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MINDS Lee Kong Chian Gardens School

Community Partnerships

NCSS continues to forge strong partnerships with stakeholders in the community, which include individuals, private and public organisations, government bodies and Voluntary Welfare Organisations (VWOs).

This 'Many Helping Hands' approach mobilises valuable resources, such as funds, expertise and time, to improve the lives of the less fortunate in our community.



RAISING CHARITY DOLLARS

Achieving the Fund-Raising Target

2007 had been a challenging year for the social service sector. More funds were needed to meet the growing needs of the community. The unwavering support of corporate partners and individual donors enabled Community Chest to successfully raise \$52 million to serve more than 310,000 people¹ supported by 147 programmes under 57 charities.

SHARE, a monthly donation programme, provided a consistent and sustained source of funds for the charities supported by Community Chest. In FY 2007/2008, SHARE contributed to 24 per cent of total funds raised.

Community Chest is thankful to Tan Chin Tuan Foundation, Lee Foundation, The Grace Shua and Jacob Ballas Charitable Trust, Isaac Manasseh Meyer Trust Fund, Ian Ferguson Foundation, Thomson Shin Min Foundation, Yahya Abdulhussain Lukmanji Saif Charity Trust and Hong Leong Foundation for their generous contributions. Community Chest is especially grateful to the Singapore Totalisator Board and Singapore Pools (Private) Limited for their generous donations and contributions toward Community Chest's operating costs.

Keeping Fund-Raising Costs Low

In keeping with good fund-raising practices, Community Chest ensured that its fund-raising costs are kept to a minimum. For the past five years, fund-raising costs were maintained between nine and 12 per cent of total funds raised.

All donations to Community Chest were made available to social service programmes under its care, as the Singapore Totalisator Board and Singapore Pools (Private) Limited sponsored its direct fund-raising costs of \$3 million.

Key Fund-Raising Projects

I) Corporate Dedicated Funds

• SingTel Touching Lives Fund 2007

The SingTel Touching Lives Fund is SingTel's annual corporate philanthropy programme to help the less privileged children in our community. Of the \$2.4 million



raised, \$2.18 million was channelled to benefit APSN Tanglin School, Autism Resource Centre - WeCAN, Fei Yue Community Services - eGEN and Students Care Service. Fund-raising activities included a Charity Golf, Charity Walk and the SingTel Employee Donation Drive. More than 93,000 hearts were received from the Fold-A-Heart campaign, where SingTel donated \$1 for each origami-style paper heart sent in by the public.

• SMRT Silver Tribute Fund



The Silver Tribute Fund for the needy elderly and their caregivers was set up in conjunction with SMRT Corporation Limited's 20th Anniversary in 2007. Six fund-raising anchor events raised more than \$500,000 for Community Chest. These included flag days, charity movie premiere, charity concert by the Singapore Symphony Orchestra, sale of art pieces as well as a 'train, bus and taxi crush'. SMRT Corporation Limited also supported the *Give A Hand!* 2007 campaign as a contributing partner.

• Singapore Power Heartware Fund



Singapore Power raised more than \$430,000 through its corporate philanthropy programme - the Singapore Power Heartware Fund - to support the delivery of critical services for more than 900 needy elderly under the Home Help Service Scheme. Singapore Power engaged the community and its staff in the fund-raising through direct mailers, staff contributions, and events such as Singapore Power Charity Golf and Gala Dinner.

1. This is based on service-use count plus public education.

- **MediaCorp Charity Fund 2007**

More than \$300,000 was raised for the MediaCorp Charity Fund through activities such as a car-boot sale at St James Powerhouse, celebrity participation on television gameshows and a charity golf tournament. MediaCorp staff also helped spread joy and cheer to beneficiaries with their visits to HCA Hospice Day Care Centre during festive seasons, and Children's Day and Christmas parties for students from Rainbow Centre - Balestier Special School.



