

## About Project We Care

Established in 2012, Project We Care (PWC) is a corporate social responsibility initiative led by Business Leaders from the private sector and the People's Association. PWC provides a platform for corporate organisations who want to make a positive impact to the community, to rally their employees to contribute towards meaningful causes in the community.

### Three key focus areas of Project We Care

Key Focus	About	Initiatives
Addressing Basic Living Needs	Rising costs of living placed undue stress on lower income households and costs of food made up the bulk of a household's expenses.	<ul style="list-style-type: none"> <li>- <b>Jalan with your Buddy</b> - To alleviate household financial burden, beneficiaries are paired with corporate volunteers who would accompany them for a sponsored grocery shopping trip and share useful information on healthier choice items and budgeting tips.</li> </ul>
Meeting Knowledge and Upskilling Gaps	<p>Unites corporates to share industry related expertise or knowledge with communities in-need through bite-sized workshops, empowering them to build brighter futures.</p> <p>Students from low-income families lacked exposure platforms to develop their potential and interests and needed aspirational role models to guide them on key foundational values in life.</p>	<ul style="list-style-type: none"> <li>- <b>Project We Care ENRICH</b> - Empower residents in-need with useful skills &amp; knowledge.</li> <li>- <b>Community Action Network (CAN)</b> - A series of values-driven interest-based programmes aimed to empower children from lower-income families</li> </ul>

		and support their holistic development.
Tackling Social Mobility	Rental flat families live from hand-to-mouth. Often, they exhaust all their savings upon purchasing a new flat and may not be able to afford basic home renovation to move into a safe, dignified and conducive living environment.	- <b>Project We Care Stay Well</b> - Provides basic renovation support for rental families moving into purchased flats.