



## **MEDIA RELEASE**

### **SG60 Drives Increase in Regular Giving among Individuals and Corporates in Singapore**

**SINGAPORE, 7 MARCH 2026** – More individual and corporate donors answered the nation’s call to support communities in need during SG60. In 2025, individual and corporate donors donated over \$100 million to Community Chest, President’s Challenge and the Collective for a Stronger Society. Some of these donors made multi-year commitments to donate more than \$70 million over the next two years.

2 Community Chest’s SGSHARE, the national regular giving programme, also reached a new milestone with more than 270,000 Singapore residents making regular donations as at December 2025. The amount of SGSHARE donations increased by almost 19% compared to the previous year. There were also more than 19,000 acts of giving by members of public, totalling \$2 million during SG60.

3 With the SG Gives matching grant, where donations made in SG60 are matched dollar-for-dollar, the impact of these donations was doubled. Corporate donations of over \$250,000 for a minimum of three years received the Government’s higher \$1.50 rate matching grant, further enhancing the impact of these longer-term contributions.

4 This is an encouraging trend towards sustainable philanthropy, with more individuals and corporates moving beyond one-off donations to providing consistent and stable support so social service agencies can continue to deliver their programmes.

#### **Community Chest’s SG60 Appreciation Ceremony**

5 To celebrate and recognise the collective efforts of individual and corporate donors during SG60, the Community Chest’s SG60 Appreciation Ceremony was held at NEXUS Atrium @ Punggol Coast Mall, Punggol Digital District. The Ceremony was attended by Guest-of-Honour Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry and Mr Eric Chua, Senior Parliamentary Secretary for Social and Family Development.



6 The National Council of Social Service (NCSS) and the National Volunteer & Philanthropy Centre (NVPC) will be collaborating with EY to present a special mention award at the annual EY Entrepreneur Of The Year Awards later this year. This award will serve to inspire more business leaders to embed social purpose into their strategies for sustainable success. This complements NCSS' ongoing efforts to encourage corporates to adopt the Sustainable Philanthropy Framework and social impact measurement tools, helping to align their philanthropic activities with strategic business goals, achieving social progress alongside business success.

7 A special exhibit and community fair was held concurrently to allow members of the public to learn more about causes supported by the Community Chest and how donations directly support Social Service Agencies and service users. The public can also discover more opportunities to support these causes. The fair also featured hand-made handicrafts available for purchase and special performances by service users. Social Service Agencies present at the exhibit to showcase their programmes and services include Club HEAL which assists and empowers persons with mental health issues, Suncare SG that supports the well-being of children and youths and PERTAPIS Senior Citizens Fellowship Home that provides shelter for destitute elderly.

8 “The positive response to SGSHARE reflects Singaporeans' commitment to care for one another, embodying the “We-First” spirit. We are also encouraged by how our corporate partners are now approaching charitable giving with greater rigour and focus on measurable impact, as well as on creating long-term partnerships. Regular giving allows our social service agencies to plan, innovate, and deliver quality support to those who need it most. We are heartened by the growing number of individuals and businesses choosing to make sustained giving a part of who they are and thank them for their contributions,” said Mr Jack Lim, Managing Director, Community Chest.

9 At the ceremony, DPM Gan also flagged off the distribution of Habuan Harapan bags to individuals and families in need across Singapore in celebration of Hari Raya. Individuals and corporates can continue to contribute to SGSHARE via the Community Chest [website](#).

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### **About Community Chest**

As the philanthropic arm of National Council of Social Service, Community Chest has been uniting the community to mobilise resources and raise funds for those in need since 1983. Community Chest supports more than 300 critical programmes and projects, benefiting over 94,000 social service users annually. 100% of funds raised goes to programs and capability building of social service agencies serving communities in need such as children and adults with disabilities, persons with mental health needs, youth-at-risk, as well as families and seniors in need. For more information about Community Chest, visit [www.comchest.gov.sg](http://www.comchest.gov.sg).