- **'LTA Cares' Fund**

Launched in June 2007, the 'LTA Cares' Fund provides financially needy people with disabilities with transport subsidies to commute to work or school. The objective



is to enable people with disabilities to actively contribute to society and lead fulfilling lives. \$150,000 was raised for 'LTA Cares' Fund in FY 2007/ 2008 through the Land Transport Charity Golf cum Dinner at Sentosa Golf Country Club, and the Family Day cum 'Walk-a-Jog' event at the Kallang-Paya Lebar Expressway tunnel on 21 October 2007.

II) Corporate Events

- **The Japanese Association Women's Committee Charity Draw 2007**

The Japanese Association Women's Committee was awarded the 20-year Outstanding Corporate award for its long-standing support for Community Chest

since 1986. The Committee raised more than \$110,000 through corporate donations and sale of its annual donation draw tickets from June to August 2007. Over the years, the Japanese Association Women's Committee has raised more than \$3 million for Community Chest.



- **Housing & Development Board**

The Housing & Development Board (HDB), a sterling supporter of the SHARE programme, received the SHARE Platinum Award for 19 consecutive years of vigorous efforts in promoting SHARE to its staff. HDB further supported Community Chest through its Charity Breakfast Drive and SHARE Our Kindness Day (including Vertical Walk) in FY 2007/2008. The events raised over \$80,000 to support programmes that nurture children to succeed and help people with disabilities.

- **Petrochemical Corporation of Singapore (Private) Limited**

Petrochemical Corporation of Singapore (Private) Limited (PCS) has been a staunch supporter of the SHARE Programme since the mid 1980s. For FY 2007/2008, PCS raised over \$20,000 through SHARE, with staff participation of close to 60 per cent. PCS also donated \$60,000 towards Community Chest's Heartstrings Walk @ Marina Bay 2007.





• **Fordlane Arts & Religious Artifacts - Laughing Buddha Donation Drive**

Fordlane Arts & Religious Artifacts erected an eight-foot Laughing Buddha statue in its shop to encourage the

public to donate generously and helped raise more than \$30,000 for Community Chest from April 2007 to March 2008.

• **NTUC FairPrice Big Heart Challenge 2007**



In 2007, NTUC FairPrice partnered Shin Min Daily to raise more than \$270,000 through the FairPrice Big Heart Challenge. The home-grown retailer donated \$0.30 for every origami heart folded and returned by the public. The proceeds went to Asian Women's Welfare Association, Fei Yue Family Service Centre, HCA Hospice Care, SUN-DAC Centre for the Disabled and MINDS. NTUC FairPrice also launched the NTUC FairPrice Foundation in March 2008 and the occasion was marked by their participation in Community Chest's *Give A Hand!* Campaign 2007 as the Presenting Partner.

• **World Gourmet Summit 2007 Charity Dinner**

Presented by American Express and jointly organised by the Singapore Tourism Board and Peter Knipp Holdings Pte Ltd, the World Gourmet Summit Charity Dinner held on 27 April 2007 at The Fullerton Hotel raised more than \$315,000 through dinner table sales, donations and auction of fine wines.

• **Singapore Police Force - Police Week 2007**

On 3 April 2007, the Singapore Police Force (SPF) organised a Charity Gala Dinner at the Crystal Mirror. The event raised more than \$470,000 to benefit APSN Centre for Adults, Rainbow Centre-Balestier School, Singapore Autism School and SWAMI Dementia Day

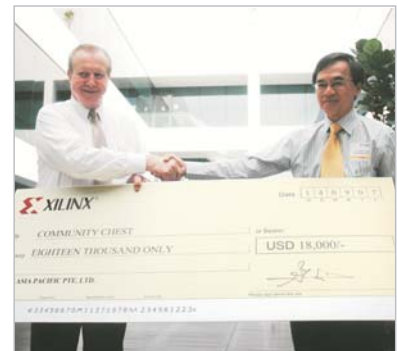
Care. In June, SPF kicked off the Annual Police Week with a carnival at the Old Police Academy. Beneficiaries from charities such as Spastic Children's Association of Singapore and Singapore School for the Deaf were invited.

