



**Friends of Community Care Awards 2024**  
**Winner - Corporate (Large Enterprise) Category**

**DBS Bank**

**Nominated by Lions Befrienders Service Association (Singapore)**

**"As a purpose-driven bank, DBS has always sought to be meaningful in society and help shape a future where everyone, including the vulnerable among us, can have a better and brighter tomorrow. This isn't an easy feat; it takes a village or in our case, an ecosystem for good – for change to happen, and we're glad to have like-minded partners such as Lions Befrienders that share our commitment to uplifting those in need."**

**As Singapore navigates the complexities of a changing world and an ageing population, ensuring that no one is left behind will become even more essential. We look forward to working alongside our partners to create greater impact, drawing on our shared strengths and purpose to build a stronger and more inclusive Singapore."**

**- Karen Ngui, Head of DBS Foundation**

DBS has been a key part of Singapore's story since 1968, when it was established as the Development Bank of Singapore to finance the nation's industrialisation. This sense of purpose remains embedded in its ethos today.

As a purpose-driven bank, DBS recognises its larger role in society and stands committed to creating long-term value for all. This includes leveraging its business and resources to be a force for good, such as by driving financial literacy and banking underserved segments, among others.

Through DBS Foundation, it also seeks to uplift the lives and livelihoods of vulnerable segments – such as by providing essential needs and fostering inclusion – and help shape a more inclusive Singapore. In 2023, DBS further pledged up to S\$1 billion and 1.5 million volunteer hours over 10 years to further this cause.

Lions Befrienders has been a longstanding community partner of DBS. One notable collaboration involves co-launching Singapore's largest virtual befriending initiative for 6000 at-risk seniors during COVID. Using virtual chats, home gardening, games and more, this sought to tackle social isolation and loneliness.

With the support of its employee volunteers, named "People of Purpose", DBS also organises various other initiatives for seniors. This includes helping them navigate today's digital world safely by running workshops to equip them with anti-scam and digital literacy skills.



Building digital literacy for seniors to ensure they are included in the digital wave



Providing essential household necessities for households to combat inflation



Lions Befrienders senior interacting with DBS volunteers virtually



Befriending and engaging seniors in the community to encourage active ageing and prevent social isolation