



MEDIA RELEASE

5 JUNE 2023 - FOR IMMEDIATE RELEASE

Friends of Community Care Awards 2023

AIC honours partners for their support and contribution to the Community Care sector

The Agency for Integrated Care (AIC) presented Friends of Community Care (FOCC) Awards to 13 recipients comprising corporate enterprises, as well as government-linked and non-profit organisations today. The Awards recognise the organisations for their unwavering support and contribution to the Community Care sector.

2. Minister for Health Mr Ong Ye Kung presented the FOCC Awards to the recipients during the Community Care Work Plan Seminar, where he was the Guest-of-Honour. The annual event is organised by AIC as a platform for the Community Care sector to come together to discuss and align on key focus areas.

About the FOCC Awards

3. Introduced by AIC in 2020, the FOCC Awards appreciate and recognise the contribution of partners outside of the Community Care sector for their steadfast support to enable seniors to live well and age gracefully. Nominations are submitted and voted by Community Care organisations. This year, a total of 91 nominations were received.

4. This year's FOCC Awards is in its third edition, with the previous two editions held in 2020 and 2021. (See Annex for the list of 2023 recipients)

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Winners of FOCC Awards 2023



Minister for Health Ong Ye Kung (centre) and AIC CEO Mr Tan Kwang Cheak (first from left) with FOCC Awards 2023 Winners

5. Among the FOCC Awards recipients is CapitaLand Hope Foundation (CHF) which was nominated in the Corporate (Large Enterprise) category. Since 2018, CHF has committed over \$5 million to support seniors to age in place in the community through various initiatives, benefitting more than 80,000 seniors in Singapore. CHF's contributions include creating inclusive spaces for the community to interact, integrate and improve their quality of life by contributing \$400,000 towards the construction of TOUCHpoint@AMK 433, an Active Ageing Centre by TOUCH Community Services.

6. "Helping seniors to age in place has been a focus area for CHF to contribute towards enriching lives and uplifting communities where we operate. We are humbled to receive the FOCC Award in recognition of our efforts in this area, such as our signature #LoveOurSeniors initiative, which seeks to provide seniors with better nutrition, enhanced well-being and improved living conditions", said Mr Tan Seng Chai, Executive Director of CapitaLand Hope Foundation, and Chief Corporate and People Officer of CapitaLand Investment. "CHF will continue to engage in collaborative partnerships by rallying our staff, tenants, business partners and the large community, amplifying the impact of our contributions to reach out to a wider group of people in need," added Mr Tan.

7. Another award recipient is Deutsche Bank, nominated in the Corporate (Large Enterprise) category, which contributed cash and in-kind donations, as well as close to 400 volunteering hours to HCA Hospice since 2020. "Deutsche Bank maintains steadfast partnerships with our non-profit partners to provide life-changing support to

those who need it the most, aiming to create a positive impact for people and society at large,” said Ms Melanie De-Cruz, Deutsche Bank’s Head of Brand Communications and Corporate Social Responsibility, Asia Pacific.

8. MUS Zenith Affair, a jewellery boutique, is also a FOCC Awards recipient, nominated in the Corporate (Small and Medium Enterprise) category. Its owner, Ms Esther Ho, has been actively raising funds for Dementia Singapore since 2020, through various modes that include a charity gala dinner, as well as through the sales of a coffee table book. In total, she has raised over \$488,000 for Dementia Singapore and plans to continue raising funds for the organisation. Supporting dementia causes is close to Ms Ho’s heart, as she was the primary caregiver to her late mother, who was living with dementia in her final years.

9. “Dealing with my mother’s dementia was a daily experience, and it has come to define my life. I live by this phrase – “if you know how to give love, it is a good thing”. I encourage everyone to embrace this philosophy because we must always strive to outdo ourselves,” said Ms Ho.

Honorary Award

10. This year, the inaugural Honorary Award will be conferred to Lien Foundation, for winning the FOCC Awards a third time, on top of their wins in 2020 and 2021. The award is given to three-time winners, in recognition of their continuous support and impactful contributions to the Community Care sector.

11. Lien Foundation, which seeks to inspire social change by pioneering and propagating solutions to tackle issues in areas including eldercare, has been a steadfast and dedicated supporter of the Community Care sector. Their contributions include mobilising community resources to fight frailty and dementia. Between 2020 and 2022, Lien Foundation disbursed nearly \$19 million in grants towards eldercare initiatives. Since 2009, it has been a long-standing partner of St Joseph’s Home, which is part of Catholic Welfare Services, in various programmes. Lien Foundation’s signature ‘Gym Tonic’ programme, an evidence-based, strength training programme for seniors to restore, maintain, or improve physical functions, is now available at 29 sites, of which 18 are open to seniors in the community. It is expanding this programme into more community touchpoints, such as active ageing centres and community clubs.

12. “The Community Care sector is a critical infrastructure providing a myriad of services, powered by passionate professionals and volunteers. Their work is more important than ever, as we navigate a ‘never normal’ world with unprecedented challenges and opportunities presented by greater longevity. To find clarity and vitality in the sector, we will collaborate and bet on the future together,” said Lien Foundation’s Chief Executive Officer, Mr Lee Poh Wah.

13. “We are thankful and heartened to see such strong contributions from our partners. Every bit goes a long way towards supporting the needs of different Community Care organisations, from providing cash and in-kind donations to dedicating volunteering hours, to help seniors live well and age gracefully,” said Mr Tan Kwang Cheak, AIC’s Chief Executive Officer. “We welcome other organisations to come forward to do their part for the Community Care sector, and to partner us to empower seniors in Singapore to lead lives full of meaning and purpose,” added Mr Tan.

14. Corporate organisations with an interest in enriching the lives of seniors through fostering meaningful and committed partnerships with the Community Care sector, may contact AIC at ncp@aic.sg.

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About the Agency for Integrated Care

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well, and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit <https://www.aic.sg>

Annex

Friends of Community Care (FOCC) Awards 2023 recipients

I: Corporate Category (Small and Medium Enterprise)
<ul style="list-style-type: none">• DCA Architects Pte Ltd• MUS Zenith Affair• Vicom Ltd
II: Corporate Category (Large Enterprise)
<ul style="list-style-type: none">• CapitaLand Hope Foundation• Deutsche Bank AG• PSA Corporation Ltd• SMRT Corporation Ltd
III: Government and Public Institution category
<ul style="list-style-type: none">• Maritime and Port Authority of Singapore• Singapore University of Social Sciences
IV: Non-Profit Organisation category
<ul style="list-style-type: none">• Community Foundation of Singapore• Lien Foundation• PAP Community Foundation
Special Commendation Award
<ul style="list-style-type: none">• People's Association
Honorary Award
<ul style="list-style-type: none">• Lien Foundation