



## **MEDIA RELEASE**

### **Community Chest launches SGSHARE to rally the nation to support communities in need**

*The SG60 initiative aims to foster a national culture of giving*

**SINGAPORE, 18 JANUARY 2025** - [Community Chest](#), the philanthropy arm of the [National Council of Social Service \(NCSS\)](#) launched SGSHARE, a national regular giving programme in conjunction with SG60 to rally the nation to support communities in need. SG60 is an opportunity for Singaporeans to contribute to building our future Singapore and do something for others and our community.

**2** Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry announced the launch of SGSHARE at the annual Community Chest *Fú Dài*. At the event, more than 1,300 corporate and community volunteers packed and distributed over 9,000 festive bags to seniors and lower-income families islandwide, exemplifying a whole-of-community spirit to support those in need.

#### **SGSHARE calls for all Singaporeans and residents to make a gift to the nation through small donations**

**3** Through SGSHARE, Community Chest encourages all Singaporeans and residents to make a gift to the nation by pledging a small donation every month. One-time contributions are also accepted in the SG60 year. Donors can contribute at [www.giving.sg/SG60SHARE](http://www.giving.sg/SG60SHARE).

**4** SGSHARE expands upon Community Chest's monthly giving SHARE programme, which was first introduced in 1984 to enable employees to donate a small amount of their monthly pay. Currently, about 260,000 donors and 2,000 companies participate in SHARE, contributing more than \$15 million every year.

**5** To facilitate contributions to SGSHARE, Community Chest is working with government agencies, businesses, community groups, and Institutes of Higher Learning to create more platforms and opportunities for contributions, for example, at national and community events such as National Day Parade. As social needs become more complex and varied, recurring donations will form an essential source of funding for the social service sector. In FY2023, Community Chest disbursed more than \$69 million to supported programmes and initiatives, an increase from \$52 million disbursed in FY2022.

**6** One key initiative that Community Chest supports is ComLink+, which empowers lower-income families to work towards stability, self-reliance and social mobility with the support of family coaches and volunteer befrienders and in partnership with the community. Community Chest has committed \$4.99 million to ComLink+ to fund programmes that meet the ComLink+ families'



needs, such as an art- and play-based programme for children to express themselves through creative activities; a mentoring programme to help children develop socio-emotional skills and confidence; and family workshops that help strengthen familial bonds. Currently, over 10,000 families are supported under ComLink+.

### **Businesses play an important role in building a culture of sustained giving**

**7** Beyond donations, Community Chest also encourages corporates to take on a longer-term approach to give back to the community, such as by volunteering and adopting inclusive practices. To support this effort, NCSS launched the Sustainable Philanthropy Framework in July 2024, designed to help businesses align their philanthropic efforts with their corporate purpose, vision and mission. This is accompanied by a set of metrics to measure and benchmark the impact of their philanthropic efforts. Over 40 businesses have since adopted the Framework and received support to better structure their philanthropic efforts for greater social impact.

**8** Standard Chartered Bank and SBS Transit are two examples of companies who have made a commitment to sustainable philanthropy through the Framework. Besides multi-year agreements to commit funds for social causes, both organisations are also strong advocates of staff volunteerism. Standard Chartered’s staff partner IMDA Digital Ambassadors at monthly digital clinics to empower seniors with digital skills and knowledge, while SBS Transit’s staff work with family coaches to befriend ComLink+ families and provide support to help them overcome challenges.

**9** Said Mr Chew Sutat, Chairman of Community Chest: “As we celebrate our achievements in the milestone year of SG60, it is also important that we continue to strengthen our support for those in need amongst us. From an individual making a small monthly donation through SGSHARE, to a company committing to long-term philanthropy, we can all do our part to foster a more caring and inclusive society, in line with our Forward SG vision.”

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For media enquiries, please contact:	
Tan Min Yan Senior Manager, Strategic Communications National Council of Social Service Tel: 9731 6728 Email: <a href="mailto:Tan_Min_Yan@ncss.gov.sg">Tan_Min_Yan@ncss.gov.sg</a>	Sharmilpal Kaur Associate Director, Corporate and Professional H/Advisors Klareco Tel: 8133 6201 Email: <a href="mailto:Klareco-NCSS@h-advisors.global">Klareco-NCSS@h-advisors.global</a>

### **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 200 critical programmes 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, persons with mental health conditions, and families and seniors in need of support.

**For more information about Community Chest, visit [www.comchest.gov.sg](http://www.comchest.gov.sg).**