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Singapore Preschools to Receive USD \$2 Million Cloud Computing Power from Lien Foundation and Salesforce.com Foundation

More than 600 Teachers & Administrators across 60 Non-Profit Preschool Centres to Benefit from USD \$2 Million Philanthropic Cooperation

SINGAPORE, May 24, 2010 – [The Salesforce.com Foundation](#), the global leader in integrating philanthropy and business, together with [Lien Foundation](#), a Singapore philanthropic house, announced today a USD \$2 million joint initiative aimed at transforming Singapore’s non-profit, preschool sector.

Modeled after Salesforce.com Foundation’s unique 1/1/1 model, Lien Foundation and Salesforce.com Foundation have agreed to pull in resources worth USD \$1 million each to transform one education sector in Singapore. Lien Foundation has committed USD \$1 million in capital to support the implementation of IT solutions and accompanying hardware to 60 non-profit preschool centres over the next year and a half. Salesforce.com Foundation will donate USD \$1 million in licenses to give more than 600 teachers the ability to update and manage student data in the cloud.

“It is rare to have two foundations– one from the East and one from the West – coming together for an initiative of this size, and with the common interest to enhance the productivity of non-profits through harnessing the power of infocomm technology,” said **Mr Lee Poh Wah, Chief Executive Officer of Lien Foundation**. “We expect the combined resources from Lien and Salesforce.com Foundation to inspire a major transformation in Singapore’s preschool sector over the next year.”

“The idea behind Salesforce.com Foundation’s 1/1/1 model is to harness the power of a company’s resources, such as the intellectual wealth of its employees, technology or products and financial resources to support organizations that are making the world a better place,” said **Suzanne DiBianca, Executive Director, Salesforce.com Foundation**. “We are proud to join

forces with Lien Foundation and use our collective resources to radically transform the non-profit, preschool sector in Singapore.”

The project will begin its implementation with a pilot in five major non-profit preschool operators, including Presbyterian Community Services (PCS) and Persatuan Pemudi Islam Singapura (PPIS). The pilot is scheduled to begin in June this year.

Mr Laurence Wee, Executive Director, PCS said, “The quality of preschool education is not only dependent on teachers but also the infrastructure that can aid or hamper their teaching. Unfortunately, preschools from the nonprofit sector often face intense competition for resources and have minimal IT infrastructure and limited funds. We believe this initiative can help empower our staff and children to their greater potential.”

This project is timely for **Ms Nadhira Koyakutty, Head, Early Childhood Education, PPIS**. She said, “IT is an important tool that we use to support our curriculum. With greater IT access and support to help our teachers become more productive, we can expect a very positive impact on teaching. For instance, we can reduce manual tasks and unnecessary duplication of work. We look forward to streamlining the students’ records, creating lesson plans creatively and having regular and better feedback with parents through the new system. Ultimately, we hope to enhance our children’s education in their most formative years.”

About Lien Foundation

www.lienfoundation.org

The Lien Foundation is a Singapore philanthropic house noted for its model of radical philanthropy. It breaks new ground by investing in innovative solutions, convening strategic partnerships and catalyzing action on social and environmental challenges. The Foundation drives institutional capacity building to address crucial community needs, and empowers individuals to reach their full potential. It seeks to enhance educational opportunities for the disadvantaged, excellence in eldercare and environmental sustainability in water and sanitation.

The Foundation has pioneered the use of IT for healthcare nonprofits and nursing students in Singapore, and championed education for preschoolers in need.

About the Salesforce.com Foundation

The Salesforce.com Foundation is the global leader in integrating philanthropy and business through its 1/1/1 integrated philanthropy model <http://www.sharethemodel.org>. The 1/1/1 model harnesses the power of salesforce.com's people and technology through 1% Time, 1% Equity and 1% Product to increase the effectiveness of nonprofits in pursuing their social missions. Since the Foundation's inception in 1999, employees have given more than 165,000 hours of their time; more than 7,300 nonprofits in 70 countries are using donated and discounted Salesforce CRM licenses as part of the Foundation's 1% Product Donation Program <http://www.salesforcefoundation.org/product>; and numerous organizations are benefiting from technology-related grants. For more information on the Salesforce.com Foundation, please visit <http://www.salesforcefoundation.org>.

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