

**EMBARGOED UNTIL 4 SEPTEMBER 2024, 5.15PM**



## **MEDIA FACTSHEET FOR THE LAUNCH OF REFRESHED PRESIDENT'S CHALLENGE AND GRANT CALL FOR 2025**

The President's Challenge was established in 2000 with the aim of rallying Singaporeans to build a caring and cohesive society and help the less fortunate. It has over time expanded its scope, and in recent years has adopted a thematic focus each year – such as supporting mental health, empowering people with disabilities and caring for caregivers.

### **The Refreshed President's Challenge**

Over the same period, the Government's role in meeting social needs has multiplied. Its social spending has increased more than four-fold. Donations to the Community Chest have also grown, with contributions to social service causes forming the largest share of giving and volunteering. We have also witnessed the growth of several non-governmental platforms for social good.

These are positive developments, creating a broader landscape of giving and volunteerism. It is hence timely for President's Challenge to be refreshed and repositioned in its purpose, and in how it seeks to achieve its goals.

### **Ethos**

The refreshed President's Challenge aims to build a **culture of unity and respect for all**, by supporting aspirations and recognising contributions by all.

### **Focus**

The refreshed President's Challenge will aim, beyond meeting immediate needs, to **achieve sustained social impact by uplifting the aspirations, abilities and potential of those who start with greater odds.**

It will also extend its focus to include the **Arts and Sports** as fields for nurturing potential, especially among those less advantaged, and to enable budding talents to sustain their development.

In addition, we will introduce **President's Challenge** fellowships **aimed at developing young civic leaders and** recognising individuals pursuing **second chances** in life.

Across these focus areas, the refreshed President's Challenge will seek to promote **volunteerism, multiracialism, and cross-cultural appreciation as a way of life.**

### **How President's Challenge will Work**

The refreshed President's Challenge will operate differently to achieve its goals. It will work **in concert with other funding platforms, public and philanthropic**, and seek to grow a broader environment of social initiative.

President's Challenge will also shift from providing funding one year at a time to a more sustained funding model. This is to enable the projects supported to have time to achieve sustained impact. This applies to:

- a. Projects that show potential and need support to progress to the next stage of growth (up to 3 years funding); and
- b. Projects that have achieved good impact and have the potential to scale-up and be self-sustaining (up to 5 years funding).

President's Challenge welcomes organisations to submit proposals that are aligned with its objectives, and which demonstrate potential for sustained impact.

Proposals may be submitted for **President's Challenge 2025 onwards, which is open for proposals from 19 September 2024 till 22 November 2024.**

### **Partnerships**

President's Challenge will continue to work with **Philanthropic Partners** to mobilise contributions. It will also seek multi-year funding from willing

donors, in keeping with its new mode of sustained support for deserving initiatives.

The refreshed President's Challenge will also work with other partners who share its goals and principles, leveraging their expertise, networks, and capabilities. These designated President's Challenge **Impact Partners** will support selected President's Challenge beneficiaries, including through co-funding, tracking their progress, and mentorship.

## **ANNEX A**

### **President's Challenge Council (August 2024 – July 2026)**

<b>S/No</b>	<b>Name</b>	<b>Designation</b>	<b>Brief Profile</b>
<b>Co-Chairs</b>			
1.	Aubeck Kam	Permanent Secretary, MSF	Aubeck Kam is currently serving as Permanent Secretary in the Ministry of Social and Family Development and for Home Affairs Development, as well as Chairman of HTX. With a career spanning over three decades, Kam has held leadership positions across various government agencies, including the Singapore Police Force, Ministry of Manpower, then-Media Development Authority, and then-Ministry of Communications and Information. His educational background includes a law degree from King's College London and a Master in Public Management from the Lee Kuan Yew School of Public Policy. Kam's diverse experience reflects his adaptability and expertise in managing multiple aspects of Singapore's public service.
2.	Teoh Zsin Woon	Permanent Secretary, MCCY	Teoh Zsin Woon is the current Permanent Secretary in Singapore's Ministry of Culture, Community and Youth. She previously held similar roles in the Public Service Division and Ministry of National Development, where she focused on public sector transformation, workforce development, and housing issues. With a diverse career spanning multiple government ministries and agencies, Ms Teoh has accumulated extensive experience in various aspects of Singapore's public service, contributing to policy development and implementation across different sectors.
3.	Lily Kong	President, Singapore Management University	Professor Lily Kong is the current President of Singapore Management University, making history as the first Singaporean and first woman to hold this position in any Singaporean university. An internationally acclaimed researcher in geography and urban studies, she has received numerous prestigious awards for her work on Asian cities, social and cultural change, and religious relations. Professor Kong's expertise spans various topics including urban transformation, cultural policy, creative economies, and social cohesion. Her influential research and leadership have established her as a prominent figure in academia, with global recognition placing her among the top 1% of scientists in her field.
<b>Members</b>			
4.	Boo Junfeng	Filmmaker and Chairperson, Singapore International Film Festival	Boo Junfeng is an acclaimed Singaporean filmmaker whose works have been showcased at the Cannes Film Festival. He has received national recognition through the Young Artist Award and Singapore Youth Award. Boo has served as Creative Director for Singapore's National Day Parade and currently chairs the Singapore International Film Festival

