

MEDIA RELEASE

MindChamps Little Champs and Families Raise \$185,816 for The Straits Times School Pocket Money Fund

Funds raised through MindChamps' "I'm Proud of You" ChampsFest 2026 will support children from low-income families with their schooling needs.

Singapore, 29 June – MindChamps little Champs, educators and families across MindChamps centres in Singapore have raised \$185,816 for The Straits Times School Pocket Money Fund (STSPMF) through MindChamps' annual "I'm Proud of You" ChampsFest 2026.

First launched by MindChamps in 2017, the "I'm Proud of You" movement is founded on the belief that every child's learning, growth and accomplishments, big and small, deserve to be celebrated. As a key part of this year's "I'm Proud of You" ChampsFest, the fundraising initiative gave our little Champs the opportunity to turn gratitude into action by supporting children in need.



(From left) Tay Hwee Leng, General Manager, STSPMF; Jaime Ho, Chairman, STSPMF; Dr David Chiem, Founder CEO & Executive Chairman of MindChamps; Ms Michelle Peh, Global Chief Brand Officer and Group Chief Operating Officer of MindChamps; with teachers and Champs from MindChamps PreSchool @ Toa Payoh.

Photo: The Straits Times

The funds will support STSPMF beneficiaries with school-related expenses such as meals, transport and other schooling needs, helping ease the burden on families while enabling them to focus on their education.



"MindChamps' Social Charter is about providing educational opportunities to children who would not otherwise have the means. I am so grateful that our corporate team, young Champs and their families have come together to bring this to life. Being able to support children who are less privileged on their educational journey is a real blessing," said Dr David Chiem, Founder CEO and Executive Chairman of MindChamps.

"It continues to humble us how our various supporters within the community have continued to step up. Every single contribution matters, and we're grateful to MindChamps for joining the STSPMF family," said Jamie Ho, Chairman, STSPMF.



**Our K2 Champs from MindChamps PreSchool @ Toa Payoh
performing confidently during the cheque presentation ceremony.
*Photo: The Straits Times***

"The MindChamps brand has always been synonymous with nurturing a world of MindChampions guided by our Education and Life Philosophy of 100% Respect, Zero Fear and our 10 Core Attributes. One of these Core Attributes is 'I Am Compassionate'. Supporting The Straits Times School Pocket Money Fund has allowed our children to live this value and experience firsthand the joy that comes from helping others," said Ms Michelle Peh, Global Chief Brand Officer and Group Chief Operating Officer of MindChamps.

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About MindChamps

MindChamps is a global leader in early learning and preschool education, recognised for its patented research-backed curriculum and commitment to nurturing the Champion Mindset in children. With centres across Singapore, Australia, the Philippines, Malaysia, Indonesia, Myanmar, the Maldives and now, the US, MindChamps continues to advance its mission of challenging and lifting education standards worldwide.

"MindChamps is the Global Education Movement of the 21st Century.

While the companies featured in my prior books (Mercedes-Benz, The Ritz Carlton Hotel Company and Starbucks) demonstrate impressive brand power, none have been in a position to fundamentally shape society on par with MindChamps."

Dr Joseph A. Michelli

No. 1 New York Times & Wall Street Journal Bestselling Author

While there are thousands of education brands across world, only MindChamps:

1. Is hailed as a Global Education Movement by No. 1 New York Times and Wall Street Journal bestselling author, Dr Joseph A. Michelli.
2. Has successfully created a breakthrough education methodology that has attained patent programme status across four continents - the US (Patent No: 11,790,800), UK (Patent No: GB2607416), Australia (Patent No: 2022202096) and Singapore (Patent No: 10202113952V).
3. Has world-renowned neuroscientist Emeritus Professor Allan Snyder, Fellow of the Royal Society and Marconi Prize Winner, as its Chancellor and Chair of the MindChamps Global Research & Programme Development Team, comprising of award-winning, world leading experts in the 4 Domains of • Education • Psychology • Neuroscience • Theatre
4. Has created the revolutionary 3-Mind Education Model - the Champion, Learning and Creative Minds.
5. Has a proprietary Reading & Writing programme backed by research, producing over 200 eBooks.
6. Has the proven Optimal Flow Method™ and Art of Learning techniques, along with Champion Mindset coaching, which have enabled students to achieve up to 6 grade improvements in English, Maths, Science and Chinese, as verified by Forvis Mazars, a leading internationally integrated partnership, specialising in audit, accountancy, advisory and tax services.
7. Has been accorded the WIPO-IPOS IP Award by the World Intellectual Property Organization for excellence in the brand's Trademark Portfolio.

8. Requires all its teachers to undergo up to 200 hours of professional training and accreditation, regardless of previous teaching experience or qualifications.
9. Has its research and education philosophy published in 4 bestselling books by major world publishing houses.
10. Nurtures every child to face the unpredictable world with the mindset of 100% Respect, Zero Fear!