

## TAKING HEART

# SP Group launches initiatives to help seniors, young at inaugural Community Festival

By Lindsay Wong

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AROUND 40 senior beneficiaries from Allkin Singapore enjoyed a tour of the Merlion Park, Marina Bay and Singapore Flyer on Wednesday (Jun 4) at the launch excursion of SG60 Journeys from the Heart, SP Group's new initiative.

They were accompanied by SP employee volunteers as they took in views of the city's skyline and iconic landmarks.

The initiative offers customised itineraries for 600 seniors, youth and children and their families. Stanley Huang, group chief executive of SP, said: "Aligned with SP's focus on sustainability, they will travel on an electric bus to places of interest such as the iconic Singapore Flyer, Merlion Park and Sentosa island."

These day trips will take place from June to August.

Jocelyn Toh, head of senior service at Allkin Singapore, said: "Ex-



**SP Group employees and the company's beneficiary social service agencies flagging off SG60 Journeys from the Heart at the SP Community Festival on Jun 4.** PHOTO: SP GROUP

cursions like these allow the individuals and families we serve – many of whom are from lower-income backgrounds – to explore Singapore with renewed wonder, meet new friends and create shared memories they might not otherwise get a chance to experience."

Likewise, Amelia Shepherdson,

72, and Alison Chan, 68, Allkin beneficiaries who went on Wednesday's excursion, said such events give them a chance to socialise with people in their age group. This is beneficial because they can relate to each other's problems, they noted, adding that family members may not always understand

the struggles they are going through.

SG60 Journeys from the Heart is one of the three initiatives announced by the national grid and energy solutions operator on Wednesday, at its inaugural Community Festival where it also celebrated its 30th anniversary and Singapore's 60th year of independence.

At the festival, various social service agencies who are SP beneficiaries set up booths so that the group's staff could find out more about their causes. Some employees also shared about their volunteering experiences.

To commemorate its anniversary, SP is enhancing its donation-matching initiative for the SP Heartware Fund, which was launched in 2005 in partnership with Community Chest. It supports nearly 100 critical social service programmes to help vulnerable communities.

Until Dec 31, SP will match staff

donations by three times – instead of the usual one-to-one ratio – up to a total of S\$1 million.

As part of the SGShare campaign to commemorate SG60, all donations to the fund will also be matched dollar-for-dollar under the SG Gives matching grant, which was announced during Budget 2025.

For every dollar that an employee donates, S\$8 will thus go towards helping recipients of the programmes. To date, the fund has raised more than S\$30 million.

Huang said: "(To amplify the) fundraising efforts for the SP Heartware Fund, SP provides platforms for its customers and business partners to make donations through the SP app and (runs) donation appeals via the monthly utilities bills."

From Wednesday, SP will also be distributing care packs worth S\$300,000 to 10,000 lower-income households throughout the year under its SP Power Packs initiative.

"The packs are now tailored for each age group, providing daily essentials to reduce household expenses, especially amid rising costs," Huang added. For example, seniors will receive items such as cereal and rice; youth will receive energy drinks and refreshments; and children will receive stationery items and learning tools.

Mohamed Fareez, CEO of Allkin Singapore, said the Republic's ageing population, rising mental health concerns and higher cost of living make such initiatives – especially by corporates – essential to improve well-being. "We are looking at ways to bridge the gap and provide resources to allow and increase the possibility of social mobility as well," he added.

SP Group has been a partner of Allkin Singapore since 2017 and has conducted various long-term initiatives such as reading programmes for children, befriending activities and helping seniors with errands.