



In support of



## **MEDIA RELEASE**

**EMBARGOED UNTIL 18 NOVEMBER 2021, 5PM**

### **PRESIDENT'S CHALLENGE HAS RAISED MORE THAN \$13 MILLION IN SUPPORT OF 93 BENEFITTING AGENCIES THIS YEAR AND WILL CONTINUE ITS FOCUS ON EMPOWERMENT OF GROUPS IN NEED**

- *Key donors and volunteer partners were recognised at the President's Challenge 2021 Appreciation Event*
- *The Empowering for Life Fund will be extended beyond its initial five-year tranche, following success in empowering service users with skills for employment*

**SINGAPORE 18 NOVEMBER 2021, 5PM** – 77 organisations were lauded at this afternoon's President's Challenge (PC) Appreciation Event for their fundraising and volunteering efforts in support of PC benefitting agencies in 2021. President Halimah Yacob also announced the extension of the Empowering for Life Fund and PC's continued focus on providing customised and upstream support to empower groups in need to improve their circumstances in a sustainable manner.

2. Said President Halimah: "Empowering our service users with relevant skills and know-how, and helping them obtain and sustain employment will continue to be the focus of President's Challenge. This allows service users to achieve self-reliance and improved quality of life, and remain socially included in the long run. Over the past year, the generosity of PC's partners and the community has been critical in providing that pillar of support. Let us continue to work together to uplift communities and empower lives."

3. Despite ongoing restrictions to fundraising and volunteering activities arising from the COVID-19 pandemic, PC 2021 is on track to raise more than \$13 million to support 93 benefitting agencies and mobilise over 3,000 volunteers from 20 organisations by the end of the year. The annual Appreciation Event took on a hybrid format this year, with President Halimah interacting with representatives from top donor organisations, including Keppel Club,



Sheng Siong Group, and Stephen Riady Foundation at the Istana. Other guests tuned into the ceremony virtually.

4. An organisation recognised at the event was SingHealth, which rallied its group of healthcare institutions for donations through various fundraising initiatives throughout the year, by leveraging digital platforms such as e-donation pledge cards and online bazaars. These were in addition to its highlight event, the SingHealth Digital Baton Relay, where more than 450 staff participated in a safe-distanced 200km relay to commemorate 200 years of medicine in Singapore in conjunction with Singapore General Hospital (SGH)'s bicentennial. "Since 2004, the SingHealth family has come together as one to support the President's Challenge. Even as we continue to battle the pandemic, we remain committed to looking after the health and well-being of Singaporeans, doing our humble part for the communities in need in our midst," said Ms Mumtaz Ibrahim, Senior Manager, Communications, SGH.

5. To overcome restrictions to in-person volunteering activities, long-time PC volunteer partner Cognizant conducted virtual sing-along sessions and digital skilling workshops for seniors of various PC benefitting agencies, and taught them how to use basic functions of the virtual platform. "In support of PC2021's focus of building a digitally inclusive society, Cognizant aims to improve everyday life and increase community impact by supporting digital inclusion through our volunteering activities. In the long run, these digital skills can also empower those in need to keep up in a digital-first world," said Ms Rachel Boey, a volunteer with Cognizant.

### **Empowering for Life Fund to be extended in line with PC's continued focus on empowerment**

6. Since 2018, empowerment has been the key focus of PC. In 2018, PC set a five-year fundraising target of \$10 million for the Empowering for Life Fund (ELF), with the intention of funding programmes to support groups in need in the areas of skills upgrading, capacity-building and employment, so that they can make sustained changes to their circumstances.



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7. Thanks to the generosity of donors, PC managed to meet this fundraising target one year ahead of time. To date, with dollar-matching from the Government, more than \$21 million has been raised for ELF. ELF has committed more than \$10 million to 21 programmes that provide employment support catering to a variety of needs, and supported more than 1,400 service users on their journeys to sustained employment, including groups that had been underserved in the past, such as Persons with Disabilities (PWDs), those with mental health conditions and women. Many of the programmes were also effective in helping service users make sustained changes to their circumstances. For example, of those who received employment training, about three quarters managed to gain employment subsequently, with half staying employed beyond six months. Under ELF, some social service agencies also explored innovative design alternatives to the traditional employment support model, while several were funded in their maiden efforts to provide employment support.

