

MEDIA RELEASE

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New \$1.35 million fund for Community Care sector to innovate fun for seniors

The Agency for Integrated Care (AIC) has set up a new \$1.35 million fund to encourage seniors to be socially active and have fun as they age in the community and at home. Established in partnership with The Community Foundation of Singapore (CFS), the FUN! Fund is open to all Community Care organisations, to support them in developing innovative and enjoyable activities for seniors.

2. The FUN! Fund was announced by AIC at the Community Care Leadership Series held in conjunction with Community Care Day. Celebrations for Community Care Day, which takes place on 1 November each year, recognise and honour the contributions of staff in the sector.



Mr Tan Kwang Cheak, AIC Chief Executive Officer (left) and Ms Catherine Loh, CFS Chief Executive Officer (right) signed a Memorandum of Understanding for a three-year partnership

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3. A Memorandum of Understanding between AIC and CFS was also inked during the event. It captures a three-year partnership where AIC and CFS will collaborate to develop initiatives and projects across four key pillars, namely: active ageing, environment and community spaces, manpower, and business continuity for the Community Care sector.

FUN! Fund

4. Social isolation among the elderly is a key concern as Singapore's population ages, as it is linked to social disconnection as well as the lack of social, emotional and physical engagements with other people. Studies have also shown that lonely seniors suffer from poorer physical and mental health.

5. AIC, through the FUN! Fund, encourages the Community Care sector to design more innovative activities that enable seniors to be connected and maintain their curiosity to seek new experiences. Each successful FUN! Fund proposal can receive funding of up to \$50,000.

6. Participating in fun activities enhances quality of life and general sense of well-being for seniors. One such activity is the Virtual Playground @ THK Beo Crescent Active Ageing Centre operated by Thye Hua Kwan Moral Charities (THKMC). It combines technology, smart solutions and programmes to create engaging experiences for seniors. For instance, virtual games were customised to include familiar images such as Khong Guan biscuits and old Singapore dollar notes to resonate with seniors. THKMC hopes to implement the Virtual Playground in more eldercare centres where seniors can participate and challenge one another, and the winner at each eldercare centre gets to compete at the "National Virtual Games for Seniors".

7. To enhance the sector's capabilities to design fun and impactful programmes for seniors, AIC and CFS will develop and share a playbook to support the scaling of innovative ideas in the Community Care sector. Learning workshops will be created to support staff in the sector who can learn and also have fun as they implement these programmes. In addition, AIC and CFS will develop and test a FUN! index for seniors that will serve as a benchmark to guide Community Care organisations in the development of fun programmes that improve the well-being of seniors.

8. "We are thankful for the unwavering passion and diligence that staff in the Community Care sector have put in to support seniors. We encourage our Community Care partners to leverage the new FUN! Fund to create fun, engaging and meaningful activities that can bring laughter not just for their clients, but also enrich their staff. We welcome more like-minded organisations to work with us, and I am confident that

together, we can all play a part in enabling seniors to age joyfully,” said AIC’s Chief Executive Officer Mr Tan Kwang Cheak.

9. “CFS recognises that with our ageing population, there is a need to focus on quality of life for the elderly, in addition to the provision of basic needs. Our partnership with AIC allows donors interested in eldercare to support innovative ideas that improve the well-being of the elderly. Data generated by these activities will be used to develop the first framework in Singapore that measures changes in well-being of our seniors. Such an evidence-based approach will help our donors engage in philanthropy in a more strategic manner,” shared Ms Catherine Loh, Chief Executive Officer of CFS.

Community Care Day

10. Since 2019, 1 November has been designated as Community Care Day to recognise the work and contributions of the sector. Spearheaded by AIC, the occasion commemorates the perseverance of Community Care staff in delivering quality care with dedication, enabling seniors to live well and age gracefully in the community. Through it, AIC also hopes to raise the awareness of all professions in the Community Care sector as a choice career.

11. This year’s celebrations saw more corporate sponsors who stepped up with bigger initiatives to thank staff from the sector, offering a greater pot of tie-ups and treats. These include ArtScience Museum, Guardian Health & Beauty, Jewel Changi Airport, Mandai Wildlife Reserve, National Heritage Board, Paris Baguette, Sentosa Development Corporation, Singapore Flyer, and Uncle DiDi’s Popcorn. More details can be found in the Annex.

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About the Agency for Integrated Care

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well, and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit <https://www.aic.sg>.

About Community Foundation of Singapore (CFS)

The Community Foundation of Singapore (CFS) was founded in 2008 to encourage and enable philanthropy in Singapore. We glean the causes and offer ways for donors to maximise their giving impact through these charitable funds. With our deep understanding of local issues and evolving needs, CFS identifies gaps and opportunities in the community to foster more effective giving. We are the leader in donor-advised funds (DAFs) and our DAF payout rates outperformed the industry benchmark. We engage with over 400 charity partners to identify programmes that impact diverse communities. By enabling real and meaningful change, CFS hopes to inspire a philanthropic culture and build a more caring and cohesive society in Singapore. CFS is a registered charity with Institution of Public Character status. For more information, please visit <https://www.cf.org.sg>.

ANNEX

Community Care Day 2022

Since 2019, 1 November has been designated as Community Care Day to honour the work and contributions of the sector. Spearheaded by the Agency for Integrated Care (AIC), the occasion recognises the perseverance of Community Care staff in delivering quality care with dedication, enabling seniors to live well and age gracefully in the community.

This year, at the Community Care Leadership Series held in conjunction with Community Care Day, AIC announced the launch of the FUN! Fund. This new \$1.35 million fund is set up in partnership with The Community Foundation of Singapore (CFS), and is open to Community Care organisations, to encourage the development of innovative and engaging activities for seniors.

Key donors and funders supporting the FUN! Fund include:

- CapitaLand Hope Foundation
- Octava Foundation
- Qiu Foundation
- Singapore Pools (Private) Limited
- Tan Chin Tuan Foundation
- Temasek Foundation
- WT21 Fund
- Yin Nong Family Foundation

In addition, to salute the dedication of staff in the Community Care sector, more corporate sponsors have also stepped up this year. They came forward with bigger initiatives to thank staff from the sector, offering a greater pot of tie-ups and treats.

The special deals and discounts available for Community Care staff comprise the following:

Benefits / Items	Corporate Sponsor
1-for-1 Drinks from Paris Baguette	SPC Group
Free Fun Tub Original Sweetcorn (750ml) <i>*with any purchase</i>	Uncle DiDi's Popcorn
\$5 voucher <i>*with minimum \$20 spend</i>	Guardian Health & Beauty

Benefits / Items	Corporate Sponsor
1-for-1 ticket entry for ArtScience Museum	Marina Bay Sands
20% off* to the Singapore Flyer and Time Capsule <i>*applicable to Adult Tickets only</i>	Straco Leisure Pte Ltd
Free Admission for Canopy Bridge 50% discount for Jewel-rassic Quest 30% discount off Standard Individual Attraction tickets	Jewel Changi Airport
50% off admission tickets to Wings of Time and SkyHelix	Sentosa Development Corporation
50% off admission tickets to Night Safari, River Wonders and Singapore Zoo	Mandai Wildlife Group
1-for-1 free admission for non-Singaporeans and non-PR Community Care staff to: <ul style="list-style-type: none"> • National Museum of Singapore • Asian Civilisations Museum • Indian Heritage Centre • Sun Yat Sun Nanyang Memorial Hall • Malay Heritage Centre • Reflections at Bukit Chandu • Changi Chapel and Museum 	National Heritage Board