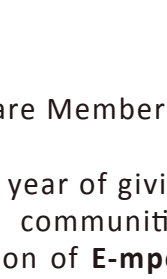




CHAIRPERSON'S MESSAGE



Dear Project We Care Members,

2021 was a fruitful year of giving, where many companies pledged their time, talent and treasures towards communities-in-need through Project We Care. Some highlights include the inception of **E-mpower Me Week**, our first highpoint event for ENRICH Lab that upskilled over 2,000 residents, and our steady growth in supporting 8 families through **Adopt-A-Family**.

Before we wrap up the year, we are excited to share that Project We Care is looking into a new programme to support aspiring rental families in areas such as home ownership plans and financial literacy capabilities. We are confident that together, the new initiative can make a lasting impact on the families. More details will be coming your way soon.

Have a wonderful rest of the year and continue to do good with us in 2022!

Wee Wei Ling
Chairperson

2021: YEAR-IN-REVIEW

MOBILISED CORPORATE VOLUNTEERS

Corporate volunteers provided crucial befriending, skills-sharing and cash / in-kind support to make possible Project We Care's mission of connecting businesses and impacting lives.

RALLIED THE BUSINESS COMMUNITY TO GIVE BACK

By crowdsourcing and galvanising support from the business community, we were able to direct valuable resources towards the community in a "many helping hands" approach.

7,300 BENEFICIARIES IMPACTED

Our programmes have delivered useful support to uplift a range of target groups such as socially isolated seniors, youth-at-risk, disadvantaged children and low-income families.

68 DO-GOOD SESSIONS FACILITATED

Through Adopt-A-Family, ENRICH Lab and other People's Association programmes, Project We Care seeks to improve the overall physical and social well-being of communities-in-need.

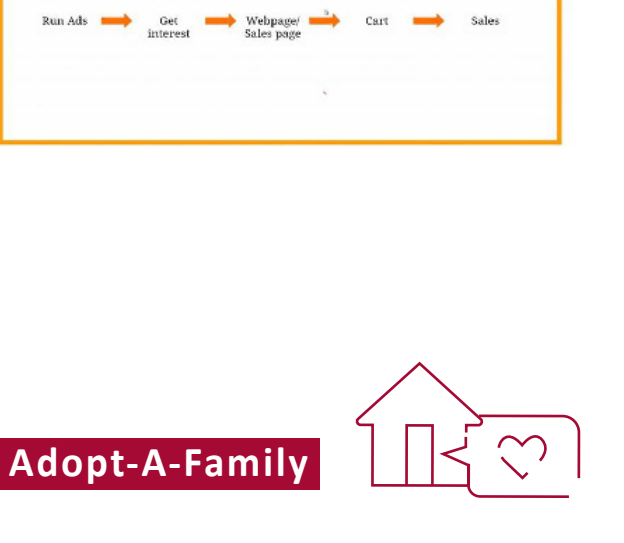
\$210,000 RAISED TO CREATE POSITIVE SOCIAL IMPACT

Thanks to the generosity of donors who supported in-kind or cash donations towards initiatives that empower low-income families.

UPLIFTING THE COMMUNITY

ENRICH Lab

On 23 and 29 September, Gen Infiniti conducted **introductory webinars on e-commerce** to uplift the community. The workshops saw **70 beneficiaries** from Sembawang Zone 2 and Zone B Residents' Network gathering virtually to learn more about the e-commerce space in order to navigate digital platforms more seamlessly.



"Giving back to the community has always been a core activity at Gen Infiniti Academy. We are grateful to be part of the Project We Care Network and knowing that the participants enjoyed the sessions keeps us motivated to do more."

— Mr Emmanuel Tay,
Founder, Gen Infiniti

Adopt-A-Family

A warm welcome to **Jason Marine Group** who officially adopted 2 families in September 2021!

7 volunteers from Jason Marine Group had light-hearted virtual first meetings with the 2 families they adopted, facilitated by the People's Association team of staff and Grassroots Leaders from Zhenghua, to warmly introduce the volunteers and families to one another.

As part of the PAssion Cares initiative where Dairy Farm Group and POSB jointly donated \$1,400 worth of grocery vouchers to support disadvantaged families, volunteers also went grocery shopping on behalf of the families to purchase daily necessities including specially requested items such as toiletries and diapers for the young children.

The activity affirmed Jason Marine Group's commitment to **deliver impactful contributions to communities-in-need** by defraying the families' expenses and providing food security.

"In these Covid times, many Singaporeans are facing hardships. Our staff members were happy to meet the families we had adopted to do our part to provide for some of their needs. We want to help and share. They are not alone. It is times like these that we feel united as a community!"



— Mr Joseph Foo, Executive Chairman and Chief Executive Officer, Jason Marine Group

To volunteer with us through ENRICH Lab and Adopt-A-Family, please contact:
Tiffany Boey (E): tiffany_boey@pa.gov.sg (M): 8869 8646

SPECIALLY CURATED BUSINESS ENABLERS

Going Lean & Becoming Sustainable

As we chart through the waves of Covid-19, the pandemic has exposed gaps in the business landscape and created greater awareness of what is lacking in the market. Businesses that are able to ride this wave of change to build new competitive advantages, will be better positioned to seize growth opportunities ahead. We hope the following resources can support your company in developing its future-readiness.

