

DBS Foundation

Integrated support through islandwide Community Pop-Up Markets

Submission for Shorty Impact Awards 2025

Strategy & Engagement (Community Engagement) Category



Submission URLs

1. **LinkedIn post with summary of DBS Foundation Community Pop-Up Market:** https://www.linkedin.com/posts/dbs-foundation_dbs-foundation-community-pop-up-market-activity-7312692226009047040-dRfk?utm_source=share&utm_medium=member_desktop&rcm=ACoAABE3IRQBfFGrK5jnzQBHz6pqFmA9D0I-IGQ
2. **Quote from Former Deputy Prime Minister Heng Swee Keat:** <https://www.facebook.com/watch/?v=385545560923758>
3. **Quote from Minister K. Shanmugam:** <https://www.facebook.com/k.shanmugam.page/posts/dbs-foundation-community-pop-up-market-joined-the-dbs-foundation-dbsf-community-/1226868122136050/>
4. **Quote from Minister Chan Chun Sing:** <https://www.facebook.com/watch/?v=1217917502665736>
5. **Quote from Minister Vivian Balakrishnan:** <https://www.facebook.com/Vivian.Balakrishnan.Sg/posts/thank-you-to-dbs-foundation-and-sg-cares-for-setting-up-the-community-pop-up-mar/1167652041395139/>

As a purpose-driven bank, DBS is committed to Doing Well *by* Doing Good



Best Bank for a Better World		
01 Responsible Banking	02 Responsible Business Practices	03 Impact Beyond Banking
Responsible Financing	Managing our Environmental Footprint	Creating Social Impact DBS Foundation
Sustainable Living	Sustainable Procurement	DBS People of Purpose Employee Volunteerism
ESG Investing	Transparency & Fair Dealing	
Financial Inclusion	Data Governance & Cyber Security	
	Employer of Choice	

In 1968, DBS was established as the Development Bank of Singapore to finance the industrialisation of Singapore. True to our heritage, being **purpose-driven** remains deeply rooted in our DNA today. Beyond the business of banking, we recognise and are committed to our larger role in society, and continue to stand alongside all stakeholders (not only shareholders). Our vision statement & corporate purpose are one and the same: To be the **Best Bank for a Better World**.

Key to DBS' commitment to creating impact beyond banking is the DBS Foundation, which seeks to uplift the lives and livelihoods of vulnerable segments. DBS Foundation's efforts in its first decade (2014 – 2024) benefitted over 10M individuals.

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 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 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

