



MEDIA RELEASE

More than 1,300 touchpoints to be launched across Singapore for public to support communities in need

Community Chest rallies businesses across industries to incorporate a giving mechanism into their business models as part of its Change for Charity initiative

SINGAPORE, 13 FEBRUARY 2023 – Members of the public will soon be able to donate to support those in need at more than 1,300 touchpoints across Singapore as they go about their daily activities. Through the Change for Charity initiative, Community Chest has partnered 25 businesses across eight different industries to incorporate a giving mechanism into their business models and enable the public to donate conveniently and regularly.

2 Businesses can enable their customers to give to Community Chest by rounding up their payment at the point of purchase, providing regular donation options with subscription-based services, donating a portion of their sales, or facilitating the conversion of loyalty points or rewards into donations. The Government will provide a matching grant of \$0.50 for every dollar donated through participating businesses' payment platforms (up to \$25,000 per business per year). For businesses that match their customers donations, the Government will provide an enhanced matching grant of an additional \$0.50 for every dollar matched by the businesses to their customers' donations (up to \$25,000 per business per year). These grants amplify the impact of the initial donation. Businesses can also tap on the Change for Charity Enabler Grant to offset the cost of implementation (up to \$10,000).

3 In the long run, Community Chest hopes to partner corporates and the community to enable sustained giving in Singapore to adequately resource the social service sector to meet current and future needs.

Trailblazers in making giving a way of living

4 25 organisations were recognised for their efforts in sustainable philanthropy at *Building a Sustainable Giving Culture – Change for Charity Pledge Ceremony*, held earlier today and hosted by Mr Masagos Zulkifli, Minister for Social and Family Development and Second Minister for Health. This event is also held in support of the Ministry of Social and Family Development's Year of Celebrating Social Service Partners, which recognises the integral contributions of partners, including corporates, in nurturing and building lives together.

5 "Strong corporate partnerships are integral to our efforts in empowering individuals, families, and communities in need to achieve their fullest potential, despite the challenges they face in life. With the support of our Change for Charity partners, donation touchpoints become

readily accessible as we dine, shop and play. As we celebrate Community Chest's 40th Anniversary this year, we hope to encourage and rally corporates and the community to make giving a way of living so that our service users can get the help they need now, and in the future," said Mr Chew Sutat, Chairman of Community Chest.

6 Among the first to come onboard the CFC initiative are financial institutions like **CGS-CIMB**, which enables its customers to donate via its trading platform with corporate matching, and **DBS Bank, Maybank and UOB**, which enable customers to convert reward points to donations. In addition to providing a QR code for donation at its 40 outlets, leading TCM health and wellness group **Eu Yan Sang** will also match customers' donations and donate the matched amount to Wicare Support Group, a social service agency (SSA) that provides support to widows and children who have lost their fathers.

7 Hospitality partner **Resorts World Sentosa** will donate a part of its proceeds from admissions to the S.E.A. Aquarium and Adventure Cove Waterpark. **Millennium Hotels & Resorts** will allow customers to donate at the point of purchase of room and dining, as well as through conversion of reward points to donations via its My Millennium and À La Carte Rewards membership programmes, while **Royal Plaza on Scotts** enables guests to donate via a QR code in its rooms and its restaurant, Carousel, and will match donations received (up to \$12,000).

8 Smaller local businesses have also joined the CFC initiative. Dance studio **J Dance Atelier** enables members to donate by scanning a QR code at its cashier, while thrift store **The Reloved Collective** and visual arts consultancy **Art of Awakening** has pledged to donate proceeds to Community Chest in addition to offering a donation option at checkout.

9 The public can donate to the businesses in **Annex A** and more information can be found on www.comchest.gov.sg/changeforcharity.

Community Chest celebrates its 40th anniversary in 2023 and seeks to rally the community to champion every potential in its brand campaign

10 Change for Charity is a key initiative to rally corporates, community partners and the public to adopt sustainable philanthropy practices and give regularly. This includes giving through SHARE, its monthly giving programme, volunteering time and skills regularly, providing resources to support those in need or offering employment opportunities.

11 The impact of such regular giving is showcased in Community Chest's new 40th anniversary brand campaign, featuring service users who have found purpose in their lives despite challenges through the support of their loved ones and SSAs (details in **Annex C**). Themed 'Champion Every Potential', the campaign encourages the community to empower those in need to fulfil their potential and achieve their dreams. For more information, visit www.comchest.gov.sg/championeverypotential.

