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MEDIA RELEASE

COMMUNITY CHEST'S SHARE PROGRAMME RAISES \$260 MILLION OVER 25 YEARS

*INDIVIDUALS AND ORGANISATIONS RECOGNISED FOR THEIR
CONTRIBUTIONS AT COMMUNITY CHEST AWARDS CEREMONY*

25 Years of SHARE and Care

Community Chest, the fund-raising arm of National Council of Social Service (NCSS) celebrates 25 years of caring and sharing by employees and employers through its SHARE programme this year. Over \$260 million has been raised through the SHARE programme over the 25 years. Currently, the SHARE contributions constitute nearly one quarter of the total funds raised by the Community Chest annually.

In 1984, the 'Social Help and Assistance Raised by Employees' now known as the SHARE programme, was launched as a workplace giving programme. Since then, it has been an effective and hassle-free platform for employees, to contribute a small amount regularly to help the needy. Every contribution goes towards making a difference in the lives of the less fortunate. Currently, there are more than 200,000 individual donors supporting the SHARE programme. In addition, about 230 organisations are participating in the Corporate SHARE programme, where the employer matches a portion of their employees' contributions. The diverse range of SHARE donors provides Community Chest with stable pillars of support in good and lean times.

Mr Chng Teck Lam, an Executive Engineer with PowerSeraya Limited, is one of the first donors who supported the SHARE programme 25 years ago. He continues to donate today and has even increased his monthly contributions along the way. Mr Chng remembered Community Chest visited the Public Utilities Board to tell the staff about the causes supported by Community Chest and how they could donate through SHARE. With a heart for the less fortunate, Mr Chng signed up to be a SHARE donor.

He is especially appreciative of the regular reports from Community Chest. “I am happy to know that my donations have helped these beneficiaries and to be kept updated on their progress,” said Mr Chng.

Extending the SHARE Programme

This year, Community Chest plans to reach out to 30,000 individual donors and 40 companies. “We would like to thank all the individual SHARE donors and organisations who have been supporting Community Chest through the SHARE programme for the past 25 years. We urge those who can afford to increase their SHARE contributions or help to raise awareness of SHARE through their various networks,” said Mr Eric Low, Chairman, Community Chest Awards Committee.

As part of its efforts to increase the awareness of the SHARE programme, Community Chest expanded its SHARE ambassador network sessions to include the Chief Executive Officers and senior management team of organisations. This annual networking session engages non-SHARE employers through senior management of existing SHARE supporters, and garners support for the SHARE programme. Held in July this year, the network attracted 11 new organisations. Six of these organisations requested for follow-up meetings to discuss future partnership opportunities.

Community Chest is also recruiting volunteer speakers for its ‘Speakers Bureau’ to reach out to individuals who are not in the SHARE programme. The volunteer speakers will help to conduct presentations about SHARE to organisations which are not in the programme yet.

Ms Wendy Long is an ex-banker who joined as a volunteer speaker two months ago. She was introduced to the Speakers’ Bureau through a friend. She shared that after taking up the volunteer role with Community Chest, she had gained much more insight into their mission and objectives. She said: “It gives me satisfaction to know that I have contributed personal time and effort for a worthy cause. As a volunteer speaker, it added a new dimension to how I see a charity and this inspires me to want to do more.”

Community Chest Awards - First Individual Award Recipients Honoured

Community Chest held its annual awards presentation ceremony on 9 September 2009 at the Marina Mandarin Hotel. This year, a total of 376 Community Chest Awards would be presented to individuals and organisations that had made significant contributions to Community Chest to help the less fortunate in our community. 246 awards were given out at the ceremony at the Hotel.

In recognition of the significant donations by individuals, the Individual Awards were given out for the first time to three recipients. One of the recipients is Mr S M Kumar. He contributed \$91,000 to support Community Chest’s funded programmes last year. Community Chest also helped him to channel another \$83,500 to charities of his choice. Mr Kumar has since returned to India, his home country. “I was blessed to have received more than I needed or required. My donation to Community Chest is special,

as I want to thank and repay Singapore for all the things that we were privileged to gain and learn during my 20 years of stay here. I know my donation is going to the right place and Community Chest, together with the NCSS, will monitor that it is used in appropriate way,” said Mr Kumar.

Kah Motor Co. Sdn. Bhd was given the Corporate Gold Award for making significant donations to Community Chest. During the Chinese New Year period last year, they donated \$88 for every car sold, and for the rest of the year, they increased the amount to \$200 for every Honda Accord sold, raising more than \$235,000 in total for Community Chest.

Emirates, a long-standing partner of Community Chest, received the Special Events Gold Award for organising the Emirates Singapore Derby 2008, raising \$181,500 for Community Chest. Emirates has managed to raise more charity dollars each year since they started partnering Community Chest six years ago. “Community Chest has a wide range of causes, so it is easy to find programmes that our staff can support. Moreover, Community Chest has strong credentials and good accountability to ensure that funds are channelled to help those in need,” said Mr Raymond Tan, Sales & Marketing Manager, Emirates.

Shell Companies in Singapore was honoured with the Special Events Silver Award. They organised a charity auction of racing memorabilia autographed by Formula 1 Ferrari drivers, Kimi Raikkonen and Felipe Massa. This effort was in conjunction with the inaugural Formula 1 Singapore Grand Prix held last year.

Community Chest Awards Presentation Ceremony

The Community Chest Awards Presentation Ceremony, which is into its 25th year, was held on 9 September 2009. The Guest-of-Honour for the ceremony was Mr Teo Ser Luck, Senior Parliamentary Secretary for Community Development, Youth and Sports. The Awards is an annual event for Community Chest to pay tribute to its individual and corporate partners and organisations for their support. There will also be another Community Chest Awards Presentation for different categories of awards, which will be held at the Istana on 8 October 2009.