8. An example of a programme supported under ELF is the Drive For Change programme by Pertapis Halfway House, which equips ex-drug offenders with driving skills so that they can find employment in the logistics industry. With the support of Drive For Change, 40-year-old Remy was able to obtain his Class 3 driving license. Motivated to upgrade himself, he later obtained his Class 4 driving license and a forklift license, and became eligible for more job opportunities. Remy currently works as a lorry driver and also holds a supervisory role in his company. He attends every graduation ceremony at Pertapis Halfway House with his wife and two sons, and encourages the current residents to motivate themselves in their recovery journeys.

9. Recognising that groups in need will continue to face multi-faceted and complex needs in the face of increased economic challenges, PC will extend ELF past its initial five-year tranche, so as to continue providing holistic support to those in need. Going forward, from 2022, social service agencies will be able to apply for support under ELF as part of the application process for PC funding. More information will be made available at a later date.

– END –



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**About the President's Challenge**

The President's Challenge is national movement led by the President to rally Singaporeans to build a caring and cohesive society together. An annual community outreach, President's Challenge aims to bring together people from all walks of life, under the President's patronage, to help those who are less fortunate. 100% of donations raised under President's Challenge go to beneficiary organisations supported by President's Challenge.

President's Challenge was established in 2000 by the late Mr S R Nathan as a fund raising campaign to help the less fortunate. In 2012, Dr Tony Tan expanded the Challenge to include Volunteerism and Social Enterprises. In 2018, President Halimah Yacob refocused the effort of President's Challenge towards the empowerment of vulnerable groups with skills and employability. An Empowering for Life Fund was set up to support programmes in skills upgrading, capacity building and employment of vulnerable groups. President's Challenge aims to raise \$10 million for the Empowering for Life Fund by 2022, and the Government will provide dollar-for-dollar matching.



In support of



**ANNEX A**

**List of Token Recipients (in alphabetical order)**

| <b>S/N</b> | <b>Name of Organisation</b>                             | <b>Type of Token</b> |
|------------|---|----------------------|
| 1          | Anonymous   | Donor                |
| 2          | Anonymous   | Donor                |
| 3          | Adam Road Presbyterian Church                           | Donor                |
| 4          | All Elite Security Pte Ltd / Joe Giovanni Sarjeet Singh | Donor                |
| 5          | Allergan Aesthetics, an AbbVie company                  | Donor                |
| 6          | Anastasia Liew  | Donor                |
| 7          | Bank of Communications                                  | Donor                |
| 8          | Banyan Tree Global Foundation Ltd                       | Donor                |
| 9          | Buddha Tooth Relic Temple (Singapore)                   | Donor                |
| 10         | Buddhist Fellowship                                     | Donor                |
| 11         | CapitaLand Hope Foundation                              | Donor & Volunteer    |
| 12         | Chiu Wen Tung   | Donor                |
| 13         | City Developments Limited                               | Donor                |
| 14         | Cognizant   | Volunteer            |
| 15         | Crystal Maritime Pte Ltd                                | Donor                |
| 16         | D.S Lee Foundation                                      | Donor                |
| 17         | Darren Yeo Chee Neng                                    | Donor                |
| 18         | DBS Bank Limited  | Donor                |
| 19         | ETL Singapore   | Donor                |
| 20         | Far East Organization                                   | Donor                |
| 21         | Fraser and Neave, Limited                               | Donor                |
| 22         | Golden Compass School                                   | Donor                |
| 23         | Hindu Endowments Board                                  | Donor                |
| 24         | Ho Bee Foundation                                       | Donor                |
| 25         | Hong Leong Foundation                                   | Donor                |
| 26         | Hong Leong Holdings Limited                             | Donor                |
| 27         | ICAP Singapore  | Donor                |
| 28         | Inland Revenue Recreation Club                          | Donor                |
| 29         | Institute of Technical Education                        | Donor & Volunteer    |
| 30         | JCDecaux Singapore Pte Ltd                              | Donor                |
| 31         | Keppel Club   | Donor                |
| 32         | Khong Guan Biscuit Factory (Singapore) Private Limited  | Donor                |
| 33         | Lee Kong Chian School of Medicine, NTU                  | Donor                |



