



## **MEDIA RELEASE**

### **ABS launches \$4 million programme to support 10,000 low-income households and fight scams**

*Aims to bolster community support through social, environmental,  
and anti-scam initiatives*

**Singapore, 8 June 2024** – The Association of Banks in Singapore (ABS) today launched a \$4 million Community Giveback Programme, with the strong support of some 50 member banks, about 6,000 bank staff volunteers and partners to give back to the community. These partners include SG Cares Volunteer Centres, MoneySense, National Day Parade (NDP) 2024 Executive Committee, the Ministry of Culture, Community and Youth (MCCY), the Ministry of Education, and the National Crime Prevention Council. Together with its partners, ABS aims to help 10,000 beneficiary households spanning over two years.

The Programme will encompass two pillars: Social and Environmental Focus, and a new Anti-Scam Campaign. While the Programme is the first combined banking industry effort, it is over and above each individual bank's ongoing community, environmental and anti-scam activities.

The Programme was launched at HomeTeamsNS Khatib community marketplace with Associate Professor Dr Muhammad Faishal Ibrahim, Minister of State for Home Affairs and National Development and Adviser to Nee Soon GRC Grassroots Organisations (Nee Soon Central) as Guest-of-Honour. Among the guests at the launch event were representatives from MCCY, NDP 2024 Executive Committee and various community partners. Lending support to the launch event were CEOs from about 40 member banks and 70 bank staff volunteers.

Piyush Gupta, Chairman of ABS, said: "The ABS Community Giveback Programme embodies the spirit of unity and commitment within our banking sector to support and uplift our community. It is a testament to the collaborative spirit cultivated carefully over the years by the banking industry. Our goals are to address the immediate needs of the less privileged, do our part for the environment, and raise digital safety awareness among the public at a time when scams are becoming increasingly sophisticated. It is heartwarming to have the opportunity to showcase the unity and social responsibility of our member banks."

#### **Pillar 1: Social and Environmental Focus**

Anchoring the social effort is the setting up of one-day pop-up community marketplaces for the "shopping" experience at 22 locations (Annex A) in collaboration with SG Cares Volunteer Centres across Singapore. More than 1,500 bank staff volunteers were deployed across these 22 community marketplaces to help create a fun "shopping" experience for beneficiary households. The number of stalls and goods at each marketplace was bespoke to the beneficiary households in the community with the corresponding number of supporting bank staff volunteers.

At each location, beneficiary households "shopped" for home essentials from various stations, stocked with different types of goods. Each household was given up to \$80 to "shop" for home essentials.

Over at HomeTeamsNS Khatib Community Marketplace, some 450 households "shopped" for home essentials with the assistance of 70 bank staff volunteers. More beneficiary households can look forward to another community marketplace "shopping" event planned for next year.

The Community Giveback Programme also includes a meal delivery service to individuals and households who are unable to cook for themselves. Staff volunteers from 20 ABS member banks will work with about



10 community partners to deliver meals to beneficiaries throughout the year across various locations in Singapore.

Overall, the ABS Community Giveback Programme dovetails with the national #GiveAsOneSG campaign launched in 2023, which focuses on encouraging more Singaporeans to volunteer and give back to society.

In line with its commitment to environmental stewardship, ABS will organise beach clean-ups at locations such as East Coast Park and Changi Beach Park. These events will engage about 1,000 volunteers from member banks, fostering a sense of community and responsibility for preserving the cleanliness of Singapore's coastline. This year's clean-up will be held in the latter half of 2024, with a second clean-up planned in 2025.

Ong-Ang Ai Boon, Director of ABS, said: "We are deeply heartened by the overwhelming support from our member banks, who donated generously and volunteered their time. It is inspiring to see our banking sector's combined efforts to gather over 6,000 bank staff from 50 banks, coming together, to strengthen our communities. Together, we provide practical assistance to households and individuals in need, help sustain our clean coastal areas and step-up our collective fight against scams as we navigate the digital world."

## **Pillar 2: New Anti-Scam Campaign**

To enhance the industry's ongoing efforts to fight the rising threat of digital scams, ABS launched a competition on 16 April 2024 inviting members of the public to design a mascot that will serve as a visual reminder for its anti-scam campaign. The mascot will help in developing a 'STOP and CHECK' habit before clicking on any apps or web links. The competition ended on 31 May 2024 and offers a top prize of \$10,000, with additional cash prizes for runners-up. Winners will be announced on 18 June 2024.

ABS' new anti-scam campaign, spanning two years, will prominently feature the mascot in various media and educational materials including animations, digital content, promotional items such as keychains and fridge magnets, as well as a costumed character for skits conducted at school assemblies, institutes of higher learning, shopping malls and other high-traffic areas throughout the year.

Using theatre to connect with primary and secondary school children, ABS is partnering with Act 3, a leading local theatre that specialises in making theatre accessible to young audiences through memorable anti-scam skits.

These skits, supported by anti-scam collaterals, will be rolled out in 120 schools to reinforce awareness among school children, encouraging them to spread the message to their friends and families to be careful and vigilant.

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### **About the Association of Banks in Singapore**

The Association of Banks in Singapore (ABS) plays an active role in promoting and representing the interests of the banking community in Singapore. In doing so, ABS works closely with the relevant government authorities and other stakeholders towards the development of a sound financial system in Singapore. Since its establishment in 1973, ABS has promoted common understanding and trust among its members and projected a unifying voice on banking issues. It has brought its members closer together through various guidelines and banking practices as well as the support of projects of mutual benefit to face the challenges of the financial and banking communities in Singapore. Today, ABS has a membership of over 150 local and foreign banks.

More information on the ABS is available on the association's website, [www.abs.org.sg](http://www.abs.org.sg).

**24 Towns in Singapore**



## **22 Venues**

	<b>Location</b>	<b>Town(s)</b>
<b>Central</b>		
1	Queenstown CC	Queenstown
2	Henderson CC	Bukit Merah
3	Jalan Besar CC	Jalan Besar
4	Broadrick Secondary School	Geylang, Serangoon
5	Kim Seng CC	Kreta Ayer
6	Beatty Secondary School	Toa Payoh
<b>East</b>		
7	Rivervale CC	Sengkang, Punggol
8	Hougang CC	Hougang
9	Elias CC	Pasir Ris
10	Bedok CC	Bedok
11	St Hilda's Primary School	Tampines
<b>North</b>		
12	Blossom Seeds	Sembawang
13	Christchurch Secondary School	Woodlands
14	Home Team NS @ Khatib	Yishun
15	Yio Chu Kang Secondary School	Ang Mo Kio
<b>West</b>		
16	Clementi CC	Clementi
17	Taman Jurong CC	Jurong
18	Loving Heart Multi-Service Centre	Jurong East
19	Blk 189A Boon Lay Drive MPH Backup: Blk 187 MPH	Boon Lay
20	Chua Chu Kang Secondary School	Chua Chu Kang
21	Feiyue's Youth Centre	Bukit Batok
22	Bukit Panjang CC	Bukit Panjang