



Together, Because



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#GiveAsOneSG Campaign Kicks Off with the Community Marketplace by The Association of Banks in Singapore

1. The #GiveAsOneSG campaign for NDP 2024 kickstarted today in conjunction with the first Community Marketplace led by The Association of Banks in Singapore (ABS), together with its member banks and the SG Cares Volunteer Centres. The Community Marketplace involves the distribution of household essentials to low-income families with children and youth, and is part of ABS' wider Community Giveback Programme to bring together banks in Singapore to impact the community over the next two years.
2. Speaking at the event, SG Cares Lead Advisor for Yishun Town and Adviser to Nee Soon GRC Grassroots Organisations (Nee Soon Central), Assoc Prof Muhammad Faishal Ibrahim said, "To nurture a truly inclusive society, we must build a strong culture of kinship and respect, where we empathise with our fellow citizens, bring out the best in each other, and succeed together. This is encapsulated in the theme of NDP 2024 – Together, As One United People. Giving is a whole-of-society effort and is crucial in our nation building".
3. Mr Piyush Gupta, Chairman ABS said, "Banks play a critical role not only in underpinning the workings of the financial system, but also in serving the needs of the larger society in which we operate. We are pleased to launch the ABS Community Giveback Programme, which brings together member banks from across the industry to give as one and make a difference to our customers, society, and the environment."
4. The #GiveAsOneSG campaign is part of this year's National Day celebrations. It is initiated by the NDP 2024 Executive Committee in collaboration with the SG Cares Movement to raise awareness of volunteering, and to encourage participation in meaningful activities where Singaporeans can give back to society.

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