



## **MEDIA RELEASE**

### **PPIS Raikan Ihsan – *Celebrating Compassion, Connecting Communities***

**Singapore, Tuesday, 12 May 2020.** In the spirit of giving back to those in need, especially during the month of Ramadan, PPIS organised a #OnePPISCares initiative, PPIS *Raikan Ihsan*, or PPIS Celebrates Compassion. The initiative aims to support and give back to the community, especially amidst the Covid-19 situation. In doing so, PPIS also hopes to join in the #SGUnited initiative as we brave against the pandemic as a nation.

As part of the PPIS *Raikan Ihsan* campaign, PPIS distributed 702 care packages to our beneficiaries from 5 May 2020 to 10 May 2020. Each care package is valued at around \$60.00. These care packages contain a variety of items that we hope are able lift the spirits of those who receive them, especially during this difficult period. These items include dried fruits, sponsored by AllKurma.sg; hand sanitizers, sponsored by Al-Azhar; organic, halal-certified, vegan and gluten-free premium jam, sponsored by Hucklebee Singapore; and dates, sponsored by Al-Barakah. Additionally, Cargill Singapore has also sponsored \$14,000 worth of Sheng Siong vouchers, which will be disbursed personally to PPIS beneficiaries once the circuit breaker measures are lifted.

PPIS also partnered with S.T.A.R Asia on Wheels, which provides employment opportunities to those who have lost their income and jobs as a result of the Covid-19 situation. We engaged their services in packing the items for our care packages and delivering them to our beneficiaries. In line with the tighter social distancing measures, S.T.A.R Asia on Wheels also ensures that all deliveries are contactless. By engaging their services at a generous nominal fee that was offered to us, PPIS is happy to be able to support not only our beneficiaries but also these groups of people who are impacted heavily by this global crisis.

Mdm Rahayu Mohamad, President of PPIS, shared, “During these trying times, PPIS strives to do our part in support of the #SGUnited initiative. We hope that these care packages for our beneficiaries can brighten their days and lift their spirits. Having said that, we are deeply grateful for the tremendous support of our corporate sponsors, without which this initiative would not have been possible.”



Ms Noor Aaqilah, Centre Manager of PPIS Oasis, shared that foster parents from the centre were delighted to receive the care packages. She said, “Our foster parents personally sent text messages to our social workers, thanking PPIS for the care packages which brightened their day. In fact, on the day a care package was delivered to one foster child, the 6-year-old gleefully commented that it was her birthday and that this care package felt like a birthday gift for her.”

PPIS recognises the unique difficulties that families in need are currently facing given the circumstances of the Covid-19 situation. As an organisation dedicated towards helping women and strengthening families, we are committed to helping these families overcome their struggles. We hope that, through PPIS *Raikan Ihsan*, our organisation is able to lend a helping hand to our beneficiaries. In doing so, we hope to fulfil our vision of a being a compassionate organisation.

Please see Annex A for a list of corporate sponsors for PPIS *Raikan Ihsan*.

**For media inquiries, please contact:**

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**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/>.

[ANNEX A]

