



NEWS RELEASE

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PRESIDENT TONY TAN LAUNCHES 16th PRESIDENT'S CHALLENGE AT MICROSOFT'S WE TECH CARE 2016 EVENT

Held in support of President's Challenge, We Tech Care rallied over 200 people from local startups, non-profits and partner organisations, and Microsoft to showcase the power of technology in creating a smarter and more inclusive Singapore

1. **Singapore, 12 March 2016** – President Tony Tan Keng Yam officially launched the 16th President's Challenge today at Microsoft's We Tech Care 2016 event with strong support from the technology community.
2. Aligned with Microsoft's mission to empower every person and organisation on the planet to achieve more, We Tech Care 2016 goes beyond regular fund-raising to rally the local startup community, non-profit organisations, Microsoft partners and employees to collectively showcase the power of technology in creating a smarter and more inclusive Singapore. In addition to the over 200 volunteers from startups, non-profits and partner organisations, as well as Microsoft, the event saw close to 600 beneficiaries and members of the public participating in We Tech Care 2016.
3. Held at JTC LaunchPad @ one-north, a vibrant and exciting co-working space for local startups, the half-day event created opportunities for people of all ages to learn coding and computing through IT workshops and talks; connect the current generation of innovators with the next through startup discovery tours; raise awareness of innovative technologies that can help solve societal issues; support digital inclusion programmes through partnerships with non-profit organisations; and foster Microsoft employees' skill-based volunteering efforts (See [Annex A](#)).
4. As part of the programme, President Tony Tan kicked off the 16th President's Challenge this year in a launch ceremony. In his speech, he highlighted that since 2000, the President's Challenge has evolved beyond financial support to address today's social needs, which are more complex and social in nature. One example is bridging the digital gap of marginalised groups for them to keep up with the mainstream. By channelling more resources to address these gaps, the President's Challenge hopes to provide them with the support, skills and confidence to lead dignified and meaningful lives.



5. The President's Challenge also promotes community interaction and integration. It looks to more public, private and people partnerships to help build a better support ecosystem in the community. Funds raised through this year's President's Challenge will be channelled to 57 beneficiaries across various sectors (See [Annex B](#)). Going beyond fund-raising, it rallies Singaporeans to not just pool together financial resources, but also time and skills.

6. President's Challenge also aims to boost senior volunteerism as a valuable community resource with the President's Challenge Silver Volunteer Fund (SVF), which was announced last year. In 2016, for every S\$10 donated to President's Challenge, S\$2 will be channelled to the SVF. The government will match dollar-for-dollar donations to the SVF, capped at S\$20 million.

7. We Tech Care 2016 marks the start of Microsoft's fund-raising activities in support of the 16th President's Challenge, which raised a total of S\$268,963 from Microsoft and its employees, partners and members of the public. President Tan accepted the donation cheque from Microsoft on behalf of President's Challenge and other charities supported by Microsoft. He also met with Microsoft employees, partners, startups, non-profit organisation volunteers, as well as beneficiaries as he toured the event's premises and participated in the day's activities.

8. "At Microsoft, we believe technology can empower every person and organisation to achieve more. That is why, in addition to raising funds for the 16th President's Challenge, we are focused on empowering people across all ages with technology, with a particular emphasis on equipping the elderly and disadvantaged groups with technology skills to help them make a real impact for a smarter and more inclusive Singapore. By contributing what Microsoft knows and does best, we are heartened to see that close to 2,200 people with disabilities and 22,461 seniors have been equipped with practical IT skills. In the last two years, 55 people with disabilities have also been trained with vocational IT skills and 19 of them have gone on to find job opportunities in IT-related fields as a result," said Ms Jessica Tan, Managing Director, Microsoft Singapore.

9. "As Singapore works towards building the world's first Smart Nation, technology will no doubt have a greater role in the lives of everyone living here. We are grateful for Microsoft Singapore's continued support through President's Challenge in making technology accessible to people with disabilities so that they are not left behind," said Mr Abhimanyau Pal, Executive Director, SPD.

10. "As a Microsoft YouthSpark Scholarship recipient, I am really thankful for the scholarship as it allows me to focus on my studies without worrying about my school expenses. With SPD and



Microsoft's support, I can now pursue a Diploma in Business Information Technology, with hopes of becoming a software developer in future to develop technological applications to help persons with disabilities," said Mr Mohamed Najulah, Microsoft YouthSpark Scholarship 2015 Recipient.

11. "RSVP is proud to partner Microsoft in its We Tech Care initiative. We want to see more and more seniors use IT in their daily lives. This is in line with government's drive to create a Smart Nation for all," said Mr Koh Juay Meng, President, RSVP Singapore.

12. "As a volunteer with RSVP, I enjoy being able to use my IT skills to assist and empower seniors, providing them with a doorway to the wider digital world that can improve their quality of life; from free information to easily available entertainment. This has given me an immense sense of fulfilment and purpose which has helped ease my transition from work to retirement," said Mr Ong Han Min, RSVP Volunteer.

13. "At Guide Dogs Association of the Blind, we work tirelessly to empower people who are visually impaired to live full and independent lives through the gift of mobility – the simple right to be able to get around. In support of our orientation and mobility training and the provision of guide dogs in Singapore, we value our strong partnership with Microsoft – a partnership that through the Cities Unlocked programme seeks to leverage technological advancements to further advance our cause," said Mr Amos Miller, Chairman, Guide Dogs Association of the Blind Singapore.

