

MEDIA RELEASE

EMBARGOED TILL 1100HR GMT+8, 8 FEB 2021

PRESIDENT HALIMAH YACOB LAUNCHES PRESIDENT'S CHALLENGE 2021, ANNOUNCES NEW NATIONAL MOVEMENT

- *President's Challenge 2021 will raise funds for a record total of 92 benefitting agencies*
- *Digital for Life national movement galvanises the community to help Singaporeans embrace digital, to enrich their lives, with \$10 million fund*

SINGAPORE – 8 FEB 2021: President Halimah Yacob launched the President's Challenge 2021 (PC2021), which will raise funds for a record total of 92 benefitting agencies. In line with its focus for this year, PC2021 will also lay emphasis on efforts that equip groups like seniors, persons with disabilities and low-income families with digital tools, skills and connectivity so that they can remain socially and economically active in Singapore's digital-first way of life and work. In conjunction with the launch of PC2021, President Halimah also launched a new national movement – Digital for Life – which aims to galvanise the community to help Singaporeans embrace digital as a lifelong pursuit, and to enrich their lives through digital.

President's Challenge 2021 (PC2021)

President Halimah highlighted that as our society capitalises on the opportunities arising from digital technology, it is important that all segments of society stand to benefit and that no one gets left behind. As such, the focus of this year's President's Challenge is 'Building a Digitally Inclusive Society'. PC2021 will also continue to support a broad range of social causes this year, including raising funds for a record total of 92 benefitting agencies¹, to help them tide through the difficult times caused by COVID-19.

TOUCH Community Services' "Digitally Ready Families" is one of the programmes supported under PC2021. It supports low-income individuals to more effectively and efficiently use digital technology as well as navigate family relationships within a digital environment. Mr Mohamad Roslan Bin Palil, 54, who has not been able to work since sustaining serious back injuries in a work accident, has been able to upgrade his digital skillset and hopes this will help him secure a new job. His teenage daughters have also learned to be more disciplined with their device use and how to deal with cyberbullying incidents under the programme.

¹ Please refer to Annex A for the full list.

Mr Roslan said: “I am thankful for the opportunity to participate in ‘Digitally Ready Families’. I have learned how to navigate websites and research for information, which allows me to find resources and upskilling courses online. I have also learned to identify online scams, and now have more confidence to navigate safely in the digital age.”

Digital for Life Movement

The newly launched Digital for Life movement will look to bring the whole of nation together in collective efforts to help all Singaporeans have the necessary digital tools, skills and habits to succeed in the future. It will build on the momentum of many community efforts seen during COVID-19, and mobilise more community partners and resources to help all Singaporeans embrace digital, and live enriched lives with digital. It will serve as a platform to bring together corporates, community organisations, government agencies as well as individuals to play a part, coordinating efforts, co-creating solutions and catalysing change.

The movement aligns well with the PC2021 theme of “Building a Digitally Inclusive Society”, and the overall theme of Empowering for Life, a direction charted for PC to uplift and help vulnerable groups to upgrade their skills and capabilities using digital technologies and solutions.

The Digital for Life Fund has also been established to support digital inclusion projects and activities to help all Singaporeans embrace digital, and enrich lives. As announced by President Halimah, the Patron for Digital for Life, the President’s Challenge will provide a seed funding of \$2.5 million in donation to the Fund.

President Halimah Yacob said, “The COVID-19 pandemic has hastened Singapore’s digitalisation efforts, but also has the potential to widen the digital divide. The President’s Challenge hopes to support efforts to build a digitally inclusive society, where all Singaporeans feel excited, empowered and enriched by digital technologies. The Digital for Life movement and Fund brings us a step closer to achieving Singapore’s vision of becoming a digitally-inclusive society.”

The new fund set up by IMDA will support projects initiated by the community for the community, through to 2023. It will also serve as a channel for community contributions. With the government matching dollar for dollar, the target for the Fund is to grow to \$10 million over the next three years. Community Chest, the fundraising and engagement arm of the National Council of Social Service, will facilitate contributions towards this Fund.

The Digital for Life Fund will support projects and activities promoting:

- a) **Digital Technology and Inclusion** – which will focus on building digital resilience, and excite different segments of society on how new digital technologies can enrich their daily lives.
- b) **Digital Literacy and Wellness** – which will focus on promoting good digital habits as society engages in the digital domain, including in the areas of cyber safety, media literacy and mitigating the risks of online harms.

