



## **MEDIA RELEASE**

### **Community Chest kickstarts 40<sup>th</sup> anniversary rallying partners towards sustainable philanthropy**

*Individuals and corporates contributed through donations, volunteering and resources at Community Chest Fú Dài 2023 to support seniors and families in need*

**SINGAPORE, 7 JANUARY 2023** – As Community Chest celebrates its 40<sup>th</sup> Anniversary in 2023, it seeks to encourage corporate and community partners to give more regularly and sustainably. Community Chest has worked with businesses to launch Change for Charity, where companies incorporate giving into their business models to enable their customers to make donations conveniently, and encouraged regular volunteerism. Strong corporate involvement in the social service sector will enable us to better support Singaporeans, now and in the future.

2 “2023 marks 40 years of Community Chest working with the people, private and public sectors to support communities in need. As social service needs become more complex, we will need to build upon our partnerships to explore ways to make giving a way of living – whether through donating, volunteering or providing resources. Through our partners and donors’ contributions in a holistic manner, we can collectively empower individuals, families and communities in need to achieve their fullest potential, despite the challenges they face in life,” said Mr Chew Sutat, Chairman of Community Chest.

#### **Annual volunteering event kickstarts year of rallying sustainable philanthropy with largest activation of volunteers**

3 Community Chest Fú Dài 2023, co-organised with volunteering group Heartwarmers, is the first of many events in the year where Community Chest seeks to encourage its corporate and community partners to contribute regularly and create a culture of sustained giving. This is also the largest activation of volunteers for Community Chest in its 40<sup>th</sup> anniversary year.

4 One example of a corporate who has given back holistically and sustainably is Standard Chartered Bank, who has been supporting Community Chest Fú Dài for the past 10 years. To encourage volunteerism amongst employees, the Bank provides three days of paid volunteer leave to all employees annually and rallies about 500 staff to volunteer at Community Chest Fú Dài each year. One of them is Mr Melvin Ng, a Cyber Security Lead at Standard

Chartered's SC Ventures, who has been volunteering at the event since 2017 and believes in the power of providing a listening ear and taking time to consider the needs of others.

5 "Standard Chartered Bank contributes regularly to locally relevant and impactful causes through Community Chest. In line with our commitment to sustainable social and economic development, we will continue to step up our community efforts along with deepening our presence in Singapore. Last year, 3,000 of our Singapore-based employees volunteered their time and skills to support various causes in the community, and we look to further activate our employee volunteerism in 2023, alongside our regular fundraising activities and donation projects focusing on uplifting youths," said Mr Patrick Lee, Cluster CEO, Singapore and ASEAN Markets.

6 New corporate partners also joined this year's Fú Dài. One of them is private equity firm Tower Capital Asia, which gathered its employees and those from its portfolio companies to volunteer together at the event and donate as part of its commitment towards Environment, Social and Governance (ESG) goals. Tower Capital Asia hopes to rally more partners in the finance sector to make a stronger collective social impact.

7 More than 1,300 corporate and community volunteers gathered at the Changi Exhibition Centre from 5 to 7 January to pack over 8,500 festive bags (or Fú Dài) for seniors and families in need. Themed "Sharing A Bag of Happiness", the flag-off ceremony on 7 January was hosted by **Ms Sun Xueling, Minister of State for Social and Family Development and Home Affairs**, with **Guest-of-Honour, Mr Teo Chee Hean, Senior Minister and Coordinating Minister for National Security**, and other Members of Parliament (MPs) in attendance. Mr Teo, Ms Sun and the MPs also delivered the bags to the recipients in their respective constituencies. To date, the event has raised more than \$5 million.

8 Individuals also played a key role in giving for a good cause. Entrepreneurs Ms Kelly Keak and Ms Florence Low rallied their networks to donate pre-loved luxury items for auction at an Instagram Live session. Retired businessman Mr Loh Kiong Poot grew up struggling to make ends meet. Hence, he believes in donating to help others. Mr Loh donated \$500,000 to Community Chest and hopes to inspire more people to do the same. Members of the public who wish to donate to Community Chest, can do so at [www.giving.sg/community-chest/fudai2023](http://www.giving.sg/community-chest/fudai2023) from now to 5 February 2023.

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**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](http://www.comchest.gov.sg).

ANNEX A: KEY TRANSLATED TERMS

Names

<b>Mr Teo Chee Hean</b> Senior Minister and Coordinating Minister for National Security	<b>张志贤</b> 国务资政兼国家安全统筹部长
<b>Ms Sun Xueling</b> Minister of State for Social and Family Development and Home Affairs	<b>孙雪玲</b> 社会及家庭发展部兼内政部政务部长
<b>Mr Chew Sutat</b> Chairman, Community Chest	<b>周士达</b> 公益金主席
<b>Mr Patrick Lee</b> Cluster CEO, Singapore and ASEAN Markets Standard Chartered Bank	<b>李福祐</b> 行政总裁, 新加坡区域行政总裁, 亚 细安市场(马来西亚, 越南, 泰国及 代表处)
<b>Community Chest Fú Dài 2023</b>	公益金福袋 2023
<b>Heartwarmers</b>	暖心族

## **ANNEX B: ABOUT CHANGE FOR CHARITY**

The Change for Charity (CFC) initiative aims to scale giving in Singapore. Through CFC, Community Chest is partnering businesses to facilitate giving via their payment platforms to enable customers to give as part of their lifestyles.

Some examples could include providing regular donation options with subscription-based services; donating a percentage of revenue from the sales of a product or service; facilitating the conversion of loyalty points or rewards into cash donations; or providing a channel for donations at point of purchase.

Donations raised will be multiplied and the impact amplified through matching from the CFC Grant.

For more information, visit [www.comchest.gov.sg/changeforcharity](http://www.comchest.gov.sg/changeforcharity).