• **Army Half Marathon 2007**

The Army Half Marathon is an annual sporting event organised by the Singapore Armed Forces. On 26 August 2007, the event raised more than \$230,000 from pledge card donations by all SAF personnels.

• **Xilinx Asia Pacific**

At the launch of its regional headquarters building on 14 September 2007, Xilinx Asia Pacific presented a donation to Community Chest. A total of US\$26,000 was pledged in support of *Give A Hand!* Campaign. APSN Katong School also received a US\$45,000 grant under Xilinx's Global Education Ecosystem programme to provide education for children with special needs. Enrichment programmes in areas of science and technology, healthy lifestyle and creative arts were introduced to benefit the children.



• **Temasek Club Silver Jubilee Charity Golf - A Gesture of Kindness**

In conjunction with Temasek Club's 25th Anniversary Silver Jubilee celebration, a Charity Golf was organised at the Laguna National Golf and Country Club on 26 September 2007. Graced by Senior Minister Goh Chok Tong, the Charity Golf raised \$100,000 for Community Chest.



- **The Bull Run® 2007**



Organised by the Singapore Exchange, the Bull Run® was held on 12 October 2007. Of the total funds raised, more than \$780,000 was channelled to five programmes supported by Community Chest to help families in distress, the elderly and children with special needs.

- **Singapore Airlines A380 First Flight Charity Auction**

A third of the \$2 million raised from the auctioning of seats on eBay for the first commercial return flight on the new Airbus A380 from Singapore to Sydney, was pledged to Community Chest. A cheque presentation



ceremony was held on 25 October 2007 at Changi Airport Terminal 2 where Ms Jennie Chua, Chairman of Community Chest, received

the cheque of \$615,000. Singapore Airlines also donated \$150,000 to Give A Hand! Campaign 2007 as a Major Partner.

- **Singapore Turf Club Charity Raceday 2007**

On 11 November 2007, Great Eastern organised the Great Eastern Charity Lunch in conjunction with the



Singapore Turf Club Charity Raceday 2007. The event raised more than \$230,000. A silent auction of a watercolour painting ‘North

Boat Quay’ by renowned water-colourist, Mr Ong Kim Seng, was held during the lunch, together with sales of paintings done by beneficiaries of Community Chest.

- **CapitaLand Hope Foundation and CapitaLand Retail Limited**

In conjunction with the Community Chest Christmas Giving to the Community, CapitaLand Retail Limited and CapitaLand Hope Foundation jointly organised a fund-raising campaign, ‘Building for our Future’, at three CapitaLand Malls - Plaza Singapura, Tampines Mall and IMM. For every \$50 purchase made at their three participating malls, shoppers built and hung a Christmas ornament on the Christmas trees at the malls. CapitaLand Hope Foundation donated \$5 for each ornament built.



A total of \$150,000 was raised to help children with special needs from five social service programmes supported by Community Chest.

- **Raffles’ 16th Annual Gala Christmas Tree Dinner & Auction**

The Raffles’ Annual Gala Christmas Tree Dinner & Auction was held on 4 December 2007 in celebration of the Raffles Hotel’s 120th Anniversary. Six exquisitely decorated Christmas trees were put up for open auction. A silent auction was held where guests bid for luxury products or services. The event raised more than \$250,000 for Autism Children’s Centre (Clementi) and the Singapore Cheshire Home Residential Care.





• **MNDRC Pedal for Hope 07/08**

Pedal for Hope 07/08 saw 12 staff from the statutory boards of Ministry of National Development (MND) embarking on a 2,800 km cycling expedition across the North and South Islands of New Zealand from 15 December 2007 to 8 January 2008. Through corporate sponsorship and pledge card donation drive by staff of MND and its agencies, Pedal for Hope raised a net of over \$168,000 for APSN Chao Yang School and SAMH Oasis Day Centre.

