

## **CITI SINGAPORE AND TOUCH COMMUNITY SERVICES ANNOUNCE PARTNERSHIP TO STRENGTHEN VOLUNTEERISM**

*The six-month partnership will see more than 1,300 volunteering opportunities taken up by Citi volunteers to serve some 3,600 TOUCH beneficiaries comprising children, vulnerable families, people with special needs and the elderly.*

SINGAPORE, 10 JUNE 2023 – Delivering meals to frail elderly and accompanying them for medical appointments; interacting with persons with special needs and supporting them in mobility training; and mentoring children from disadvantaged families are some of the activities that Citi Singapore volunteers will be involved in through the firm's community partnership with TOUCH Community Services, in the national-level corporate volunteerism pilot.

Called 'Project V', the six-month pilot led by the Ministry of Culture, Community and Youth (MCCY) SG Cares Office, National Council of Social Service (NCSS), and National Volunteer and Philanthropy Centre (NVPC) will bring together the 3P (Private-Public-People) sectors to forge sustainable volunteer partnerships. Demand partners comprising Social Service Agencies (SSAs), SG Cares Volunteer Centres, MSF CommLinks, KidSTART and Agency for Integrated Care, will be matched with supply partners which include MNCs, SMEs, and public agencies, to partner in specific regular volunteering programmes.

The Citi-TOUCH partnership will see Citi staff across all levels of seniority from its Singapore-based teams contributing their skills and committing over 4,400 volunteering hours to serve in four key community activities by TOUCH (please refer to Annex 1 for details). The initiative was announced at Citi's Family Day/Global Community Day event at Gardens by the Bay on Saturday, June 10.

Speaking at the event, **Tibor Pandi, Citi Country Officer for Singapore**, spoke on Citi's sustained contribution to the community, *"Citi's mission is to enable growth and progress to our clients and the community, and that commitment has guided us in making a difference in Singapore since 1902. In addition to Citi's Global Community Day campaign and other volunteer projects throughout the year, the Project V partnership with TOUCH will enable Citi to continue delivering on our corporate purpose and allow Citibankers to serve in a more sustained and impactful manner for the long term."*

This latest partnership will deepen Citi's support towards TOUCH's work in building enabled communities. Since 2016, Citi has been supporting TOUCH's youth work through its Citi Foundation-funded ASPIRE programme at ITE College East, which seeks to strengthen youths' employability prospects through interest-based skills coaching and mentoring. Over 8,800 under-served youths have benefitted from the Programme since its inception, and 789 youths received certification on skills training.

**James Tan, Chief Executive Officer of TOUCH Community Services**, who also spoke at the Citi Family Day event shared, *"We are excited to embark on this enriching volunteering journey with Citi Singapore through Project V. Our vision of building enabled communities is aligned with Citi's mission of enabling growth and progress. We are grateful that Citi Singapore has taken the lead to uplift more lives by working towards a long-term volunteering partnership with TOUCH. We hope that this partnership will inspire other corporates and social service agencies to harness the power of collaboration, to further grow and sustain volunteerism."*

*“We are also happy to see our children from TOUCH Young Arrows bonding with family members and enjoying the company of Citi volunteers. We can further strengthen our social compact with the building of strong families and mobilising stakeholders to develop a deeper sense of responsibility for one another,” added Mr Tan.*

**Tony Soh, Chief Executive Officer of NVPC**, shared his support for the Citi-TOUCH Project V partnership, *“NVPC actively encourages its 2,600-strong base of Company of Good members to deepen their contributions and societal impact for Singapore through their Corporate Purpose journey. As one of our exemplary Champions of Good, we are delighted that Citi continues to uplift the community, this time through partnering TOUCH Community Services in Project V, a national pilot on corporate volunteerism. We commend Citi and TOUCH for leading the way in partnering for greater societal impact.”*

Graced by Guest of Honour, **Eric Chua, Senior Parliamentary Secretary for Ministry of Culture, Community and Youth (MCCY) and Ministry of Social and Family development (MSF)**, some 1,500 Citi staff and their family and guests attended the Citi Family Day themed *“Celebrating Families in Community”*. The event was organised as part of the TOUCH Family Festival (TFF) and in support of National Family Week. Citi volunteers served in the full-day TFF event and hosted some 400 beneficiaries from TOUCH (please refer to Annex 2).

