitteing becomes a natural part of every neighbourhood’s identity.

Keep Striding,  
Yasser Amin  
Chief Stridy Officer

# Balance Sheet

as of 31 December 2025

	2025 (S\$)	2024 (S\$)
<u>Assets</u>		
Cash	19,949	42,521
Total assets	19,949	42,521
<u>Liabilities and equity</u>		
Unearned revenue	(3,080)	(20,469)
Retained earnings	23,029	62,990
Total liabilities and equity	23,029	62,990

# Income Statement

## for the year 2025

	2025 (S\$)	2024 (S\$)
<b>Revenue from engagements</b>	<b>67,802</b>	100,471
Other income	<b>6,139</b>	27,665
Donations	<b>245,100</b>	302,000
<b>Total revenue</b>	<b>319,041</b>	430,136
<b>Expenses</b>		
Marketing	<b>1,240</b>	933
Cost of merchandise	<b>0</b>	8,113.11
Payroll expense	<b>167,867</b>	256,019
Employee benefits	<b>75,168</b>	70,024
Office supplies expense	<b>18,845</b>	0
Other expenses	<b>1,166</b>	3,060
Cost of Signage Installation	<b>15,617</b>	
App development	<b>51,637</b>	24,220
Professional services	<b>22,946</b>	25,207
Rental expense	<b>4,578</b>	5,297
<b>Total expenses</b>	<b>359,064</b>	392,873
<b>Net income before tax</b>	<b>(40,023)</b>	37,263

Note: As of February 2025, our financial statements are currently undergoing audit process.

# Meet The Stridy Team!



Here's a short introduction to us, the team behind Stridy. You'll notice the same dedicated team continuing from 2024, 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.



