

# DBS Foundation

Fostering Financial Inclusion through unlocking  
employment opportunities

Submission for Shorty Impact Awards 2025

*Strategy & Engagement: Community Engagement*



DBS Foundation was set up to champion social entrepreneurship back when dual or triple bottom line businesses weren't as well-understood or funded.

What started as a tiny spark – to support businesses that mirror DBS' own ethos of doing well by doing good – has led us to a multi-pronged approach towards scaling impact across Asia.

Beyond supporting purpose-driven social enterprises (SEs) and small and medium-sized enterprises (SMEs), we've also established strategic partnerships to drive community-focused programmes.

In 2024, DBS deepened its commitment to improving the lives and livelihoods of vulnerable communities by pledging up to **SGD 1 billion over the next decade**. The bank's employees will also contribute over **1.5 million volunteer hours** over the same period.

#### DBS Foundation

#### DBS Foundation Grant

#### Business Transformation and Improvement Grant

#### Community-focused programmes

#### World's Best Bank for Corporate Responsibility

#### SGD 1 billion 1.5 million volunteer hours



2014

Established with SGD 50 million to champion social entrepreneurship in Asia



2015

To support social enterprises across the region



2020

SGD 500,000 disbursed to help social enterprises pivot amid the pandemic



2022

Supported by SGD 100 million committed to DBS Foundation and other philanthropic efforts



2023

Awarded to DBS by Euromoney



2024

Deepening our impact with a 10-year commitment to improve lives and livelihoods of vulnerable communities.

# Creating Impact Beyond Banking

DBS Foundation aims to uplift the lives and livelihoods of the vulnerable.

Beyond addressing their essential needs, the Foundation also galvanises its ecosystem of partners, purpose-driven businesses, and DBS People of Purpose volunteers to equip them with opportunities and skills, empowering them to face the future with confidence. With many parts of Asia rapidly ageing, this also goes towards improving their "living spans" - quality of life as they age - and helping them to thrive at all ages.



## Providing Essential Needs

- Improve access to food & nutrition, basic education and healthcare (including mental health)
- Improve social resilience and build community connections

## Fostering Financial Inclusion

- Provide skills and tools to improve financial and digital literacy
- Improve access to upskilling opportunities for better employability

*Enabling every person at every stage of life to age with dignity, purpose and joy.*

# Improving 'Living Spans' of Ageing Societies: Targeted approach to programme development

## Providing Essential Needs

### 1. Mobilising the community towards providing holistic care

- **Community-Building:** Mobilise community to provide care & form social connections
- **Preventive:** Provide upstream support to promote physical and mental wellness
- **Integrated:** Enable holistic care through physical, mental, nutritional and social health support

## Fostering Financial Inclusion

### 2. Empowering seniors of today & tomorrow, to remain productive & contribute meaningfully

- **Create Opportunities For Seniors:** Through microjobs, flexible work, and volunteering
- **Equip The Next Generation:** Prepare underprivileged youth & young adults with skills & mindsets to thrive in a multigenerational workforce

### 3. Equipping seniors of today and tomorrow with financial planning tools & knowledge

- **Financial & Digital Literacy:** To develop strong financial habits and equip with anti-scam tips & A.I. knowledge / awareness
- **Longevity Planning:** Financial planning for seniors, especially young seniors

**Focus Areas**  
for DBSF's  
Shorty Impact  
Awards entry:

**Fostering  
Financial  
Inclusion**  
Unlocking  
employment  
opportunities  
for youth &  
women

## Youth unemployment remains above global averages in some markets, with women disproportionately affected.

*The underserved also face **entrenched challenges** (e.g., limited access to training, cultural/gender bias). These inequities undermine **social mobility & economic resilience**, particularly in fast-growing or densely populated parts of Asia.*

- **Indonesia:** Youth unemployment highest in region; young people 5x more likely to be jobless than adults
- **Hong Kong:** Underprivileged youth grapple with rising unemployment (6% in May '25), academic stress, and growing skills gap
- **India:** Women-led MSMEs make up 20% of the sector, yet remain underutilised – with 40% of women reporting bias in the workplace