14. "Partnering Microsoft for the We Tech Care 2016 event is a terrific opportunity for a health-tech company like Jaga-Me, as we bring top-quality nursing to homes on-demand. Besides showcasing our latest solutions at the event, we are also delighted to be able to meet non-profit organisations such as SPD and RSVP, who are making a difference in our local communities by helping the elderly and people with disabilities," said Mr Julian Koo, CEO, Jaga-Me.

15. Since 2002, Microsoft has tirelessly rallied support from its extensive partner ecosystem and communities in support of President's Challenge. The total value of cash raised and software donated by Microsoft, employees and partners for the President's Challenge and its beneficiaries from 2006 is estimated at over S\$4 million.

16. This year's We Tech Care was made possible through the generosity and support of Gold Sponsors - Accenture Technology Solutions Pte Ltd and Avanade Asia Pte Ltd; and Bronze Sponsors - Challenger Technologies Ltd, Datapulse Technology Limited, and Dimension Data



(Singapore) Pte Ltd. In-kind corporate contribution was also provided by Embrya and JTC Corporation.

For more information, visit www.microsoft.com/singapore/WeTechCare and www.pc.org.sg.

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About President's Challenge

The President's Challenge is an annual community outreach and fund-raising campaign for beneficiaries selected every year by the President's Office. Initiated by former President S R Nathan in 2000, the Challenge represents a coming together of people from all walks of life, under the President's patronage, to help those who are less fortunate, and is a call to all Singaporeans to do their part to build a more caring and inclusive society. In 2012, under the leadership of President Tony Tan Keng Yam, the Challenge was expanded to go beyond fund-raising, by including volunteerism and social entrepreneurship. President's Challenge will continue to rally the community to help the less fortunate among us through the giving of time, skills and enterprise.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential.

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ANNEX A

WE TECH CARE 2016 PROGRAMME HIGHLIGHTS

We Tech Care 2016 put together over 26 sessions and activities for members of the public, including the following:

- **IT Made Easy Sessions** to introduce people of all ages to the fundamentals of computing and equip them with IT tips and tricks.
- **Play It Safe Talks and Conferences** to help people take students, parents and working professionals take charge of their digital life, safeguard and protect your reputation online.
- **WeSpeakCode Workshops** to equip children, teenagers and tertiary students with the tools and knowledge to develop ideas with technology, and to use their newfound coding skills to build and bring ideas to life.
- **NGO & Assistive Technology Showcase** to enable people of all ages to meet with non-profit organisations, discover where help is needed and take the first step towards active volunteering. The Assistive Technology Showcase by the Society for the Physically Disabled (SPD) showcases how the latest assistive technologies can make a difference and help people lead more fulfilling lives, while the Cities Unlocked Showcase by Guide Dogs Association of the Blind Singapore, Future Cities and Microsoft, features a new soundscape technology that enhances mobility for the visually-impaired and help improve their daily lives through technology.
- **Startup Discovery Tours** for students, young professionals, IT enthusiasts, aspiring innovators and the general public to meet with local startups, discover the power of technology through innovative showcases, test out the latest applications and walk away with a lesson in entrepreneurship for good.
- **Xbox Games Competitions** for people of all ages to experience the Xbox world of gaming, participate in competitions and win prizes.
- **Fringe Activities** with a range of fun and games to entertain the entire family.



ANNEX B

BENEFICIARIES OF PRESIDENT'S CHALLENGE 2016

1. ABLE – Abilities Beyond Limitations And Expectations Limited
2. Alzheimer's Disease Association – The Arts & Dementia Project
3. AMKFSC Community Services Ltd
4. Autism Association (Singapore)
5. AWWA Ltd
6. Babes Pregnancy Crisis Support Ltd
7. Beautiful Mind Charity Singapore
8. Bright Vision Hospital
9. Care Corner - Teck Ghee Youth Centre
10. Casa Raudha Women Home
11. Children's Cancer Foundation
12. Christian Care Services (Singapore)
13. Christian Outreach to the Handicapped
14. Community Chest
15. Eagles Mediation & Counselling Centre
16. Eurasian Association, The
17. Family Life First
18. Focus on The Family Singapore Limited
19. Green Haven Halfway House
20. Guide Dogs Association of the Blind Ltd
21. HEB-Ashram Halfway House
22. Home Nursing Foundation
23. HOPE Worldwide (Singapore)
24. Kidney Dialysis Foundation Limited
25. KKH Health Endowment Fund
26. Lakeside Family Services
27. Lutheran Community Care Services Limited
28. Morning Star Community Services
29. Muhammadiyah Welfare Home
30. Muscular Dystrophy Association Singapore
31. National Arts Council's music mentorship programme for at-risk youth
32. National Kidney Foundation
33. New Hope Community Services
34. Malay Youth Literary Association (4PM)
35. Pertapis Halfway House
36. President's Challenge Silver Volunteer Fund
37. Rainbow Centre, Singapore



38. Seventy Times Seven
39. Shared Services for Charities Limited
40. Singapore Association for Mental Health
41. Singapore Association of the Visually Handicapped
42. Singapore National Paralympic Council
43. Society for the Aged Sick
44. South Central Community Family Service Centre Limited
45. SPD
46. Special Olympics Singapore
47. St. John's Home for Elderly Persons
48. Sunlove Abode for Intellectually-Infirmed Ltd
49. The Community Justice Centre Limited
50. The Red Pencil (Singapore)
51. The Turning Point Halfway House
52. Thye Hua Kwan (THK) Early Intervention Programme for Infants and Children (EIPIC)
53. Trybe Limited
54. TSAO Foundation Elder-centred Programme of Integrated Comprehensive Care (EPICC)
55. TTSH Community Fund
56. WINGS Counselling Centre
57. Yong-en Care Centre