

[Embargoed till Friday, 14 Sep 2018, 12.30 pm]

Media Release



13 Sep 2018

News Editor

**DIGITAL GIVING: SOUTH WEST COMMUNITY DEVELOPMENT COUNCIL
AND DBS LAUNCH ONLINE CHARITABLE CROWDFUNDING PORTAL
“GIVE FOR GOOD @ SOUTH WEST” TO STRENGTHEN SOCIAL
SUPPORT IN THE SOUTH WEST DISTRICT**

- **First-of-its-kind collaboration between South West Community Development Council (CDC) and “Best Bank in the World” DBS revolutionises giving to the South West community**
- **100 per cent of donations via DBS iBanking and mobile banking will go to charities and programmes curated by the South West CDC**

This Friday, the South West Community Development Council (CDC) and DBS will launch “Give for Good @ South West”, an online charitable crowdfunding portal where DBS customers will be able to support local causes, community and aspirational needs in the South West District. By leveraging on digital technology, customers will be able to make a contribution towards building a caring and inclusive society simply via internet or mobile banking without incurring any additional charges. This collaborative effort further cements South West CDC and DBS’ commitment to give back to communities in this digital era as part of the national SG Cares initiative.

2 100% of donations made on the Give for Good @ South West portal will support causes curated by the South West CDC, all of which will create a positive impact in the local community. For six months till 31 March 2019, DBS customers can donate to at least five (5) meaningful programmes that:

- Assist the elderly or those who face mobility challenges travel to their medical appointments;
- Improve the homes of seniors to be safe and elder-friendly with free installations of home equipment;
- Provide access to quality eye care and eyewear to underprivileged children and elderly;
- Educate and nurture the communication and literacy skills among children by inculcating bilingual reading habits; and
- Offer more support and resources for caregivers, as well as increase the awareness and appreciation for caregiving.

3 “At DBS, we believe that the impact we create goes beyond banking—that what we do touches real people and real lives. As the future of banking is fundamentally redefined with the digital revolution, we are glad to join hands with a like-minded partner such as South West CDC on this meaningful endeavour,” said Ms Pearlyn Phau, Managing Director & Deputy Group Head, Consumer Banking & Wealth Management, DBS Bank. “With Give for Good @ South West, we look forward to bringing convenience and seamlessness to DBS customers as they give back to the communities, as well as boosting fundraising efforts which will contribute to our joint commitment to strengthening the social fabric for an inclusive society.”

4 To deep dive into the impacts made by digital transformation in this era of millennials, industry gurus such as Ms Wu Jie Zhen, Executive Director and #girlboss of The Hidden Good and Mr Cai Yinzhou, Founder of Geylang Adventures will be invited to a panel discussion to explore potential challenges and how social innovation can contribute over the next few years.

5 Mayor Low says “Today’s age of digital access is changing the way people engage with social causes. South West CDC is glad to partner DBS Bank in this collaboration to enlarge the scope and opportunities of giving with technology. It also enhances the act of giving with greater satisfaction by cutting away the middle-man as 100% of the donations go to the beneficiaries. Not only does it make giving easier and quicker, this crowdfunding portal can also highlight and create opportunities for lesser-known needs to be heard and supported. Most of all, it benefits society by creating a sense of community and caring, and fosters a culture of giving ubiquitously.”

6 Details of the event are as follows:

Event : Launch of Give for Good @ South West
Date : Friday, 14 September 2018
Time : 12.00 pm – 2.00 pm (**Media is invited at 11.00 am**)
Venue : 1880
1 Nanson Road
Third Floor (The Studio and The Double)
Singapore 238909
Guest of Honour : Ms Grace Fu
Minister for Culture, Community and Youth
Host : Ms Low Yen Ling
Mayor of South West District

7 We would like to invite your reporter and photographer/TV crew to the **Launch of Give for Good @ South West**. Interviews will be arranged prior to commencement of the event. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers:

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About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community. Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

About DBS

DBS is a leading financial services group in Asia, with over 280 branches across 18 markets. Headquartered and listed in Singapore, DBS has a growing presence in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings are among the highest in the world.

Recognised for its global leadership, DBS has been named "[Best Bank in the World](#)" by Global Finance. The bank is at the forefront of leveraging digital technology to shape the future of banking, having been named "[World's Best Digital Bank](#)" by Euromoney. In addition, DBS has been accorded the "[Safest Bank in Asia](#)" award by Global Finance for nine consecutive years from 2009 to 2017.

DBS provides a full range of services in consumer, SME and corporate banking. As a bank born and bred in Asia, DBS understands the intricacies of doing business in the region's most dynamic markets. DBS is committed to building lasting relationships with customers, and positively impacting communities through supporting social enterprises, as it banks the Asian way. It has also established a SGD 50 million foundation to strengthen its corporate social responsibility efforts in Singapore and across Asia.

With its extensive network of operations in Asia and emphasis on engaging and empowering its staff, DBS presents exciting career opportunities. The bank acknowledges the passion, commitment and can-do spirit in all of our 26,000 staff, representing over 40 nationalities. For more information, please visit www.dbs.com.

Admin Programme

| Time | Administrative Programme |
|-------------|--|
| 11.30 am | Arrival of Mayor Low Yen Ling |
| 12.10 pm | Arrival of Guest of Honour (GOH) Ms Grace Fu Minister for Culture, Community and Youth |
| 12.20 pm | Opening Address by DBS Representative |
| 12.25 pm | Speech by Mayor |
| 12.30 pm | Launch of Give for Good at South West |
| 12.40 pm | Commencement of Panel Discussion |
| 1.30 pm | Commencement of Fringe Activities and Networking Session and Lunch <i>*Media doorstep can be arranged, if any</i> |
| 2.00 pm | End of Programme |