



## MEDIA RELEASE

**28 MAY 2025 – FOR IMMEDIATE RELEASE**

### **AIC honours outstanding partners for uplifting seniors' lives**

The Agency for Integrated Care (AIC) presented the Friends of Community Care (FOCC) Awards to 13 recipients today. These recipients were recognised for their strong support and contributions to strengthen the Community Care sector, and for enriching the lives of seniors.

2. Guest-of-Honour Mr Ong Ye Kung, Minister for Health, presented the FOCC Awards at the 10<sup>th</sup> Community Care Work Plan Seminar organised by AIC. This annual event, attended by more than 350 representatives from the Community Care sector and corporate partners, serves as a platform for Community Care organisations to align on strategic priorities for the sector.

#### **Winners of FOCC Awards**



*Guest-of-Honour Mr Ong Ye Kung, Minister for Health, and Mr Tan Chee Wee, Chief Executive Officer, AIC, with the Friends of Community Care Awards recipients at the Community Care Work Plan Seminar on 28 May 2025*

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3. There were four award categories, namely Corporate (Small & Medium Enterprise), Corporate (Large Enterprise), Government and Public Institution, and Non-profit Organisation.

4. An award recipient under the Corporate (Small and Medium Enterprise) category is Simplicity Casket. This company, a subsidiary of Singapore Casket, has partnered with various community and healthcare organisations for over 15 years, providing more than 200 pro bono funeral services and pre-funeral arrangements to individuals in need. Beyond end-of-life services, Simplicity Casket preserves cherished memories for seniors and their loved ones by offering professional photography services and handprint moulds.

5. Simplicity Casket's compassionate end-of-life care services are driven by its belief that everyone deserves a dignified send-off, regardless of their circumstances. "Our vision is rooted in compassion and respect for all individuals," said Mr Jeffrey Lee, Sales and Marketing Manager of Simplicity Casket. "We believe that dignity is a basic human right, and we are committed to preserving it even in life's final moments."

6. One of the recipients in the Corporate (Large Enterprise) category is PSA Corporation Limited, which was nominated for its flagship corporate social responsibility programme, Health@Home. This initiative started in 2015, and more than 800 staff volunteers have organised over 650 activities for beneficiaries from Community Care organisations such as HCA Hospice, Lions Befrienders, St Luke's ElderCare, and Stroke Support Station (S3).

7. Health@Home has also empowered over 25 retired staff to continue giving back. Since 2019, retiree volunteers have been facilitating rehabilitation and therapy programmes for stroke survivors at S3 to regain independence and confidence. Mr Nelson Quek, Regional Chief Executive Officer Southeast Asia, PSA International, said, "At PSA, we believe that meaningful community engagement goes hand in hand with creating value for our people. Our Health@Home programme reflects PSA's commitment to supporting Singapore's healthcare ecosystem and ageing population, while also enhancing the well-being of our diverse workforce. By equipping our staff with healthcare and caregiving knowledge, as well as purpose-driven volunteering opportunities, we foster a culture of inclusivity and personal growth, and create meaningful impact both within and beyond the workplace."

### **About the FOCC Awards**

8. Launched in 2020, the FOCC Awards celebrate organisations outside the Community Care sector that have made significant contributions towards enhancing the lives of seniors. (See Annex for the list of recipients)

9. AIC's Chief Executive Officer, Mr Tan Chee Wee, said, "As Singapore's population continues to age, it is more important than ever to build a strong and inclusive community of care around our seniors. The unwavering support from our partners, whether through volunteering, funding, or long-term collaborations, have made a meaningful difference in empowering our seniors to live and age well. We are heartened by their contributions, and we look forward to more organisations partnering us to strengthen our Community Care sector."

10. Corporate organisations that are keen to explore meaningful collaborations with the Community Care sector may contact AIC at [ncp@aic.sg](mailto: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>.

**Friends of Community Care (FOCC) Awards recipients**

**I: Corporate Category (Small and Medium Enterprise)**

- CK Holding (2003) Pte Ltd
- Goshen Consultancy Services Pte Ltd
- Simplicity Casket Pte Ltd

**II: Corporate Category (Large Enterprise)**

- DBS Bank
- Deutsche Bank
- PSA Corporation Limited
- Woh Hup (Private) Limited

**III: Non-profit Organisation Category**

- Gardens by the Bay
- Hao Ren Hao Shi Limited
- New Creation Community Services
- Fairprice Foundation
- Team MDI

**IV: Government and Public Institution Category**

- Maris Stella High School