			board, while also contributing to national film and memorial committees.
5.	Danny Yong	Founder and Chairman, The Majority Trust; Co-Chief Executive Officer and Co-Chief Investment Officer, Dymon Asia Capital.	Danny Yong is committed to philanthropy, having established The Majority Trust, Ray of Hope charity, and the Yong Hon Kong Foundation to support various charitable causes. He is also the Co-CEO and Co-CIO of Dymon Asia Capital, which he founded in 2008. His extensive career in finance includes leadership roles at Abax Global Capital, Citadel Investment Asia, and Goldman Sachs, specialising in Asian markets and derivatives trading.
6.	Dilhan Pillay Sandrasegara	Executive Director and Chief Executive Officer Temasek Holdings (Private) Limited Temasek International Pte. Ltd.	Dilhan Pillay is the CEO of both Temasek Holdings and Temasek International, having joined the organisation in 2010. He has held various leadership roles within Temasek and now serves on numerous high-profile advisory boards and councils. These include positions with FCLTGLOBAL, the Peterson Institute for International Economics, the Monetary Authority of Singapore, and the World Bank Group Private Sector Investment Lab. Pillay holds law degrees from the National University of Singapore and the University of Cambridge.
7.	Janet Ang	Chairman, SBF Foundation	Janet Ang serves as the Chairman of Singapore Business Federation Foundation, the Public Transport Council, the National University of Singapore - Institute of Systems Science (NUS-ISS) and the Singapore Polytechnic Board of Governors. Janet is also Singapore's Non-Resident Ambassador to the Holy See and a former Nominated Member of the Parliament of Singapore from Feb 2021 to Jul 2023.
8.	Lee Seng Meng	Executive Director, SHINE Children and Youth Services	Seng Meng, Executive Director of SHINE Children and Youth Services, is a registered social worker specialising in youth work. He has received numerous accolades, including the Outstanding Social Worker Award from the President of Singapore in 2019, and has been a Social Service Fellow since 2016. Seng Meng holds degrees in Social Work and Business Administration. He actively contributes to national committees advancing social work practices and serves as a grassroots leader.
9.	Leow Kah Shin	Adviser, Quantedge Foundation; Managing Director, Quantedge Capital	Kah Shin an adviser to Quantedge Foundation, a philanthropic organisation that seeks to understand the root causes and underlying issues behind social and environmental challenges, and partner like-minded organisations to pilot innovative and scalable solutions in Singapore and beyond. He is also a managing director at Quantedge Capital, an award-winning multi-billion-dollar quantitative hedge fund proudly headquartered in Singapore. Kah Shin has a bachelor's degree from UC Berkeley, as well as a master's degree and a doctorate from the University of Cambridge.
10.	Lien Choong Luen	President, Singapore Athletics; Singapore General Manager, Gojek	Lien is President of Singapore Athletics. He is also Singapore General Manager for Gojek and leads international partnerships. His diverse career spans roles at McKinsey, the