Further details of the grant application and criteria will be released in the upcoming months.

Related resources:

Annex A: Benefitting Agencies Supported By President's Challenge 2021

Annex B: Digital for Life Logo

Annex C: Quotes from Digital Learning Circles' Partners

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AND PRESIDENT'S CHALLENGE**

About the President's Challenge

The President's Challenge is a national movement led by the President to rally Singaporeans to build a caring and cohesive society together. An annual community outreach, President's Challenge aims to bring together people from all walks of life, under the President's patronage, to help those who are less fortunate. 100% of the donations raised under President's Challenge go to beneficiary organisations supported by President's Challenge.

President's Challenge was established in 2000 by the late Mr S R Nathan as a fund-raising campaign to help the less fortunate. In 2012, Dr Tony Tan expanded the Challenge to include Volunteerism and Social Enterprises. In 2018, President Halimah Yacob refocused the effort of President's Challenge towards the empowerment of vulnerable groups with skills and employability. An Empowering for Life Fund was set up to support programmes in skills upgrading, capacity building and employment of vulnerable groups. President's Challenge aims to raise \$10 million for the Empowering for Life Fund over the following 5 years, and the Government will provide dollar-for-dollar matching.

About Info-communications Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

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ANNEX A
Benefitting Agencies Supported By President's Challenge 2021

S/N	Name of Parent Organisations
Cross-Sector Services	
1.	Community Chest
2.	AWWA Ltd
3.	Caring Fleet Services
4.	Cycling Without Age Singapore
5.	EMCC
6.	HCSA Community Services
7.	O'Joy Limited
8.	Persatuan Persuratan Pemuda Pemudi Melayu (Malay Youth Literary Association)
9.	Playeum Ltd
10.	REACH Community Services Society
11.	Singapore Association of the Visually Handicapped (SAVH)
12.	The Eurasian Association
13.	WE CARE Community Services Ltd
14.	YMCA Of Singapore
15.	Yong-en Care Centre
Children, Youth & Family Services	
16.	Ain Society
17.	Association of Muslim Professionals
18.	Beautiful Mind Charity
19.	Beautiful People Sg Ltd
20.	Boys' Town
21.	CampusImpact
22.	Canossville Children and Community Services
23.	Child At Street 11
24.	Epworth Community Services
25.	FaithActs
26.	Filos Community Services Limited
27.	Food from the Heart
28.	ISCOS ReGen Fund
29.	Lutheran Community Care Services Ltd
30.	Morning Star Community Services
31.	Muhammadiyah Welfare Home
32.	Muslim Missionary Society Singapore
33.	New Hope Community Services
34.	New Life Community Services
35.	Salem Welfare Services
36.	Shared Services for Charities
37.	SHINE Children and Youth Services
38.	Singapore Council of Women's Organisations
39.	Social Health Growth Ltd

40.	South Central Community Family Service Centre Limited
41.	The Community Justice Centre
42.	TOUCH Community Services Limited
43.	United Women Singapore
Disability Services	
44.	Autism Association (Singapore)
45.	Cerebral Palsy Alliance Singapore
46.	Down Syndrome Association (Singapore)
47.	Dyslexia Association of Singapore
48.	Guide Dogs Singapore Ltd
49.	Handicaps Welfare Association
50.	Movement for the Intellectually Disabled of Singapore (MINDS)
51.	Rainbow Centre, Singapore
52.	SPD
53.	The Singapore Association for the Deaf
Eldercare Services	
54.	Blessed Grace Social Services Limited
55.	Blossom Seeds Limited
56.	Care Community Services Society
57.	Metta Welfare Association
58.	Montfort Care
59.	St John's Home for Elderly Persons
Mental Health Services	
60.	Resilience Collective Ltd
Rehabilitation - Halfway Houses / Ex-Offenders	
61.	Breakthrough Missions
62.	Green Haven
(also S/N 5)	HCSA Community Services
63.	HEB-Ashram Halfway House
64.	iC@RE Hub Ltd
65.	New Life Stories
66.	PERTAPIS Halfway House
67.	Singapore Anti-Narcotics Association
68.	The Helping Hand
69.	The New Charis Mission
70.	Yellow Ribbon Fund
Healthcare	
71.	Adventist Nursing and Rehabilitation Centre
72.	Alzheimer's Disease Association
73.	Assisi Hospice
74.	Dover Park Hospice
75.	Epilepsy Care Group (Singapore)
76.	HCA Hospice Care
77.	National Kidney Foundation
78.	SATA Commhealth
79.	Silver Ribbon

