

EMBARGOED UNTIL 7 NOVEMBER, 11.30AM

JARDINES' MENTAL HEALTH CHARITY, MINDSET, PLEDGES TO RAISE S\$300,000 TO SUPPORT YOUTH MENTAL HEALTH AT ANNUAL FUNDRAISER

- Since 2019, Jardines pledged S\$1.6 million over five years to DigitalMINDSET, an intervention programme for youths suffering from emotional regulatory issues as a result of excessive gaming or usage of devices
- DigitalMINDSET has supported approximately 170 youths since its launch in 2019
- Longstanding Jardines annual fundraiser has raised over S\$2.55 million since 2012
- Guest-of-Honour Mr Eric Chua, Parliamentary Secretary for Ministry of Culture, Community and Youth, and Ministry of Social and Family Development, commends MINDSET's 10-year contribution to Singapore's mental health community

Singapore, 7 November 2021 – The Jardine Matheson Group's ("**Jardines**", 怡和) registered charity, MINDSET Care Limited ("**MINDSET**", 思健), kicked off The MINDSET Challenge & Carnival ("**TMCC**") today. The longstanding annual fundraiser, held virtually this year in compliance with Singapore's COVID-19 regulations, aims to raise up to S\$300,000 and awareness for youth mental health. Its one-month fundraising steps challenge also starts today.

Since its inaugural event in 2012, TMCC has raised over S\$2.55 million for diverse mental health projects in Singapore. This year's beneficiary is **DigitalMINDSET**, an intervention programme for youths, aged 12 to 21, suffering from emotional regulatory issues as a result of excessive gaming or usage of devices. In partnership with TOUCH Community Services ("**TOUCH**"), DigitalMINDSET has helped close to 170 youths since 2019.

TMCC's 2021 Guest-of-Honour was Mr Eric Chua, Parliamentary Secretary for Ministry of Culture, Community and Youth, and Ministry of Social and Family Development, who made an appearance through telecast. Also in attendance was Mr Benjamin Birks (白坚斯), Chairman of MINDSET, and Mr James Tan (陈锦耀), Chief Executive Officer of TOUCH.

Mr Eric Chua spoke about the importance of uplifting the mental wellness of the community, especially with the prolonged COVID-19 pandemic, citing a poll conducted by the National Youth Council ("**NYC**")¹ last year on youth mental health.

¹ NYC's COVID-19 Youth Sentiment Tracker (April to December 2020). Throughout the polling period, approximately half of the youth respondents indicated that mental health was a challenge they faced due to the COVID-19 situation (53% indicated that mental health was a challenge in the week of 21 December). Feeling anxious over future uncertainty (56%), stress over finances (44%), and worries over work performance (41%) were youths' top mental health stressors.

Mr Chua also recognised Jardines and MINDSET’s contribution to mental health in Singapore, “Having such initiatives to uplift the mental wellness of our community is important as we build an inclusive and empathetic society for future generations. It is thus timely that I appreciate the Jardine Matheson Group of Companies and its contributions in the mental health space through its registered charity, MINDSET.”

“We need a whole-of-society effort to address the issue of mental well-being in general. I am heartened to see the support of many private sector partners here today. I would like to take the opportunity to encourage you to continue collaborating with Singapore’s social service sector.”

Speaking at the event, Mr Birks shared, “The persistence of the Covid-19 pandemic has shone a spotlight on the importance of mental health, a matter close to our heart as MINDSET celebrates 10 years of contributing to Singapore’s mental health community. In 2018, the World Health Organisation (“WHO”) classified emotional and psychological issues due to cybergaming and excessive technological device use as a mental health condition. Through the DigitalMINDSET initiative, Jardines has the opportunity to support youths in better regulating their emotions and cultivating healthy lifestyles.”

“Mental health issues have no boundaries and can affect individuals of any age, background or circumstance, so driving change needs to be inclusive and holistic. We are glad that through The MINDSET Challenge & Carnival, we have provided continued support to this important cause.”

Advocating for youth mental health

With new technologies changing our daily habits, youths are increasingly spending more of their time online. This has contributed to a rise in mental health cases resulting from excessive gaming and device use.

Since its launch in 2019, DigitalMINDSET has received about 1,800 enquiries for assistance, with over 410 referrals received from schools, parents, organisations and social services. This is 10 times more enquiries than the programme had initially planned for, highlighting the pressing need to support this prevalent issue affecting our youth.

DigitalMINDSET undertakes a holistic approach comprising one-to-one and family casework sessions, as well as group therapy sessions with activities such as behavioural and personality profiling. DigitalMINDSET is supported by S\$1.6 million in funding from Jardines over five years since 2019.

