

FOR IMMEDIATE RELEASE

SCWO Launches Gift of Giving Fundraising Campaign

*In partnership with women entrepreneurs who are leading change
and want to serve other women*

Gift of Giving **An SCWO Initiative**

Singapore, Monday 11 October 2021 – The **Singapore Council of Women's Organisations (SCWO)** will officially be launching its inaugural **Gift of Giving** campaign in *November 2021*. For the duration of this campaign, the SCWO will be working with **six women entrepreneurs** who have agreed to donate a percentage of their sales during the month of November to the SCWO and its initiatives. This means that a percentage of the amount spent by shoppers during the month of November will go towards supporting the SCWO.

Alongside supporting the SCWO, patrons who shop at these stores during the campaign period will also be supporting these women-owned, locally run businesses.

The money raised throughout the month of November will fund the SCWO and all its services that provide support and empowerment to not only vulnerable women and girls but women of all ages and across all walks of life.

Here are some of the key initiatives the fund will be supporting:

Star Shelter

Star Shelter aims to provide a safe temporary refuge for women and their children who are victims of family violence regardless of race, language, creed or religion. We also empower the victims to manage and take responsibility for their lives, and assist them in rebuilding their lives free from violence.

Maintenance Support Central

The Maintenance Support Central (MSC) is a multi-service drop-in centre that provides support and assistance for clients who have difficulty in receiving spousal and/or child maintenance. Through its

services, MSC aims to empower clients with knowledge pertaining to their marital rights and provide them all-rounded support together with our community partners.

Inspiring Girls

Inspiring Girls International is an initiative dedicated to raising the aspirations of young girls around the world by connecting them with female role models. It has been active since 2013 and it is currently running in 8 countries. Its mission is to expose young girls between the ages of 11 and 17 (Primary 5 & 6 and all Secondary School levels) to a wide range of careers and options in life and to inspire them to aim high.

BoardAgender

BoardAgender was launched on 9th March 2011, and its aim is to provide a forum to facilitate a greater awareness of the benefits of gender balanced business and the advancement of women into senior leadership positions and ultimately the board room. BoardAgender supports the transition of women into board roles through its signature mentorship programme, and facilitates networking opportunities for senior female professionals.

Singapore Women's Hall of Fame

The Singapore Women's Hall of Fame (SWHF) is a celebration of the outstanding women who have made, or are making, an impact on our nation. It was launched to recognise the achievements and contributions of Singapore's most outstanding women in all fields of endeavour. SWHF's future goal is to continue to raise SWHF's public profile, build a network of partners, and expand the publicity and marketing reach.

Project Awesome: Dare to Dream

Project Awesome is a multi-pronged programme to inspire young Singaporeans, and especially girls, to dream big, aim high, and live to their fullest potential. This is being done by bringing to schoolchildren the stories of the Awesome Women of Singapore, that is, the Singapore Women's Hall of Fame honourees. Learning about these women will inspire young Singaporeans to pursue their passions no matter what obstacles they may face.

"As we celebrate the Year of the SG Women in 2021, we want to introduce more opportunities for Singaporean women to contribute to their communities in a meaningful way. We are very thankful to the women who have come forward to work with us and support us in this campaign," says Junie Foo, President of the Singapore Council of Women's Organisations (SCWO). "We hope the Gift of Giving campaign will encourage women to support each other and create a sense of community."

"SCWO believes that by leaning in with the various women communities, we can impact the women in our daily lives. Through the campaign, we hope to raise public's awareness of the SCWO and its activities that empower and uplift women across all walks of life," says Angel Chan, CEO at SCWO

“Initiatives that support women are close to my heart. The Gift of Giving campaign is especially meaningful as it supports women who need the most help in our community. SCWO’s initiatives such as The Star Shelter and Maintenance Support Central are essential for providing a safe space to these women. says Pek Lay Peng, founder of Society A (and a board member of SCWO). “I hope the boys, girls, women and men of Singapore are able to know SCWO better and contribute to this Campaign, and we can all play a part to support the vision and purpose that SCWO strives to achieve for the women of Singapore.”