III) Community Chest Events

• **Calligraphy for Community Chest 2007**

President Nathan wielded the brush and wrote the words ‘仁心’ for Community Chest's first fund-raising effort for FY 2007/2008. This art piece was presented to Kwan Im Thong Hood Cho Temple, which made the highest donation. The event, held on 10 May 2007, raised more than \$310,000 for social service programmes supported by Community Chest.



Into its second consecutive year, this event was jointly organised by Community Chest and The Chinese Calligraphy Society of Singapore. President Nathan and seven Ministers-of-State learnt the art of Chinese calligraphy under the tutelage of Professor Tan Siah Kwee, President of the Chinese Calligraphy Society of Singapore. Professor Tan, together with Mr Ong Kim Seng, a renowned artist and Community Chest Committee Member, spearheaded this creative fund-raising activity.

• **Christmas Giving to the Community**



In addition to the annual Christmas Light-Up ceremony sponsored by Hitachi Group of Companies, Lianbee-Jeco Pte Ltd, CapitaLand Retail Limited and CapitaLand Hope Foundation partnered Community Chest in the ‘Christmas Giving to the Community’ campaign between November and December 2007. The corporations were the ‘Many Helping Hands’ that brought Christmas cheer to the less fortunate in our community.

• **Windmill of Love 2007**

Over \$400,000 was raised from the *Windmill of Love* campaign, which also received unstinting support from Fordlane Art and Religious Artifacts and Pacific King Shipping Holding Pte Ltd. Organised for the second year, the orange windmill used in the campaign symbolised the potential in the beneficiaries - all it needs is a gentle blow of wind from people who cares to spin the windmill to reach its potential. An orange windmill was presented to donors





who donated \$2 and above at Causeway Point, Compass Point and Jurong Point over three weekends in October 2007. Members of the public also learnt about Community Chest and its causes through various channels, including direct mailers, radio, bus hangers and the Community Chest website.

ENGAGING THE COMMUNITY

Communications with Donors

To promote transparency and accountability for public donations, Community Chest continued to communicate with donors through regular events, e-newsletters, direct mailers and a report card.

SHARE a Hope

This young lady wants to talk. Will you be there for her?

Step by Step
Aaliyah has a genetic defect called Apert Syndrome. It's hard for her to walk or talk easily like kids her age because her skull, mid-face and limbs are malformed. At five, she has undergone so many surgeries that her mother has already lost count.

Two years ago, AWWA Early Years Centre, an early intervention training facility supported by Community Chest, stepped into her life. At the Centre, Aaliyah learns basic life skills and undergoes physiotherapy regularly. You can see from her most recent picture that she can now walk - and even climb stairs - on her own.

Every step she takes is only possible because of the consistent and long-term donations of our generous SHARE donors.

Heart to Heart
One day, Aaliyah may be able to have a long chat with somebody. For now, all she wants to say is a simple but heartfelt "THANK YOU" to her mother for taking good care of her.

But she can't get the words out just yet. Will you be there for her?

SHARE a Hope. It's in your hands.
We need your help. Your compassion and continued donation will sustain programmes supported by Community Chest, so that Aaliyah and many others like her, can lead a meaningful and fulfilling life.

SHARE, a monthly donation programme of Community Chest, relies on the donations of caring individuals who care for the less-fortunate in our society. 100% of all **SHARE** donations go towards helping our beneficiaries.

- If you are new to us, we would like to invite you to sign up as a **SHARE** donor.
- If you are an existing **SHARE** donor, we thank you and ask if you would consider increasing your monthly donation. Every extra dollar counts.
- If you wish to make a one time donation, we thank you. We hope you can become a **SHARE** supporter too!

Click on the respective button below to **SHARE** today.

For Current Monthly Donors
For New Donors
For One-Time Donation

www.comchest.org.sg

Little Malcom took two years...

