



TeleChoice and the Institute of Mental Health’s Woodbridge Hospital Charity Fund (WHCF) Launch ESG Fund for Mental Health

- **Initiative garnered strong support with S\$138,000 pledged by TeleChoice and its partners**
- **A 152km ‘Walk for Mental Health’ event and the launch of a mental health pledge wall that made it to the Singapore Book of Records marked this significant collaboration**

Singapore, 2 October 2024 – In a pivotal step forward for mental health advocacy, TeleChoice International Limited (“**TeleChoice**”) – a regional diversified provider and enabler of innovative info-communications products and services – and the Woodbridge Hospital Charity Fund (“**WHCF**”) have signed a Memorandum of Understanding (“**MOU**”) today, in celebration of World Mental Health Day. The WHCF is managed by the National Healthcare Group’s Institute of Mental Health (“**IMH**”).

Minister of State for Home Affairs and Social and Family Development, Ms Sun Xueling, presided over the signing ceremony as guest of honour. Under the MOU, TeleChoice will spearhead a five-year fundraising campaign, which will include galvanising its corporate partners to support the mental health cause. To date, TeleChoice and its partners, including Samsung Electronics Singapore (“**Samsung**”), Tech Data, Huawei, PW Connect, and Aginode, have collectively pledged S\$138,000. The funds will go towards the TeleChoice ESG Fund which is set up within WHCF (“**Fund**”). IMH will then tap on this Fund for ESG-related programmes which aim to advance mental health education and to promote sustainability.

Ms Pauline Wong, President and CEO of TeleChoice, said, “At TeleChoice, we believe in integrating mental health support into our ESG efforts. Sustainability involves not just conserving resources and reducing carbon footprints, but also fostering overall social well-being. Addressing mental health challenges is essential for creating thriving, resilient communities, which is a core aspect of sustainable development. Our partnership with IMH is a proactive effort to raise awareness, destigmatise mental illness, and improve mental health literacy both individually and within the community.”

ISLAND-WIDE 152KM RELAY WALK FOR MENTAL HEALTH

The first fundraising event for this TeleChoice ESG Fund is the 'Walk for Mental Health', a 152km relay walk across Singapore organised by TeleChoice. Inspired by Ms Wong's hiking experiences, the event symbolises how navigating diverse terrains mirrors life's joys and challenges. By coming together, participants demonstrate that overcoming obstacles that may seem insurmountable is possible.

The walk, which includes participation from TeleChoice, IMH, and Samsung, underscores the important connection between physical activity and mental well-being. Participants demonstrated their support by actively "walking the talk" and also had the opportunity to experience how Samsung's Galaxy devices can play a role in helping individuals track and maintain their physical health and well-being.

Associate Professor Daniel Fung, Chief Executive Officer of IMH said, "I am heartened to see corporations like TeleChoice investing in mental health, as it underscores that support comes in many forms – whether it's donating to a worthy cause, volunteering time at the hospital, or improving personal mental health literacy. As we commemorate World Mental Health Day, today's celebration with the 152km walk and the mental health pledge wall serves as a testament to the power of corporate citizenship and social impact. These initiatives are crucial in our journey to destigmatise mental illness and foster a community that truly understands and supports mental health. I look forward to our collaborative efforts with TeleChoice over the next five years as we work together to spread messages of hope and recovery."

LAUNCH OF A MENTAL HEALTH PLEDGE WALL: SETTING A NEW RECORD IN THE SINGAPORE BOOK OF RECORDS

In addition to the 'Walk for Mental Health' and in conjunction with the start of this partnership, TeleChoice is pleased to launch a mental health pledge wall in IMH. This wall art is a collaborative art project by illustrator Stephanie Raphaela Ho, who is herself a person in recovery (see Annex A). It features over 1,000 leaves, each symbolising a pledge of support for mental health made by individuals from all walks of life. The leaves represent sustainability, renewal, and the public's collective commitment to advancing mental well-being. It is a call for the community to break the barrier of stigma, and to stand together for mental health.

This mental health pledge wall has set a new record in the Singapore Book of Records for the "Most Number of People Contributing to a Digital Leaf Montage".

"Having dealt with anxiety and depression in my youth, I'm honoured to play a part in a cause I resonate with. This wall art makes clear the links between mental health, social support, resilience, and unity in advocacy, with every leaf a show of hope and support for anyone facing mental health challenges. I hope it inspires and gives strength to all who are struggling," said Ms Ho.

Ms Wong added, “Corporate Social Responsibility is central to TeleChoice. With the TeleChoice-ESG Fund, we are proud to answer the call for support in fostering a more compassionate and inclusive community. and we hope to make a meaningful impact.”

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About TeleChoice International Limited (TeleChoice)

TeleChoice is a regional diversified provider and enabler of innovative info-communications products and services. It is a portfolio company of [ST Telemedia](#), a strategic investor focused on communications and media, data centers and infrastructure technology businesses across Asia, the US and Europe.

Incorporated in Singapore on 28 April 1998 and listed on the Mainboard of the Singapore Exchange Securities Trading Limited on 25 June 2004, TeleChoice offers a comprehensive suite of infocommunications services and solutions under three business divisions, Personal Communications Solutions Services (PCS), Info-Communications Technology Services (ICT) and Network Engineering Services (Engineering). For more information, please visit our website at www.telechoice.com.sg

About the Institute of Mental Health (IMH)

The Institute of Mental Health (IMH), a member of the National Healthcare Group, is the only tertiary psychiatric care institution in Singapore. Located on the sprawling 23-hectare campus of Buangkok Green Medical Park in the north-eastern part of Singapore, IMH offers a multidisciplinary and comprehensive range of psychiatric, rehabilitative and therapy services in hospital-based and community-based settings. The 2,000-bedded hospital aims to meet the needs of three groups of patients – children and adolescents (aged below 19 years), adults and the elderly. Besides providing clinical services, IMH dedicates resources to carry out mental health promotion and raise mental health literacy. IMH also leads in mental health research and training the next generation of mental health professionals in Singapore. For more information, please visit www.imh.com.sg

ANNEX A

About Stephanie Raphaela Ho



Stephanie Raphaela Ho, better known as Muffinsaurus, has been passionate about drawing since she first learned how to hold a pencil. Drawing inspiration from her daily encounters and her three pets—two cats and one dog—Stephanie creates whimsical and imaginative works. Alongside her artistic pursuits, she currently runs a full-time eCommerce pet store while continuing to explore art on the side. Steph has lived experience with a mental health condition and as an advocate for mental health, she uses her creativity to promote well-being and spread positivity through her work. In 2016, she illustrated *The Island In The Caldera* by Lin Xueling, a captivating story that blends Asian history and mythology for children. Her ultimate ambition is to create art that not only entertains but also brings joy, putting a smile on people's faces and brightening their days.