

Unilever's The Good Cart partners with GCTEF in Singapore

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The Good Cart, a Unilever International-led initiative, announced its partnership with the Goh Chok Tong Enable Fund (GCTEF), advancing The Good Cart's mission of fostering stronger social responsibility among businesses in Singapore. The new partnership expands the range of beneficiaries of the initiative, empowering consumers to choose directly how they want to make a positive impact on society. This builds on the momentum of a rewarding collaboration with The Food Bank, which has enabled employees of corporate partners to donate one meal for every S\$50 spent.

Launched by Unilever International – Unilever's global business unit and whitespace partner - The Good Cart initiative empowers corporate partners and their employees to do good by contributing to social causes while shopping over 400 Unilever brand household and personal care items at discounted prices. Since its launch, The Good Cart has successfully established over 50 corporate partnerships with the likes of Visa, HSBC, Deutsche Bank, Google, Prudential and more.

The collaboration with the Food Bank Singapore has successfully facilitated the donation of over 4,000 meals and S\$50,000 in personal care items for low-income and underprivileged individuals and families. The new partnership with GCTEF extends the opportunity for The Good Cart's corporate partners and their employees to play a part in supporting persons with disabilities. For every S\$50 spent, shoppers can now choose to have Unilever donate S\$2 to GCTEF, continuing The Good Cart's journey of social impact.