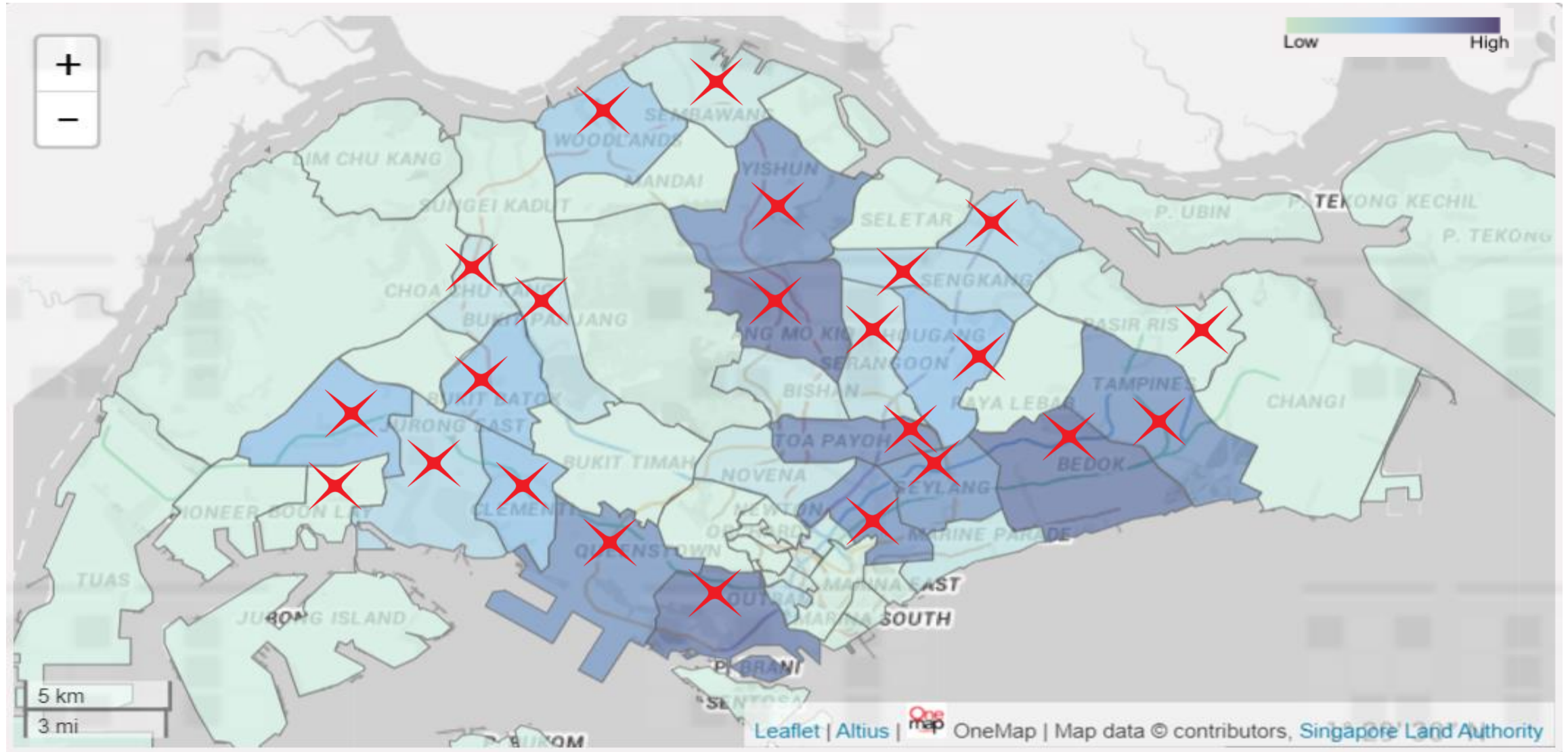


= Focus areas
for DBSF's
Shorty Impact
entry:

Integrated
support
through
islandwide
Community
Pop-Up
Markets

DBS Foundation Community Pop-Up Market: Integrated support through islandwide Community Pop-Up Markets

38 markets conducted across 23 residential towns in Singapore



Strategic partnership with **Ministry of Culture, Community and Youth** through its network of **SG Cares Volunteer Centres** spread across Singapore to co-organise the pop-up markets with DBSF's funding of SGD 3.8 million

KEY OBJECTIVES

Defray cost of living through provision of household essentials to lower-income households

Impart practical financial literacy & nutrition tips

Galvanise wider ecosystem to provide further support in areas of financial & digital literacy and health & nutrition

1. Defray cost of living through provision of household essentials to lower-income households

Provision of household essentials

- Support for lower-income households, including families & seniors' households
- Around SGD100 worth of household essentials per household
- Quarterly provision over 7-month period

Needs based

- Pop-up markets with 6 stations covering household & cleaning, toiletries, food & beverages and other items set up
- Items curated based on needs of each town, with healthier food & beverage options

Dignity of choice

- Households had the opportunity to select household essentials across the stations with the support of volunteers, instead of pre-packed items

