

ADDRESS BY MS JANET ANG, SBF FOUNDATION DEPUTY CHAIRMAN, AT SBF FOUNDATION 10TH ANNIVERSARY GALA DINNER

Date: 28 November 2023

Time: 9.00PM

Venue: The Ritz-Carlton

Introduction

1. Hello everyone! I trust that you are having a good time – enjoying a good meal, reconnecting with friends and associates, making new friends, and inspiring each other to make things better for one another, together.
2. Speaking of inspiring, I am sure you will agree with me that it was indeed inspiring to hear DPM Lawrence Wong share his insights on building a resilient business community and his reflections of how Mr Lee Kwan Yew and the pioneer leaders of Singapore have left a legacy of wisdom which generations of Singaporeans after them, can lean on, and learn from. It is truly our honour to have you, DPM Lawrence, in conversation with us this evening. Thank you.
3. Today, I stand on the shoulders of giants, many of whom are in the room, while some are represented by their next generation. 10 years ago, these leaders and visionaries had the foresight to set up a social impact arm for the business community in Singapore, and to draw on the strengths of our business community, to do good.

Towards a purposeful business community

4. Why does the Singapore business community need to strengthen their social pillar? Well, for a start, for businesses to be sustainable, companies need to focus not only on delivering economic value but also delivering value to their stakeholders - ranging from their workforce, their supply chain partners, the consumers of their products and services as well as the community and environment in which they operate. How a company chooses to hire, train and pay their workers, how they adopt sustainable practices and how they engage in volunteerism and responsible stewardship is determined by their values and their corporate purpose.

5. As we envision the next 10 years, SBF Foundation aspires to support our business community, in their corporate purpose journey. We have framed the next lap of our work at SBF Foundation as: The Corporate Purpose Initiative.

6. The SBF Foundation together with SBF will play a catalytic role to rally and galvanise businesses in Singapore to strengthen their corporate purpose to do well and do good, creating positive social impact for people, the environment, and our society. Our goal is to catalyse ideas and initiatives to drive collective effort amongst our businesses both large and small, to support our business ecosystem - especially our SMEs in their corporate purpose journey and their ESG efforts to build sustainable businesses.

7. We envision The Corporate Purpose Initiative to:

- a. be the platform for businesses to come together and co-create or co-curate and scale new and existing programs that address gaps in the system and that have potential to be social impact multipliers.
 - b. enable more businesses to join in the collaborative effort by contributing funding, expertise, corporate volunteers and/or time to specific projects.
 - c. facilitate evidence-based research and story-telling of the social impact outcomes of the programs under The Corporate Purpose Initiative.
8. SBF Foundation is very grateful to the seven strategic donors and strategic partners who have pledged funding support and contribution of expertise, experience, knowledge, and research knowhow over the next 5 years, to help us kick-start The Corporate Purpose Initiative. I would like to thank our strategic donors and strategic partners for their generous support and collaboration, and they are, in alphabetical order – BinjaiTree, City Developments Limited, DBS Bank, Far East Organization, RGE, Singapore University of Social Sciences and Temasek.
9. SBF Foundation together with SBF is also setting-up The Corporate Purpose Roundtable. We are pleased to welcome our strategic donors and strategic partners as founding members of The Corporate Purpose Roundtable. We look forward to convening our inaugural Roundtable session in early 2024. I hope that many more companies will step forward to join us in this collective mission.
10. I am also delighted to announce an MOU that will be signed shortly on this stage, between NVPC, SBF and SBF Foundation. This

partnership aims to promote a business community that is driven by corporate purpose for social impact – leveraging on SBF Foundation’s Community Marketplace as a one-stop platform that connects community partners with companies, SBF network of companies, trade associations and chambers, and to NVPC’s Company of Good framework. SBF Foundation will leverage the Community Marketplace to facilitate purposeful corporate giving, volunteering, and sustainable practices. SBF will build awareness and drive adoption of corporate purpose among companies, trade associations and chambers. SBF will guide them to embark on social impact initiatives, including signing up for Company of Good (CoG) programmes. NVPC will support and partner companies in advancing their corporate purpose and amplifying their impact, as well as recognise exemplary organisations that inspire and lead others to be more purpose-driven.

11. We are all on this journey together as a business community. You will find at your tables a card with a pin and a QR code for you to act right here and now. Let me thank you in anticipation of your further support and collaboration for The Corporate Purpose Initiative. SBF Foundation will do our best to help light up the pathway forward for our businesses to find the good in what they do, and together contribute to Singapore becoming a fairer, greener, and more inclusive society.

Conclusion

12. A big thank you to all of you for coming here this evening to celebrate our moment of gratitude as SBF Foundation turns the pages of our past 10 years. We look forward with hope and optimism to

running our next lap with you by our side, hand in hand, weaving a resilient community together.

13. Enjoy the rest of the evening.