Going Lean

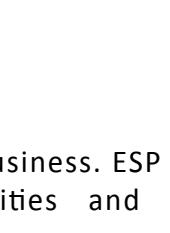
Lean Enterprise Development (LED) Scheme

LED Scheme helps progressive enterprises transform and grow in the new manpower-lean landscape. It supports your company to build a stronger Singaporean core and develop a better-quality workforce whilst becoming more manpower lean.

How your company can benefit:

- Have temporary foreign workers while recruiting and training locals to take on better jobs.
- Pool foreign expertise at the industry level to help transfer know-how to your local employees.

The LED Scheme can also provide transitional manpower support where merited, to facilitate day-to-day operations if you need more time to complete the transformation to be within the dependency ratio ceiling or quota.



For more application details, visit the Ministry of Manpower's webpage:

Becoming Sustainable

Enterprise Sustainability Programme (ESP)

Going green isn't just good for the planet; it's also good for business. ESP will help your company better access financing, develop new capabilities and capture new opportunities in your sustainability journey.

ESP supports the growth of sustainable enterprises on three levels:

Developing Sustainability Capabilities in Enterprises

- Training for enterprises to develop understanding & knowledge of sustainability
- Support for sustainability capability development projects
- Support for innovative sustainable products/services development projects

Strengthen Sector-Specific Capabilities

- Partnerships with Trade Associations and Chambers to develop sector-specific sustainability initiatives
- Partnerships with corporates to drive sustainability across value chains and sectors

Foster a Vibrant & Conducive Sustainability Ecosystem

- Partnerships with service providers and enablers to strengthen the sustainability ecosystem in areas such as training, certification, and financing

Contact Enterprise Singapore to find out more about the Enterprise Sustainability Programme:



SUPPORTING SOCIAL ENTERPRISES

For many Project We Care members, the concept of 'doing good while doing well' is deeply ingrained in their corporate DNA and remains at the fore of their business priorities. Here are **3 social enterprises and inclusive hirers with the Project We Care Network you can consider supporting:**

SEOCiety

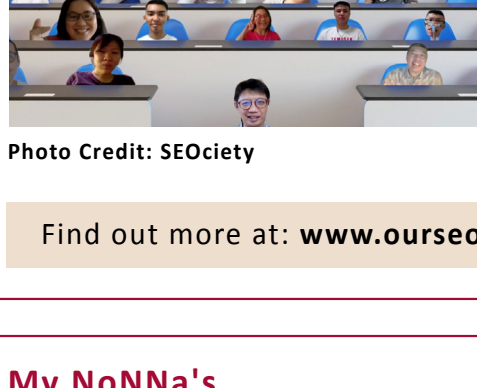
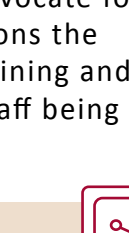


Photo Credit: SEOCiety

SEOCiety is an integrated digital marketing agency providing English and Chinese marketing services in platforms such as Google, Facebook, Instagram and WeChat. As a strong advocate for the disability sector, SEOCiety champions the cause for inclusive employment by training and hiring, with more than 50% of their staff being people with disabilities.



Find out more at: www.ourseociety.com

My NoNna's

My NoNna's is a social enterprise with a mission to provide meaningful employment for persons with special needs and the elderly. Apart from operating in schools, pop-up stalls and customising bento for events, My NoNna's also conducts a Place-and-Train Program for persons with special needs and employers.

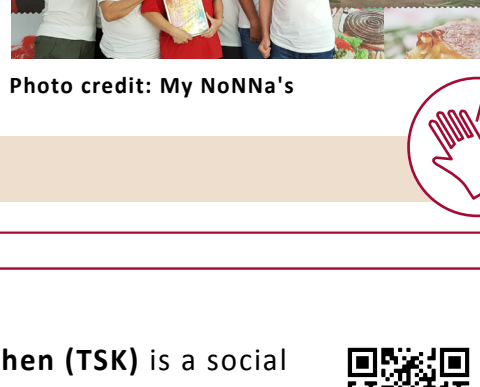
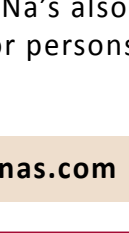


Photo credit: My NoNna's

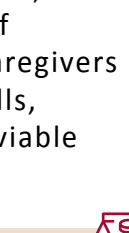
For bulk bento orders: geri@mynonnas.com

The Social Kitchen



Photo credit: The Social Kitchen

The Social Kitchen (TSK) is a social enterprise that partners community organisations to create employment and optimally benefit disadvantaged communities. TSK converts under-utilised kitchens into Cloud Kitchens by well-known F&B brands serving quality mid-tier to high-end dining options, takeaways and deliveries, and aims to be the largest employer of disadvantaged individuals and their caregivers in Singapore, equipping them with skills, meaningful work opportunities and a viable source of income.



Buy a meal for someone in need via The Social Kitchen: www.thesocialkitchen.com.sg

Pass this on!



Doing good together has never been easier! We encourage you to be an active advocate of Project We Care and rally do-gooders in your network to give back. Please feel free to share this e-Newsletter with your friends in the business community who may be keen to find out more about our initiatives.

You are receiving this e-Newsletter as a member organisation of the Project We Care CEOs and Business Leaders Network. Championed by the business community and facilitated by PA, Project We Care enables businesses to embark on meaningful corporate giving journeys to uplift the lives of the underprivileged in our society. Thanks for being a part of the Project We Care family and doing good with us!

Contact us [here](#). To unsubscribe, please click [here](#).