Accessibility

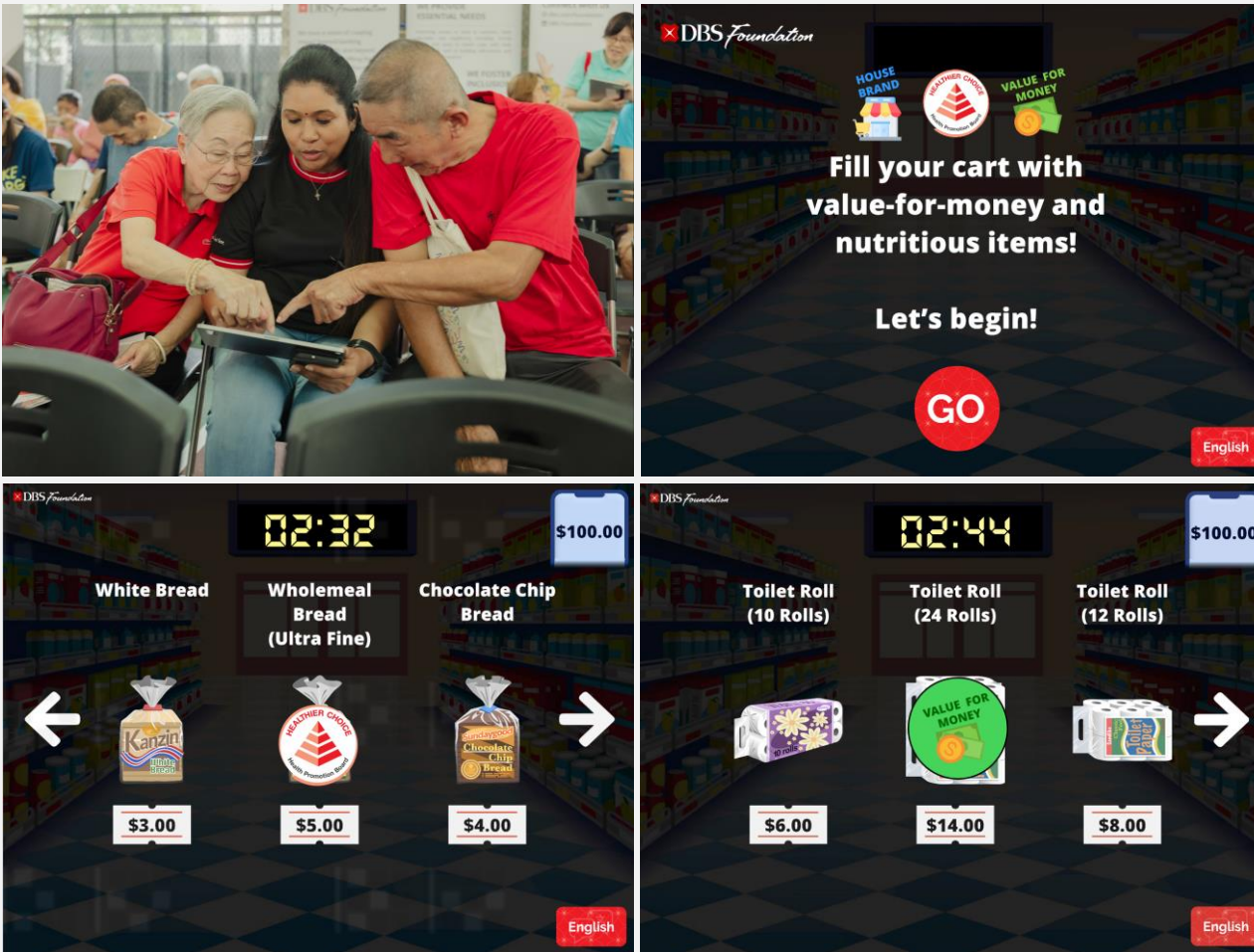
- Islandwide provision with 38 markets conducted across 23 residential towns in Singapore, with shuttle buses to transport households from common locations to markets
- Bags with pre-packed household essentials provided to frail seniors who could not join the markets & shopping trips to supermarket for seniors who needed more focused support



2. Impart practical financial literacy & nutrition tips

DBS volunteers engaged households while they were waiting for their turn to shop using specially curated materials

Interactive digital game developed to teach budgeting & nutrition tips for supermarket shopping



