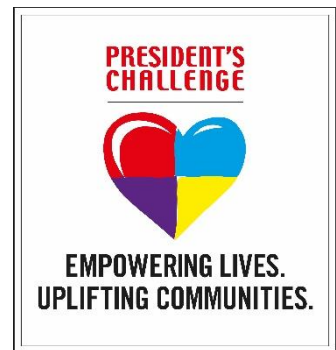
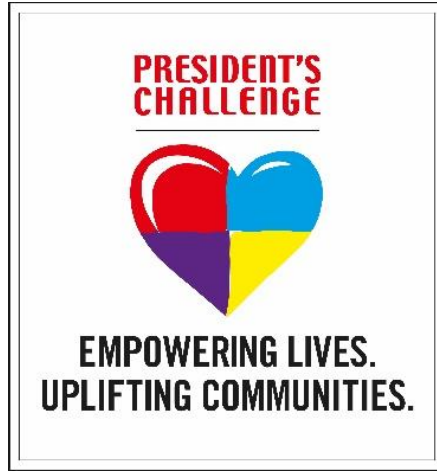


# PRESIDENT'S CHALLENGE

Start Small Dream Big 2022

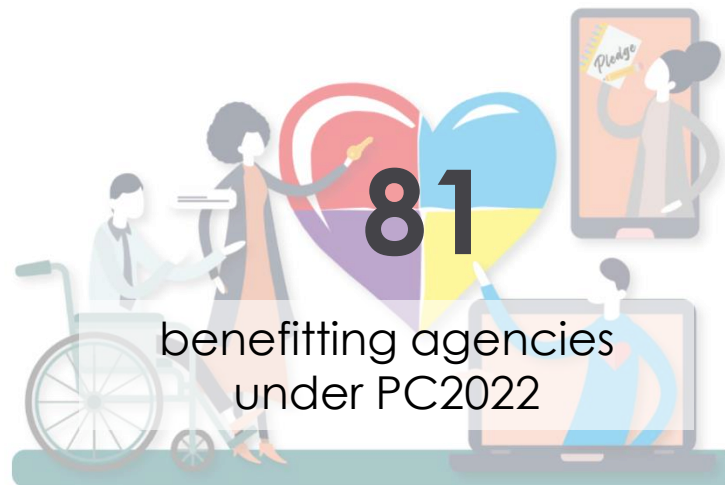


# What We Do



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.



# 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 (SSDB)** to encourage the **young to give back to the community**.

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

# Our Milestones



2018

To focus on more customised and upstream support, President Halimah Yacob 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**.



# PC2022 – ‘Supporting Lower-Income Families’

President's Challenge 2022 to support lower-income families affected by Covid-19



Madam Fan Bee Eng presenting President Halimah Yacob with a handsewn bag at Fei Yue Family Service Centre (Choa Chu Kang). PHOTO: MINISTRY OF COMMUNICATIONS AND INFORMATION

Yeo Shu Hui

UPDATED JUL 23, 2021, 3:00 AM SGT



SINGAPORE - The Covid-19 pandemic has had an impact on many lives and livelihoods, and President's Challenge 2022 will be themed "Supporting Lower-Income Families" to focus on the most affected group.

President Halimah Yacob announced this on Thursday (July 22) during her visit to Fei Yue Family Service Centre in Choa Chu Kang, where she noted that lower-

With the ongoing pandemic, President's Challenge recognises that families in need, such as lower-income families, have been disproportionately affected by the impact of the pandemic due to their vulnerability to economic conditions.

Therefore, President's Challenge 2022 (PC2022) will focus on **"Supporting Lower-Income Families"** and seek to **empower lower-income families with skills and opportunities**.

PC2022 will also support efforts to help these families emerge stronger from the pandemic and have a fair chance at achieving their goals, such as through **increasing employment prospects** for them and **providing education opportunities** for their children.

PRESIDENT'S  
CHALLENGE



EMPOWERING LIVES.  
UPLIFTING COMMUNITIES.