In support of



|    |  |                   |
|----|--|-------------------|
| 34 | Lin Zheyang                                    | Donor             |
| 35 | Maritime and Port Authority of Singapore       | Donor             |
| 36 | Mediacorp Pte Ltd                              | Donor             |
| 37 | MINDEF/SAF                                     | Donor             |
| 38 | Ministry of Education                          | Donor             |
| 39 | Ministry of National Development               | Donor             |
| 40 | Ministry of Social and Family Development      | Donor             |
| 41 | Ministry of Sustainability and the Environment | Donor             |
| 42 | Nanyang Family of Schools                      | Donor             |
| 43 | New Creation Church                            | Donor             |
| 44 | Ng Kim Choon                                   | Donor             |
| 45 | NTUC Fairprice Foundation Ltd                  | Donor             |
| 46 | Osim International Limited                     | Donor             |
| 47 | Oxley Holdings Limited                         | Donor             |
| 48 | People's Association                           | Donor             |
| 49 | Perennial Holdings Private Limited             | Donor             |
| 50 | Project D.I.P.                                 | Volunteer         |
| 51 | Quek Shu-Yan                                   | Donor             |
| 52 | Rahmatan Lil Alamin Foundation Ltd             | Donor & Volunteer |
| 53 | Ross Hamou-Jennings                            | Donor             |
| 54 | Sanmina-SCI Systems Singapore Pte. Ltd         | Donor             |
| 55 | Sequoia Capital (India) Singapore Pte Ltd      | Donor             |
| 56 | Sheng Siong Group                              | Donor             |
| 57 | Sian Chay Medical Institution                  | Donor             |
| 58 | Singa Rangoli Pte Ltd                          | Donor             |
| 59 | Singapore Press Holdings                       | Donor             |
| 60 | Singapore Prison Service                       | Donor             |
| 61 | Singapore Salvage Engineers Pte Ltd            | Donor             |
| 62 | Singapore Technologies Engineering Ltd         | Donor             |
| 63 | Singh Rajkumar Herojit                         | Donor             |
| 64 | SingHealth                                     | Donor             |
| 65 | SMRT Corporation                               | Donor             |
| 66 | Stephen Riady Foundation                       | Donor             |
| 67 | Suvarna Capital Pte Ltd., Singapore            | Donor             |
| 68 | Tan Bee Leng                                   | Donor             |
| 69 | Tan Chin Tuan Foundation                       | Donor             |
| 70 | Tan Geok Pian                                  | Donor             |



In support of



|    |                                 |       |
|----|---------------------------------|-------|
| 71 | Tanglin Club                    | Donor |
| 72 | Tanoto Foundation               | Donor |
| 73 | Temasek Primary School          | Donor |
| 74 | The Shaw Foundation             | Donor |
| 75 | Tote Board Group                | Donor |
| 76 | Tung Lok Restaurants (2000) Ltd | Donor |
| 77 | United Overseas Bank Ltd        | Donor |



In support of



**ANNEX B**

**Benefitting Agencies Supported By President's Challenge 2021**

| S/N  | Name of Benefitting Agency   |
|--|--|
| <b>Cross-Sector Services</b>                 |  |
| 1  | Community Chest  |
| 2  | AWWA Ltd   |
| 3  | Caring Fleet Services  |
| 4  | Cycling Without Age Singapore  |
| 5  | EMCC   |
| 6  | HCSA Community Services  |
| 7  | O'Joy Limited  |
| 8  | Persatuan Persuratan Pemuda Pemudi Melayu (Malay Youth Literary Association) |
| 9  | Playeum Ltd  |
| 10   | REACH Community Services Society   |
| 11   | Singapore Association of the Visually Handicapped (SAVH)                     |
| 12   | The Eurasian Association   |
| 13   | WE CARE Community Services Ltd   |
| 14   | YMCA Of Singapore  |
| 15   | Yong-en Care Centre  |
| <b>Children, Youth &amp; Family Services</b> |  |
| 16   | Ain Society  |
| 17   | Association of Muslim Professionals  |
| 18   | Beautiful People Sg Ltd  |
| 19   | CampusImpact   |
| 20   | Child At Street 11   |
| 21   | Epworth Community Services   |
| 22   | FaithActs  |
| 23   | Filos Community Services Limited   |
| 24   | ISCOS ReGen Fund   |
| 25   | Lutheran Community Care Services Ltd   |
| 26   | Muhammadiyah Welfare Home  |
| 27   | Muslim Missionary Society Singapore  |
| 28   | New Hope Community Services  |
| 29   | New Life Community Services  |
| 30   | Singapore Council of Women's Organisations                                   |
| 31   | Social Health Growth Ltd   |
| 32   | South Central Community Family Service Centre Limited                        |
| 33   | The Community Justice Centre   |
| 34   | TOUCH Community Services Limited   |
| 35   | United Women Singapore   |