Pamphlets with detailed financial literacy & nutrition tips



3. Galvanise wider ecosystem to provide further support in areas of financial & digital literacy and health & nutrition

1. **Main implementing partners to co-host the markets:** 13 SG Cares Volunteer Centres which are non-profit organisations appointed by the Ministry of Culture, Community and Youth to organise volunteering activities in each town, and 4 other People's Association Citizens' Consultative Committees which organise grassroots activities
2. **Outreach partners:** Tapping on outreach network of community organisations in each town to invite lower-income households to participate in the markets
3. **Other partners that provided further support & engagement:**

- Health related tips & government schemes:



- Anti-scam tips:



- Digital literacy, in particular health applications:



Impact achieved through DBS Foundation Community Pop-Up Markets implemented between September 2024 and March 2025



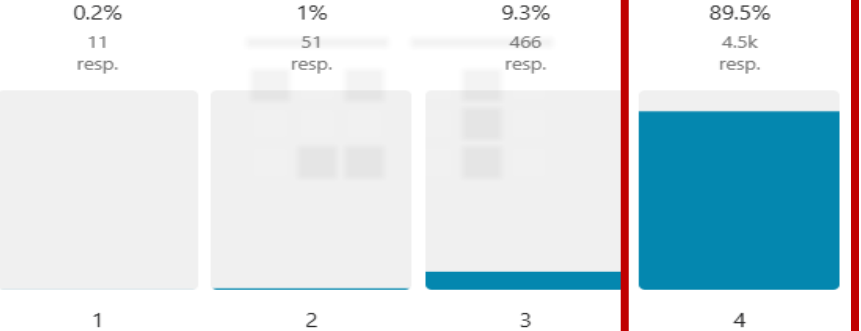
38
Markets
Implemented



33,788
Underprivileged
Households Supported
(101,364 beneficiaries assuming
average of 3 members per household)

Do the items available at the market meet your everyday needs?
Would you say... ★ Avg. 3.9

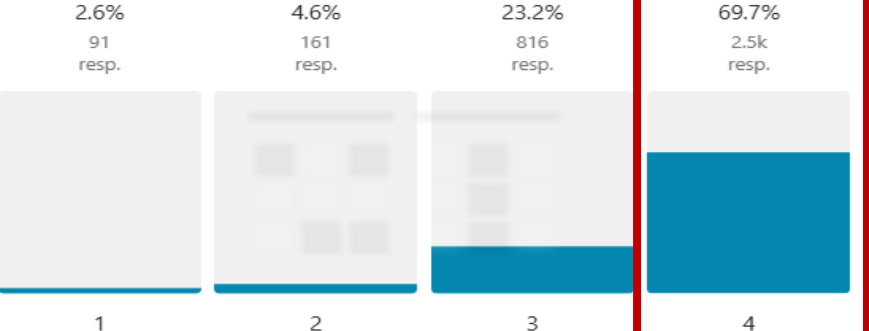
5032 out of 5032 people answered this question



90% of surveyed participants reported that the market's offerings met their daily needs

Are you more confident to try out budgeting and saving after learning the tips at the market? ★ Avg. 3.6

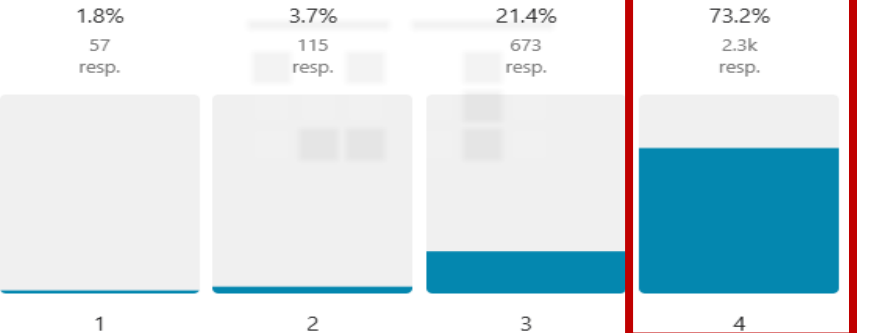
3523 out of 5032 people answered this question