For media enquiries, please contact:

Ms Tan Min Yan
Senior Manager, Communications &
Marketing
National Council of Social Service
Tel: 6210 2606
Email: tan_min_yan@ncss.gov.sg

Ms Chew Kia Huey
Assistant Director, Communications &
Marketing
National Council of Social Service
Tel: 6210 2635
Email: chew_kia_huey@ncss.gov.sg

About Community Chest

As the hallmark of care and share, Community Chest has been uniting the community to mobilise resources and raise funds to serve those in need since 1983. Community Chest supports more than 100 social service agencies to meet underserved and critical social needs. As our fundraising and operating costs are covered mainly by Tote Board, 100% of your contributions goes towards empowering the lives of:

- Adults with disabilities
- Children with special needs and youth-at-risk
- Families in need of assistance
- Persons with mental health conditions
- Seniors in need of support

For more information about Community Chest, visit www.comchest.gov.sg.

ANNEX A: CHANGE FOR CHARITY (CFC) PARTNERS

S/N	Organisation	Modes of donation	Remarks
1	1-Group	<ul style="list-style-type: none"> • Donate at various fundraising events • Organisation to donate part of proceeds from the sale of selected menu items 	Available from early March
2	Art of Awakening	<ul style="list-style-type: none"> • Donate at checkout when purchasing tickets to workshops through its Eventbrite page • Organisation to donate proceeds from ticket sales of its workshops that are held in support of Community Chest 	
3	AXS Pte Ltd	<ul style="list-style-type: none"> • Donate at AXS kiosks islandwide 	Available from mid-June
4	CGS-CIMB	<ul style="list-style-type: none"> • Donate via its trading platform (www.cgs-cimb.com/en/itrade) 	
5	DBS Bank	<ul style="list-style-type: none"> • Donate via Give Better on the DBS digibank app, or through redemption of DBS Points via the DBS Rewards website (https://rewards.dbs.com) 	
6	Etiqa Insurance	<ul style="list-style-type: none"> • Donate at checkout when purchasing policies on Etiqa's and Tiq's digital platforms (website and app) 	Available from end of Q1 of 2023
7	Eu Yan Sang	<ul style="list-style-type: none"> • Donate by scanning QR code at checkout 	Available from 2 March
8	Gourmet Food Holdings	<ul style="list-style-type: none"> • Donate at payment checkout 	Available from mid-June
9	J Dance Atelier	<ul style="list-style-type: none"> • Donate by scanning a PayNow QR code at checkout 	
10	Lendlease REIT	<ul style="list-style-type: none"> • Donate through redemption of reward points via the Lendlease app 	
11	Maybank	<ul style="list-style-type: none"> • Donate through redemption of reward points via the Maybank TREATS app • Donate cashback earned through its credit card spending 	
12	Millennium Hotels & Resorts	<ul style="list-style-type: none"> • Donate at its F&B outlets and check-in counters 	Available from 13 February

	<ul style="list-style-type: none"> • <i>Copthorne King's Hotel Singapore</i> • <i>Grand Copthorne Waterfront Hotel</i> • <i>M Hotel Singapore</i> • <i>M Social Singapore</i> • <i>Orchard Hotel Singapore</i> • <i>Studio M Hotel Singapore</i> 	<ul style="list-style-type: none"> • Donate through redemption of reward points via the My Millennium and À La Carte Rewards membership programmes 	
13	National Council of Social Service	<u>Social Service Institute</u> <ul style="list-style-type: none"> • Donate via link to a Community Chest donation page at payment acknowledgement 	Available from end-February
		<u>Sharity E-store</u> <ul style="list-style-type: none"> • Option to donate at payment checkout at website (https://sharity-club.myshopify.com) 	
14	Pan Pacific Hotels Group <ul style="list-style-type: none"> • <i>Pan Pacific Singapore</i> • <i>PARKROYAL COLLECTION Marina Bay, Singapore</i> • <i>PARKROYAL COLLECTION Pickering, Singapore</i> • <i>PARKROYAL on Beach Road, Singapore</i> • <i>PARKROYAL on Kitchener Road, Singapore</i> 	<ul style="list-style-type: none"> • Organisation to donate part of the proceeds from the all-day dining restaurants at the hotels stated 	Available from October to December 2023
15	Phillip Securities	<ul style="list-style-type: none"> • Donate through redemption of reward points via its POEMS platform (www.poems.com.sg) 	
16	Prudential Singapore	<ul style="list-style-type: none"> • Donate through links and QR codes on various Prudential customer touchpoints 	Available before December 2023

