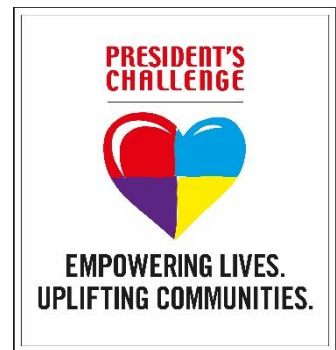
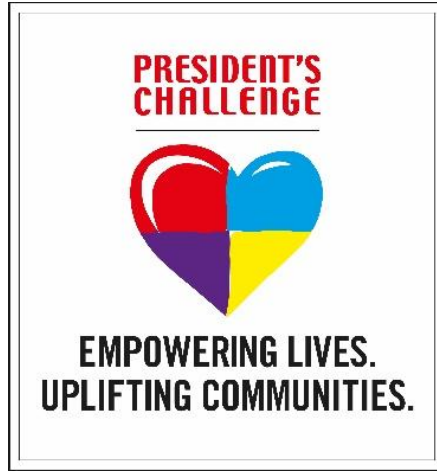


# PRESIDENT'S CHALLENGE

START SMALL, DREAM BIG (SSDB) 2021



# What We Do



A movement supported by the kindness and generosity of people from all walks of life.

The President's call to the nation to do their part to help the less fortunate in Singapore and build a more caring and inclusive society.



of our donations go to the charities we support



Benefitting Agencies under PC2021



Sectors supported by PC, covering various causes

# Our Milestones



2000

Established by the former President, the late Mr S R Nathan to bring the community together to help the **less fortunate**.



2012

Continued by former President, Dr Tony Tan who expanded the Challenge to encourage **Volunteerism** and **Social Enterprises**.



2015

Partnered with ECDA to initiate **Start Small Dream Big** to encourage the young to give back to the community.

Since then, SSDB has continued to grow annually with big successes.

# Our Milestones



2018

President Halimah Yacob expanded the Challenge to focus on more customised and upstream support.



She started the **Empowering for Life Fund (ELF)** that aims to support programmes in skills upgrading, capacity building and employment of vulnerable groups.



2020

President Halimah Yacob launched the PC **Enabling Employment Pledge (EEP)** rallying employers to provide more employment opportunities for PWDs.



# 2021 – ‘Building a Digitally Inclusive Society’



PC2021 aims to empower vulnerable groups by **building a digitally inclusive society** where digital technologies are accessible to all, so that no one is left behind.

Support efforts to enable vulnerable groups with **digital tools, skills and connectivity**, for them to remain socially and economically active as Singapore transits to a “digital-first” way of life and work.

Encourage SSAs to **adopt digital technologies** so that they can better navigate new and complex challenges in the social service landscape.

# Take Action

## Be part of the Challenge



### **DONATE**

Make a **direct donation** to President's Challenge.



### **PARTNER WITH US**

Be our fundraiser and organize a **fundraising event** of your own to raise funds for President's Challenge.



### **VOLUNTEER**

**Volunteer your time and skills** to help our benefitting agencies within the community.

# How Can We Help?



- Covid-Safe Activities
- Activities in line with PC2021 Theme
  - Raise funds to support the 92 benefitting agencies under President's Challenge care
  - Volunteer to support benefitting agencies with digital knowledge & tools

## FUNDRAISING ACTIVITIES



Organize a charity bazaar or bake sale



Donation Drive with Up-Cycled Items

## VOLUNTEERING ACTIVITIES



Virtual Befriender activities (e.g. teaching beneficiaries how to use digital tools)



Drop-off groceries or useful items for the less fortunate



Send Thank-you messages to our frontline heroes



Virtually meet service users and learn about their different abilities



# What is Required?



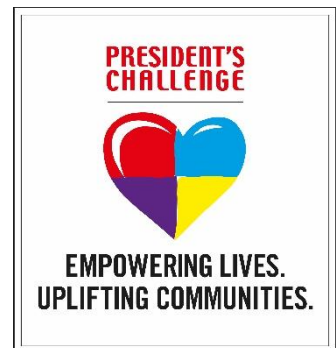
## If you are planning a FUNDRAISING event:

- Contact President's Challenge Secretariat
- Keep us informed of your fundraising activity
- Issue the cheque to "President's Challenge 2021" by 17 Dec 2021.