# 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 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



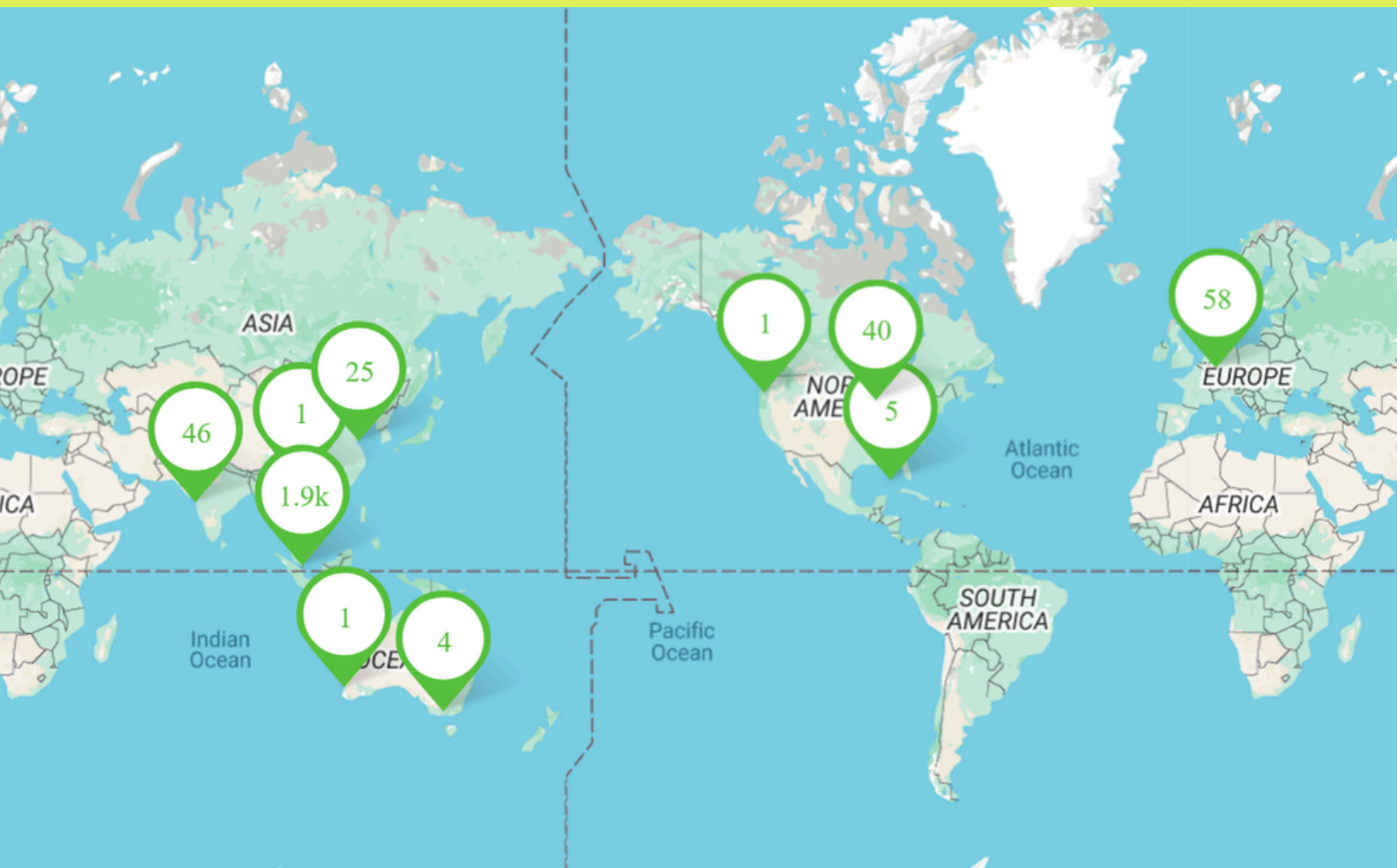
Dineru



Li-Ann

# Our Impact

We have seen our community grow steadily over the year. Stridy is now present in 88 countries, up from 78, and we hope to continue expanding our reach worldwide!



**14,855**

number of striders

**93**

countries

**2,500**

strides

**209,614**

items

**5,566**

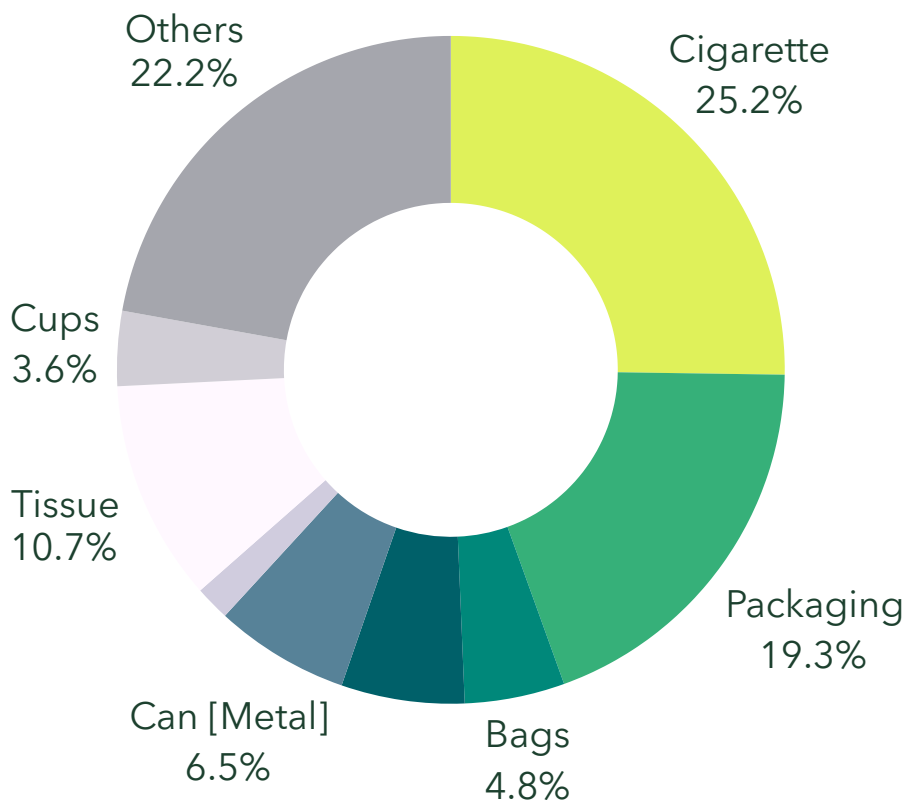
distance

**1,049**

days

12

# 2025 Impact



## Top 5 Striders of 2025

1. Donald Khor
2. Davidj
3. Marcel Smits
4. Yaaz
5. Chandri G

# +3291

Number of striders

# +5

Countries

Our community impact dashboard is now integrated into our website and loads significantly faster. It provides a clear view of our overall impact and allows you to do the same for your own community. We continue to use it to support conversations around Stridy's impact, and we hope it inspires greater involvement at the community level!

