

**For immediate release**

**MEDIA RELEASE**

**FAMILIES FOR LIFE SHARES THE CARE THIS NATIONAL DAY**

*Special “Red and White” National Day desserts and recipes from  
President Halimah Yacob and local bakeries to raise funds for President’s Challenge  
2020*

**SINGAPORE, 15 July 2020** – Families for Life (FFL) gears up for National Day with a special call out to families to Share The Care ([#FFLShareTheCare](#)) to support President’s Challenge.

2. FFL will be raising funds from 15 July to 15 August, through the sale of specially curated “Red and White” National Day desserts and an e-recipe booklet contributed by the President and participating local bakeries.

3. Said President Halimah Yacob, “I am happy to contribute my own National Day *agar-agar* recipe to Share The Care to raise funds for President’s Challenge. The initiative is meaningful, especially with this year’s President’s Challenge’s focus on supporting and empowering persons with disabilities. May this spirit of giving continue to grow, as we support one another on this journey towards a caring, inclusive and more resilient Singapore.”

4. Key partner MINDS’ special needs bakers will be baking limited edition “Red and White” cookies, with full proceeds going to President’s Challenge. Members of the public can order through their website (<http://minds.org.sg>) from 15 July. Mr Kelvin Koh, CEO of MINDS, said, “MINDS is pleased to partner Families for Life to raise funds for President’s Challenge. We hope families will contribute to Share the Care and empower Persons with Intellectual Disabilities and enhance their Quality of Life.”

5. Phoon Huat Pte Ltd has also joined FFL to sponsor baking ingredients to MINDS and raise funds through the sale of special *agar-agar* kits, including President’s National Day recipe, available from 20 July at all 15 of its retail stores. Said the team behind the REDMAN brand at Phoon Huat Pte Ltd, “We are proud to stand with FFL in this unique fundraising initiative for the President’s Challenge. Besides families, we also welcome corporates who wish to obtain this meaningful kit for their staff for National Day.”

6. Members of the public and families will be able to Share The Care in the following ways:

A. Make a direct donation to President’s Challenge through the FFL Share The Care page on Giving.sg ([giving.sg/president-s-challenge/fflstc](http://giving.sg/president-s-challenge/fflstc)) to receive a

specially curated e-recipe book, featuring “Red and White” National Day dessert recipes from President Halimah Yacob, local celebrity Fann Wong, and bakeries such as Tarte and Divine Artisan (Halal). Families are encouraged to try out the recipes together and post their creations on social media with hashtag #FFLShareTheCare.

- B. Purchase a special *agar-agar* kit for \$10 from any Phoon Huat/Redman store from 20 July. \$4 from every purchase will be donated to President’s Challenge. Each kit contains 5 *agar-agar* pre-mix packs and a copy of President Halimah Yacob’s National Day recipe.
- C. Purchase any “Red and White” National Day-themed dessert from participating partners such as Delcie’s (Vegan), Metta Cafe (Halal, Vegetarian), and Pare. A portion of the proceeds from every purchase will be donated to President’s Challenge.

*The list of participating partners and the desserts available can be found in **Annex A**.*

7. Families can also show their support by changing their Facebook/Instagram profile picture to the special red Share The Care button badge, as part of FFL’s joint initiative with Post Office Savings Bank.

8. Said Lim Bee Bee, Executive Director of DBS Consumer Banking Group (Singapore), “National Day is a celebration of unity, solidarity and community spirit – while we may not be able to physically celebrate together this year, we can still unite to make a meaningful difference through our collective effort to help families and neighbours among us who have been harder-hit by Covid-19. Between 20 July and 31 August, POSB will donate up to SGD 50,000 to the President’s Challenge for your support in sharing and encouraging others to do the same by changing their Facebook/IG profile to the image bearing the “Share the Care #StrongerTogether” button badge. As long as we stand together, we believe Singapore can emerge stronger from these challenging times.”

9. FFL Chairman Ishak Ismail added, “We hope that more families pledge to care for each other and those around them. Enjoy making these special desserts together as a family, and perhaps even share them with your neighbours and friends. While this year’s National Day will be unlike any other, let us stand united and celebrate together in meaningful ways, supporting the vulnerable in our community.”

10. For more information about the Share The Care campaign, please visit the FFL website at <https://familiesforlife.sg> and Facebook page at <https://www.facebook.com/familiesforlife.sg/>.

**-END-**

## Annex A

### A. Bakeries providing sale of “Red and White” National Day Desserts

<u>Name of Partner</u>	<u>Item for sale / Qty</u>	<u>Price / Donation</u>
Delcie's ( <i>Vegan. Diabetic friendly</i> )	Mixed berry nutty cake (Ice cream cake) / no limit	\$70 for 5" square size / 30% to PC
Divine Artisan ( <i>Halal</i> )	Red Velvet cake / no limit	\$58 for 6", \$78 for 8" and \$108 for 10" / 5% to PC
Kueh Ho Jiak ( <i>Halal</i> )	Red Puteri Ayu with White Coconut / no limit	\$5.50 (3 pcs), \$11 (6 pcs) / \$1 for every 3 pieces sold to PC
Pare	Raspberry Ripple Cake / 30 sets	\$12 / 100% to PC
MINDS (* made by special needs youth)	Red Velvet Cookies with white chocolate chips / 100 bottles	\$20 per bottle / 100% to PC
Metta Cafe ( <i>Halal, Vegetarian</i> ) (* made by special needs youth)	Limited edition National Day cookie bottle set / 100 bottles	\$12 per bottle / 80% to PC
The Cookie Crumble ( <i>Muslim-owned</i> )	Red Velvet White Chip cookies / 100 bottles	\$12 per bottle / 25% to PC

