

PRESIDENT HALIMAH YACOB LAUNCHES PRESIDENT'S CHALLENGE 2021, ANNOUNCES NEW NATIONAL MOVEMENT

- *President's Challenge 2021 will raise funds for a record total of 92 benefitting agencies*
- *Digital for Life national movement galvanises the community to help Singaporeans embrace digital, to enrich their lives, with \$10 million fund*

SINGAPORE – 8 FEB 2021: President Halimah Yacob launched the President's Challenge 2021 (PC2021), which will raise funds for a record total of 92 benefitting agencies. In line with its focus for this year, PC2021 will also lay emphasis on efforts that equip groups like seniors, persons with disabilities and low-income families with digital tools, skills and connectivity so that they can remain socially and economically active in Singapore's digital-first way of life and work. In conjunction with the launch of PC2021, President Halimah also launched a new national movement – Digital for Life – which aims to galvanise the community to help Singaporeans embrace digital as a lifelong pursuit, and to enrich their lives through digital.

President's Challenge 2021 (PC2021)

President Halimah highlighted that as our society capitalises on the opportunities arising from digital technology, it is important that all segments of society stand to benefit and that no one gets left behind. As such, the focus of this year's President's Challenge is 'Building a Digitally Inclusive Society'. PC2021 will also continue to support a broad range of social causes this year, including raising funds for a record total of 92 benefitting agencies¹, to help them tide through the difficult times caused by COVID-19.

TOUCH Community Services' "Digitally Ready Families" is one of the programmes supported under PC2021. It supports low-income individuals to more effectively and efficiently use digital technology as well as navigate family relationships within a digital environment. Mr Mohamad Roslan Bin Palil, 54, who has not been able to work since sustaining serious back injuries in a work accident, has been able to upgrade his digital skillset and hopes this will help him secure a new job. His teenage daughters have also learned to be more disciplined with their device use and how to deal with cyberbullying incidents under the programme.

Mr Roslan said: "I am thankful for the opportunity to participate in 'Digitally Ready Families'. I have learned how to navigate websites and research for information, which allows me to find resources

¹ Please refer to Annex A for the full list.

and upskilling courses online. I have also learned to identify online scams, and now have more confidence to navigate safely in the digital age.”

Digital for Life Movement

The newly launched Digital for Life movement will look to bring the whole of nation together in collective efforts to help all Singaporeans have the necessary digital tools, skills and habits to succeed in the future. It will build on the momentum of many community efforts seen during COVID-19, and mobilise more community partners and resources to help all Singaporeans embrace digital, and live enriched lives with digital. It will serve as a platform to bring together corporates, community organisations, government agencies as well as individuals to play a part, coordinating efforts, co-creating solutions and catalysing change.

The movement aligns well with the PC2021 theme of “Building a Digitally Inclusive Society”, and the overall theme of Empowering for Life, a direction charted for PC to uplift and help vulnerable groups to upgrade their skills and capabilities using digital technologies and solutions.

The Digital for Life Fund has also been established to support digital inclusion projects and activities to help all Singaporeans embrace digital, and enrich lives. As announced by President Halimah, the Patron for Digital for Life, the President’s Challenge will provide a seed funding of \$2.5 million in donation to the Fund.

President Halimah Yacob said, “The COVID-19 pandemic has hastened Singapore’s digitalisation efforts, but also has the potential to widen the digital divide. The President’s Challenge hopes to support efforts to build a digitally inclusive society, where all Singaporeans feel excited, empowered and enriched by digital technologies. The Digital for Life movement and Fund brings us a step closer to achieving Singapore’s vision of becoming a digitally-inclusive society.”

The new fund set up by IMDA will support projects initiated by the community for the community, through to 2023. It will also serve as a channel for community contributions. With the government matching dollar for dollar, the target for the Fund is to grow to \$10 million over the next three years. Community Chest, the fundraising and engagement arm of the National Council of Social Service, will facilitate contributions towards this Fund.

The Digital for Life Fund will support projects and activities promoting:



- a) **Digital Technology and Inclusion** – which will focus on building digital resilience, and excite different segments of society on how new digital technologies can enrich their daily lives.
- b) **Digital Literacy and Wellness** – which will focus on promoting good digital habits as society engages in the digital domain, including in the areas of cyber safety, media literacy and mitigating the risks of online harms.

Further details of the grant application and criteria will be released in the upcoming months.