EMBARGOED UNTIL 13 FEBRUARY 2023, 12PM

17	Q&M Dental	<ul style="list-style-type: none"> • Donate at point-of-sales during checkout 	Available from end-February
18	Red Beacon Asset Management	<ul style="list-style-type: none"> • Organisation to donate 0.1% of its asset management fees 	
19	Resorts World Sentosa	<ul style="list-style-type: none"> • Organisation to donate a part of its proceeds from guest admissions to the S.E.A. Aquarium and Adventure Cove Waterpark. 	Available from 1 July
20	Royal Plaza on Scotts	<ul style="list-style-type: none"> • Donate via the PayNow QR code displayed in its rooms, restaurants, and payment counters • Organisation to donate full proceeds from bake sale and monthly Charity Room Auction 	Available from 14 February
21	Shopee	<ul style="list-style-type: none"> • Donate through redemption of Shopee coins via the Shopee website (www.shopee.sg/shopee-coins) and app 	
22	The Reloved Collective	<ul style="list-style-type: none"> • Donate via point-of-sales terminal at checkout • Organisation to donate 10% of its proceeds 	
23	UOB	<ul style="list-style-type: none"> • Donate through redemption of UNI\$ via the UOB TMRW app as well as website (https://pib.uob.com.sg/Rewards) 	
24	UOL Malls <ul style="list-style-type: none"> • <i>KINEX</i> • <i>United Square</i> • <i>Velocity@Novena Square</i> 	<ul style="list-style-type: none"> • Donate through redemption of POPPoints via the U-POPP app 	
25	Visa	<ul style="list-style-type: none"> • Organisation will work with social service agencies by supporting them to explore digital capabilities such as digital donations 	Available from July

ANNEX B: TRANSLATION OF KEY TERMS

Mr Chew Sutat Chairman, Community Chest	周士达 公益金主席
Change for Charity	消费为公益计划
Enabler Grant	赋能津贴
Year of Celebrating Social Service Partners	欢庆社会服务伙伴年

ANNEX C: SERVICE USER PROFILES

<p>1</p>	<p>Fizzy Ezlyana Bte Md Begam 19 years old APSN Delta Senior School</p>	<p>Fizzy was diagnosed with an intellectual disability. Despite facing challenges in communicating with people, she put in her best effort and excelled in her academics and athletics at APSN Tanglin School. APSN is a social service agency (SSA) supported by Community Chest.</p> <p>Fizzy received the Lee Kuan Yew Exemplary Student Award in 2020 and is now pursuing her interest in catering and culinary arts at APSN Delta Senior School. She is also a member of the Soccer club and the Track and Field team.</p>
<p>2</p>	<p>Aurora Lui Hamons 23 years old MINDS</p>	<p>As a natural born performer and an “Our Lives, Our Voices (OLOV)” self-advocate with MINDS, Aurora loves to express herself creatively, especially through dance, music and art.</p> <p>The OLOV self-advocacy programme empowers individuals with intellectual and developmental disabilities to explore their strengths and weaknesses, likes and dislikes, and support them to share about themselves with the community.</p> <p>As an OLOV self-advocate, Aurora believes it is important for her to speak up about what she thinks and feels. Her favourite colour is red because it represents courage and confidence.</p>
<p>3</p>	<p>Allan Tan 54 years old Freelance graphic designer and artist Wheelchair Basketball Association</p>	<p>When he was three, Allan contracted polio. Although he lost the ability to take part in physical activities, he discovered a love for drawing and the arts.</p> <p>In 2015, suffering from muscle degeneration, he received advice from a doctor to take part in sports. He discovered wheelchair basketball while watching the 2015 ASEAN Para Games held in Singapore, and decided to give the sport a try.</p> <p>Allan is currently a member at the Wheelchair Basketball Association. He also used to operate an art gallery for over a decade. Due to the pandemic, he has since closed the gallery, but still considers that period of his life to be one of the most memorable.</p>