



## **MEDIA RELEASE**

### **Fund-a-Hand Sanitizer with SuChi and PPIS – *Clean Hands, Caring Hearts***

**Singapore, Thursday, 2 April 2020.** Earlier today, SuChi Success (SuChi), in collaboration with PPIS, launched the Fund-a-Hand Sanitizer campaign; a fundraising effort aimed at selling hand sanitizers to meet the community's surge in demand due to the current Covid-19 pandemic.

Through this campaign, SuChi and PPIS aim to support the “SG Clean” campaign kick started by the National Environment Agency (NEA), which galvanises collective action by rallying various sectors to uphold good sanitation practices. Hence, in launching this fundraising effort, the Fund-a-Hand Sanitizer campaign serves to meet the community’s surge in demand for hand sanitizers and further encourage members of the public to practise good hygiene habits.

SuChi believes in the importance of providing affordable hand sanitizers without compromising on quality. These hand sanitizers, which are sold online, contain disinfecting properties with their alcohol concentration of 70 per cent. They are also infused with Natural Hydrating Oils and Glycerin so as to ensure that the skin retains moisture. Additionally, the hand sanitizers are paraben-free and cruelty-free!

Moreover, with every bottle of hand sanitizer sold, 25 per cent of sale proceeds will go towards funding quality enrichment programmes and activities for students from PPIS Student Care Centres as PPIS constantly strives to provide holistic learning experiences for our students. Members of the public may purchase these hand sanitizers at [www.suchihalalavenue.com](http://www.suchihalalavenue.com). They will be available for collection at selected PPIS centres, namely: PPIS Family Service Centre (East), PPIS Family Service Centre (West), PPIS Vista Sakinah, PPIS Oasis and PPIS INSPIRASI. Through this collaboration with SuChi, PPIS hopes to do our part in stepping up efforts to keep the community safe and foster inter-organisational collaboration in doing so.

Mr Mohamed Khair, Executive Chairman of SuChi Success Initiatives Pte Ltd, said, “This is a corporate social responsibility project of SuChi Success Initiative Pte Ltd where PPIS is the beneficiary. The community-based project is in line with the overall effort of the government to help Singaporeans adopt a new norm on cleaning beyond the Covid-19 episode. We hope that



through this collaborative effort, the message to uphold the new norm on cleaning could be further reached out.”

Mdm Rahayu Mohamad, President of PPIS, shared, “As a social service organisation, serving the community lies at the heart of our organisation’s ethos. With that, we are honoured to collaborate with SuChi to provide hand sanitizers to the community during this trying time. As the government continues to roll out more robust measures to fight this global pandemic, we too hope to do our part in practising social responsibility for the safety of our country.”

Moving forward, PPIS will continue to remain committed to keeping our organisation and the wider community safe. Through ground-up efforts, like our #OnePPIScares Hand Sanitizer initiative where we distributed personalised hand sanitizers to all PPIS staff, and collaborations with other organizations, we strive to uphold our vision of being a compassionate organisation – one that serves the community with care and concern.

**Date:** Thursday, 2 April 2020

**Time:** 10.30am – 11.30am

**Venue:** Goodway Agencies

Blk 3018 Ubi Road 1, #01-117 S408710

The event was held in English.

**For media inquiries, please contact:**

Deanna Nabilah bte Misbahuddin (Corporate Communications)

O: 6744 0258

M: 9144 7476

E: [deanna.misbahuddin@ppis.sg](mailto:deanna.misbahuddin@ppis.sg)

**About PPIS**

Founded in 1952, PPIS (*Persatuan Pemudi Islam Singapura* or Singapore Muslim Women’s Association) is a non-profit organisation focused on services for women, family and children. Our



focus is on working with women of all ages in carrying out their multiple roles in society. PPIS runs three core community services namely; Family Services, Student Care and Early Childhood Education (ECE). With 16 centres islandwide, the services work together to provide quality and holistic support as well as developmental programmes for women and their families across the different phases of their lives.

For more information, please visit: <https://ppis.sg/>.

### **About SuChi Success Initiatives**

SuChi Success Initiatives Pte Ltd was founded in 2005 by a dynamic husband-and-wife team, Mohd Khair Bin Mohd Noor and Suriati Binte Abdullah. With a combined experience of more than 40 years in the training and development, business and management consultancy, and the community and social service sectors, Mohd Khair and Suriati have successfully positioned SuChi Success Initiatives Pte Ltd (henceforth 'SuChi Success') in the minds of its clientele base as a creative, innovative and reliable education, training and development content and service provider.

Organisational and institutional clients keep coming back to SuChi Success Initiatives Pte Ltd because of the high quality programmes that it delivers. Participants of programmes delivered by SuChi Success have also consistently given excellent feedback on the trainers, content, style of delivery and the usefulness of the programme as a whole.

For more information, please visit: <https://suchisuccess.com/>.