Partnering Families for Life under the MSF and Made for Families under the Prime Minister’s Office, TFF is organised by TOUCH Integrated Family Group (TIFG). To celebrate families in June, TFF is also held in conjunction with Gardens By The Bay’s Children’s Festival. TIFG runs holistic family-based programmes, resources and services that are focused on helping families cope with the transition of roles – from adulting, marriage to parenting.

– End –

Press Release is jointly issued by TOUCH Community Services and Citi Singapore.

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## ABOUT TOUCH COMMUNITY SERVICES

Since 1992, TOUCH Community Services has served people of all backgrounds to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, senior and person with special or healthcare needs to grow, participate and contribute in the community. The heartbeat of TOUCH is to **activate potential, build independence, connect people, and deliver impact** by developing sustainable solutions in society. For more information on TOUCH, please visit [www.touch.org.sg](http://www.touch.org.sg)

## ABOUT CITI

Citi is a pre-eminent banking partner for institutions with cross-border needs, a global leader in wealth management and a valued personal bank in its home market of the United States. Citi does business in more than 160 countries and jurisdictions, providing corporations, governments, investors, institutions and individuals with a broad range of financial products and services.

Additional information may be found at [www.citigroup.com](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

## ABOUT PROJECT V

Project V is a pilot initiative envisioned by Speaker of Parliament, Mr Tan Chuan-Jin who is also Co-Chair of SG Cares and Advisor to National Council of Social Service (NCSS) & National Volunteer & Philanthropy Centre (NVPC) - to learn what it takes to scale corporate volunteerism in Singapore.

Led by Ministry of Culture, Community and Youth (MCCY) SG Cares Office, National Council of Social Service (NCSS), and National Volunteer and Philanthropy Centre (NVPC), with Ernst & Young (EY) coming onboard as skills-based volunteerism partner for project management & consultancy, Project V will see the coming together of the 3P (Private-Public-People) sectors to forge sustainable volunteer partnerships - to make a change in the lives of both the receiver and giver and bring about a fundamentally different society where we are more others-centred.

During the 6-month pilot, demand partners (social service agencies, SG Cares Volunteer Centres, MSF CommLinks, KidSTART and Agency for Integrated Care) will be matched with supply partners (corporates both MNCs and SMEs, and public agencies) to specific programmes for regular volunteerism.

An Insights Report will be produced by EY at the end of the pilot to share the success factors in scaling corporate volunteerism to guide corporates on how they can make pivotal shifts in the way they structure their volunteering programmes.

## Annex 1

**The Citi-TOUCH Project V partnership covers the following volunteering activities :**

<b>Volunteering Activity</b>	<b>Description</b>	<b>Frequency</b>
<b>Mobility Training</b>	<p>Volunteers will bring a group of adults with special needs to different places and landmarks using public transport. They will also guide the trainees on how to navigate and make purchases in retail outlets.</p> <p>Objective: To increase independence and confidence; and promote social connectedness.</p>	Monthly
<b>Meals Delivery</b>	<p>Volunteers will pack and deliver meals to homebound frail seniors in the western and central regions under the Meals-On-Wheels (膳食递送) Programme. The meals are delivered every day, including weekends and public holidays.</p> <p>Objective: To meet the dietary needs of vulnerable seniors.</p>	Daily (Mon – Fri)
<b>Medical Escort</b>	<p>Volunteers will accompany seniors for their medical appointments at polyclinics or hospitals. They will be trained by TOUCH's therapists to assist in wheelchair handling and the use of walking aids to facilitate seniors' movements.</p> <p>Objective: To enable seniors to go for medical appointments safely and provide psychosocial support.</p>	Weekly
<b>Children Mentor</b>	<p>Volunteers will be role models and befriend children from disadvantaged families through academic coaching and enrichment activities.</p> <p>Objective: To support children's social, emotional, and educational needs.</p>	Weekly

## Annex 2

### **Programme**

<b>Time</b>	<b>Item</b>
4.20pm	Media registration
4.30pm	Magic Show  Arrival of GOH
4.45pm	Speech by TOUCH CEO Speech by Citi Country Officer
4.55pm	Launch of Citi-TOUCH Project V Partnership
5.00pm	Speech by GOH
5.05pm	Group photo taking <i>(Photo opportunity)</i>
5.10pm	GOH site walkabout - interacts with and engages in game activities with Citi staff and TOUCH clients  <i>(Photo opportunity)</i>  Stage: Circus performance
5.30pm	Departure of GOH  Media interviews with TOUCH and Citi representatives
5.30pm	Bluey Live Experience by BBC
6.00pm	Movie screening by Gardens by The Bay
7.00pm	End