## Annex A: Key Translated Terms

SGSHARE	全国分享计划
Mr Jack Lim, Managing Director, Community Chest	林福安, 公益金董事总监

## Annex B: Participating SSAs at the Community Fair

1	AWWA Senior Community Home
2	Cerebral Palsy Alliance Singapore (CPAS)
3	Club HEAL
4	Metta Welfare Association
5	PERTAPIS Senior Citizens Fellowship Home
6	Singapore Association of the Visually Handicapped (SAVH)
7	Singapore Association for Mental Health (SAMH)
8	SPD Ability Centre (SPD)
9	Suncare SG
10	The Red Pencil (Singapore)
11	TOUCH Community Services

## Annex C: Contents of Habuan Harapan Festive Bags

HABUAN HARAPAN - FAMILY BAG (TROLLEY & DUFFEL)	
S/N	Description
1	HAPPY FAMILY FRAGRANT JASMINE RICE 2.5KG (VAC)
2	HERITAGE FARM PRE CANOLA W SUNFLOWER OIL 1L
3	NONA KETUPAT (MINI) 20G X 30S



4	HOMENIKS AB KITCHEN WIPES 80S
5	SOFTESS SOFTPACK TISSUE 3PLY 2 X 130S (RAYA)
6	HERITAGE FARM SE/SEAWEED (PERILLA OIL) 4G X 3S
7	H/FAMILY PLAIN FLOUR 1KG
8	HERITAGE FARM UHT FULL CREAM MILK 1L
9	ORION CHOCO PIE
10	HAPPY FAMILY POTATO CHIPS (CAN)
11	COCONUT MILK LITE 400G
12	ROYAL ORCHID CANNED LONGAN
13	HOSEN HONEY 500G
14	LEONE HONEY CITRON TEA
15	LEONE PREMIUM MILK TEA (IMPROVED FORMULA)
16	LEONE CEREAL (LOW SUGAR)
17	LEONE GINGER TEA (LOW SUGAR)
18	BUTTER COOKIE
19	PINEAPPLE BALL
20	MASFOOD SAMBAL PASTE
21	MASFOOD CURRY CHICKEN PASTE
22	CHECKERS HAPPY WAFER CHOCOLATE 200G
23	ASIAN TASTE MUSHROOM INSTANT NOODLE
24	INSPIRE HEALTHCARE LIGHT SOY SAUCE
25	INSPIRE HEALTHCARE LIGHT KICAP MANIS
26	COOLER BAG
27	HOSEN CHESTNUT
28	HOSEN JUMBO RAISINS
29	HARI RAYA GREETING CARD

<b>HABUAN HARAPAN - JAMIYAH (DUFFEL)</b>	
<i>S/N</i>	<i>Description</i>
1	HAPPY FAMILY FRAGRANT JASMINE RICE 1KG (VAC)
2	HERITAGE FARM CANOLA W SUNFLOWER OIL
3	HOMENIKS AB KITCHEN WIPES 80S
4	SOFTESS SOFTPACK TISSUE 3PLY 2 X 130S (RAYA)
5	NONA KETUPAT (MINI) 20G X 30S
6	ORION CHOCO PIE
7	CALBUCCO ASSORTED (D/C & W/C) ALMOND NUT
8	COCONUT MILK 400ML
9	HONEY 500G
10	ROYAL ORCHID CANNED LONGAN
11	BUTTER COOKIE
12	PINEAPPLE BALL
13	MEFAR BISCUIT
14	SF PEANUT BUTTER BISCUIT
15	INSPIRE HEALTHCARE KICAP MANIS
16	ROYAL DE DOLTON ASSORTED CHOCOLATE
17	MASFOOD SAMBAL PASTE
18	MASFOOD CURRY CHICKEN PASTE
19	ASIAN TASTE MUSHROOM INSTANT NOODLE
20	LEONE ORIGINAL WHITE COFFEE
21	LEONE CEREAL (LOW SUGAR)
22	LEONE GINGER TEA (LOW SUGAR)
23	HOSEN CHESTNUT
24	HOSEN JUMBO RAISINS
25	HARI RAYA GREETING CARD
26	JAMIYAH TAG

<b>HABUAN HARAPAN - SENIOR BAG</b>	
<i>S/N</i>	<i>Description</i>
1	HOMENIKS BATTERY AA/AAA
2	1 PACKET TISSUE (BLUE HOMENIKS)
3	1 PKT WET TISSUE
4	INSPIRE HEALTHCARE KICAP MANIS
5	OAT SOY MILK DRINK
6	KUEH BAHULU(6PC)
7	CASTLE MUFFIN (2PC)
8	PINEAPPLE BALL (SMALL BOTTLE)
9	HOSEN CRANBERRIES
10	CALBUCCO M/C BAR
11	CALBUCCO ASSORTED (D/C & W/C ALMOND NUT
12	LEONE MIXTURE BAG
13	LEONE GINGER TEA (LOW SUGAR)
14	HOSEN CHESTNUT
15	HOSEN JUMBO RAISINS
16	HARI RAYA GREETING CARD