

Joint Press Release:

Singapore Indian Chamber of Commerce and Industry and Sree Narayana Mission (Singapore)

For immediate release

SICCI CARES FOR A WORTHWHILE CAUSE

The Singapore Indian Chamber of Commerce and Industry (SICCI), through its charity arm SICCI Cares came forward to help and support Sree Narayana Mission (Singapore) in its fundraising efforts to meet the social service organisation's operational needs.

The fundraising programme is also to celebrate Sree Narayana Mission's 75th anniversary, and what better way for SICCI to give back to the community as it gears up to celebrate its centenary in 2024?

SICCI has committed to help raise at least \$375,000 through this charity golf event at the Orchid Country Club **on 31 March 2023**. A dinner will be held that same evening and gracing the occasion is Permanent Secretary (Health) Mr Chan Yeng Kit (representing Health Minister Mr Ong Ye Kung).

Sree Narayana Mission (Singapore) [SNM] is a secular social service agency with charity status. Established in 1948, SNM is committed to providing a range of social services for the underserved regardless of race, language, or religion. SNM is also a proud recipient of three Charity Transparency Awards (2018, 2019 and 2022).

Proceeds from our fundraisers and charity events augment SNM's ability to provide consistent care and maintain smooth operations of their Nursing Home and Senior Care Centres.

And SICCI is proud to be associated with SNM in ensuring that the programmes it implements receive the highest level of support from the chamber and its members.

Mr Neil Parekh, Chairman of SICCI, said, "While assisting in the growth and development of our corporate members is the primary focus of the Singapore Indian Chamber of Commerce and Industry (SICCI), we continue our focus on the broader corporate social responsibility goals needed from Trade Associations and Chambers (TACs) in support of the social service sector. As SICCI prepares to celebrate its centenary in 2024, it is apt that my team and all our well-wishers who have come forward to participate in this charity golf event play our part in moulding the compassionate society that Singapore needs as our population continues to age."

Leading the project are the Chairman of SICCI Cares and an avid golfer, Mr MS Maniam, Vice Chairman of the Singapore Indian Chamber of Commerce, and Industry.

Says Mr Maniam, "I grew up in a humble background and helping to organise this charity golf event to raise funds for Sree Narayana Mission (Singapore) is one way for me to return to the community which stood by me in my formative years. I want to

thank our partners and golfing kakis who readily came forward to play their part and pitch their contributions towards Sree Narayana Mission (Singapore), and we wish the social service organisation success in many more of its programmes and expansion plans for the community at large. SNM aims to raise funds to enhance the organisation's capacity to provide essential social services and community care interventions for seniors, families, and individuals with healthcare and financial needs. I believe this is a cause worth supporting, and we are committed to doing our part to help SNM reach their fundraising goal. We can significantly influence and alter the lives of those in need with your help".

Mr Jayadev Unnithan, President of Sree Narayana Mission (Singapore), said, "At SNM, we endeavour to provide quality care and interventions for the community through the work we do. For us to achieve this, we need fundraising support to continue our efforts and expand our reach in the community. We are grateful to organisations like SICCI for championing our cause through this Charity Golf. As we mark our 75th anniversary this year, we look forward to the community's support so that we can continue to grow our operations and serve more within the community."

The funds SICCI Cares has agreed to raise through a charity golf event will defray operational expenditures so that SNM can ensure that charges remain affordable for its residents and their families.

Mr S. Devendran, CEO of Sree Narayana Mission (Singapore) said, "We value our community partnerships and are deeply appreciative of SICCI Cares' efforts in steering this Charity Golf. Through this, we will leverage on Community Silver Trust (CST), a dollar-for-dollar donation matching grant by the government to double the amount to \$750,000. We depend on such partnerships for support as we work towards achieving one goal: To do good for the community. This charity golf is an example of how the community can support one another to achieve greater good for the community."

It is jointly issued by the Singapore Indian Chamber of Commerce and Industry and Sree Narayana Mission (Singapore).

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