The 6 women entrepreneurs are – Pek Lay Peng from **Society A**, Bernadette Giam from **Creative Eateries**, Sharon Wong from **Mothers Work**, Elaine Kim from **Trehaus**, Pauline Ng from **Porcelain Skin**, Jessica Felicia from **Barre 2 Barre**.

To support this initiative, patrons simply need to make a purchase at any of the above-mentioned retailers during the month of November. Should they wish to donate directly to the **SCWO** instead, they may do so via <https://www.scwo.org.sg/get-involved/make-a-donation/>.

Patrons who wish to play an active role in the campaign on social media may tag @the_scwo or use the following hashtags: **#scwogiftofgiving** & **#giftofgiving**.

For more information on our initiatives, please visit:

BoardAgender - <https://boardagender.org/>

Inspiring Girls - <https://www.scwo.org.sg/what-we-do/initiatives/inspiring-girls/>

Maintenance Support Central - <https://www.scwo.org.sg/what-we-do/services/msc/>

Project Awesome - <https://awesome.swhf.sg/>

Star Shelter - <https://www.scwo.org.sg/what-we-do/services/star-shelter/>

Singapore Women’s Hall of Fame - <https://www.swhf.sg/>

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Attached: Annex A - Bios of the women entrepreneurs

Annex B – SCWO Fact Sheets

About SCWO

The **Singapore Council of Women's Organisations (SCWO)** is the national coordinating body of women's organisations in Singapore. We have more than 50 Member Organisations representing over 500,000 women in Singapore. Together with our members, we seek to promote the ideals of **'Equal Space, Equal Voice and Equal Worth'** for women in Singapore.

Equal Space: SCWO believes men and women in Singapore should have equal space in the **home, institution, workplace and community**. Women should be able to **live in a safe space**, without having to fear about being discriminated against, or fear of violence and threats to their safety

Equal Voice: SCWO believes that women should have the **right to speak** about issues affecting them and be **equally represented** in leadership positions. Women, regardless of their social status, marital status, and jobs, should be **equally heard**

Equal Worth: SCWO believes that all women should be **equally recognised** for their contributions to society and **be respected and treated equally**. Women should be **equally compensated** for work of equal value as their male counterparts. Disadvantaged women such as single mothers and migrant spouses should have **equal rights and be given the same benefits** as other mothers

SCWO provides opportunities, platforms and services that empower and support women across the various stages of life to fulfil their fullest potential, from programmes that inspire and educate younger women and girls such as the Women's Register and Inspiring Girls, to those targeting older women through advocacy work by the **SCWO Ageing Taskforce** which aims to raise awareness on the gendered phenomenon of ageing.

The **Women's Register (WR)** is a platform for networking, inspiration, community engagement and education that allow young women to learn, support and receive guidance from other women in the community. Public Education and Outreach to schools and organisations are done actively through the **Inspiring Girls** programme, by connecting young girls with empowering female role models and introducing them to the full variety of careers, and through the **Singapore Women's Hall of Fame (SWHF)**. SWHF recognises and celebrates the outstanding contributions of women in Singapore across all field of endeavours. **BoardAgender** is dedicated to advancing more women into senior leadership roles and boardrooms in Singapore.

Maintenance Support Central (MSC) empowers women with knowledge pertaining to their marital rights and provides them with all-round support by partnering with the public and private organisations to provide services such as free legal consultations on Family Law, and public education talks. **Star Shelter** aims to provide a safe temporary refuge for women and their children who are survivors of family violence regardless of race, language, creed, or religion, empower them to manage and take responsibility for their lives, and assist them in rebuilding their lives free from violence.

SCWO strives to empower women holistically, to support women at every life and career stage and this is achieved by the close collaboration and cooperation with the SCWO's member organisations, as well as the public, private and people sectors to co-create solutions to empower women in Singapore.

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