70% of surveyed participants reported increased confidence in applying the budgeting & saving tips taught

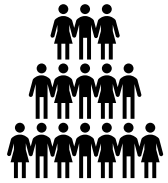
Are you more confident of making healthier food choices after learning the health and nutrition tips during the market? ★ Avg. 3.7

3150 out of 5032 people answered this question



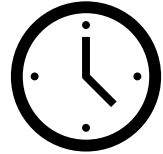
73% of surveyed participants reported increased confidence in applying the nutrition tips taught

Scaling community engagement through DBS volunteers who were motivated to do more to support the community



2,076

DBS Volunteers
(& their families)



14,124

Hours of Volunteering



Feedback from DBS volunteers:

“Would like to participate in more of such events! The location and duration of the event is fantastic. The stations were close to each other, making it easier for the beneficiaries.”

“My children enjoyed it so much that they've asked to volunteer again! They've already participated in two (sessions) and are eager to attend another.”

“This type of volunteer work is very meaningful, especially when there is interaction with beneficiaries. Would like to see more of such programmes.”

“It was great to see the beneficiaries walking away happy and grateful to the volunteers and our bank. A good way to stay connected and committed to return to our neighbourhood!”

Experience the DBS Foundation Community Pop-Up Market through this video summary



Link to video: https://youtu.be/3hwu22P2Qsc?si=jau1V5o0oUaCZ8_P

When it comes to supporting vulnerable communities, it's not just about giving - it's about uplifting.

Over the past seven months, DBS Foundation has teamed up with passionate partners to bring 38 community pop-up markets to neighbourhoods across Singapore.

These aren't your typical markets. At each market, lower-income households can select around SGD 100 worth of groceries and daily essentials, while also picking up practical financial literacy and nutrition tips to help them make better decisions for the future.

The result? Communities leave with more than just food on the table - they leave with dignity and a sense of independence.

Hear from partners [Shou Jin Ng](#) from [New Hope Community Services](#) and [Wah Meng Wee](#) from [Allkin Singapore](#), and DBS volunteers [Ryan Goh Zheng Yih](#) and [Ashish Jayaram](#) on how such purposeful collaboration can drive real change.

This is the kind of impact we're proud to stand behind at DBS Foundation - where meaningful partnerships uplift lives and create ripple effects of good.

Quotes regarding DBS Foundation Community Pop-Up Market from our partners & members of parliament across towns in Singapore...



Filos Community Services

November 25, 2024 · 🌐

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[Comments](#)

Earlier this month, we partnered with DBS Foundation to host the **Community Pop-up Market** at Bedok Community Centre, graced by Senior Minister of State, Mr Tan Kiat How.

Our second run of the Community Pop-up Market in partnership with DBS Foundation supported over 700 low-income families and seniors. 🙌

This initiative helped households defray their daily living costs by giving them the freedom and dignity to choose essential food and household items, with each family receiving up to S\$100 worth of necessities.

We would also like to extend our thanks to the many volunteers who supported throughout the event in areas such as crowd control, befriending, and manning various booths. We thank them for supporting us in delivering a successful event! 💙

Finally, we are grateful to DBS Foundation's generosity and look forward to continuing to build empowered communities together!

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SG CARES X DBS POP-UP MARKET PLACE 2024 🛒

NOVEMBER 30, 2024

The SG Cares Volunteer Centre @ Sembawang wrapped up the "DBS Pop-Up Market Place" event on 30 November with a deep sense of fulfilment. This initiative supported 240 low-income families with children, youth and seniors under ComLink+ and various community partners such as @Assyafaah Mosque, Social Service Office @ Woodlands (Ministry of Social and Family Development). The event was graced by Lead SG Cares Adviser, Minister Ong Ye Kung.

The SG Cares VC @ Sembawang collaborated with DBS Foundation and other community partners to streamline efforts by carefully curating the shopping list and extending the qualifying criteria to ensure deserving families, often overlooked, receive the help they require.

A heartfelt thank you to the 53 volunteers from DBS Foundation and Blossom Seeds for their dedication and support.

