



In the spirit of



MEDIA RELEASE

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PRESIDENT'S CHALLENGE 2020 ON TRACK TO RAISE MORE THAN \$12.5 MILLION IN SUPPORT OF 72 BENEFITTING AGENCIES

- *Inclusive employers and key donors were recognized at the President's Challenge 2020 Appreciation Event*

SINGAPORE 20 NOVEMBER 2020 – 64 organisations, including CapitaLand Hope Foundation, Families for Life and Seoul Garden Group were lauded at this afternoon's President's Challenge (PC) Appreciation Event, in recognition of their inclusive hiring practices and fundraising for PC 2020 despite challenges from the COVID-19 pandemic. Five were also recognised for their volunteering efforts.

2. PC 2020 is also on track to raise more than \$12.5 million to support 72 benefitting agencies and has mobilised over 2,000 volunteers from 20 organisations to date. The annual Appreciation Event took on a virtual format this year, which saw President Halimah Yacob interacting with top donors and volunteers, including Lee Foundation, Far East Organisation, Stephen Riady Foundation, Sheng Siong Group and Mediacorp Pte Ltd.

3. Said President Halimah Yacob: "Amidst this challenging time of the pandemic, the generosity and support of our partners have contributed greatly to our efforts in uplifting the lives of the less fortunate groups in society. Even as we battle against the COVID-19 pandemic, let us not forget the long-term social causes. Vulnerable groups will find it exponentially harder to adapt to the new norms brought upon by the pandemic. It is crucial that PC helps them adapt and stay resilient so that they are not left behind."

4. An organisation recognised at the event is inclusive employer **Seoul Garden Group**, whose employees with disabilities have been able to advance in their careers over their years of service within the organisation. Despite the impact of COVID-19 on its business, Seoul Garden remains committed to hire and train persons with disabilities. Earlier this year, Seoul Garden also took the PC Enabling Employment Pledge, alongside 141 like-minded employers to adopt an inclusive mindset, create barrier-free workplace environments and implement supportive employment policies for employees with disabilities.

5. Said Mr Garry Lam, General Manager of Seoul Garden Group: "In March 2020, we hired six interns with disabilities for our Harbourfront outlets through the SG Enable School-to-Work Transition Programme. When the COVID-19 pandemic struck, we remained committed to retaining the interns, and worked with SG Enable's job coaches to keep the interns engaged via online training during the Circuit Breaker. After the restaurants reopened

in Phase 2, we continued working closely with the job coaches to manage the interns' transition back to the outlets and their adaptation to the new work processes. Moving ahead, we hope to develop a SMART learning facility to facilitate integrated learning and employment so as to achieve our aim of including more persons with disabilities and mature workers in the Seoul Garden family.”

6. Traditional fundraising and volunteering activities were also greatly impacted during the circuit breaker period, with many organisations leveraging new ways to execute the activities. People-sector Council **Families For Life** held its #FFLShareTheCare “Red and White” National Day Desserts campaign, where donors received an e-booklet of dessert recipes (with an agar-agar recipe from President Halimah Yacob) and were encouraged to make the desserts with their families. **CapitaLand’s #CareKitWithLove** community project by its philanthropic arm **CapitaLand Hope Foundation** saw more than 300 staff and community volunteers giving their time and skills; this included guiding students with special needs in virtual art workshops to personalise their mask pouches. CapitaLand also leveraged eCapitaMall, its curated digital mall, to sell mask pouches to raise funds for PC.

7. In line with the PC2020 focus on empowering persons with disabilities, a special PC Appreciation show reel featuring an interview with President Halimah Yacob, a pre-recorded performance by inclusive orchestra The Purple Symphony and stories from PC stakeholders is available for public viewing at www.facebook.com/PresidentsChallenge.

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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 over the following 5 years, and the Government will provide dollar-for-dollar matching.