

CommunityCare FRIENDS AWARDS 2023

PSA Corporation Limited



Volunteer dressed up as God of Fortune at St Luke's ElderCare, Telok Blangah during Lunar New Year Celebrations.

Volunteers guiding the seniors at Lions Befrienders Active Ageing Centre, Clementi to make Chinese New Year decorations.

As a purpose-driven company, PSA believes that we can do good and be a positive force in society, contributing to the betterment of the community and ecosystems that we operate in. Through our strong community stewardship, we will continue to create long-term value for Singapore's community care sector as we work alongside our partner beneficiaries and give back to the society. Just like our business operations, our support and care for our community never stops.

Ong Kim Pong, Regional CEO, Southeast Asia

PSA Singapore (PSA) is a subsidiary of PSA International, a leading port group and trusted partner to cargo stakeholders.

PSA's flagship corporate social responsibility (CSR) programme, Health@Home (H@H), started in 2015 to support healthcare and eldercare through corporate volunteerism. The programme now has over 600 volunteers consisting existing and retired staff, who contributed over 19,000 hours through volunteering initiatives supporting seniors from HCA Hospice, St Luke's Eldercare, National University Health System and Stroke Support Station.

PSA has built long-term partnerships, championing charitable social causes to make a difference to the lives of many. Their volunteering efforts continued during the pandemic. Volunteers (including senior volunteers) embraced technology and familiarized themselves with Zoom to stay connected with the seniors during the circuit breaker. Annually PSA sets aside close to \$1 million for CSR initiatives, including centre-based activities, outings, gifts and cash donations.

PSA has partnered HCA Hospice since 2015. In the last 3 years, they:

- Donated over \$60,000 in cash and in-kind contributions towards the operations of Oasis@Outram
- Provided needy patients with groceries during the circuit breaker
- Delivered mooncakes and mandarin oranges for festive celebrations
- Organised a virtual tour of The Intan Peranakan Museum and an outing to the Enabling Village
- Provided transport to HCA Day Hospice patients
- Fulfilled 180 wishes of palliative care patients through PSA's Wishing for 500 Smiles Project

PSA also donated \$10,000 to Lions Befrienders Service Association for the launch of their UNLONELY Movement. The movement, which benefited 250 seniors, aims to encourage social connectedness through visits, sharing of meals, phone calls and gifts.

Besides supporting various Community Care Organisations, PSA also supported seniors in general by donating \$1 million (from 2018 to 2022) for Project Silver Screen, to bring functional screening to seniors in the community as part of the ongoing preventive health efforts to help seniors age well in place.



 $Volunteers\ guiding\ the\ elderly\ at\ St\ Luke's\ Elder Care,\ Ayer\ Rajah\ at\ brain\ teaser\ games.$



PSA volunteer assist an elderly at St Luke's ElderCare, Ayer Rajah Centre during the Bingo game