#sgcares #sembawang #canberra #blossomseeds #makingadifference #volunteer #DBSPeopleofPurpose #DBSFoundation

Quotes regarding DBS Foundation Community Pop-Up Market from our partners & members of parliament across towns in Singapore...



Heng Swee Keat

March 12, 2024 · 🌐



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Overview

Comments

Dropped by the **DBS** Foundation Community pop-up market last weekend. This is a wonderful initiative by DBS in partnership with **South East CDC - Your Social Broker** and **SG Cares Volunteer Centre @ Bedok**, which is operated by **Filos Community Services**.

Over 600 East Coast beneficiaries, including families and seniors, could pick their choice of groceries and essential household items at the market, assisted by volunteers from DBS and SGCares.

A big thank you to our partners and all volunteers for your dedication and commitment in the weeks leading up to the pop-up market! Look forward to seeing more such collaborations between corporate and grassroots organisations that benefit the community!

#CaringEastCoast



Vivian Balakrishnan

March 1 · 🌐

Thank you to DBS Foundation and SG Cares for setting up the Community Pop-up Market for residents of Bukit Panjang town. Our residents were able to choose essential household items.

Grateful to volunteers from **#DBSPeopleofPurpose** and students from West Spring Secondary School. They cheerfully shared smiles, helping hands, guidance and companionship with around 1,000 residents and their families.

Together we are weaving an even stronger community fabric.

#SGCares #SGVolunteers



Quotes regarding DBS Foundation Community Pop-Up Market from our partners & members of parliament across towns in Singapore...



Chan Chun Sing
September 22, 2024 · 🌐

Following



Overview

Comments

Grateful to our partners from **DBS Foundation**, DBS volunteers and **SG Cares Volunteer Centre @ Queenstown**.

The community pop-up market and the volunteers provide essential items and helpful financial and healthy living tips to our residents. Thank you for joining us in **My Buona Vista**!

#MyBuonaVista #DBSPeopleofPurpose



K Shanmugam Sc
April 11 · 🌐

[DBS Foundation Community Pop-up Market]

Joined the DBS Foundation (DBSF) Community Pop-up Market at MPC @ Khatib, where 1,700 residents picked up free groceries and household essentials to ease their cost of living. Beyond the essentials, they also learned useful tips on financial literacy and healthy living.

This initiative, spanning 38 pop-up markets Islandwide over seven months, has supported over 30,000 low-income households with the help of DBS employees and SG Cares Volunteer Centre.

Grateful to DBSF, SG Cares, volunteers, partners, and government agencies for their hard work in making a positive impact in our community.



Quotes regarding DBS Foundation Community Pop-Up Market from our partners & members of parliament across towns in Singapore...



yipphonweng • Follow

Original audio

I am grateful for the partnership with DBS Foundation and the support of [@singaporecaresSG](#) Cares Volunteer Centre @ Ang Mo Kio, which helped us make a real impact on the ground.

Together with the dedicated [@dbsbank](#) volunteers from [#DBSPeopleofPurpose](#), we provided over 1,200 low-income families and seniors with essential items, financial literacy tips, and anti-scam advice.

It was truly heartening to see our community come together to uplift and empower one another. A huge thank you to DBS Foundation and all our partners for their unwavering support—I look forward to continuing these efforts to make a positive difference in the lives of our residents!



melvinyongsg • Follow

Original audio



melvinyongsg • 20w

A big Thank You to DBS Foundation, SG Cares and New Hope Community Service bringing the Community Pop Up Marketplace to our Radin Mas Constituency. More than 600 residents participated in the marketplace and brought home \$100 worth of daily essentials for their families.

DBSF's Efforts Recognised Globally For The Impact We Make

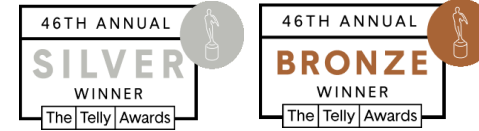
Global Awards



**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)**

Market Awards



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



**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!

