

# THE STRAITS TIMES

## SP Group donates \$1 million to support children from low-income families



The donation was launched under the SP Kids at Heart programme on June 23, 2021. PHOTO: SP GROUP

**Yeo Shu Hui**

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**SINGAPORE** - More than 2,000 children from low-income homes will get electronic devices and learning and development packs with a \$1 million donation from the SP Group.

The donation was launched under the SP Kids at Heart programme on Wednesday (June 23), and will benefit children up to six years old from low-income families.

Community Chest will administer the funds and disburse them to KidStart to support the programme.

KidStart Singapore provides support for child development, and coordinates and strengthens holistic services for low-income families. Its programme provides guidance to parents with children aged six years and below, to enhance the children's development, health and well-being.

Children benefiting from the donation will receive educational tools, books and toys in the form of learning and development packs for a year.

They will also receive electronic devices such as tablets and Internet routers to support their online engagement and learning during the Covid-19 pandemic.

Their families will get grocery vouchers and other financial assistance packages such as tools and equipment to enable a more conducive home learning environment.

Staff volunteers from SP will deliver the welcome and learning packs to the beneficiaries, help install routers and produce instructional videos to work around safe management guidelines.

At the virtual launch on Wednesday, SP Group chairman Tan Sri Hassan Marican said that children are the future of Singapore.

He said: "Through SP Kids at Heart, we can give them the best possible start in their formative years, with access to the right developmental and educational materials. This includes digital tools to ensure their learning is not disrupted during the pandemic.

"For parents, we aim to equip them with soft skills to help them connect better with their children and support them in their holistic education."



Every child deserves a good start in life. We've launched SP Kids at Heart to support young children from lower-income families in their learning journey.

For a start, we're donating S\$1 million to benefit 2,000 children under [Kidstart Singapore](#). Minister for Social and Family Development [Masagos Zulkifli](#) witnessed the cheque presentation by SP's Group CEO Stanley Huang to [Community Chest Singapore](#) for the KidSTART programmes.

SP's Chairman Tan Sri Hassan Marican said: "We are expanding our community outreach to help children, who are the future of Singapore. Through SP Kids at Heart, we can give them the best possible start in their formative years, with access to the right developmental and educational materials."



**Stanley Huang**  
CEO, SP Group



**Mr Masagos Zulkifli**  
Minister for Social and Family Development



**Tan Sri Hassan Marican**  
Chairman, SP Group



**Mdm Rahayu Buang**  
CEO, KidSTART Singapore



**Mr Phillip Tan**  
Chairman, Community Chest



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Minister for Social and Family Development Masagos Zulkifli, who is also chairman of the Growing Together with KidStart Council, said: "SP Group has shown us how corporates can play their part in building a society of opportunities together even amid a pandemic, sustaining a culture where those who have done well give back for the betterment of society."

Madam Shariffah Dayana Syed Hassan Al-Yahya, 38, who works in the food and beverage industry and has a three-year-old son, Rumi, is looking forward to the SP Kids at Heart programme.

She said: "As a parent, the most important thing is for our children to grow up well. With SP Kids at Heart, I am grateful that he can get the support he needs for a better future."