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Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that the fund-raising costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools (Private) Limited, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as www.comchest.org.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at www.comchest.org.sg) where one can make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

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Community Chest Awards 2009

PROGRAMME

- 1.15pm Registration of Recipients
- 2.00pm Arrival of Guests
- 2.30pm Arrival of Guest-of-Honour
Mr Teo Ser Luck
Senior Parliamentary Secretary for Community Development,
Youth and Sports
- 2.35pm Opening Performance – ‘Listen to Your Heart’ by Ms Rui En
- 2.40pm Welcome Address by Mr Eric Low, BBM(L)
Chairman, Community Chest Awards Committee
- 2.50pm Slideshow Presentation
- 3.05pm Performance and message by Mr Osland Bin Othman
Singapore Cheshire Home
- 3.15pm Presentation of Community Chest Awards (Bronze & Silver)
- 3.35pm Performance by Merry Melodies
Chao Yang School
- 3.50pm Presentation of Community Chest Awards (Gold)
- 4.15pm End of Ceremony

Write-up on SHARE donors

Mr Chng Teck Lam (庄泽南)

Mr Chng Teck Lam, an Executive Engineer with PowerSeraya Limited started donating through the SHARE programme in 1984 when the workplace-giving programme was first introduced.

He remembered that Community Chest visited the Public Utilities Board where he was working then, to share about the causes supported by Community Chest and how they could donate through SHARE. He signed up as a donor because he wanted to help the less fortunate.

Over the 25 years, Mr Chng has increased his donations along the way. This year, he increased his monthly contribution by \$20. PowerSeraya, his employer, had invited Community Chest to give a presentation in February this year to the employees about the SHARE programme and how the contributions would help support the beneficiaries through Community Chest funded programmes. Community Chest then appealed to the staff to increase their support for SHARE. Mr Chng decided that since he could afford it, he would again increase his commitment to help those in need.

Write-up on Awards recipients

Individual Silver Award

Mr Subramanian Muthu Kumar (SM Kumar)

Mr Subramaniam Muthu Kumar is one of the recipients of the inaugural Individual Award. Mr Kumar, an Indian national, who stayed in Singapore for the past 20 years, contributed \$91,000 to support Community Chest's funded programmes last year, helping many to live a life of dignity to his or her fullest potential. In addition, Community Chest also helped Mr Kumar to channel another \$83,000 to other charities he had indicated. He has since returned to India, his home country.

Mr Kumar gave this parting gift before he left as a contribution for the opportunities he gained from Singapore. Mr Kumar truly epitomises the adage that 'compassion knows no boundaries'.

Corporate Gold Award

Kah Motor Co. Sdn. Bhd

During the Chinese New Year period last year, Kah Motor organised a novel fund-raising event as part of the corporate initiatives under the Honda Inspiring Lives Fund. Kah Motor publicised the event via their newsletter, showroom collaterals and website to garner the support of their customers for this fund-raising event. They donated \$88 for every car sold, and for the rest of the year, they increased the amount to \$200 for every Honda Accord sold. In total, they raised more than \$235,000 for Community Chest in 2008. The funds support the Community Chest funded Voluntary Welfare Organisations – AWWA Special School, Lions Befrienders, MINDs IDEA Employment Development Centre and Samaritans of Singapore.

Write-up on Awards recipients

Special Events Gold Award

Emirates

Emirates is a long-standing partner of Community Chest. Last year, Emirates organised their 13th Emirates Singapore Derby 2008, which raised \$181,500 for four programmes funded by Community Chest. These include Hospice Home Care Service, MINDS IDEA Employment Development Centre, HELP Family Service Centre and SCAS Spastic Children's Association School. With local staff strength that is less than 50, Emirates has managed to raise more charity dollars for Community Chest each year since they started partnering Community Chest six years ago – from about \$50,000 in 2004 to \$181,500 last year.

Special Events Silver Award

Shell Companies in Singapore

In conjunction with the inaugural Formula One Singapore Grand Prix last year, Shell Companies in Singapore leveraged on its global technical collaboration with Ferrari to do its part for the local community. Shell organised a charity auction of racing memorabilia autographed by F1 Ferrari drivers Kimi Raikkonen and Felipe Massa. One of the auction items included a replica of the 2008 Ferrari steering wheel. This auction and other Shell events raised more than \$75,400 for Community Chest funded Fei Yue Family Service Centre at Choa Chu Kang to support families in need. Ms Mavis Kuek, General Manager, External Affairs and Communications, Shell, said: "Shell strives to build trust and deliver benefits to the community. It was a privilege to bring our staff and customers together and involve them to raise funds for the less fortunate in society."

Profile of beneficiary

Mr Osland Bin Othman

48-year-old Osland Bin Othman was diagnosed with Muscular Dystrophy – a large group of muscle diseases, which weaken the muscles. He was admitted into the Singapore Cheshire Home 29 years ago.

Although Osland requires a wheelchair to help him move around, he readily lends a helping hand to those who are in need. He is currently working in a multi-national corporation as a Human Resource personnel. Although he earns a regular income, he is unable to afford a private caregiver to take care of his daily needs. Through regular physiotherapy provided by the Singapore Cheshire Home, Osland is able to delay his condition from deteriorating. Today, he remains independent and mobile. Donors' contributions to Community Chest have helped Osland to continue receiving long-term care and rehabilitation at the Singapore Cheshire Home.