

The Awards

Community Chest Awards are presented in five major categories. They are:

SHARE Awards

Corporate Awards

Special Events Award

The Chandra Das Great Idea Award

Pinnacle Award

The Awards Process

The selection of the Community Chest Awards winners are considered based on donations made or raised in the financial year from 1 April to 31 March of the preceding year. Nominations for the Chandra Das Great Idea Award are open from 1 April to 30 April each year.

The Community Chest Awards Committee oversees the administration of the Awards. It is empowered to waive the rules, if such steps are in keeping with the spirit and purpose of the Awards.

The Community Chest Awards are presented at the annual Community Chest Awards Ceremonies.



October 2006

COMMUNITY CHEST AWARDS categories & criteria

Community Chest, the fund-raising arm of National Council of Social Service, has created a number of annual awards to publicly acclaim the support it receives from the community. Since 1984, these awards have served to recognise the passion and generosity of organisations and individuals who have joined hands with Community Chest to help the disadvantaged in our society. Their support has enabled Community Chest to fund social service programmes dedicated to helping our beneficiaries maintain lives of hope and dignity.

Community Chest seeks to raise the social conscience of the nation and to remind society of its shared responsibility for the care and welfare of the disadvantaged. The Community Chest Awards affirm the need for a "many helping hands" approach in building a compassionate society.

SHARE Awards

SHARE Awards are given in recognition of the regular monthly contributions by organisations and individuals through the SHARE Programme.

Corporate Awards

Corporate Awards are given in recognition of the significant outright donations by organisations.

Special Events Awards

Special Events Awards are given in recognition of the fund-raising effort by organisations.

The Chandra Das Great Idea Award

The Chandra Das Great Idea Award is given in recognition of the novel fund-raising initiatives by organisations or individuals.

Pinnacle Award

Pinnacle Award is given in recognition of long-term and significant contribution by organisations and individuals to Community Chest.

Pinnacle Club

Pinnacle Club membership is given in honour of the Pinnacle Award recipients.

HOW THE AWARDS ARE DEFINED AND ASSESSED

| SHARE AWARDS |

The SHARE Programme encourages employees to contribute monthly to Community Chest through payroll, GIRO, credit card, direct debit or the CPF Board. In essence, SHARE enables the individual to contribute any amount he or she can afford on a monthly basis. Through this efficient mode of giving, the beneficiaries of Community Chest will benefit greatly from the regular funding.

SHARE Awards are presented based on the participation rate of the employees within an organisation to the SHARE Programme.

The various types of SHARE Awards are as follows:

| Staff Strength | Types of Award based on participation rate (%) | | | |
|----------------|--|---------|---------|---------|
| | Platinum | Gold | Silver | Bronze |
| >1,000 | 75 - 100 | 50 - 74 | 40 - 49 | 30 - 39 |
| 501 - 1,000 | 85 - 100 | 60 - 84 | 50 - 59 | 40 - 49 |
| 101 - 500 | 90 - 100 | 70 - 89 | 60 - 69 | 50 - 59 |
| ≤100 | 95 - 100 | 80 - 94 | 70 - 79 | 60 - 69 |

With effect from 1st April 2006, SHARE Awards are subject to a minimum annual contribution of \$1,000.

Outstanding SHARE Award

Organisations that maintain their employees' SHARE participation rate at Platinum or Gold level for 5, 10, 15 or 20 consecutive years will be eligible for the 5, 10, 15 or 20-year Outstanding SHARE Awards respectively.

SHARE Corporate Award

Organisations that participate in the Corporate SHARE Programme, i.e. match their employees' SHARE contributions on a regular basis will be eligible for the SHARE Corporate Award. These organisations will be eligible for the SHARE Corporate Platinum, Gold, Silver or Bronze Awards, according to their employees' participation level.