Fighting mental health stigma with a step towards inclusivity

Traditionally, TMCC includes a vertical race up the 33 floors of Marina Bay Financial Centre, Tower 1 and a large-scale family-friendly carnival at The Lawn @ Marina Bay. The 2021 fundraiser pivoted to a virtual event for the second consecutive year to comply with prevailing COVID-19 safety measures in Singapore.

To replace the vertical challenge, a one-month steps challenge starting today, 7 November, has been constituted with the 'Competitive Individual' and 'Individual Fun' Challenge categories. Tapping into TMCC's "Around the World" theme, participants for the Competitive Individual Challenge will have to complete the challenge of climbing one of three *tallest buildings* from around the world – the Burj Khalifa, Shanghai Tower and One World Trade Centre. Meanwhile, the Individual Fun Challenge includes an international walking trail steps challenge, items scavenger hunt and food adventure, and is a perfect way to participate with family, friends, and loved ones.

The steps taken by participants symbolise the uphill battle against stigma and the challenges that mental health persons-in-recovery undergo every day in their lives while attempting to integrate back into society. The challenge is open to the public throughout the month-long challenge, with a donation of S\$50 to DigitalMINDSET. To ensure that the steps are tracked and clocked for this challenge, participants are encouraged to download the [Pacer Pedometer & Step Tracker](#) from the Apple App Store for iOS users, or the [Pacer Pedometer: Walking Step & Calorie Tracker](#) from the Google Play store for Android users.

The opening ceremony was graced by Mr Tan and Mr Birks, and livestreamed online to commemorate the start of proceedings. This was followed by a panel discussion on mental well-being at home and in the workplace with mental health experts from TOUCH Community Services and SportPlus.SG, alongside a MINDSET's Steering Committee member and a Jardine employee volunteer. The panel discussion was also livestreamed on Facebook to provide the public access to insights on a topic relevant to many.

Meanwhile, the carnival took place virtually through a microsite and brought together employees of the Jardine Matheson Group of Companies, sponsors, partners and the public. Attendees were treated to games, activities, lucky draws and performances by persons-in-recovery and MINDSET's Jardine Ambassadors to reignite their travel bug.

Jardines' ongoing commitment to supporting Singapore's mental health community

The Jardine Matheson Group is committed to making a meaningful contribution to the communities in which it operates. Jardines ensures that the Group's social efforts are aligned to support the United Nations Sustainable Development Goal 3 – Good Health and Well-being.

Since MINDSET's inception, Jardines has channelled over S\$8.2 million into mental health projects in Singapore. Attesting to its vision, **For Inclusivity, For Mental Health**, MINDSET and Jardines Group Companies aim to maintain its positive momentum and is dedicated to making a tangible difference in the community.

The community acknowledgement that Jardines and MINDSET are leading mental health partners took to a global stage in 2019. Jardines and MINDSET co-organised the *International Together Against Stigma Conference*, held in Asia for the first time. Hosting over 500 delegates from 24 countries, the

conference brought together stakeholders from around the world and provided the opportunity to discuss and share best practice ideas on mental health and wellness.

Additionally, Jardines and MINDSET continue to set exemplary standards for charities. Jardines, through MINDSET, was recently named the *Organisation of Good* in the Large Enterprise Category at the President's Volunteerism & Philanthropy Awards 2021, representing the highest honour for giving to the community. This follows the recognition by the National Volunteer & Philanthropy Centre as *Champion of Good* in 2018 and 2020 for leading the way in corporate giving. Meanwhile, MINDSET also won the *Charity Transparency Award* by Singapore's Charity Council for the fourth consecutive year in 2019 and the *Charity Governance Award* in 2018 for its exemplary governance standards.

For a decade, Jardines and MINDSET have been championing the underserved cause of mental health in Singapore through annual fundraising events, awareness programmes, work integration initiatives, and community partnerships. To meet MINDSET's mission of fostering open conversations and bridging community gaps, the Group provides a holistic approach towards supporting mental health clients, their families and caregivers, as well as mental health social service agencies over the years.

When MINDSET was first established in 2011, the mental health community was underserved, and conversations around it were often avoided because of the associated social stigma. Today, the landscape, awareness and understanding of mental health have vastly improved. More resources have been made available for persons-in-recovery, and there are impactful initiatives to promote mental wellness and neuro-diversity.

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About MINDSET Care Limited

MINDSET Care Limited (MINDSET) is a registered charity of the Jardine Matheson Group. Since 2011, it has been contributing towards the mental health community in Singapore. MINDSET aims to raise awareness and funds as well as drive employment and social enterprise initiatives.

MINDSET is proud to be named Organisation of Good by the President's Volunteerism & Philanthropy Awards 2021. The charity is also a recipient of the 2020 and 2018 Champion of Good, Charity Transparency Awards (2016 – 2019) and 2018 Charity Governance Awards.

For further information, please visit: <https://www.mindset.com.sg>.