# Working with Community



## IMH

The urban clean-up sessions organised with Stridy provided our IMH clients with a meaningful opportunity to engage with the community while learning about environmental stewardship. Through the activity, clients gained awareness of different types of waste and the impact they have on the environment. The experience was both enjoyable and enriching, offering a refreshing outdoor activity that many participants appreciated. Many of them expressed amazement upon learning about the waste in our urban environment, often leaving the sessions feeling inspired and empowered to contribute back in their own ways.

Phillip, Senior Assistant Manager

# Litter Vanture

I discovered Stridy through its East Coast Park beach cleanup with Biogirl MJ. After that I became interested in litter picking due to Stridy's unique gamified approach which makes the process fun and engaging. In addition to Stridy's gamified approach, they also ensure to insert educational segments through funfacts and some thought provoking discussions. This really helps us volunteers understand why Stridy does what they do and I think that's also why I continue to volunteer with Stridy. Hence, when I found out there was a litter picking community near me, Litter Vanture, I joined the Telegram group immediately and have been joining strides whenever I can. I always enjoy volunteering with Stridy as I get to meet like minded people that I can talk and vibe with! - Tiffany, active volunteer with Stridy

Volunteering with Litter Vanture to pick up litter around my neighbourhood has been a meaningful and eye-opening experience. I joined to contribute in a small way, but it turned out to be far more impactful than expected.

Collecting everyday litter like wrappers, bottles, and cigarette butts made me realise how much waste goes unnoticed. Even clearing a small area made an immediate difference.

It also felt rewarding to work with others who care about the environment, creating a sense of community and shared purpose.

This volunteering experience also changed the way I look at public spaces. Now I am more mindful about waste and more appreciative of the effort required to keep our environment clean. It reminded me that caring for our neighbourhood does not always require big actions. Sometimes small, consistent efforts can have a meaningful impact.

- Peggy, active volunteer with Stridy



# Engaging with Schools

At Stridy, environmental stewardship is at the heart of our mission. Beyond academics, we nurture environmental responsibility, empathy for nature, and a commitment to sustainable action – empowering students to build a greener, more resilient future for all.



## 31 School Programs

Catholic High School, Clementi Town Secondary School, Deyi Secondary School, Dover Court International, E-Bridge Pre School, Gan Eng Seng Primary School, Greenridge Secondary School, Holy Innocent's Primary School, Jing Shan Primary School, Learning Vision, Little Footprints, Manjusri Secondary School, Maris Stella High School Primary, Meridian Secondary School, Methodist Girls School, MindSpace, My First Skool, Ngee Ann Primary School, Ngee Ann Secondary School, Northoaks Primary School, NUS, Pei Hwa Secondary School, Red Swastika School, Riverside Primary School, Sembawang Primary School, South View Primary School, Springfield Secondary School, St Patrick School, Temasek Polytechnic, Temasek Primary School, Zhonghua Primary School

# SCHOOL TESTIMONIALS

## Northoaks Primary School

We collaborated with Stridy to organised a clean-up experience for our Environmental Science Club students. Stridy delivered an engaging and purposeful clean-up experience for our students. The session was well-organised, and the team made environmental action feel accessible and empowering. Thank you for inspiring our students to take pride in keeping their surroundings clean! Our students now are eager to do their next clean-up!

-Ms Wan Rong

## Temasek Primary School

Our partnership with Stridy met expectations and genuinely changed how our students think about caring for the environment.

Their team brought real expertise to the litter-picking sessions. Rather than just distributing equipment, the facilitators taught students which items were safe to collect, what to avoid for health reasons, and explained how different types of rubbish actually harm ecosystems and wildlife. Students gained a deeper appreciation for how waste affects the natural world around them.

Safety remained paramount throughout, yet the facilitators managed to keep everyone engaged and enthusiastic. The programme ran seamlessly thanks to their professional coordination and planning.

What made the biggest impression was hearing the facilitators share their own stories about why they chose environmental work. These authentic stories resonated deeply with our students, transforming what could have been a routine community service activity into a genuinely inspiring experience.

The impact was evident. Students were surprised to discover just how much litter exists in Singapore, and their attitudes shifted from initial hesitation to genuine pride in making a difference. They transformed from reluctant participants to passionate advocates, committing to discourage littering amongst their peers and taking ownership of keeping public spaces clean.

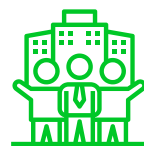
Stridy has created a lasting shift in our students' environmental awareness. We strongly recommend their programmes to any school looking for authentic, effective environmental education.