SHARE Achiever Award

Existing SHARE organisations that show an increase of at least 30% in donor participation rate and SHARE contribution amount, subject to their meeting a minimum quantum of \$30,000 in a financial year, will be eligible for the SHARE Achiever Award.

| CORPORATE AWARDS |

Corporate Awards are presented to organisations for making significant outright donations to Community Chest.

The various types of Corporate Awards are as follows:

| Type of Award | Contribution Amount |
|--------------------|-----------------------|
| Corporate Platinum | ≥\$300,000 |
| Corporate Gold | \$100,000 - \$299,999 |
| Corporate Silver | \$50,000 - \$99,999 |
| Corporate Bronze | \$30,000 - \$49,999 |

For example, an organisation that contributes a total of more than \$300,000 in a financial year to Community Chest will be eligible for the Corporate Platinum Award.

Outstanding Corporate Award

Organisations that maintain their corporate contribution amount at Platinum or Gold level for 5, 10, 15 or 20 consecutive years will be eligible for the 5, 10, 15 or 20-Year Outstanding Corporate Awards respectively.

| SPECIAL EVENTS AWARD |

Special Events Awards are presented to organisations and groups of individuals that have raised substantial funds for Community Chest through fund-raising events.

The various types of Special Events Awards are as follows:

| Type of Award | Contribution Amount |
|-------------------------|-----------------------|
| Special Events Platinum | ≥\$300,000 |
| Special Events Gold | \$100,000 - \$299,999 |
| Special Events Silver | \$50,000 - \$99,999 |
| Special Events Bronze | \$30,000 - \$49,999 |

For example, an organisation that raises more than \$300,000 through a fund-raising event for Community Chest will be eligible for the Special Events Platinum Award.

Outstanding Special Events Award

Organisations that maintain their fund-raising contribution amount at Platinum or Gold level for 5, 10, 15 or 20 consecutive years, will be eligible for the 5, 10, 15 or 20-Year Outstanding Special Events Awards respectively.

| THE CHANDRA DAS GREAT IDEA AWARD |

The Chandra Das Great Idea Award is presented to organisations and individuals who have come up with innovative and creative fund-raising ideas to benefit Community Chest.

It is open for nomination by anyone, including volunteers who initiate the fund-raising project, organisers/implementers of the fund-raising project, and/or benefiting charities of the fund-raising project.

Nominations will be assessed based on the following criteria:

1. Raised more than \$100,000 in a single fund-raising event for Community Chest.
2. All nett funds raised are donated to Community Chest.
3. Fund-raising cost is kept below 20% of funds raised.
4. Fund-raising mechanics are novel, innovative and creative.
5. Adhere to fund-raising code of ethics.
6. Promotes caring and sharing in the community.

| PINNACLE AWARD |

The Pinnacle Award is the highest honour given by Community Chest. It acknowledges an organisation's or individual's unwavering support and commitment to Community Chest.

Recipients of the 20-Year Outstanding SHARE Award, 20-Year Outstanding Corporate Award and 20-Year Outstanding Special Events Award will be eligible for the Pinnacle Award in the following year, if these organisations or individuals maintain their contribution amount at Platinum or Gold level.

For organisations and individuals who do not meet the above criteria but have made significant cash contributions to Community Chest (more than \$20 million in total), these organisations or individuals could be considered for the Pinnacle Award, subject to the approval of the Community Chest Awards Committee.

Pinnacle Club

Organisations or individuals awarded the Pinnacle Award are automatically conferred the Pinnacle Club membership.

This membership recognises organisations and individuals for their initiative and leadership in rendering outstanding service to the community and Community Chest through their monetary and/or time contribution.

Pinnacle Club membership provides:

- ¥ Life-long association with Community Chest.
- ¥ Recognition of the organisation's or individual's good standing in the area of community service.
- ¥ Opportunities to network with outstanding organisations and leading figures in the community, private and public sector included.
- ¥ Invitation to selected Community Chest's events.

Members need to maintain a consistent level of commitment and contribution to Community Chest for continued affiliation with the Club.

Community Chest