

# How can we *do our part as one united people?*

We will build a virtuous cycle of giving and receiving, and rely on our collective strength as a society to work towards our common goals and needs.

## *Why?*

Caring for each other is the best way to care for ourselves.



Nurture a **stronger culture of giving** among individuals and businesses, especially those who have done well



Better **connect donors** and **volunteers** to local community needs



Strengthen our **multi-racialism** and our **distinctive Singaporean identity**



Create more avenues for **civic participation**