-Mrs Annie Choi



# Working with Corporates

We are grateful to stand alongside partners who care deeply about making a difference. Together, we are not just advancing sustainability goals, but also building a future rooted in environmental responsibility, positive impact, and long-term care for our communities and planet.



## 15 Corporate Programs

Autodesk, Building Material Group, City Developments Limited, Crocs Singapore, Cyan Renewables, DBS, EQT, Flo Energy, HSBC, Hyphens, Linklaters, Schneider Electric, SEAS, Standard Chartered, Toll Group

# CORPORATE TESTIMONIALS

## Schneider Electric

The Stridy urban clean-up activity was more than just picking up litter - it was a chance for us to reconnect with the community and colleagues while learning about the hidden impact of everyday waste. Cleaning up along walkways familiar to us, we surprised by how much urban litter goes unnoticed and learned from the Stridy team about the harmful toxins they release. Overall, the experience reminded us to be mindful of our habits and be grateful to those who help keep our environment clean. Thank you Stridy for the eye-opening experience!

-Mavis, Schneider Electric

## HSBC

It was a productive Friday morning for us collecting 22.8kg of trash. Beyond the clean-up, we gained valuable insights into the types of waste commonly washed ashore. This eye-opening experience reminded us why our collective efforts matter. By understanding where waste comes from and how it impacts the environment, we can take more mindful actions – whether that's reducing single-use items, spreading awareness, or participating in initiatives that drive real change.

Thank you to Stridy team for the detailed guidance and making the experience fun at the same time!


-Emily Khoo, Sustainability ERG, HSBC

## Linklaters

The beach clean up we attended with Stridy was well organised and very informative. It was an excellent opportunity to learn about waste in Singapore and inspired us to do more to make our planet greener and cleaner.

-Denise, Linklaters

# 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!

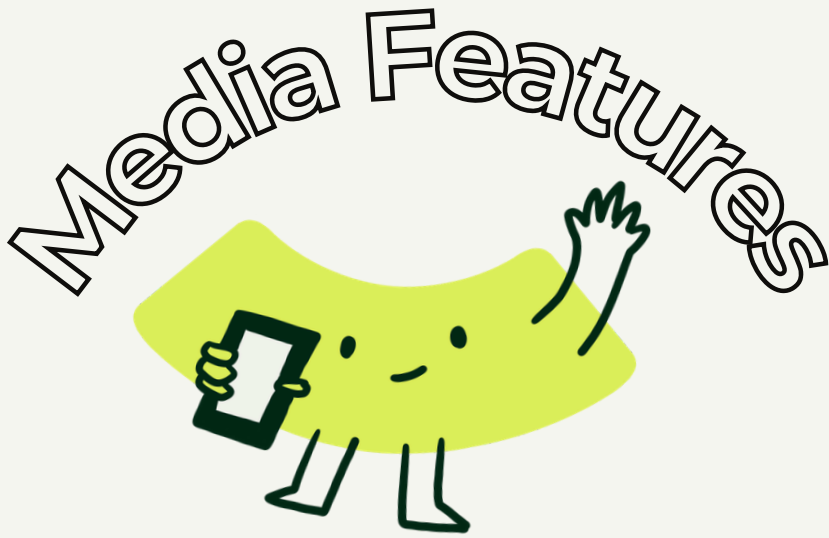


Singaporean environmentalists visit Korea to study recycling, waste management

**The Korea Times**



Orono app developer making great strides in cleaning up litter



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Speeches

## Launch of Go Green SG 2025 - Dr Amy Khor

16 May 2025

Speech delivered by Senior Minister of State for Sustainability and the Environment, Dr Amy Khor, at the launch of Go Green SG 2025 at Changkat Primary School on 16 May 2025.

## Launch of Go Green SG 2025 - Dr Amy Khor



Ministry of Sustainability  
and the Environment  
— SINGAPORE —



Creative connections for  
a cleaner community.

# 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



HSBC



Linklaters



Standard Chartered



## Institutions



minds



CITY SPROUTS



# THANK YOU AGAIN!

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!

## Schools



E-Bridge Pre-School  
Member of EtonHouse International Education Group



MindChamps®  
Discover the MindChampion in You





A CLEANER WAY TO MOVE



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[Stridy](https://www.linkedin.com/company/stridy)

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

[data.stridy.com](https://data.stridy.com)

