

Live, Work and Support



The Dairy Farm Group believes it is our responsibility to give back to the communities where we live and work and to support the less fortunate members of our society. These are just some examples of our many community outreach efforts across the region.

MINDSET

Dairy Farm actively participates in MINDSET, the Jardine Matheson group's philanthropic initiatives supporting people suffering or recovering from mental illnesses, as well as the promotion of mental health in Hong Kong and Singapore.

In Hong Kong, Dairy Farm staff formed teams to run up the 49 floors of Jardine House at the Walk Up Jardine House event to raise funds for MINDSET. Through participation in the CENTRAL Rat Race, Dairy Farm executives overcame the obstacles of a challenging course to race around the Central Business District to raise awareness about mental health. Our employees also acted as Jardine Ambassadors to volunteer in the in-school Health in Mind programme providing volunteer services, interactive workshops and seminars to raise awareness of mental health issues among young students, teachers and parents.

In Singapore, Dairy Farm actively participated in the MINDSET Learning Hub. Established in October 2016, the Hub is a facility that recruits, trains and equips clients with skillsets, and sources placements for clients upon completion of the programme. Dairy Farm Singapore supports the initiative by providing on-the-job training and hiring of clients who take part in the retail training programme. We also generously sponsored the MINDSET Vertical Challenge through monetary support, goodie bags and supplier engagement with proceeds going towards the MINDSET Learning Hub.



Mannings Supports Speech Therapy for Youth in Hong Kong

As the title sponsor of Benji's Centre Walkie Talkie Walkathon for the past four years, Mannings has provided valuable support to the only charitable organization in Hong Kong providing professional speech therapy to children and teenagers with language development delays and hearing disabilities.

In November, over 50 supporters and friends from Mannings joined this meaningful event to raise funds for children in need, with proceeds going towards over 1,000 one-on-one speech therapy sessions.

Wellcome Feeds the Needy in Hong Kong

Collaborating with three local food banks (Feeding Hong Kong, Food for Good, and Food Angel), Wellcome runs a programme to donate food to people in need.

Initiated in 2012 with ten cooperating stores, the programme now involves nearly 100 stores as of November 2016. Food items donated since the programme launch have been equivalent to nearly 150,000 meals – reducing food waste while benefitting the less fortunate members of our society.



Dairy Farm Singapore Works Hand in Hand with the Community

In Singapore, staff volunteers and their families invited 800 young and elderly beneficiaries under the auspices of the Care Community Services Society (CCSS) to a fun-filled day of carnival games and activities at Bay East Park. As part of the event, Dairy Farm Singapore donated essential groceries to 1,000 needy families under the care of CCSS.

CCSS is a voluntary welfare organization that provides assistance, education, training, therapy and counselling to individuals and families in need of assistance. CCSS has been Dairy Farm's adopted charity in Singapore for the past ten years, and this year's activities were organized under the theme of "Hand in Hand".

This event is one of many initiatives and efforts by Dairy Farm Singapore such as placing donation boxes across its chain of Cold Storage, Giant, 7-Eleven and Guardian stores island-wide to help raise awareness and over SG\$400,000 in funds for CCSS.

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Young Indonesian Artist Wins Global IKEA Soft Toy Drawing Competition

Children from around the world have created a new toy collection to support IKEA Good Cause Campaign focusing on children's right to play. For the second year in a row, IKEA invited children to design their dream soft toys and gave the opportunity for children aged four to 12 to express their creativity. The drawing competition attracted 52,000 unique and wonderful designs from around the world. Judges from the IKEA Global Team selected ten global winners, and one of them is from Indonesia.

Naurazka Salsabilla (aged nine) impressed judges with her pink punk horse, which judges praised for its "creativity, winking eyes and unique features". Salsabilla's entry was turned into a real-life soft toy as part of the IKEA SAGOSKATT limited soft toy collection – and launched for sale around the world as part of the IKEA Good Cause Campaign. For every toy sold from November to December 2016, IKEA Foundation donated one euro to support children's right to play, grow and have fun in vulnerable communities in the world.