Malcom is a young boy with a rare condition called Apert Syndrome. He has a skull, mid-face and limbs that are malformed. At two years old, he has undergone so many surgeries that his mother has already lost count.

Two years ago, AWWA Early Years Centre, an early intervention training facility supported by Community Chest, stepped into his life. At the Centre, Malcom learns basic life skills and undergoes physiotherapy regularly. You can see from his most recent picture that he can now walk - and even climb stairs - on his own.

Every step he takes is only possible because of the consistent and long-term donations of our generous SHARE donors.

COMMUNITY CHEST TIMES

Thank you for making Malcom smile

The Sun Heart for the many strong good Singaporeans of all ages.

Your help raised \$17 million with Community Chest.

Thank you for your donations.

What's Community Chest?

Heartstrings Walk @ Marina Bay 2007

In conjunction with Singapore's 42nd National Day Celebration, Community Chest organised the Heartstrings Walk @ Marina Bay 2007 on 18 August 2007 as part of the inaugural Marina Bay Challenge. 7,000 participants



and beneficiaries participated in the walk, which raised about \$700,000 from corporate sponsorships and registration fees.



Give A Hand! 2008

Community Chest's signature campaign, the Give A Hand! Roadshow, was held at Causeway Point from 21 to 23 March 2008 to educate the public about Community Chest and the beneficiaries it serves through games and activities with MediaCorp celebrities. The Roadshow also served as a key platform for the





beneficiaries to showcase their talents and help raise funds. The campaign raised more than \$800,000 from the public and corporations.

Outstanding Social Worker Award

The Outstanding Social Worker Award (OSWA) aims to accord recognition to outstanding social workers for their consistent and professional contributions towards the improvement of social services in Singapore. The 2007 OSWA winners, Mrs Yee-Chow Choy Yin from TRANS Centre and Ms Crystal Lim from Singapore General Hospital, have dedicated much effort towards helping victims of domestic violence and increasing public awareness of this social issue in Singapore. An award ceremony was jointly organised by NCSS, MCYS, and the Singapore Association of Social Workers. It was held at the Istana on 30 October 2007.



President's Social Service Award

The President's Social Service Award recognises outstanding individuals and organisations for their exemplary voluntary contributions to the social service sector. The winner in the Individual category, Mrs Sandra



Berrick, has been volunteering her services for 25 years. City Developments Limited, a winner in the Corporate category, was lauded as a role model that showed how corporate social responsibility enhanced their business operations. The Institute of Technical Education and the Temasek Polytechnic Community Service Club were named winners in the Formal Group/Non-Profit/Public Sector Organisation and Informal Group respectively. The award ceremony was held on 13 November 2007 at the Istana.

FOSTERING A CARING NATION

Sharity Public Education Programme for Children

The Sharity Programme continued to promote the values of caring and sharing among primary school children through various avenues such as Sharity Funtimes newsletters, school talks, Sharity camps and the Sharity Elephant's birthday celebration.

About 2,000 children from primary schools and kindergartens attended the Sharity birthday celebration held on 29 September 2007 at Junction 8. The children



and their families participated in activities and learnt more about the less fortunate. Dance performances by children from Metta School and Down Syndrome Association showcased the talents of the special children.

NCSS Youths Embrace Social Service

NCSS Youths Embrace Social Service (YES²) was held for the third year running. For the first time, National



Youth Council and The Straits Times IN, a weekly publication for Secondary Schools, partnered NCSS in this drive to encourage and inspire youths to have an interest in social and community service. YES² attracted 106 submissions from Secondary Schools, Junior Colleges, Institute of Technical Education and Polytechnics, upped from 50 received in the previous year. 15 teams were recognised for their outstanding social service projects in fund-raising, volunteering, research and public education.

YES² participants, together with RADM (NS) Lui Tuck Yew, Senior Minister of State for Education, and students from Tanglin School and Students Care



Service, folded 2,000 hearts in support of the SingTel Touching Lives Fund during the awards presentation ceremony. Their efforts raised \$2,000 for the Fund.