# Holistic Plan of Action

- A. Understanding local needs and strategic partner selection:** We engage directly in each market to understand needs on the ground, identifying vulnerable communities with the fewest resources, specific challenges, stringently selecting partners whose programmes align with our vision for an inclusive future. This involves rigorous due diligence to ensure partners demonstrate potential for sustainable, long-term impact – ensuring our resources are directed towards initiatives that are truly transformative and relevant to the communities they serve.
- B. Co-developing programmes to drive long-term impact & clear outcomes:** Once strategic partners are identified and programmes solidified, we provide funding support to facilitate the rollout – instrumental in enabling partners to execute programmes effectively, covering essential operational costs, training materials, and outreach efforts. Enabling these programmes to reach our target audience and deliver tangible outcomes in terms of unlocking employment opportunities.
- C. Leveraging the strength of DBS employees:** The impact of our programmes are further amplified by invaluable contributions of DBS volunteers in respective markets – providing skills-based support, lending expertise in areas such as digital literacy, financial management, mentorship, and career guidance. This hands-on involvement enhances quality and reach of the programmes.

# DBSF committed >SGD3M to implement 3 multi-year programmes in key markets to unlock employment opportunities for youth & women

## 1. Dicoding (Indonesia): SGD350K to Upskill 114K Youth with Coding Skills

Launched **DBSF Coding Camp**, a free programme that equips underserved youth with digital and coding skills. This empowers them to access new career pathways in the tech sector, creating a bridge to meaningful employment in one of the country's fastest-growing industries. The programme received **4.71/5 satisfaction rating; 97% of students surveyed agreed it improved their problem-solving skills, with 69% applying the knowledge & skill in the real world**. Following the success and high demand for the programme, DBSF provided **additional SGD3.3M funding to scale it in 2025, targeting another 130K youth**, especially people with disabilities, women, educators, and low-income citizens.

## 2. MakerBay Foundation (Hong Kong): SGD607K to Empower 124K Youth with Digital Skills

No-code and AI are now mainstream technologies. To prepare underserved youth for tech-driven future workplaces, the **DBSF InnoFuture Youth Programme** provided them free tech education courses and hands-on working opportunities. The youth were encouraged to apply this to conceptualise and implement digital solutions for NGOs & social enterprises, urging them to think about how tech can drive change in society. This helps pave their way towards more successful career prospects and drive digital transformation in the social sector. **>36K sessions have been conducted, with >92% of students surveyed reporting improved knowledge and confidence** to apply new skills.

## 3. Haqdarshak (India): SGD2.05M to Provide Digital & Financial Literacy, I& Social Welfare Access to 205K beneficiaries

This initiative empowers low-income communities (70% women) by improving access to government welfare schemes and livelihood opportunities. It delivered on-the-ground support with >10K training sessions in Digital & Financial Literacy & Entrepreneurship Development for micro and nano-entrepreneurs—e.g. street vendors, tailors, small shop owners—and vulnerable workers like domestic helpers & farm labourers. This initiative acts as a catalyst for women-led change & financial resilience at the grassroots level. 350 Haqdarshak agents, mostly women, were also trained to serve as local welfare navigators, creating new income streams for them while directly uplifting their communities. In total, the programme has helped **unlock >370K social welfare schemes (valued >SGD 240M) for its beneficiaries**. Following the success of our partnership, **DBSF committed another SGD5.1M in 2025 to scale the programme for another 2 years, targeting 500K beneficiaries (including 50K nano entrepreneurs)**.

**As of Q12025, the 3 programmes supported 500K beneficiaries, demonstrating how DBSF is building pathways to employability.**



By supporting youth & women, we help to **build resilient ecosystems** that will **empower them with skills & mindsets to thrive** in a multigen workforce and contribute meaningfully in the community, even as they age.

*Here are some impactful stories of our beneficiaries...*



<b>Dicoding (Indonesia)</b>	<p><u><b>Yahya Hafidz, Student</b></u></p> <p>Yahya defied disabilities to become an exceptional digital talent. Despite hearing impairment, he gained valuable skills &amp; knowledge, empowering him to excel. He overcome is limitations and is thriving in the technology industry</p>
<b>MakerBay Foundation (Hong Kong)</b>	<p><u><b>Benson Cheung, Student</b></u></p> <p>Cheung previously struggled with self-doubt. Today, he is equipped with new digital skills &amp; has developed the drive to dream about his future career. “I saw people around me moving on to new stages of life...” Cheung says. “I enjoy this process of equipping myself. Now I have confidence about doing better in the future.”</p>
<b>Haqdarshak (India)</b>	<p><u><b>Vinnarasi, Haqdarshak Agent</b></u></p> <p>Kavita comes from a low-income family, from a village with limited work opportunities. She applied to Haqdarshak, and with their training, Vinnarasi became a field agent, and now she’s out there helping others get the support they deserve. says, “I want to learn more and help more people...”, Vinnarasi says.</p>