In support of



|   |   |
|---|---|
| 36  | Boys' Town  |
| 37  | Food from the Heart   |
| 38  | Salem Welfare Services  |
| 39  | Beautiful Mind Charity  |
| 40  | Morning Star Community Services                               |
| 41  | Canossaville Children and Community Services                  |
| 42  | SHINE Children and Youth Services                             |
| 43  | Shared Services for Charities                                 |
| 44  | Centre for Fathering  |
| <b>Disability Services</b>                            |   |
| 45  | Autism Association (Singapore)                                |
| 46  | Cerebral Palsy Alliance Singapore                             |
| 47  | Down Syndrome Association (Singapore)                         |
| 48  | Dyslexia Association of Singapore                             |
| 49  | Guide Dogs Singapore Ltd                                      |
| 50  | Handicaps Welfare Association                                 |
| 51  | Movement for the Intellectually Disabled of Singapore (MINDS) |
| 52  | Rainbow Centre, Singapore                                     |
| 53  | The Singapore Association for the Deaf                        |
| 54  | SPD   |
| <b>Eldercare Services</b>                             |   |
| 55  | Blessed Grace Social Services Limited                         |
| 56  | Blossom Seeds Limited   |
| 57  | Montfort Care   |
| 58  | St John's Home for Elderly Persons                            |
| 59  | Care Community Services Society                               |
| 60  | Metta Welfare Association                                     |
| <b>Mental Health Services</b>                         |   |
| 61  | Resilience Collective Ltd                                     |
| <b>Rehabilitation - Halfway Houses / Ex-Offenders</b> |   |
| 62  | Breakthrough Missions   |
| 63  | Green Haven   |
| (in 6)  | HCSA Community Services                                       |
| 64  | HEB-Ashram Halfway House                                      |
| 65  | iC@RE Hub Ltd   |
| 66  | New Life Stories  |
| 67  | PERTAPIS Halfway House  |
| 68  | Singapore Anti-Narcotics Association                          |
| 69  | The Helping Hand  |
| 70  | The New Charis Mission  |
| 71  | Yellow Ribbon Fund  |



In support of



| <b>Healthcare</b>               |  |
|---------------------------------|--|
| <b>72</b>                       | Adventist Nursing and Rehabilitation Centre                              |
| <b>73</b>                       | Dementia Singapore Ltd ( <i>f.k.a. Alzheimer's Disease Association</i> ) |
| <b>74</b>                       | Assisi Hospice   |
| <b>75</b>                       | Dover Park Hospice   |
| <b>76</b>                       | Epilepsy Care Group (Singapore)  |
| <b>77</b>                       | HCA Hospice Care   |
| <b>78</b>                       | SATA Commhealth  |
| <b>79</b>                       | Singapore Association for Mental Health, The (SAMH)                      |
| <b>80</b>                       | SingHealth Fund  |
| <b>81</b>                       | St Luke's Hospital   |
| <b>82</b>                       | Sunshine Welfare Action Mission (SWAMI)                                  |
| <b>83</b>                       | TTSH Community Fund  |
| <b>84</b>                       | Silver Ribbon  |
| <b>85</b>                       | National Kidney Foundation   |
| <b>Disability Sports</b>        |  |
| <b>86</b>                       | Deaf Sports Association (Singapore)                                      |
| <b>87</b>                       | Lawn Bowls Association For The Disabled (Singapore)                      |
| <b>88</b>                       | Singapore Disability Sports Council                                      |
| <b>89</b>                       | Special Olympics Singapore   |
| <b>Empowering for Life Fund</b> |  |
| <b>(in 17)</b>                  | 1) Association of Muslim Professionals                                   |
| <b>90</b>                       | 2) Bizlink Centre Singapore Ltd  |
| <b>91</b>                       | 3) Centre for Seniors  |
| <b>(in 52)</b>                  | 4) Rainbow Centre, Singapore   |
| <b>92</b>                       | 5) Trybe Limited   |
| <b>93</b>                       | 6) Digital for Life Fund   |