# 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 PC2022 Theme
  - Raise funds to support the 81 benefitting agencies under PC
  - Volunteer to support PC benefitting agencies from lower-income families by organising food drives, packing of essential items etc.

## FUNDRAISING ACTIVITIES



Organize a bake & craft sale or sell care packages



Donation Drive with Up-Cycled Items

## VOLUNTEERING ACTIVITIES



Virtual befriender sessions to engage beneficiaries with various activities



Drop-off groceries or essential items for the less fortunate



Send Thank-you or Well Wishes cards to our frontline heroes or those in need



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
- Make your donation via Cheque or Bank Transfer to "President's Challenge 2022" by 16 Dec 2022



## 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



# PC2022 List of Benefitting Agencies

## Cross-Sector Services

- Community Chest
- Kampung Senang Charity and Education Foundation
- Law Society Pro Bono Services
- Metta Welfare Association
- Social Health Growth
- Xin Yuan Community Care

## Children, Youth & Family Services

- Ain Society
- Association of Muslim Professionals
- CampusImpact
- FaithActs
- Filos Community Services Limited
- Food from the Heart
- GEM New Start Centre Limited
- Heartware Network
- LOVE, NILS LIMITED
- Methodist Welfare Services
- Morning Star Community Services Limited
- Musical Theatre Ltd
- New Hope Community Services
- New Life Stories

## Children, Youth & Family Services

- Pertapis Children Home
- Prison Fellowship Singapore
- RiverLife Community Service Ltd
- SAGE Counselling Centre
- SHINE Children and Youth Services
- Sikh Welfare Council
- The Community Justice Centre Ltd
- The Eurasian Association
- The Food Bank Singapore
- Trybe Limited
- United Women Singapore
- Yayasan MENDAKI
- YMCA of Singapore

## Eldercare Services

- AWWA Ltd
- Caregiving Welfare Association
- Montfort Care
- Odyssey Dance Theatre Ltd
- Singapore Buddhist Lodge Welfare Foundation
- Sree Narayana Mission (Singapore)
- SUN-DAC

## Disability Services

- APSN Ltd
- Canossaville Children and Community Services
- Cerebral Palsy Alliance Singapore (CPAS)
- Christian Outreach to the Handicapped (COH)
- Dyslexia Association of Singapore
- Extraordinary People Limited
- Rainbow Centre, Singapore
- SPD
- The Singapore Association for the Deaf (SADeaf)
- Very Special Arts Singapore Limited (VSA)



# PC2022 List of Benefitting Agencies

## **Mental Health Services**

- Eagles Mediation & Counselling Centre Ltd
- REACH Community Services Society

## **Rehabilitation – Halfway Houses/Ex-Offenders**

- Breakthrough Missions
- Green Haven
- HCSA Community Services
- HEB-Ashram Halfway House
- iC@RE Hub Ltd
- PERTAPIS Halfway House
- Singapore Anti-Narcotics Association
- Teen Challenge (Singapore)
- The Helping Hand
- The Salvation Army
- Yellow Ribbon Fund

## **Healthcare**

- National Arthritis Foundation (NAF)
- Silver Ribbon
- Singapore Hospice Council (SHC)
- SMA Charity Fund (SMA CF)
- St Andrew's Mission Hospital (SAMH)
- St John Singapore (SJS)
- St Luke's ElderCare Ltd. (SLEC)

## **Disability Sports**

- Bowling Association for the Disabled (Singapore)
- Deaf Sports Association (Singapore)
- Lawn Bowls Association For The Disabled (Singapore)
- Singapore Disability Sports Council
- Singapore National Paralympic Council Ltd

## **PC-IMH Programme**

- Club HEAL
- Singapore Association for Mental Health
- Singapore Children's Society
- TOUCH Community Services

## **Empowering for Life Fund**

- Fei Yue Community Services
- HCSA Community Services
- Lutheran Community Care Services
- PERTAPIS Halfway House
- Yayasan MENDAKI

# 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/>