Related resources:

Annex A: Benefitting Agencies Supported By President's Challenge 2021

Annex B: Digital for Life Logo

Annex C: Quotes from Digital Learning Circles' Partners

**JOINTLY ISSUED BY THE INFO-COMMUNICATIONS MEDIA DEVELOPMENT AUTHORITY
AND PRESIDENT'S CHALLENGE**

About the President's Challenge

The President's Challenge is a national movement led by the President to rally Singaporeans to build a caring and cohesive society together. An annual community outreach, President's Challenge aims to bring together people from all walks of life, under the President's patronage, to help those who are less fortunate. 100% of the donations raised under President's Challenge go to beneficiary organisations supported by President's Challenge.

President's Challenge was established in 2000 by the late Mr S R Nathan as a fund-raising campaign to help the less fortunate. In 2012, Dr Tony Tan expanded the Challenge to include Volunteerism and Social Enterprises. In 2018, President Halimah Yacob refocused the effort of President's Challenge towards the empowerment of vulnerable groups with skills and employability. An Empowering for Life Fund was set up to support programmes in skills upgrading, capacity building and employment of vulnerable groups. President's Challenge aims to raise \$10 million for the Empowering for Life Fund over the following 5 years, and the Government will provide dollar-for-dollar matching.

About Info-communications Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDASg](https://www.facebook.com/IMDASg) and Twitter [@IMDASg](https://twitter.com/IMDASg).

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ANNEX A
Benefitting Agencies Supported By President's Challenge 2021

| S/N | Name of Parent Organisations |
|--|--|
| Cross-Sector Services | |
| 1. | Community Chest |
| 2. | AWWA Ltd |
| 3. | Caring Fleet Services |
| 4. | Cycling Without Age Singapore |
| 5. | EMCC |
| 6. | HCSA Community Services |
| 7. | O'Joy Limited |
| 8. | Persatuan Persuratan Pemuda Pemudi Melayu (Malay Youth Literary Association) |
| 9. | Playeum Ltd |
| 10. | REACH Community Services Society |
| 11. | Singapore Association of the Visually Handicapped (SAVH) |
| 12. | The Eurasian Association |
| 13. | WE CARE Community Services Ltd |
| 14. | YMCA Of Singapore |
| 15. | Yong-en Care Centre |
| Children, Youth & Family Services | |
| 16. | Ain Society |
| 17. | Association of Muslim Professionals |
| 18. | Beautiful Mind Charity |
| 19. | Beautiful People Sg Ltd |
| 20. | Boys' Town |
| 21. | CampusImpact |
| 22. | Canossville Children and Community Services |
| 23. | Child At Street 11 |
| 24. | Epworth Community Services |
| 25. | FaithActs |
| 26. | Filos Community Services Limited |
| 27. | Food from the Heart |
| 28. | ISCOS ReGen Fund |
| 29. | Lutheran Community Care Services Ltd |
| 30. | Morning Star Community Services |
| 31. | Muhammadiyah Welfare Home |
| 32. | Muslim Missionary Society Singapore |
| 33. | New Hope Community Services |
| 34. | New Life Community Services |
| 35. | Salem Welfare Services |
| 36. | Shared Services for Charities |
| 37. | SHINE Children and Youth Services |
| 38. | Singapore Council of Women's Organisations |
| 39. | Social Health Growth Ltd |

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| 40. | South Central Community Family Service Centre Limited |
| 41. | The Community Justice Centre |
| 42. | TOUCH Community Services Limited |
| 43. | United Women Singapore |
| Disability Services | |
| 44. | Autism Association (Singapore) |
| 45. | Cerebral Palsy Alliance Singapore |
| 46. | Down Syndrome Association (Singapore) |
| 47. | Dyslexia Association of Singapore |
| 48. | Guide Dogs Singapore Ltd |
| 49. | Handicaps Welfare Association |
| 50. | Movement for the Intellectually Disabled of Singapore (MINDS) |
| 51. | Rainbow Centre, Singapore |
| 52. | SPD |
| 53. | The Singapore Association for the Deaf |
| Eldercare Services | |
| 54. | Blessed Grace Social Services Limited |
| 55. | Blossom Seeds Limited |
| 56. | Care Community Services Society |
| 57. | Metta Welfare Association |
| 58. | Montfort Care |
| 59. | St John's Home for Elderly Persons |
| Mental Health Services | |
| 60. | Resilience Collective Ltd |
| Rehabilitation - Halfway Houses / Ex-Offenders | |
| 61. | Breakthrough Missions |
| 62. | Green Haven |
| (also S/N 5) | HCSA Community Services |
| 63. | HEB-Ashram Halfway House |
| 64. | iC@RE Hub Ltd |
| 65. | New Life Stories |
| 66. | PERTAPIS Halfway House |
| 67. | Singapore Anti-Narcotics Association |
| 68. | The Helping Hand |
| 69. | The New Charis Mission |
| 70. | Yellow Ribbon Fund |
| Healthcare | |
| 71. | Adventist Nursing and Rehabilitation Centre |
| 72. | Alzheimer's Disease Association |
| 73. | Assisi Hospice |
| 74. | Dover Park Hospice |
| 75. | Epilepsy Care Group (Singapore) |
| 76. | HCA Hospice Care |
| 77. | National Kidney Foundation |
| 78. | SATA Commhealth |
| 79. | Silver Ribbon |