In support of



**ANNEX C**

**List of programmes supported under ELF**

| <b>S/No</b> | <b>Name of Social Service Agency</b>                  | <b>Programme name</b>   | <b>Year Supported</b> | <b>Target Service Users</b>                  |
|-------------|---|---|-----------------------|--|
| 1           | Association of Muslim Professionals                   | Micro Business In-Care Programme                                      | 2021                  | Adults<br>(Female ex-offenders)              |
| 2           | Trybe Limited   | Building Eco-System (BES)   | 2021                  | Youth-at-risk                                |
| 3           | Rainbow Centre, Singapore                             | Rainbow Centre Micro Business Academy                                 | 2021                  | Persons with Disabilities (PWDs)             |
| 4           | Centre for Seniors                                    | Project GIG – (GET In GEAR)   | 2021                  | Seniors                                      |
| 5           | Bizlink Centre Singapore Ltd                          | Bizlink F&B Digital Training & Placement Programme (DTP)              | 2021                  | PWDs   |
| 6           | Movement for the Intellectually Disabled of Singapore | MINDS EDC Lifelong Learning (Pathway to Work / Young Minds) Programme | 2020                  | PWDs   |
| 7           | We Care Community Services                            | RISE (Recovery & Integration into Society through Employment)         | 2020                  | Persons with Mental Health Conditions (PHCs) |
| 8           | Club HEAL   | Back-to-work Initiatives  | 2020                  | PHCs   |



In support of



| S/No | Name of Social Service Agency                 | Programme name   | Year Supported | Target Service Users       |
|------|---|--|----------------|----------------------------|
| 9    | Muscular Dystrophy Association (Singapore)    | MDAS Bridge-Pro Framework                              | 2020           | PWDs                       |
| 10   | SG Enable                                     | PC2020 Enabling Employment Initiative                  | 2020           | Employers of PWDs          |
| 11   | SPD   | Intensive Supported Employment Programme (ISEP)        | 2020           | PWDs                       |
| 12   | TOUCH Community Services                      | Project 1,2,3!   | 2019           | Adults (Women)             |
| 13   | Singapore Disability Sports Council           | Focus on Abilities                                     | 2019           | PWDs (Para-athletes)       |
| 14   | Singapore Anglican Community Services         | Transitional Employment and Work Integration Programme | 2019           | PHCs                       |
| 15   | Lutheran Community Care Services              | Project Lift   | 2019           | Adults                     |
| 16   | Pertapis Halfway House                        | Drive For Change                                       | 2019           | Adults (Male ex-offenders) |
| 17   | Yayasan Mendaki                               | Back-to-Work Women Programme (BWW)                     | 2019           | Adults (Women)             |
| 18   | Abilities Beyond Limitations and Expectations | Speech and Language Therapy                            | 2018           | PWDs                       |
| 19   | Autism Resource                               | Sewing and Embroidery Class                            | 2018           | PWDs                       |



In support of



| <b>S/No</b> | <b>Name of Social Service Agency</b> | <b>Programme name</b>                             | <b>Year Supported</b> | <b>Target Service Users</b> |
|-------------|--------------------------------------|---|-----------------------|-----------------------------|
|             | Centre (Singapore)                   |   |                       |                             |
| 20          | Metta Welfare Association            | Metta School Alumni                               | 2018                  | PWDs                        |
| 21          | Daughters of Tomorrow                | Befrienders Program and DOT Confidence Curriculum | 2018                  | Adults (Women)              |