

**WELCOME REMARKS BY MS JANET ANG, CHAIRMAN OF SBF
FOUNDATION, AT THE LAUNCH OF COMMUNITY
MARKETPLACE AT THE SINGAPORE APEX BUSINESS SUMMIT,**

Date: 23 March 2024

Time: 5:30PM

Venue: Sands

Mr Tharman Shanmugaratnam, President of the Republic of Singapore

Members of SBF Council and SBF Foundation Board

Valued Community and Corporate Partners

Distinguished Guests

Ladies and Gentlemen,

Introduction

1. Welcome to the Launch of the Community Marketplace. It is heartening to see so many of you here, demonstrating your support and commitment to corporate purpose.
2. We are honoured to have with us Mr President, who is also Patron of the SBF Foundation, to launch this initiative. We are also joined by distinguished community and corporate leaders, whose presence underscores the importance of collaboration between the social and business sectors in driving positive social change.

3. To elevate our efforts in this area, the Foundation partnered with the Federation this year to advance corporate purpose for social impact. Our social impact initiatives will be co-driven by SBF and SBF Foundation as “two sides of the same coin”. Jean, the new CEO of SBF Foundation and concurrently SBF’s Chief Social Impact Officer, exemplifies the symbiotic relationship between the two entities in mobilising the business community to deepen their social impact for a more resilient Singapore.

4. Community Marketplace illustrates our collaborative efforts. Driven by the Foundation and its community partners including NVPC, in partnership with SBF and its business members, it bridges two seemingly separate sectors to foster collaboration and innovation in community development.

Businesses as a ‘Force for Good’

5. To illustrate the profound impact businesses can have on social well-being, let me share Danny’s story. Danny, a 57-year-old cleaner diagnosed with depression, was looking for a job near his home with a lighter workload to manage his mental health. Sankyu Singapore Pte Ltd, a multinational freight forwarding company, offered him this opportunity. The

General Manager, Ronnie Seah, motivated by personal experiences, was keen to hire and support individuals recovering from mental health conditions. The Singapore Association for Mental Health (SAMH) matched Danny to Sankyu when an opening became available.

6. When Danny first started, he faced challenges due to a lack of clear instructions from his supervisor. However, with guidance from Ronnie and mediation support from the SAMH job coach, Danny overcame these obstacles.

7. Danny's six-year experience at Sankyu has been transformative. The regular income lightened his financial burden, and the supportive work environment aided his mental health recovery. Remarkably, Danny reduced his medication from 16 pills a day to just two, attributing this improvement to "70% support from Sankyu and 30% from family, religious practices, and exercise." Danny even found a new passion for elder care and is pursuing related part-time courses.

Conclusion

8. Sankyu's practices in inclusive hiring, included leveraging job coach support, and maintaining a supportive working

environment, is one of many stories you will hear at our Community Marketplace.

9. In fact, the employment of vulnerable groups, including the homeless, persons recovering from mental health conditions and women facing challenges, is another initiative of the SBF Foundation. We pride ourselves on being the foundation of the business community, for the community of Singapore. Do work with us and SBF if you want to activate corporate purpose for social impact.

10. Besides us, you will find many other impact agencies to partner at the Community Marketplace. If you are keen to start or scale up your social impact journey, please speak with any of 14 impact agencies and its corporate partners, available here the next three days. Together, we can build a resilient and inclusive society where everyone has the opportunity to thrive.
