

# Customized CNY Gift Hampers designed, curated and delivered by social enterprises



MARKET  
for GOOD



## 1. Scope of Work

Market for Good was tasked with curating three distinctive Chinese New Year gift hampers for a premium beauty brand in Singapore. These hampers were not just gifts but reflections of the social impact they represented. Each hamper was to feature a minimum of four to eight carefully selected items, presented in a beautifully crafted hamper box with personalized touches.

What made this project unique was the commitment to hand-deliver each hamper to its recipient in Singapore, ensuring a personal and meaningful gifting experience.

## 2. How we do it :

Market for Good's product designs have made a meaningful impact on beneficiaries spanning Singapore, the Philippines, and Malaysia. The project featured 3 social enterprises in Singapore, crafting unique items - Beaded Orange Keychains, Pineapple tarts and Double-Wall Tumblers. In the Philippines, we partnered with 1 social enterprise to create Vegan Purse-Books and Card Holders, while in Malaysia, we collaborated with another social enterprise to curate Handmade Orange Soaps and Lavender-Filled Eye Pillows. The thoughtful gifts were meticulously packed by a team of seniors at a care facility in Singapore and delivered by ex-offenders working at a social enterprise in Singapore.

## 3. Why we do it :

Market for Good, an impact-oriented marketplace, eagerly forges partnerships with corporate allies committed to quantifying and showcasing their ESG (Environmental, Social, and Governance) initiatives. This project, while substantially advancing three UN Sustainable Development Goals—Decent Work and Economic Growth, Good Health and Well Being, and Reduced Inequalities—brought festive joy to gift recipients and instilled immense support, joy, and confidence in beneficiaries across three countries.

## 4. Who we serve :

Market for Good's collaborative project with its client proved to be remarkably impactful across 3 different regions. The curated products had a multi-faceted impact, offering support to single mothers, ex-offenders, and individuals from low-income backgrounds. Beyond this, the project extended its reach to care facilities, where it facilitated the engagement of six seniors and eight student volunteers in packing gift sets. These sets were then delivered to 195 locations in Singapore, with four ex-offenders taking on the role of delivery personnel. This festive initiative exemplifies how companies can spread the joy of giving not only to recipients but also to the dedicated makers behind these heart-warming gifts.