



For Immediate Release
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CITI EMPLOYEES RAISED OVER S\$100,000 FOR THE SIXTH CONSECUTIVE YEAR TO SUPPORT CHARITIES IN SINGAPORE

8,500-strong employee base in Singapore rallied to support students from disadvantaged background with daily allowance and access to education

SINGAPORE – Citi Singapore steps up to support children from financially disadvantaged families through the unprecedented global pandemic. The firm organised a bank-wide employee fundraiser “**Citi Supports ChildAid 2021**” campaign, with its 8,500 employees raising over S\$150,000 for ChildAid, in support of the Straits Times School Pocket Money Fund (STSPMF) and The Business Times Budding Artists Fund (BTBAF) – the sixth consecutive year that employees garnered more than S\$100,000 in donation to support various charities. The initiative was part of Citi’s 16th Global Community Day (GCD) campaign where Citi employees, along with their families and friends, voluntarily serve their local communities across 90 countries and territories and nearly 500 cities where Citi has a presence.

Eleven teams, representing different departments and businesses across Citi Singapore, set up their respective giving.sg campaign pages to rally their teams for donations in support of ChildAid. The teams refused to be deterred by the restriction on physical fundraising events and upped their creativity to do their best for the community; from appreciation food orders, interactive real-time virtual tours, health and wellness virtual workshops, online cooking classes to silent auctions, TikTok performances, and a 419 km Cycling Tour that the teams carried out while adhering to the safe management advisories.

Amol Gupte, ASEAN Head and Citi Country Officer for Singapore, highlighted Citi’s commitment to the community, “At Citi we believe in making a difference for the long term and we are delighted to have supported STSPMF and BTBAF since 2002. We recognise the challenges brought upon by the ongoing pandemic and are committed to supporting our clients, staff and groups within our community who are most affected. It’s precisely for that reason that we also returned the Job Support Scheme (JSS) funding to the Singapore Government, so that more of those in need can benefit.”

Helmi Yusof, Co-Chair of ChildAid 2021, shared his appreciation for the sustained support from Citi, “Citi’s donations over the years have helped over 180,000 financially disadvantaged children pay for lunch, take transport to and from school, and pursue different art forms. In these challenging times, as the parents of our beneficiaries try their best to cope with the economic fallout of the pandemic, Citi’s tremendous generosity has been a blessing for many of these families.”

STSPMF gives students from financially strapped families a monthly allowance for school-related expenses such as their meals and transport fares while BABAF helps socially-disadvantaged youth who are artistically talented pursue their passions in the arts. Since 2002, Citi has helped raise S\$6.7 million for the two Funds.



Citi's philanthropic and volunteerism efforts have been recognised by the Government and various agencies in Singapore. It was conferred the Partnership Excellence Award at the PA Community Spirits (PACS) Awards 2020, and it was also given the AmCham CARES Distinction Award by The American Chamber of Commerce in Singapore. Citi Singapore was named 2020's Champion of Good by National Volunteer and Philanthropy Centre (NVPC) – a recognition launched in 2017 as a national framework to acknowledge organisations that are exemplary in their corporate giving and have also been a multiplier by engaging partners and stakeholders on a collaborative giving journey. Being a trailblazer in championing corporate giving, Citi was named the Champion of Good by NVPC in 2018 and was the sole recipient of the President's Award for Volunteerism & Philanthropy (Corporate, Large Enterprise category) in the same year – the highest honour for organisations that have set benchmarks of excellence in the spirit of giving in Singapore.



Above: Citi showcased the talents of youth supported under BTBAF during its Global Community Day (GCD) campaign in 2019. PHOTO: Citi Singapore

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About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

Additional information may be found at www.citigroup.com | Twitter: [@Citi](https://twitter.com/Citi) | YouTube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

About ChildAid

ChildAid is a youth charity concert organised by The Straits Times and The Business Times in Singapore since its launch in 2005. It showcases the best of local and regional young musical talents to raise funds for needy children served by two charities - The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund.

About The Straits Times School Pocket Money Fund

The Straits Times School Pocket Money Fund ("STSPMF") received its charity status in 2011 and has been an Institution of a Public Character (IPC) since January 2012. It is established as a trust and is governed by a board of trustees. It started as a community project initiated by The Straits Times that provides pocket money to children from low-income families to help them through school. Funds raised go towards school pocket money disbursements and support of social and educational development of the children and youth. The money can be used to buy a meal during recess, pay for bus fares or to meet other schooling needs. The financial help also eases the burden of many low-income households.

About The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 15,000 financially-disadvantaged children and youth, between the ages of six to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by The RICE Company Limited. For more information, visit www.baf.sg.

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