

**SPBA - SPECIAL MERIT**  
新加坡金字品牌奖 - 特别表扬

Launched in 2009, the SPBA - Special Merit seeks to recognise government agencies and not-for-profit organisations that have made and shown significant efforts in branding. Participation in this category is by the Award Organising Committee's invitation only.

于2009年增设，新加坡金字品牌奖 - 特别表扬旨在表扬政府机构和非盈利机构在建立品牌方面所做出的努力。参与此奖项的品牌只限于新加坡金字品牌奖筹委会的邀请。



Migrant Workers' Centre (MWC) is a migrant worker rights NGO operated by NTUC in partnership with SNEF. In the past 10 years, MWC has emerged to become a leading advocate and assistance provider for the migrant worker community. Besides providing migrant workers with humanitarian and employment case handling assistance, the centre also advocates for stronger employment protections, greater awareness of migrant worker rights and social integration. MWC operates its own recreation club as a means to promote the psychosocial well-being of migrant workers. Through its strong tripartite DNA, MWC has changed the narrative on migrant worker welfare.

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Singapore Buddhist Free Clinic (SBFC) was established in 1969 as a Traditional Chinese Medicine (TCM) clinic offering free medical consultation and services to all. In line with the Buddhist teaching of compassion, SBFC helps to treat illnesses and relieve pain for the poor and needy, so that they may lead a healthier and happier life. With 8 TCM Free Clinics across Singapore, SBFC provides free consultation to more than 1,000 patients, 300 days a year. Over the last 50 years, SBFC has grown from providing 23,000 free consultations in its first year, to 300,000 free consultations in the latest year.

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Believing in the importance of providing immediate emotional support, Samaritans of Singapore (SOS) was established in 1969 as an emergency helpline for those in distress. The secular and not-for-profit organisation is dedicated to providing confidential emotional support to individuals facing a crisis, and focuses on crisis intervention and suicide prevention. Adopting a holistic approach by providing a comprehensive and distinct range of services, the SOS helpline is one of the few helplines in Singapore that provides round-the-clock assistance to those in distress. Its services remain a dependable source of support and its brand remains unique and familiar to many.

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