

**SPEECH BY PRESIDENT TONY TAN KENG YAM  
AT THE LAUNCH OF PRESIDENT'S CHALLENGE 2013, 22 MARCH 2013 AT 2.00PM  
AT KEPPEL OFFSHORE AND MARINE**

---

Mr Chan Chun Sing  
Acting Minister for Social and Family Development

Dr Lee Boon Yang  
Chairman of Keppel Corporation

Mr Choo Chiau Beng  
Chairman of Keppel Offshore and Marine and  
CEO of Keppel Corporation

Distinguished Guests

Ladies and Gentlemen

Good afternoon. It gives me great pleasure to be here with you today to launch President's Challenge 2013.

When I decided last year to continue with the President's Challenge, I wanted the President's Challenge to expand beyond fund-raising to encouraging Singaporeans to give of their time, talents and enterprise to create a better society for all. Therefore, I introduced two new initiatives last year – the President's Challenge Volunteer Drive and the President's Challenge Social Enterprise Award.

Fundraising

I am heartened that President's Challenge continued to have the support of Singaporeans. Because of the kind generosity of many people, the President's Challenge 2012 raised over \$12 million dollars in donations. This will go towards supporting more than 50 Voluntary Welfare Organisations that provide essential services for families, children, youth, persons with disabilities and the elderly.

### Volunteer Drive

The Volunteer Drive aims to promote helping as a way of life and encourage all of us to be more involved in our communities. Volunteerism offers the opportunity for Singaporeans to contribute to making Singapore a more caring and compassionate society. Anyone can make a difference in our community by contributing their time, energy and skills. Nearly 6,500 people took part in over 300 volunteer activities organised by 120 non-profit organisations during the President's Challenge Volunteer Drive. This is a very encouraging start.

We will continue with the Volunteer Drive this year. The focus of this year's Volunteer Drive will be on making the volunteering experience even more meaningful for those of us who want to serve the community. We will do so by better matching the expertise of the volunteers to the needs of Voluntary Welfare Organisations and those they serve. We will also provide training and conduct workshops to help our volunteers pick up valuable skills such as in the areas of para-physiotherapy and para-counselling. More details on these initiatives will be released in the coming months.

### Social Enterprise Award

I had noted the emergence of social enterprises in Singapore over the last few years. Social enterprises are businesses set up to serve a social cause on a financially sustainable basis. Like volunteerism, social enterprises enable Singaporeans to come forward and proactively address a social issue instead of simply complaining about the problem and waiting for the Government or someone else to fix it.

I had the opportunity to visit a number of social enterprises and interacted with several social entrepreneurs. It is an immense challenge for them and I have great admiration for their dedication to set up and manage a business with a social mission.

The President's Challenge Social Enterprise Award was launched last year to provide recognition to our social entrepreneurs and encourage more to come forward. We received 37 applications last year, with four outstanding social enterprises eventually winning the award. This is an encouraging start.

This year, we will go beyond just recognising the social enterprises and the people behind them. We will create opportunities for the award winners to draw from the expertise and experience of industry leaders through mentorship and business advisory programmes, to provide support for the social enterprises to continue to grow and remain successful in their mission.

### Keppel Corporation's Participation

Today, we are privileged to have one of our industry leaders - a home-grown company that has established itself as a global leader – participate in President's Challenge 2013. I am particularly happy that Keppel is coming on board to contribute to not just one, but all three pillars of the President's Challenge.

As Mr Choo Chiau Beng has just shared, Keppel Care Foundation is making a generous donation of \$1.5 million towards the President's Challenge. This will improve the delivery of services and programmes at more than 50 charities that will benefit from the President's Challenge this year.

Besides the giving of money, Keppel's employees have pledged to put at least 5,000 hours into volunteering despite their busy schedules. I understand too that some of Keppel's employees have been giving their time to help social enterprises. This year, they have agreed to share their expertise and provide guidance to the nominees of the 2013 President's Challenge Social Enterprise Award.

Keppel Corporation has chosen to celebrate their 45<sup>th</sup> anniversary by giving back to society. I know that its contribution will bring relief, support and hope to many Singaporeans. I am also optimistic that Keppel and its employees will derive meaning and fulfillment from their involvement. I hope that more corporations will be similarly inspired to give back to the community.

### Conclusion

Ladies and Gentlemen, each year, the President's Challenge receives the support of many individuals, groups and organisations. I would like to thank all who have supported the President's Challenge. My appreciation goes out also to the Tote Board and Singapore Pools, who have stepped forward once again to cover the administrative cost of the President's Challenge. With their contribution,

every cent raised will go to our beneficiaries. I would also like to thank the members of the President's Challenge Steering Committee and Social Enterprise Award Committee, and those spearheading the Volunteer Drive, for helping me put together this year's President's Challenge.

The essence of President's Challenge is about giving - the giving of our time, our knowledge and expertise, and our donations. Together, such giving can go a long way towards improving the lives of the less fortunate amongst us. It also adds meaning to our own lives. It is my hope that the President's Challenge will continue to grow as a movement - one that encourages all Singaporeans to give back to the community.

It now gives me great pleasure to launch President's Challenge 2013. Thank you and enjoy the rest of the afternoon.

-----