## For VOLUNTEERING matters:

- Contact President's Challenge Secretariat
- Select a President's Challenge benefitting agency to volunteer with
- Keep us informed of your volunteering activity





# PC2021 List of Benefitting Agencies

## Cross-Sector Services

- Community Chest
- AWWA Ltd
- Caring Fleet Services
- Cycling Without Age Singapore
- EMCC
- HCSA Community Services
- O'Joy Limited
- Persatuan Persuratan Pemuda Pemudi Melayu (Malay Youth Literacy Association)
- Playeum Ltd
- REACH Community Services Society
- Singapore Association of the Visually Handicapped (SAVH)
- The Eurasian Association
- WE CARE Community Services Ltd
- YMCA of Singapore
- Yong-en Care Centre

## Children, Youth & Family Services

- Ain Society
- Association of Muslim Professionals
- Beautiful People Sg Ltd
- CampusImpact
- Child At Street 11
- Epworth Community Services
- FaithActs
- Filos Community Services Limited
- ISCOS ReGen Fund
- Lutheran Community Care Services Ltd
- Muhammadiyah Welfare Home
- Muslim Missionary Society Singapore
- New Hope Community Services
- New Life Community Services
- Singapore Council of Women's Organisations
- Social Health Growth Ltd
- South Central Community Family Service Centre Limited
- The Community Justice Centre
- TOUCH Community Services Limited
- United Women Singapore

## Children, Youth & Family Services (cont'd)

- Boys' Town
- Food from the Heart
- Salem Welfare Services
- Beautiful Mind Charity
- Morning Star Community Services
- Canossaville Children and Community Services
- SHINE Children and Youth Services
- Shared Services for Charities

## Mental Health Services

- Resilience Collective Ltd



# PC2021 List of Benefitting Agencies

## Disability Services

- Autism Association (Singapore)
- Cerebral Palsy Alliance Singapore
- Down Syndrome Association (Singapore)
- Dyslexia Association of Singapore
- Guide Dogs Singapore Ltd
- Handicaps Welfare Association
- Movement for the Intellectually Disabled of Singapore (MINDS)
- Rainbow Centre, Singapore
- The Singapore Association for the Deaf
- SPD

## Eldercare Services

- Blessed Grace Social Services Limited
- Blossom Seeds Limited
- Montfort Care
- St John's Home for Elderly Persons
- Care Community Services Society
- Metta Welfare Association

## Rehabilitation – Halfway Houses/Ex-Offenders

- Breakthrough Missions
- Green Haven
- HCSA Community Services
- HEB-Ashram Halfway House
- iC@RE Hub Ltd
- New Life Stories
- PERTAPIS Halfway House
- Singapore Anti-Narcotics Association
- The Helping Hand
- The New Charis Mission
- Yellow Ribbon Fund

## Disability Sports

- Deaf Sports Association (Singapore)
- Lawn Bowls Association For The Disabled (Singapore)
- Singapore Disability Sports Council
- Special Olympics Singapore

## Healthcare

- Adventist Nursing and Rehabilitation Centre
- Alzheimer's Disease Association
- Assisi Hospice
- Dover Park Hospice
- Epilepsy Care Group (Singapore)
- HCA Hospice Care
- SATA Commhealth
- Singapore Association for Mental Health, The (SAMH)
- SingHealth Fund
- St Luke's Hospital
- Sunshine Welfare Action Mission (SWAMI)
- TTSH Community Fund
- Silver Ribbon
- National Kidney Foundation

## Empowering for Life Fund

- Association of Muslim Professionals
- Bizlink Centre Singapore Ltd
- Centre for Seniors
- Rainbow Centre, Singapore
- Trybe Limited
- Digital for Life Fund

# Contact Us

## President's Challenge Secretariat

c/o National Council of Social Service  
170 Ghim Moh Road #01-02  
Singapore 279621

Email: [pc\\_enquiry@ncss.gov.sg](mailto:pc_enquiry@ncss.gov.sg)

Website: <http://www.presidentschallenge.gov.sg/>