80.	Singapore Association for Mental Health, The (SAMH)
81.	SingHealth Fund
82.	St Luke's Hospital
83.	Sunshine Welfare Action Mission (SWAMI)
84.	TTSH Community Fund
Disability Sports	
85.	Deaf Sports Association (Singapore)
86.	Lawn Bowls Association For The Disabled (Singapore)
87.	Singapore Disability Sports Council
88.	Special Olympics Singapore
Empowering for Life Fund	
<i>(also S/N 16)</i>	Association of Muslim Professionals
89.	Bizlink Centre Singapore Ltd
90.	Centre for Seniors
91.	Digital for Life Fund
<i>(also S/N 50)</i>	Rainbow Centre, Singapore
92.	Trybe Limited

Digital for Life Logo

About the Digital for Life Logo



The Inspiration

Going digital has become a way of life. Today, we live in a digital universe filled with many wonders. From education, finance and medical, to music, games and shopping, the digital life connects us to these and more, enriching our lives.

The possibilities of our digital future are endless: think innovative wearable technology, experiential connected parks, to even exploring the universe – digital is our gateway to an incredible future where dreams are made reality, and the impossible, possible.

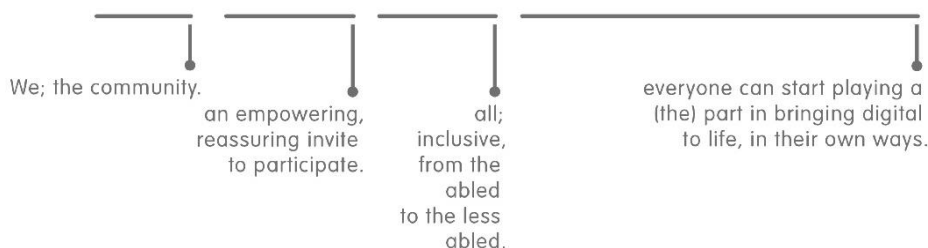
That's why the Digital for Life movement is here to bring together the community to help Singaporeans embrace digital as a lifelong pursuit, to enrich their lives – because no one should be left behind in Singapore's journey into the digital future.

Logo Design Rationale

The Digital for Life logo captures the exciting digital universe in a 'Play' button that invites everyone to start their digital journey, as well as to play their part to ensure everybody can enjoy, engage and embrace the digital way of life.

Join us in this national movement. Share your ideas today @ go.gov.sg/digitalforlife

WE CAN ALL PLAY A PART



For More Information

For full details on Digital for Life, please visit go.gov.sg/digitalforlife or scan the QR code.

ANNEX C

Quotes from Digital Learning Circles' Partners

About Digital Learning Circles

To support more vulnerable seniors living in the community to go digital, volunteers from corporate and youth partners (e.g. Singtel, TriGen, Youth Corps Singapore, Heartware Network) provide personalised coaching to seniors at Senior Activity Centres island-wide, to help them pick up new digital skills and basic smartphone usage. These seniors go through a structured weekly curriculum, focusing on essential skills such as communication, video calls and cybersecurity, enabling them to be digitally connected for life.

Mr Bill Chang, Chief Executive Officer, Group Enterprise, Singtel says, "Since the onset of COVID-19, many seniors have found it difficult to stay connected with family and friends, especially those unfamiliar with computers or smart devices. To close the digital gaps that have become more pronounced since COVID and foster digital inclusion, our Singtel Digital Silvers programme helps seniors pick up the requisite skills to stay socially connected and use technology in their daily lives. We are heartened to see them plugging into the digital world with greater confidence and feeling more empowered to live their lives with the benefits of technology."

Ms Chan Su Yee, Chief Executive Officer of NTUC Health says, "The focus on building a more digitally inclusive society is timely. Our partnership with organisations like Singtel has helped seniors to access technology, enabling them to discover new things and benefit from modern conveniences. Many of our seniors, such as those who attend the digital workshops conducted by Singtel volunteers, were pleasantly surprised when they realised that using smartphones and mobile applications is not as difficult as they imagined! Partners play an important role in helping seniors remain connected in our community, and we look forward to working with more like-minded organisations to instil greater digital confidence among our seniors."