

**WELCOME ADDRESS BY MR HSIEH FU HUA**

**CHAIRMAN, SBF FOUNDATION**

**8 October 2019, 3.00PM**

**Launch of The Enabling Mark (an initiative by SG Enable)**

A very good afternoon to:

1. **Mdm Halimah Yacob**, President of the Republic of Singapore
2. **Mr Masagos Zulkifli**, Minister for Social and Family Development
3. **Mr Chew Hock Yong**, Chairman, SG Enable
4. **Ms Ku Geok Boon**, CEO, SG Enable
5. Distinguished Guests, Ladies and Gentlemen

**INTRODUCTION**

1. Let me first extend our hearties congratulations from SBF Foundation to SG Enable for today's launch of The Enabling Mark. SBF Foundation is most delighted to be invited to partner SG Enable in this commendable initiative.
2. This is a key milestone towards more sustainable employment for persons with disabilities. We at SBFF are totally behind this initiative as we would like business leaders and employers to build capabilities to hire and develop persons of different abilities in the workplace.

**COLLECTIVE EFFORTS**

3. As the social impact arm of SBF, our mission at SBF Foundation is to catalyse and galvanise collective efforts by the business community, especially in providing employment to vulnerable groups of our community. In this regard, apart from

today's initiative, let me share briefly a couple of other thrusts that We are engaged in:

4. During this COVID period, the Foundation kick started a Compassion fund that drew 7 trade associations to help raise funds. A total of \$1.9mil was raised with matching by the Foundation. The fund will benefit over 3,000 lower wage employees who experienced sudden hardships at personal or family level.
  
5. Besides helping those already in employment, we are keen on helping the vulnerable groups, providing them better access and support as they enter or re-enter our workforce. Apart from those with disabilities, we are addressing rough sleepers, single mothers, persons with mental or health conditions and others. When these members of our community at the margin gain employment, they enjoy the fruit of their work rather than depend on welfare support. It gives them dignity and hope for a better life.

## **CONCLUDING REMARKS**

6. I wish the Enabling Mark great success and I hope that before long other marks will follow in your footsteps to recognize similar support initiatives for a more inclusive workforce.
  
7. In closing, let me close by thanking Mr Chew and Ms Ku of SG Enable for this partnership and President Halimah for her passionate and neverending support for the community, especially those at the margin and Minister Masagos for the government's commitment to uplift our society. May I wish you all a fruitful session.