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**WELCOME ADDRESS BY MR CHEW SUTAT,
CHAIRMAN OF COMMUNITY CHEST,
AT CHANGE FOR CHARITY PLEDGE CEREMONY,
ON 13 FEBRUARY 2023, MONDAY, 11.10AM
AT 10 SQUARE @ ORCHARD CENTRAL**

Mr Masagos Zulkifli, Minister for Social and Family
Development and Second Minister for Health

Esteemed partners and guests,

Ladies and gentlemen,

1. Good morning, and thank you for being here at the Change for Charity pledge ceremony! Today, we would like to recognise you for your commitment and efforts in sustainable philanthropy through the Change for Charity initiative.
2. Community Chest turns 40 this year. Over the decades, we have rallied the community to give through donations, volunteering and providing resources, so that our social service agencies could focus on delivering critical services to communities in need. These are children with special needs and youth-at-risk, adults with disabilities, persons with mental

health conditions and families and seniors in need of assistance.

3. But as social service needs become more complex, strong corporate partnerships and community participation will be integral to our efforts in empowering families and individuals to achieve their fullest potential.
4. This year, Community Chest will rally our corporate and community partners to give more sustainably and regularly. In the long run, we hope to effect a mindset shift towards sustainable philanthropy. As expectations to align with ESG objectives and adhere to ESG reporting grow, we can be your one-stop philanthropic partner to strengthen the 'social' aspect holistically through donations, volunteering and resources like skills.
5. For example, instead of holding one-off volunteering events, you can leverage your expertise and provide consultation services for a social service agency. In addition to making a donation, you can also engage your customers to donate through your platforms.
6. This is what Change for Charity was designed to achieve. Businesses can engage their customers to participate in doing good by allowing them to round up their payment at the

point of purchase to donate, providing regular donation options with subscription-based services, donating a percentage of revenue from the sale of a product or service, or facilitating the conversion of loyalty points into donations.

7. I am heartened that 25 of you have made the commitment to be among the first to partner Community Chest through Change for Charity. With your support, the public can soon donate conveniently and regularly at more than 1,300 touchpoints across Singapore as they go about their daily activities, be it dining out, playing, shopping or even paying bills.
8. 2023 marks the Ministry of Social and Family Development's Year of Celebrating Social Service Partners. This underscores the critical role that partners like you play in uplifting communities in our society. CFC is just one of many ways for corporates and the community to give in a sustained manner, to enable ordinary Singaporeans to be philanthropists and make giving a way of living.
9. With Community Chest having insights into the social service landscape and channelling 100% of proceeds to over 200 critical social service programmes, you can be assured of the impact made through your giving.

10. Such impact is showcased in our new 40th anniversary brand campaign. Themed 'Champion Every Potential', the campaign features service users who have found purpose in their lives with the support of their loved ones and SSAs. This newly launched brand video will be played right after this.

11. In closing, I urge everyone to continue working closely with Community Chest in our 40th anniversary to explore new partnerships and innovative ways to give. Collectively, we can nurture a giving culture and enable every person to live with dignity within a caring and inclusive society, and strengthen our social compact in line with the Forward Singapore vision.

12. Thank you, and please enjoy the rest of today's programme.