**dbsbank and 2 others**  
Original audio

**dbsbank** 9w  
From housewife to hometown hero - meet Vinnarasi.

She used to spend most of her time at home, like many women in rural India. But everything changed when she joined @haqdarshak, a platform that helps people access government welfare schemes. With their training, Vinnarasi became a field agent, and now she's out there helping others get the support they deserve.

Haqdarshak's journey with DBS Foundation started back in 2015. They won our social venture challenge, got a grant in 2018, and have been our community programme partner since, working to build digital and financial skills for today's and tomorrow's seniors.

1,340 likes  
May 15

**dicoding**

**Kekurangan Bukan Halangan untuk Jadi Talenta Digital Unggulan**

**Yahya Hafidz**  
Lulusan DBS Foundation Coding Camp 2023  
Software Quality Assurance - Privy

**DBS Foundation** *Creating Impact Improving Lives Enabling Change*

**DBS FOUNDATION CODING CAMP**



**South China Morning Post** with DBS.

Paid partnership · 12 July 2024 ·

In partnership with: **DBS**

Self-doubt had left Benson Cheung cooped up at home for five years. But today, he has the confidence to chase his dreams, equipped with tech training via the DBS Foundation InnoFuture Youth Programme. **MakerBay**

**#Ad #DBSHK #LivemoreBankless #DBSFoundation #ImpactBeyondBanking**



DBS Foundation Coding Camp

Story

## Belajar Tak Boleh Berhenti Bagi Seorang Talenta Teknologi



**Audrey Diwantri Alodia** | 12 June 2023

BAGIKAN

# Quotes from our partners...

<b>Dicoding</b> <i>(Indonesia)</i>	<p><b><u>Narendra Wicaksono, CEO</u></b></p> <p><i>"...incredibly proud to be part of this transformative journey with DBSF. The invaluable support has enabled thousands of young Indonesians, including those from underrepresented groups...bridging them to real-world opportunities, and affirming DBSF's commitment to a more inclusive and sustainable digital future."</i></p>
<b>MakerBay Foundation</b> <i>(Hong Kong)</i>	<p><b><u>Cyron Chan, Executive Director</u></b></p> <p><i>"When we were discussing the collaboration with the DBF, we both had the vision of providing the underserved youth in Hong Kong with more knowledge and opportunities. The younger generation now have a much broader range of career options than merely working 9-to-5 in traditional industries."</i></p>
<b>Haqdarshak</b> <i>(India)</i>	<p><b><u>Aniket Doeger, CEO</u></b></p> <p><i>"...our partnership with DBSF...has become a catalyst for women-led change by addressing critical gaps in knowledge and access to financial services...enabling thousands of women to confidently navigate financial systems, claim their rights, and step into leadership roles within their communities."</i></p>



# DBSF's Efforts Recognised Globally For The Impact We Make

## Global Awards



**World's  
Best Bank for Corporate  
Responsibility  
*Euromoney*  
2023 & 2025**



**ASEAN Leadership Awards on  
Rural Development and Poverty  
Eradication (Pte Sector Category)  
*ASEAN*  
2023**



**Telly Awards 2025 –  
Branded Content - Social  
Impact (Silver); Social Video -  
Series - Social Impact (Bronze)**



**Webby Anthem Awards  
(2025) - Community  
Engagement - Local  
Community Engagement  
(Bronze)**

## Country Awards



**PR of the Year:  
ESG Campaign  
PR of the Year:  
*MIX Magazine (ID)*  
2024  
*Championing Business for  
Impact;  
People of Purpose***



**Champion,  
Golden Age ESG Award  
(Enterprise),  
Smart Ageing Award (HK)**



**Banking: CSR– Outstanding  
ESG Sustainability of the Year –  
Outstanding  
*Bloomberg Businessweek (HK)*  
2024**



**Champion of Good  
*National Volunteer & Philanthropy  
Centre (NVPC)*  
2023 – 2024**



**Charity Platinum Award  
Charity Silver Award  
Volunteer Partner Award  
*Community Chest*  
2023 - 2024**

**Thank You!**

