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Annex A – Factsheet on VolunteerInc. and Company Profiles

BACKGROUND

VolunteerInc. is SBF's corporate volunteering programme, established through a strategic collaboration with the Ministry of Culture, Community and Youth (MCCY), and enabled by the SBF Foundation. It helps companies of all sizes to design, start and sustain meaningful corporate volunteering. This strengthens business capability, workforce resilience and engagement, and trust-building partnerships with community organisations.

Corporate volunteering is a key programme under SBF's Social Impact pillar, one of six action agendas driving business transformation. VolunteerInc. strengthens Singapore's business ecosystem by embedding responsibility, resilience, and community-mindedness into corporate culture.

More information on VolunteerInc. and its key partners can be found here:

<https://www.sbf.org.sg/what-we-do/socially-impactful/volunteerinc/>

Programme Snapshot *(updated as of 5 May 2026)*

Since July 2025, SBF has partnered **over 50 companies** across a range of sectors, deploying **some 500 employees** to volunteer in the community, with more than 120 companies indicating interest to step up. The initiative has a long-term ambition to engage 600 companies and 6,000 employees by 2030.

Why It Matters Today

- Social sustainability is a business imperative. Companies increasingly recognise that long-term competitiveness depends not only on economic performance, but also on how businesses engage, develop, and support their people and communities.
- Corporate volunteering is a practical entry point. Volunteering is people-centred and relational, linking workforce engagement, leadership development, and community trust.
- Demand is strong but deployment remains uneven. Most businesses value social sustainability. However, many – especially SMEs – lack the structure and support to sustain meaningful corporate volunteering.

How VolunteerInc. Works

VolunteerInc. supports companies across their volunteering journey through a structured PACT framework.

- **Purpose Alignment:** Helping companies align volunteering with business values, workforce interests, and strategic priorities.
- **Active Matching:** Connecting company capabilities with real community needs through suitable volunteering opportunities.
- **Capability Development:** Equipping companies with the skills, confidence, and know-how to design, sustain, and learn from corporate volunteering.

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- *Trust Building*: Fostering long-term, trusted partnerships between businesses and community organisations.

What Success Looks Like

- Corporate volunteering is embedded into business and workforce strategies, rather than treated as one-off activities.
- Companies build sustained partnerships with community organisations, enabling deeper and more scalable social impact.
- Employees participate meaningfully, developing leadership, teamwork, and purpose beyond the workplace.

Who VolunteerInc. Supports

- **Businesses**: Companies at different stages of their social sustainability and volunteering journey.
- **Employees**: Individuals who want to contribute their time and skills meaningfully.
- **Communities**: Community organisations and beneficiaries who benefit from sustained, capability-aligned support.

COMPANY PROFILES OF VOLUNTEERINC.

1. Coface

Company that has been able to progress from initial participation to sustained engagement under VolunteerInc.

Coface has been actively involved with VolunteerInc. since its inception, beginning with a plug-and-play approach to kickstart employee volunteering, progressively deepening and customising their engagements over time. Key volunteering activities include adaptive and inclusive sports, such as boccia, disc golf, and seated floorball, designed to be accessible, engaging and repeatable for the seniors under Allkin Singapore's care.

Most recently, Allkin Singapore was looking for a corporate partner for its first collaboration with Yio Chu Kang Secondary School and chose Coface to organise an intergenerational game of pickleball in the middle of April. This shows the confidence in the VolunteerInc. programme to onboard corporates to become a preferred corporate partner.

With VolunteerInc.'s guidance, Coface progressed from initial participation to sustained engagement and ultimately into a trusted partner that co-designs and delivers community programmes.

Coface has volunteered 10 times in the last 9 months, with between 6 to 20 volunteers each time, impacting over 130 beneficiaries.

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Why this example matters

Coface's experience illustrates how companies can sustain corporate volunteering over time through simple, well-designed activities, and how long-term participation enables corporations to evolve from participants to trusted partners who co-design and deliver community programmes.

Coface's journey also shows how sport can serve as a practical bridge to foster connection, inclusivity and cross-generational learning.

“Through today's pickleball volunteering, sport became a bridge that fostered connection, inclusivity and mutual learning across generations. For us, the most meaningful part was seeing different organisations come together to collaboratively plan and deliver a programme for seniors.” — Jeriel Choy, Regional Head of HR Southeast Asia, Coface

2. Cook Medical *(Highlighted in Ag Minister David Neo's keynote speech)*

Company that has been able to embark on their first structured volunteering journey under VolunteerInc. in 2026.

Cook Medical's involvement with VolunteerInc. marks its first step into structured, sustained corporate volunteering in Singapore. While the business has previously supported community organisations through donations and ad-hoc outreach, VolunteerInc. connected Cook Medical directly with a community partner and matched them to activities suited to their team's passion and talent.

