



TOUCH COMMUNITY SERVICES LAUNCHES '*EVERYONE CAN BE SOMEONE*' CAMPAIGN TO MOBILISE CHAMPIONS IN SOCIETY

MEDIA RELEASE

Tuesday, 6 July 2021

Last year, while delivering meals to some frail elderly with his daughter, Mr David Chin, 42, saw a previous meal pack hanging at the gate. He knocked hard at the door. The TV was blasting and he heard a faint voice crying for help. David quickly alerted a TOUCH staff who called for the ambulance. The elderly was found lying on the floor with faeces around him. Thankfully, the elderly was saved.

"This incident impacted me greatly. What if I was not there? What will happen to the elderly? This has made me appreciate the important role volunteers can play - no matter how big or small," said David, a Meals-On-Wheels (MOW) volunteer.

David has been a MOW volunteer with TOUCH for two years and has enlisted the help of his family members to also play their part. He makes up part of the 7,000 volunteers who have stepped up to help with meals distribution to frail elderly during the pandemic. He is now going a step further to be a champion for elderly causes.

"At TOUCH, we aspire to create a community that progresses together, where each person is empowered and valued, and where everyone, no matter their background or circumstance, can be someone," said Mr James Tan, Chief Executive Officer, TOUCH Community Services.

David, along with more than 300 Champions from all walks of life – from TOUCH volunteers, media influencers and corporate partners, are part of the '*Everyone Can Be Someone*' campaign by TOUCH.

"We hope that this campaign can be a catalyst for the community to take steps to champion social causes that will effect changes in people's lives. Because, if the action of one person can make a change, just imagine the impact a group of like-minded people can make as a result of this collective effort. We are here to work alongside our supporters, regardless of their abilities or life stages, as we co-create solutions to meet evolving needs in the community," added Mr Tan.

The Champions will be the voice for the causes served by TOUCH. They will reach out to their network of friends and supporters and inspire others to also do their part for the community. They also hope to raise S\$500,000 in support of TOUCH's programmes and services that reach out to some 200,000 individuals.

“My family is the greatest influence in my life. They taught me values that I hold close to my heart and built my belief system. They have also given me the confidence I need to go through life. Because of my own family, supporting children, youths and families feel especially close to my heart. We can make a difference as long as we are willing to,” said Miss Jordin Tan, 13.

“Back in my university days, while volunteering, I helped to facilitate lessons on music, cooking and counting money. It was a fulfilling experience to see people with special needs improving and growing through each lesson, remembering every tip that I shared. I am honoured to be part of TOUCH's *Everyone Can Be Someone* campaign, as we need to come together and advocate for the needy in society,” said Miss Shermaine Tan, a TOUCH volunteer.

As part of the campaign and in partnership with BBH Singapore, TOUCH has produced a stop-motion animation film to convey this message of hope and encouragement - that everyone has what it takes to be great. We invite you to view the [short film](#) and be part of this meaningful campaign.

- END-

For media enquiries and interviews, please contact:

Priscilla Toh

Senior Lead, Communications

9694 2364 (HP)

Priscilla.toh@touch.org.sg

About TOUCH Community Services

Since 1992, TOUCH Community Services has served people of all backgrounds to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, senior and person with special or healthcare needs to grow, participate and contribute in the community. The heartbeat of TOUCH is to **activate potential, build independence, connect people**, and **deliver impact** by developing sustainable solutions in society. For more information on TOUCH, please visit www.touch.org.sg

The profiles of all the TOUCH Champions can be found on www.touch.org.sg/BeSomeone
 Some of the TOUCH Champions include:

Personalities	Cause selected
Pamela Lee-Shuhadah (Content creator / Influencer)	Children, Youth & Families
Jordin Tan (Singer)	Children, Youth & Families
Kelly Latimer (Host, Content Creator and Mother of two)	Children, Youth & Families
Ghib Ojisan (Japanese Vlogger living in Singapore)	Children, Youth & Families
Kelvin Ang (Blogger, Cheekie Monkeys)	Children, Youth & Families
Isaac Ong (Singer, Social Entrepreneur and Speaker)	Mental Health
Natalie Dau (Sport Influencer)	Mental Health
TOUCH Volunteers	Cause selected
Violet Yeo (Retiree and TOUCH befriender)	Elderly
David Chin (Working in regional sales)	Elderly
Emmanuel Jaquet (Working in marketing technology)	Elderly
Peter Triggs (Self-employed lecturer and wealth planning consultant)	Elderly
Aparna Pingali Agrawal (Co-founder of a socially motivated online pet store)	Elderly
Dhruv Gupta (High school graduate)	Elderly
Shermaine Tan	Special Needs
Kyle Tan (National Serviceman)	Children, Youth & Families
Volunteers from TOUCH Young Arrows	Children, Youth & Families
Corporate Supporters	Cause selected
Fraser Logistics Commercial Trust	Elderly
Rockwell Automation	Elderly
ZACD	Healthcare (Mental Health)