^All partners are halal friendly

### B. Bakeries providing “Red and White” National Day Dessert recipes

<u>Contributor</u>	<u>Recipe</u>
President Halimah Yacob	“Red and White” Agar-Agar
Fann Wong	Animal Buns
Delcie's	Mixed Berry Nutty Cake
Divine Artisan	Red Velvet Cake
Kueh Ho Jiak	Red Puteri Ayu with White Coconut
MINDS	SG55 cookies
Tarte by Cheryl Koh	Choux Puff
ToTT	Gula Melaka Coconut Oatmeal Raisin Cookies

## Annex B

### **FFL National Day-themed programming on 9 August**

On 9 August, from 10am to 5.30pm, FFL will also roll out a series of specially-curated online programmes by #FriendsofFFLShare volunteers for families to enjoy together, on its Facebook page (<https://www.facebook.com/familiesforlife.sg/>).

<b>Time</b>	<b>Contributor</b>	<b>Content Write-up</b>
12pm	Yi Lin & Family	Make A Family Mask Holder from Recycled Materials
2pm	Jenny Chia & Chirpy SiStars	Singing National Day songs
4pm	Focus Music	1.5hr live singalong session, including National songs and local tunes

## **About Families for Life Council**

The Families for Life (FFL) movement aims to bring together and rally like-minded groups of individuals and organisations to build strong and resilient families.

We will operate in the 'upstream' space with focus on strengthening families. Families who may require more targeted support will still be assisted through MSF and other social service agencies.

We envision to strengthen families based on the core family values of love, commitment, care and concern and respect. The movement strives to encourage two key family causes:

1. #FFLShareTheCare – to care for and appreciate my family members and those in the community.
2. #IChooseFamilyTime – to balance work and family commitments by intentionally carving time out of my daily schedule to spend meaningful time with my family and enrich family life.

The Council is chaired by Mr Ishak Ismail, Regional Director (Asia) of BAE Systems Hägglunds AB. For more information, visit [www.familiesforlife.sg](http://www.familiesforlife.sg)

## **About MINDS**

The Movement for the Intellectually Disabled of Singapore (MINDS) was founded in May 1962 by a group of philanthropists who saw the need to provide equal opportunities for children with intellectual disabilities to receive education and later, to be integrated as contributing and responsible citizens in Singapore.

MINDS is one of Singapore's oldest and largest social service organisations, and has 32 facilities, services and programmes comprising 4 Special Education Schools, 3 Employment Development Centres, 8 Training and Development Centres, a Residential Home for Adults, a Children's Home, a Hostel, a Caregivers Support Services Centre, a Special Student Care Centre, a Developmental Disabilities Medical Clinic and a MINDS Institute, and numerous other significant services such as Appropriate Adults for Persons with Mental Disabilities (AAPMD), Allied Health Professionals (AHP), Me Too! Club (MTC) and MINDS MYG (a volunteer subsidiary wing of MINDS).

Since then, MINDS has grown to be one of the largest social service agencies in Singapore, serving some 3,000 students, clients and their families from the age of six to their ripe old age.

To know more, visit <http://www.minds.org.sg/>

## **About Phoon Huat Pte Ltd**

Singapore-based Phoon Huat Pte Ltd, founded in 1947, has grown into one of Singapore's leading food suppliers, specialising in the manufacture & supply of quality

baking ingredients, tools and services for food services, consumer retail, artisan & industrial bakeries.

Leverage on our global network of partners, Phoon Huat brings quality and best value ingredients from all around the world. We offer one-stop consolidation services and provide solutions with new food concept innovations.

REDMAN products are exported to over 20 countries from Singapore. We serve more than 5,000 hotels, restaurants, cafes, bakeries and institutions in the F&B industry and operate 15 shops in Singapore under Phoon Huat and REDMAN by Phoon Huat. We will continue to expand our network to serve our customers better.

For more information, please visit: [www.phoonhuat.com](http://www.phoonhuat.com)

### **About POSB**

A part of the DBS Group, POSB is the largest and oldest local bank in Singapore with over four million customers. Having served generations of Singaporeans for over 140 years, it is known as the "People's Bank", and prides itself on being "neighbours first, bankers second".

With a good understanding of Singaporeans through the years, POSB offers products and services that are relevant to the savings, borrowing, investment and insurance needs of all Singaporeans. With over 50 branches conveniently located islandwide, and over 1,000 ATMs and Cash Acceptance Machines across the island, POSB's distribution network is the largest in Singapore.

POSB acknowledges the passion, commitment and can-do spirit in each of its staff. For more information, please visit [www.posb.com.sg](http://www.posb.com.sg).

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