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| 80. | Singapore Association for Mental Health, The (SAMH) |
| 81. | SingHealth Fund |
| 82. | St Luke's Hospital |
| 83. | Sunshine Welfare Action Mission (SWAMI) |
| 84. | TTSH Community Fund |
| Disability Sports | |
| 85. | Deaf Sports Association (Singapore) |
| 86. | Lawn Bowls Association For The Disabled (Singapore) |
| 87. | Singapore Disability Sports Council |
| 88. | Special Olympics Singapore |
| Empowering for Life Fund | |
| <i>(also S/N 16)</i> | Association of Muslim Professionals |
| 89. | Bizlink Centre Singapore Ltd |
| 90. | Centre for Seniors |
| 91. | Digital for Life Fund |
| <i>(also S/N 50)</i> | Rainbow Centre, Singapore |
| 92. | Trybe Limited |

Digital for Life Logo

About the Digital for Life Logo



The Inspiration

Going digital has become a way of life. Today, we live in a digital universe filled with many wonders. From education, finance and medical, to music, games and shopping, the digital life connects us to these and more, enriching our lives.

The possibilities of our digital future are endless: think innovative wearable technology, experiential connected parks, to even exploring the universe – digital is our gateway to an incredible future where dreams are made reality, and the impossible, possible.

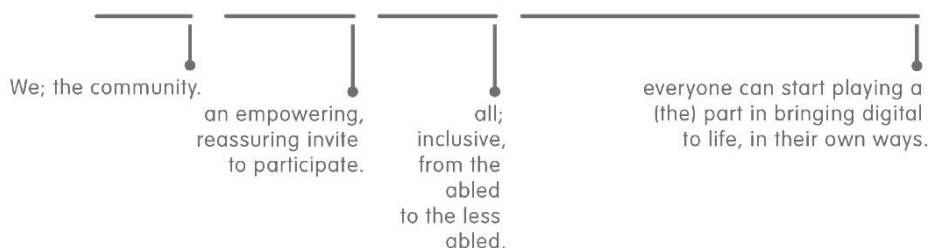
That's why the Digital for Life movement is here to bring together the community to help Singaporeans embrace digital as a lifelong pursuit, to enrich their lives – because no one should be left behind in Singapore's journey into the digital future.

Logo Design Rationale

The Digital for Life logo captures the exciting digital universe in a 'Play' button that invites everyone to start their digital journey, as well as to play their part to ensure everybody can enjoy, engage and embrace the digital way of life.

Join us in this national movement. Share your ideas today @ go.gov.sg/digitalforlife

WE CAN ALL PLAY A PART



For More Information

For full details on Digital for Life, please visit go.gov.sg/digitalforlife or scan the QR code.

ANNEX C

Quotes from Digital Learning Circles' Partners

About Digital Learning Circles

To support more vulnerable seniors living in the community to go digital, volunteers from corporate and youth partners (e.g. Singtel, TriGen, Youth Corps Singapore, Heartware Network) provide personalised coaching to seniors at Senior Activity Centres island-wide, to help them pick up new digital skills and basic smartphone usage. These seniors go through a structured weekly curriculum, focusing on essential skills such as communication, video calls and cybersecurity, enabling them to be digitally connected for life.

Mr Bill Chang, Chief Executive Officer, Group Enterprise, Singtel says, "Since the onset of COVID-19, many seniors have found it difficult to stay connected with family and friends, especially those unfamiliar with computers or smart devices. To close the digital gaps that have become more pronounced since COVID and foster digital inclusion, our Singtel Digital Silvers programme helps seniors pick up the requisite skills to stay socially connected and use technology in their daily lives. We are heartened to see them plugging into the digital world with greater confidence and feeling more empowered to live their lives with the benefits of technology."

Ms Chan Su Yee, Chief Executive Officer of NTUC Health says, "The focus on building a more digitally inclusive society is timely. Our partnership with organisations like Singtel has helped seniors to access technology, enabling them to discover new things and benefit from modern conveniences. Many of our seniors, such as those who attend the digital workshops conducted by Singtel volunteers, were pleasantly surprised when they realised that using smartphones and mobile applications is not as difficult as they imagined! Partners play an important role in helping seniors remain connected in our community, and we look forward to working with more like-minded organisations to instil greater digital confidence among our seniors."