

Annex B

Write-ups of Selected Award Winners

Lifetime Achievement Award

Mrs Mildred Tan-Sim Beng Mei

Mrs Mildred Tan has served MSF with distinction for more than 25 years, championing causes in women's development, strong families and the prevention of problem gambling. A respected business leader and community advocate, she has leveraged her extensive public, private and people sector networks to raise awareness of these issues, strengthen cross-sector partnerships and drive lasting social impact. Her contributions have been recognised through numerous awards, including the Meritorious Service Medal (2025), Public Service Star (2014) and Public Service Medal (2007). She also received the Outstanding Volunteer Award (2011) and Long Service Award (15 years) (2011) at MVPA.

In women's development, Mrs Tan played a pivotal role in advancing board diversity in Singapore through her leadership of the Diversity Taskforce Regarding Women on Boards (2012-2014) and later as Co-Chair of the Council for Board Diversity (2019-2024). Her advocacy contributed to policy and governance changes that accelerated the appointment of women directors across listed companies, statutory boards and charities, while helping to establish a sustainable pipeline of board-ready female leaders. The recommendations developed under her leadership continue to shape CBD's programmes and Singapore's board diversity efforts today.

Mrs Tan has also made significant contributions to strengthening families and protecting vulnerable individuals. Through the Businesses for Families Council, she introduced initiatives that encouraged employers to adopt family-friendly practices and laid the groundwork for today's Made for Families movement. As a member of the National Council on Problem Gambling (2005-2010), she helped shape exclusion measures and public education efforts to mitigate gambling-related harms. Across all three areas, her leadership has left enduring frameworks and partnerships that continue to advance MSF's objectives and benefit Singapore society.

Outstanding Partner Award

No.	Name of Awardee
1	National University of Singapore The National University of Singapore (NUS) has been a pioneering partner in supporting ComLink+ families through its GEN2070 ComLink+ Befrienders course as part of their General Education curriculum since August 2022, marking the first service-learning collaboration of its kind between an Institute of Higher Learning and MSF. Since 2022, the programme has mobilised more than 1,100 student befrienders who have contributed over 20,000 volunteer hours, making NUS the largest single organisational contributor to the ComLink+ befriending initiative. In 2025, over 340 students

	enrolled as volunteer befrienders, with plans for year-on-year increases. Through dedicated faculty support, structured training and close collaboration with MSF and social service agencies, NUS has strengthened support for families while fostering greater social awareness and civic responsibility among students. Building on the programme's success, NUS has expanded the initiative to include alumni and staff volunteers, enabling skills-based volunteering to support families in areas such as employment, home ownership and financial stability. The university continues to innovate and strengthen the partnership through programme enhancements, impact measurement systems and sustained engagement, reflecting its commitment to leveraging education and institutional networks for meaningful social impact.
2	Singtel Singtel has been a longstanding supporter of the social service sector through its flagship Singtel Touching Lives Fund (STLF), which has supported children and youths with special needs for over two decades. Through Community Chest, the fund currently supports six Special Education schools and has raised more than \$60 million since its inception in 2002. Supported by employee fundraising efforts, corporate partnerships and its annual Signature Charity Golf event, Singtel has consistently grown its contributions, raising more than \$1.5 million in 2025 alone. Beyond financial contributions, Singtel actively promotes volunteerism and social inclusion through large-scale engagement initiatives such as the Singtel Carnival, which brings together beneficiaries, employees and community partners. Its recent three-year commitment of \$10 million to Community Chest underscores its long-term dedication to creating opportunities for children and youths with special needs while embedding social impact as a core part of its corporate purpose.
3	PropNex PropNex has demonstrated strong commitment to building stronger families and communities through sustained philanthropy, volunteerism and strategic partnerships with MSF and the social service sector. A key contributor to the family ecosystem, PropNex partnered MSF, Families for Life, Gardens by the Bay and Community Chest to develop the PropNex Family Zone, a family-friendly community space designed to promote inclusion, community bonding and family engagement. The company has also been an active supporter of the National Family Festival and ComLink+, contributing funding, outreach and community engagement opportunities to strengthen family connections. Beyond corporate giving, PropNex has mobilised its extensive network of salespersons and staff through initiatives such as PropNex Cares, which channels donations and volunteer efforts towards social causes. The company has contributed millions of dollars to charitable causes, supported

	year-round volunteering activities, and established the PropNex Foundation to sustain its long-term social impact efforts. Its strong alignment of corporate purpose with community outcomes exemplifies a whole-of-society approach to supporting vulnerable families and building a more inclusive Singapore.
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Outstanding Agency Award

No.	Name of Awardee
1	Care Corner Singapore For over 40 years, Care Corner Singapore has supported lower-income families, children, youth, seniors and vulnerable individuals through a wide range of community and social services across 26 service points. Serving more than 18,000 beneficiaries annually, the organisation delivers numerous MSF-funded programmes, including Family Service Centres, Protection Specialist Centre, FAM@FSC, Early Risk Marriages Programme, Youth GO! rehabilitative programmes, KidSTART and upstream marriage support and parenting programmes. It also operates three SG Cares Volunteer Centres, mobilising over 2,000 volunteers and supporting initiatives such as the ComLink+ Befriender Programme. Beyond direct service delivery, Care Corner has played an active role in sector development and policy implementation, contributing to the Family Services Landscape Review and various service development workgroups. The organisation has demonstrated strong governance, digital capabilities and volunteer management practices, while continuing to expand its reach and community impact through integrated and collaborative service models.
2	SHINE Children and Youth Services SHINE Children and Youth Services is a leading youth-focused organisation that empowers young people through community partnerships, youth-led initiatives and innovative programmes. Through its Collective Impact@Bukit Merah initiative, SHINE brings together more than 10 partners across the people, public and private sectors to improve social mobility outcomes for children and youth. The organisation actively creates opportunities for youth leadership, contribution and community engagement, while fostering partnerships with institutions such as the National University of Singapore and Singapore Polytechnic. As the backbone agency for Youth Community of Practice (COP), SHINE has demonstrated strong operational leadership and programme management capabilities. It has consistently exceeded outreach and engagement targets, while pioneering innovative funding approaches such as Social Impact Guarantees to attract greater support for youth development. Its collaborative, youth-centric model reflects a strong commitment to building sustainable support networks and empowering the next generation.

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Allkin Singapore

Allkin Singapore supports families across different life stages through upstream marriage and parenting programmes, early childhood interventions and community-based family services. Since 2020, the organisation has partnered Families for Life to provide parenting and marriage support, benefitting more than 7,000 families, while its KidSTART programme has strengthened collaboration among community partners to support young children and their families. Overall, Allkin has reached more than 10,000 families, with many reporting improved coping and parenting outcomes.

The organisation is also recognised for its sector leadership and commitment to innovation. Allkin has contributed significantly to the Family Services Landscape Review, co-leading regional networking efforts and strengthening collaboration across the social service ecosystem. Alongside its service transformation efforts, Allkin is investing in digitalisation, organisational development and emerging technologies to enhance client-centric service delivery and improve outcomes for families and communities.