

## **PHOTO RELEASE**

### **Community Chest Heartstrings Walk Celebrates Sharity's 40<sup>th</sup> Birthday, Brings Together over 4,800 Participants to Support Families in Need**

*10 'Women for Good' join growing number of SMEs partnering Community Chest*

**SINGAPORE, 24 AUGUST 2024** – In celebration of Sharity's 40<sup>th</sup> birthday, more than 4,800 participants, comprising members of public, as well as staff of corporate partners and social service agencies, walked as one in support of families in need at the annual Community Chest Heartstrings Walk. The event also saw the launch of the Women for Good initiative, driven by 10 local female entrepreneurs as part of the Change for Charity programme, giving Singaporeans more avenues to easily donate to Community Chest and support critical social service needs.

2 Guest of Honour, Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry, flagged off the 4.2km walk around Marina Bay. Earlier in the morning, Mr Eric Chua, Senior Parliamentary Secretary, Social and Family Development and Culture, Community and Youth joined 39 corporate teams, as they climbed 57 storeys to reach the Marina Bay Sands SkyPark in a vertical marathon.

3 In Financial Year 2022, Community Chest allocated \$8 million to 79 family programmes, including family service centres, counselling centres, and protection specialist centres supporting those affected by family violence. Programmes such as ComLink+ support families as they work towards stable employment and financial stability, while KidSTART supports pregnant mothers' wellbeing and the age-appropriate development of their children.

5 Joining the growing number of small-medium enterprises (SMEs) partnering Community Chest in sustainable philanthropy is the "Women for Good" initiative, where 10 women business leaders across lifestyle, food and beverage, and transport industries, joined hands to participate in the Change for Charity (CFC) programme. By integrating a donation mechanism into their business operations, these companies are encouraging their customers to give spontaneously to support families and children in need. For example, by rounding up their bills during payment, or converting loyalty points or rewards into cash donations. Since its launch in 2021, Change for Charity has onboarded over 280 businesses, of which more than 70 are SMEs.

6 "Community Chest is grateful for the support of the diverse groups participating in today's Heartstrings Walk. It is a wonderful demonstration of how everyone can play a part in helping to uplift the lives of those in need. With Sharity's help, we can also continue to inculcate such values in our next generations," said Mr Chew Sutat, Chairman of Community Chest.

7 "mtm labo has spent the last 30 years developing custom-blended skincare products for our customers. With our long history here, it was important for us to find

ways to give back to the community. When I spoke with fellow women business leaders, I found we had similar such aspirations. It was through this that we worked with Community Chest and signed up for the Change for Charity programme,” said Ms Kelly Keak, Managing Director of mtm labo.

8 Since 2011, co-organiser Marina Bay Sands, has been one of Community Chest’s partners in sustainable philanthropy. Beyond sponsorship, Marina Bay Sands rallied over 50 staff volunteers and 300 participants for the charity walk in addition to a \$200,000 donation.

9 “Marina Bay Sands is delighted to host the Community Chest Heartstrings Walk at the Event Plaza once again. This year’s event marked a significant milestone as we commemorated the 10<sup>th</sup> edition of our Sands for Singapore Charity Festival. As co-organiser of the Walk since 2011, we are privileged to work with a like-minded partner like Community Chest to galvanise community support and participation, as well as explore innovative fundraising efforts to give back. We are extremely heartened to see the community, including our Team Members, rallying together to join in the Walk for a good cause,” said Mr. Paul Town, Chief Operating Officer at Marina Bay Sands.

10 As part of the Sharity 40<sup>th</sup> anniversary celebrations, children and their families can participate in the Sharity Scavenger Hunt activity along the walk. The iconic Sharity elephant has taught younger generations in Singapore values of caring and sharing. The Sharity programme has engaged over 400,000 children through partnerships with Early Childhood Development Agency, Singapore Kindness Movement and Children's Day Appeal and Youth Day Appeal fundraising initiatives with schools.

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**Annexes:**

**Annex A: List of Women for Good Initiative Companies**

**Annex B: Translation of Key Terms**

## 1. Heartstrings Walk flag-off with GOH and other participants



*Caption: Deputy Prime Minister and Minister for Trade and Industry Gan Kim Yong, together with Mr Jack Lim, Managing Director, Community Chest, Mr Nicholas Ionides, Vice President, Communications, Marina Bay Sands, Mr Paul Town, Chief Operating Officer, Marina Bay Sands Mr Chew Sutat, Chairman, Community Chest, Ms Anita Fam, President, NCSS, Ms Jennie Chua, advisor, Community Chest, Mr Kwek Eik Sheng, Co-chairman Heartstrings Walk, Ms Tan Li San, CEO, NCSS and Sharity flagging off the Community Chest Heartstrings Walk 2024.*

## 2. Women for Good photo - photo of the 10 women leaders



*Caption: Deputy Prime Minister and Minister for Trade and Industry Gan Kim Yong with the 10 “Women for Good” entrepreneurs who have adopted the Change for Charity initiative to incorporate giving mechanisms into their business models.*



### 3. Shot of SPS Eric Chua lined up at the vertical marathon flag-off



*Caption: Senior Parliamentary Secretary for Social and Family Development Eric Chua (waving the flag) together with Community Chest Chairman, Mr Chew Sutat, NCSS (National Council of Social Service) President Anita Fam and NCSS CEO Tan Li San flagging off participants in the Race to the Sky vertical marathon.*

#### 4. Shot of Champion Team for Vertical Marathon



*Caption: The Police Sports Association Singapore (with Senior Parliamentary Secretary for Social and Family Development Eric Chua) won the Race to the Sky vertical marathon with a collective timing of 28 minutes 54 seconds for the four-man team to climb the 57 storeys of the Marina Bay Sands Tower at Community Chest Heartstrings Walk*

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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

### List of Companies under the Women for Good Initiative

| <b><u>Company</u></b>              | <b><u>Name of Business Leader</u></b>                                 |
|------------------------------------|---|
| mtm labo                           | Kelly Keak,<br>Managing Director                                      |
| Woodlands Transport /WTS<br>Travel | Choon Ling Voo,<br>Group Managing Director                            |
| Madam Partum / Chien Chi<br>Tow    | Yen Lim,<br>Founder   |
| Coulisse Heir                      | Selina Ong,<br>Co-Founder   |
| Starry Homestead                   | Yola Yu,<br>Co-Founder  |
| Eatz Group Pte Ltd                 | Novie Djayayanti Tjoa,<br>Founder                                     |
| Style Lease                        | Ang Jin Yuan,<br>Founder & Creative Director                          |
| suns Singapore                     | Ms Leanne Sun,<br>CEO   |
| Creative Eateries                  | Bernadette Giam,<br>Director of Corporate Affairs and Human Resources |
| Carat 55                           | Zoie Teo,<br>Founder  |



**Annex B:****Translation of Key Terms**

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|--|-------------------------------|
| <b>Mr Chew Sutat</b><br>Chairman<br>Community Chest                        | <b>周士达</b><br>公益金主席           |
| <b>Mr Paul Town</b><br>Chief Operating Officer<br>Marina Bay Sands Pte Ltd | <b>保罗。敦</b><br>首席运营官<br>滨海湾金沙 |
| Sharity  | 爱心小象                          |
| Community Chest Heartstrings Walk  | 公益金心弦义走                       |
| Change for Charity   | 消费为公益计划                       |