			Singapore Army Special Forces, and UN peacekeeping. An accomplished adventurer, he has summited Everest and K2. Lien also serves on several boards. He holds degrees from UC Berkeley, Cambridge, and London Business School.
11.	Suriani Suratman	Ceramic Artist; Senior Lecturer, Department of Malay Studies, National University of Singapore	Dr. Suriani Suratman is a respected ceramic artist, with works featured in numerous exhibitions and the National Gallery collection. Her multifaceted career spans academia, public service, and the arts, contributing significantly to Singapore's cultural landscape. Dr. Suriani Suratman is also a Senior Lecturer in Malay Studies at the National University of Singapore, specialising in Malay culture, society, and family dynamics. Her recent research explores female experiences in the Malay world and urban histories of colonial Singapore. Beyond academia, she serves on several boards and was appointed a Justice of the Peace in 2020.
12.	Veera Sekaran	Founder and Managing Director, Greenology; Professor in Practice, Office of President, NUS/NUS Cities/ Engineering Design and Innovation Centre/Advisor, NUS Enterprise and Department of Biological Sciences, National University of Singapore	Professor Veera Sekaran is the Founder and Managing Director of Geenology, a nature-based solutions company that provide engineering and plant-based solutions for indoor and outdoor sustainable urban greening. Professor Veera also holds multiple roles at the National University of Singapore, focusing on Nature-Based Solutions for urban and natural ecologies. He specialises in Regenerative smart urban greening and Regenerative Agritech systems, lecturing on topics such as Adaptive Engineering Design, IoT, and Smart AI systems. He has published papers in these areas. His work in establishing businesses and contributing to social causes has earned him recognition, including a finalist for the Straits Times Singaporean of the year in 2019 and receiving the NUS Outstanding Science Alumni Award. He serves on various boards and advisory roles related to environmental and wildlife projects.
13.	Wang Chenwei	Composer-in-Residence of Singapore Chinese Orchestra	Wang Chenwei is a distinguished Singaporean composer and educator, serving as Composer-in-Residence for the Singapore Chinese Orchestra and teaching at prominent institutions. He graduated with honours from the University of Music and Performing Arts Vienna and has composed for orchestras across Asia. His works have been performed internationally and featured in Singapore's school textbooks. Chenwei's contributions to music have been recognised with several prestigious awards, including the national Young Artist Award. He is also known for his expertise in Chinese orchestral music, co-authoring The TENG Guide to the Chinese Orchestra.
14.	Yip Pin Xiu	7-time Paralympic Gold Medalist	Yip Pin Xiu is one of Singapore's most decorated Paralympians who blazed a trail for Para sport in Singapore when she took home the country's first Paralympic gold medal at the 2008 Beijing Paralympic Games. She is now a five-time Paralympic champion and holds the world records for the 50m Backstroke S2 and the 100m Backstroke S2 events. In recognition of her achievements, Pin Xiu was conferred the Pingat Jasa Gemilang (Meritorious Service Medal) in 2016. She has been named Sportswoman of the Year at the

			Singapore Disability Sports Awards three times - in 2019, 2021, and 2022.
15.	Zuraidah Abdullah	CEO, Yayasan MENDAKI	Zuraidah Abdullah is the CEO of Yayasan MENDAKI, a non-profit organisation uplifting Singapore's Malay/Muslim community through education. She brings extensive experience from a 34-year career in the Singapore Police Force, where she held several senior positions including Senior Assistant Commissioner. This is her second term as MENDAKI's CEO, having previously served in this role from 2007 to 2009 while on secondment from the police force.
<b>Exco</b>			
16.	Tan Li San	Chief Executive Officer, NCSS	Tan Li San, the current CEO of National Council of Social Service (NCSS), brings a wealth of experience from her diverse career across multiple government agencies in Singapore. Her commitment to social services is evident through her past and present board memberships in various charitable organisations. With a strong educational background in engineering and management, Ms Tan's expertise and dedication were acknowledged with the Public Administration Medal (Silver) in 2020. Her leadership at NCSS combines her extensive public sector experience with a passion for social service.
17.	Julius Lim	Principal Private Secretary to the President	Julius Lim is the Principal Private Secretary to the President of the Republic of Singapore. He was previously Special Assistant to Senior Minister Tharman Shanmugaratnam. He is also a Singaporean police officer holding the rank of Senior Assistant Commissioner (" <b>SAC</b> "). Besides these appointments, he is the Vice-Chairman of the Board of the Singapore Police Cooperative Society Ltd. SAC Lim was awarded the Singapore Police Force Overseas Scholarship in 2004. He graduated from the University of Cambridge in 2007 with first-class honours in Natural Sciences (Pathology). He also attained a Master's degree in philosophy (Criminology) from the University of Cambridge in 2008. In 2017, SAC Lim was awarded the Lee Kuan Yew Scholarship and the Singapore Police Force Post-Graduate Scholarship. He pursued a Master in Public Administration at the Harvard Kennedy School as an Edward S. Mason Fellow.