

MEDIA RELEASE

Raising a Generation of Giving Families

SINGAPORE, 1 September 2016 – TOUCH Community Services (TOUCH) has launched *The Giving Family* initiative to encourage families to serve the needs of the community by instilling the value of giving to their children. Through *The Giving Family*, TOUCH aims to spark a movement of families giving together, contributing to building Singapore as a giving nation.

A key feature of this initiative includes the introduction of a children's storybook, *A New Trolley*, which tells the story of how a family came together to support an elderly-in-need. *A New Trolley* is written in-house by TOUCH. It contains simple suggestions for parents to facilitate the learning of compassion and generosity to their children. *The Giving Family* was launched today by Minister for Culture, Community and Youth, Ms Grace Fu, at PCF Sparkletots Admiralty Childcare, through a storybook reading session.

Mr James Tan, Executive Director of TOUCH, said, "Values are more often caught than taught. A great way for kids to understand what compassion means is for the family to demonstrate giving together. TOUCH is happy to present this children's storybook as our contribution towards a giving nation. We hope to put the storybook in the hand of every parent, and encourage them to cultivate the value of giving in their children. When more families make giving a culture and natural part of their lives, the moral fabric of our nation will be positively impacted."

In partnership with President's Challenge, TOUCH will be distributing 50,000 copies of the storybook to some 300 pre-schools through the Early Childhood Development Agency's (ECDA) *Start Small Dream Big* initiative. Donations raised from this distribution will benefit the VWOs supported by the President's Challenge. Parents and teachers can also contact TOUCH at 6377 0122 or visit www.touch.org.sg/TheGivingFamily to find out how they can receive a copy of the book.

Families can embark on the giving journey by starting simple family saving projects for the needy or by volunteering as a family. To help families get started, TOUCH has initiated *TOUCH Experience* – a programme that provides families with simple one-off volunteering experiences for them to gain greater awareness of the needs of the disadvantaged.

The *TOUCH Experience* is organised during the June and December holidays. Some 220 parents and children from 60 families, participated in *TOUCH Experience* during the recent June holidays. They volunteered in activities including meals delivery for frail and homebound seniors, befriending adults with special needs, morning exercise with the elderly and learning sign language and dining with deaf families. TOUCH aims to raise 1,500 *Giving Families* by the end of 2017 through *The Giving Family* initiative.

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About TOUCH Community Services

TOUCH Community Services is a not-for-profit charitable organisation, dedicated to meeting the needs of children from low-income or single-parent families, youths at-risk, needy families, people with special and healthcare needs, and the frail elderly. Through its integrated network of 17 services, TOUCH is committed to serving people of all ages, races, religions and backgrounds. TOUCH was officially registered as a charitable organisation in 1992. It currently serves 30,000 clients annually.