



## **Lifting Half The Sky and the Book Monster's Podcast**

### **ECF Charity Gala to launch a publication and podcast on International Women's Day**

8th March, 2023, On the occasion of International Women's Day 2023, the EtonHouse Community Fund (ECF), an IPC Charity will launch a book titled 'Lifting Half The Sky' that celebrates the achievements and contributions of top Singapore women entrepreneurs at a charity gala event that will be attended by over 800 guests. The women in the book are from a wide variety of industries, such as sustainability, tech, healthcare, construction, and education, to name a few and share with us their journeys that demonstrate a whole lot of dedication and tenacity.

The event will also be the launch pad for a new podcast by ECF, Kiss92 and Singapore Women's Weekly. Inspired by the Joyful Learning programme by ECF that nurtures a love for reading and stories amongst vulnerable children, this initiative hopes to inculcate storytelling as a meaningful experience for families to bond and connect with books. The stories will be narrated by popular talents from Kiss92 and will also feature strategies and tips from ECF volunteer teachers and experts on how to engage with books in a way that connects with children. Storytelling has many unique benefits for children's cognitive, creative and social development. It is also a wonderful way for families to bond and build meaningful relationships and habits for life. Through this initiative, the hope is to build amongst families in Singapore a love for books and an appreciation for literature that grows into a lifelong habit.

On the occasion of International Women's Day, the launch of the book and the podcast celebrates both women and families. The initiatives hope to inspire generations of women to never give up on their dreams and families to cherish moments to bond and connect with each other.

All proceeds from the book and the gala will be donated to ECF to run its various programmes to help and support children and youth of disadvantaged backgrounds through education.

Published by Nutgraf, the 10 stories in the book will showcase the following entrepreneurs in Singapore:

Connie Wu, Chief Executive Officer of Sunray Woodcraft Construction

Koh Soo Boon, Founding Managing Partner of iGlobe Partners

Roshni Mahtani Cheung, Founder and Group Chief Executive Officer of The Parentinc

Nurul Jihadah Hussain, Founder of The Codette Project

Daphne Ng, Co-Founder and Chief Executive Officer of Dedoco

Chin Wei Jia, Executive Director and Group Chief Executive Officer of HMI Group  
Gan See Khem, Executive Chairman and Managing Director of HMI Group  
Lynn Yeo, Co-Founder and Chief Marketing Officer of Cloversoft  
Angela Sim, Co-Founder and Chief Executive Officer of Cloversoft  
Foo Siew Jiuan, General Manager of Q & M Dental Group  
Melanie Ng, Chief Financial Officer of Q & M Dental Group  
Susan Chong, Founder and Chief Executive Officer of Greenpac  
Ng Gim Choo, Founder of EtonHouse Community Fund and Founder and Chairwoman of EtonHouse International Education Group

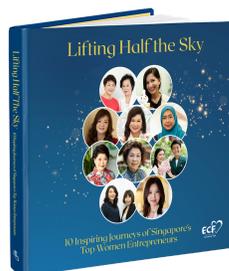
The charity gala has raised \$800,000 so far and hopes to reach \$1 million with auction and book sale proceeds on the night.

Mrs Ng Gim Choo, Founder and Chairwomen of EtonHouse Community Fund, said, “The book ‘Lifting half the sky’ is the story of top women entrepreneurs in Singapore who have come together for charity. The launch of the book on International Women’s Day is a celebration of their experiences, trials and tribulations to inspire generations of women in Singapore to never give up on their dreams. As the founder of ECF and a women entrepreneur, I am happy that we have come together for this meaningful initiative. ECF has also inspired the launch of a storytelling podcast to reach out to more families on a national platform with Kiss92 and Singapore Women’s Weekly. This year is also the year of celebrating Social Service Partners, an initiative by MSF, and this event is a wonderful example of what we can achieve if we come together”.

Mr Ignatius Low, Editor-in-Chief of SPH Media’s Lifestyle and Entertainment Media Group, said, “Reading bedtime stories to young children strengthens the bond between parent and child, and helps our young ones feel secure as they learn to make sense of the world. Kiss92 and Singapore Women’s Weekly are happy to be able to do our small part to help ECF equip as many loving parents as we can with a skill they can practise every night. With this initiative, it is our sincerest wish that bedtimes will be filled with drama, wonder and fulfillment.”

[Pre-Order the book](#)

Podcasts can be listened to on [SPH's Awedio](#) and Spotify.



For more [details on the gala](#).

Contact:

<p>Bipasha Chanda Minocha Group CMO EtonHouse International Education Group Mobile: +65-81571460 Email: bipasha.m@etonhouse.com.sg</p>	<p>Angela Kho Senior Brand and Marketing Manager EtonHouse International Education Group Mobile: +65-9754 0366 Email: angela.kho@etonhouse.com.sg</p>
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#### About the EtonHouse Community Fund

The EtonHouse Community Fund (ECF) is an independent IPC Charity that focuses on improving the lives of children, youth and families of disadvantaged backgrounds in Singapore. It was launched by EtonHouse International Education Group in 2015 on the organisation's strong belief in the importance of education and that every child, regardless of his or her background, should have access to good quality education.

The ECF has, over the years, championed causes that have benefitted children and youth from low-income families and received, among others, the MSF Community Cares Award in 2019 and Community Chest Bronze Award for its initiatives. Some of its programmes include a mindfulness programme for at-risk youth to enhance their emotional well-being and Teacher Everywhere, a volunteer programme to train teachers to deliver the Joyful Learning programme that nurtures the love of learning amongst pre-schoolers from vulnerable families. These latter two programmes launched in 2021, work closely with other social services agencies such as Care Corner, Club Rainbow and other partners to deliver a literacy programme and have touched the lives of more than 100 children so far.

Working together with the Early Childhood Development Agency (ECDA), the ECF has helped to provide resources for KidSTART playgroup sites for low-income families. Other initiatives include a CDA top-up scheme and setting up a play library and programmes to enhance literacy and creative language development in young children. The ECF has also disbursed bursaries and sponsored after-school enrichment classes to underprivileged families to further their children's education. The ECF year-end 'Box of Joy' initiative has completed 5 successful years and has distributed more than 10000 gift boxes to children in Singapore.

In 2020, ECF was commended by President Halimah Yacob for its initiatives to support the community during the Covid19 crisis. These include reaching out to beneficiaries with home learning kits, laptops and Wifi devices for them to access home-based learning and a financial assistance scheme to help families whose incomes and jobs were affected. To help children understand the Covid19, it published 3

children's books as well as produced The Germ Buster, a game about health and hygiene practices. Other publications include the Respectful Parenting book launched in 2021.

ECF is an independent Institution of Public Character (IPC) charity and a member of the National Council of Social Service (NCSS) and has invested more than \$2.7 million in the last three years, impacting more than 16,000 children and youth over the years

For more details on the ECF, visit <http://www.ehcommunityfund.org.sg/>