



Friends of Community Care Awards 2024  
Winner - Non-Profit Organisation Category

FairPrice Foundation  
Nominated by NTUC Health Co-operative Ltd and SPD

“FairPrice Foundation is honoured to receive the Friends of Community Care Award. As the philanthropic arm of FairPrice Group, we share the company’s purpose and commitment to keep daily essentials within reach for all in Singapore and build a thriving community. Over the years, we have pioneered and contributed to strategic programmes that benefit the community, anchored on ensuring food security for the poor and needy, strengthening community engagement and welfare, and supporting workers’ welfare.

As we continue to refine the ways we give, with intention and innovation, we look forward to fortifying our relationships with our charity and community partners, and deepening our community engagement initiatives for a thriving Singapore.”

- Jean Khong, General Manager

Since its founding in 2008, FairPrice Foundation has disbursed more than \$120 million and worked with over 150 beneficiary organisations to improve lives within the community.

The Foundation has also been a strong supporter of SPD’s “Transition to Employment” (TTE) programme since 2019. The TTE programme has equipped and enabled over 300 persons with disabilities to regain the necessary skills and confidence to return to the workforce, with a minimum of 70% of discharged clients in open employment yearly. Beyond its funding for the programme, FairPrice Group has helped raise approximately \$500,000 for SPD through donation boxes outside its stores, driving awareness for SPD and sustained funding for programmes to equip and empower persons with disabilities.

FairPrice Foundation has also contributed to NTUC Health’s programmes to build a better life for seniors in the community. In 2022, the Foundation pledged a \$50 million commitment to the “Health for Life Fund” to support the material, emotional, psychological and physical needs of seniors — particularly those in lower-income groups. Additionally, the Foundation had donated over \$300,000 in support of programmes and initiatives to benefit seniors and improve facilities in the NTUC Health nursing homes.

Aside from funding and donations in-kind, FairPrice Group demonstrates a steadfast commitment to serving the community through the Foundation’s signature programmes and initiatives, such as “Cheers Breakfast Club”, “Start Strong, Stay Strong”, “A Full Plate - Singapore’s Largest Food Donation Drive”, “Protein Pledge”, “Neighbourhood Food Share”, and regular volunteering efforts. Through its employee volunteering programme, “Day of Service”, staff from across the FairPrice Group network of businesses are also encouraged to volunteer their time and effort to support initiatives by charities and community partners.



FairPrice volunteers work to ensure communities have reliable access to nutritious meals through regular partnerships with local food banks, such as Food from the Heart, Food Bank Singapore, and Jamiyah Food Bank



FairPrice volunteers champion food waste reduction and food rescue, providing fresh produce to those in need through the “Neighbourhood Food Share” initiative



FairPrice volunteers engaged with Ren Ci residents, My First Skool children, and The Silver Pride Lion Dance Troupe to spread joy, foster community care, and uplift holistic well-being during Chinese New Year



FairPrice volunteers distribute eggs, a fresh and nutritious source of protein, to communities in need