Through Project Dian and M³@Bedok, Cook Medical supported families in public rental flats with multiple food distribution initiatives over Ramadan. Cook Medical has since committed to continuing their partnership with Project Dian, and is now exploring how they can broaden their involvement through other types of programmes.

Why this example matters

Cook Medical's experience illustrates how companies, including global firms with a local presence, can take an accessible first step into corporate volunteering through VolunteerInc. By lowering barriers to entry and providing appropriate matching, VolunteerInc. supports companies in moving from intention to action, while laying the foundation for deeper engagement over time.

“VolunteerInc. supports us in providing direct access to community partners, helping us move from intention to action in a realistic and confident way.”

— Samuel Teh, General Manager, Cook Medical Singapore & Malaysia

3. Civica

Company that has been able to embark on their first structured volunteering journey under VolunteerInc. in 2026.

VolunteerInc. played a key role in supporting Civica's first steps into structured corporate volunteering – identifying suitable partners and opportunities and eventually matching them to

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Yong-en Care Centre based on Civica's interests within the community. VolunteerInc. also helped Civica successfully tap on the Corporate Volunteer Scheme (CVS), allowing them to unlock tax deductions. This end-to-end support allowed Civica to focus on what mattered most – showing up meaningfully for the community.

As part of its initial engagements, 20 Civica volunteers partnered with Yong-en Care Centre to distribute fresh food to isolated seniors in Chinatown community in January, followed by a bread distribution activity in April. These early activities provided an accessible starting point for employees and allowed the company to respond to place-based needs within the community. Building on this experience, Civica is exploring a seniors befriending-focused volunteering activity in the coming months as it looks to deepen its engagement.

Why this example matters

Civica's experience illustrates how global companies with a local presence can begin their corporate volunteering journey and respond to place-based community needs, such as supporting seniors in Chinatown, to build confidence and build pathways for deeper, more sustained engagement over time.

4. Chasen Logistics

Company that has been able to embark on their first structured volunteering journey under VolunteerInc. in 2026.

Chasen Logistics' engagement with VolunteerInc. represents an early step into corporate volunteering for an SME exploring different ways to contribute to the community. Through VolunteerInc.'s facilitation, Chasen Logistics was connected to a range of community partners and activities, giving employees hands-on exposure to diverse social causes they would not have easily accessed on their own. For example, their employees conducted sports and games activities with latchkey children in Queenstown, supported by the SG Cares Volunteer Centre at Queenstown (FaithActs). They also took part in a digital engagement session with the Enabling Services Hub @ Jurong, operated by TOUCH Community Services, where employees interacted with and supported persons with disabilities.

Why this example matters

Chasen Logistics' experience illustrates how SMEs new to volunteering can gain exposure to diverse community needs through VolunteerInc. and build foundational understanding of community needs through on-the-ground activities.

“The sharing session with individuals with disabilities reminded us that impact isn't measured by how much we would give, but by how deeply we connect. What began as a simple act of service became an exchange of stories, laughter, patience, and understanding. The team has a better understanding of the interaction with individuals with disabilities.” - Yvonne Tay, Assistant Manager, Corporate Administration

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5. **Grab** (*Highlighted in Ag Minister David Neo's keynote speech*)

Company that has been able to develop customised volunteering engagements (e.g., skills-based or curated projects)

Grab's partnership with VolunteerInc. highlights SBF's critical role in enabling more purposeful and effective corporate volunteering. By understanding both community needs and business strengths, VolunteerInc. helped Grab facilitate targeted, skills-based partnerships that create meaningful impact.

Through VolunteerInc., Grab was matched with Beautiful People, a charity supporting women from disadvantaged backgrounds. Recognising that Grab's technological expertise could address a specific need, VolunteerInc. worked with both parties to design a hands-on AI workshop – where 23 Grab volunteers trained 15 beneficiaries on how simple AI tools can support job preparation and everyday workplace tasks. Many participants left feeling more confident in using AI to optimise their resumes for their job search. Moving forward, Grab has expressed interest in continuing to support Beautiful People's needs.

Why this example matters

For Grab employees, the experience reinforced how their skills can be meaningfully applied beyond their day-to-day work. This partnership shows how VolunteerInc. enables companies to move beyond one-size-fits-all volunteering towards initiatives grounded in real needs and real capabilities, creating deeper and more sustained impact for both businesses and communities.

“As Grab deepens the use of AI on our platform, we also wanted to find ways to bring these capabilities beyond our day-to-day work and into the community in more meaningful ways. Through VolunteerInc., led by the Singapore Business Federation, we partnered Beautiful People to run a hands-on AI workshop for women from underserved communities, where our employees shared practical tools and showed how AI can be used in everyday learning and job preparation. It was a simple but powerful way for us to take what we build at work and use it to help others gain confidence and new skills.” - Alejandro Osorio, Managing Director for Grab Singapore