



Media Release

SBF Foundation signs MoU with people-public-private partners to enhance employability support for four vulnerable groups

- *SBF Foundation, Singapore Human Resources Institute, NTUC's e2i and Tote Board will work together to uplift 300 vulnerable individuals annually towards economic empowerment*

Singapore, 18 May 2022 - SBF Foundation, the social impact arm of Singapore Business Federation (SBF), has signed a Memorandum of Understanding (MoU) with Singapore Human Resources Institute (SHRI), NTUC's e2i (Employment and Employability Institute) and Tote Board to formalise a partnership providing holistic employability support for four vulnerable groups in society – rough sleepers, long-term unemployed parents and caregivers of at-risk children, persons with mental health conditions and women facing challenges. With a common goal of enabling the business community to uplift the lives of vulnerable individuals and their families, the four partners will contribute their resources and expertise to build a more resilient and inclusive local workforce.

Over the next three years from July 2022, SBF Foundation, together with its programme partners¹ supporting the four vulnerable communities, aims to uplift 300 individuals annually through personalised aid and dedicated platforms to help them enter or re-enter the workforce. To fund these long-term efforts, SBF Foundation is committed to raising SGD 1 million annually for the Employability Fund from the business community. The Fund was started in 2020 with an initial funding of \$800,000 from SBF Foundation and Tote Board.

Additionally, SBF Foundation aims to reach out to 120 employers who are looking to hire to take part in [Empower Circles](#) to help them better understand ways to support and nurture individuals who are in transition from challenging circumstances. Launched in March 2021, Empower Circles is a peer-learning platform to forge progressive hiring practices among the business community.

¹ Daughters Of Tomorrow, Singapore Association for Mental Health, New Hope Community Services and SHINE Children & Youth Services

Mr Hsieh Fu Hua, Chairman of the SBF Foundation said, “Being employed provides one a sense of security, achievement and purpose in life. The SBF Foundation is cognizant that improving the employment prospects for Singapore’s more vulnerable workers is a relentless effort, and we wish to rally our members of the business community to join us and our partners in these efforts.”

Witnessed by Guest-of-Honour, Mr Chee Hong Tat, NTUC Deputy Secretary-General, the MoU was signed by Mr Hsieh Fu Hua, Chairman of SBF Foundation, Mr Fong Yong Kian, Chief Executive of Tote Board, Ms Caryn Lim, CEO of e2i and Ms Low Peck Kem, President of Singapore Human Resources Institute (SHRI). SHRI will support the partnership through their outreach to human resources professionals to play a proactive role in Empower Circles, while e2i will bring in its expertise in career coaching and employment facilitation to skill up the job coaches of the programme partners. SBF Foundation will rally collective giving from the business community, either in the form of financial contribution or to offer job opportunities, while Tote Board will explore the possibility of cross-sector partnerships.

During the event, representatives from the four programme partners, namely Pastor Andrew Khoo, CEO of New Hope Community Services, Mr Lee Seng Meng, Executive Director of SHINE Children & Youth Services, Ms Ngo Lee Yian, Executive Director of Singapore Association for Mental Health, and Ms Fannie Lim, Executive Director of Daughters Of Tomorrow, also shared their experiences supporting vulnerable individuals seek employment and anecdotes of the barriers they face.

By strengthening this ecosystem of support for vulnerable individuals, SBF Foundation hopes to provide holistic aid towards their employability challenges. This follows its existing support towards the employment of homeless individuals since 2017 and the expansion to include unemployed parents of at-risk children in 2020. 100 employers have since offered jobs to the two vulnerable groups. At the same time, the programme partners will address their social-emotional, financial and housing needs to maximise their potential and contributions to society.

SBF Foundation has initiated an industry-led Compassion Fund as a platform for the business community to pool resources to provide employees with the care and support and has also connected businesses to charities of their choice such as supporting migrant workers through MigrantWell Singapore.

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For media enquiries, please contact:

Tate Anzur (+65) 8223 5938

June Lim, june.lim@tateanzur.com

Tate Anzur (+65) 8457 7560

Tan Yu-Lynn, yu-lynn.tan@tateanzur.com

SBF Foundation

The SBF Foundation was established in 2013 by Singapore Business Federation (SBF). As the social impact arm of SBF, the Foundation is envisioned to strengthen Singapore's social compact with support and participation by the business community.

The Foundation believes that people are at the heart of businesses, and that a compassionate and proactive business community can lead to a more sustainable, inclusive, and resilient socio-economic landscape in Singapore. Apart from rallying the Singapore business community to support employees in need and enabling equal access to employment, the Foundation aims to amplify the individual efforts of the business community in corporate social responsibility and corporate giving to benefit the workforce and community. SBF Foundation bridges businesses to their charities of choice to champion causes close to their hearts such as in the areas of Arts, Sports, Health, Social and Education etc.

For more information, please visit our website: www.sbffoundation.org.sg

Annex A: Quote sheet from MoU Signatories

“Tote Board is proud to partner SBFF, SHRI, and e2i to support sustainable employment for persons in need. This project has provided employability support for over 200 clients in the first year. Leveraging SBFF’s efforts and networks, we seek to create positive impact in our communities through such strategic cross-sector collaboration.”

Mr Fong Yong Kian, CEO, Tote Board

“Helping our vulnerable workers with gainful employment provides them with a sense of purpose and has many intangible benefits. This requires a many helping hands approach; e2i is pleased to be part of this meaningful initiative together with SBFF, SHRI and the Tote Board. We are also looking forward to sharing our career coaching expertise with the job coaches from the 4 programme partners, strengthening their competencies in career coaching so that they can better support their clients.”

Ms Caryn Lim, CEO, NTUC’s e2i

“Singapore Human Resources Institute is honoured to be in partnership with SBF Foundation to do our part by harnessing the Singapore HR and business community to enhance employability of vulnerable individuals. The coming together of SHRI, SBF Foundation, e2i and Tote Board will bring added networks and consolidated efforts for a very meaningful cause of enhancing Singapore’s position as a choice employer.”

Ms Low Peck Kem, President, Singapore Human Resources Institute (SHRI)