

MEDIA RELEASE

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COMMUNITY CHEST STEPS UP ITS FUND-RAISING EFFORTS TO RAISE A RECORD \$55.2 MILLION

An increase of close to 50% from 10 years ago

Singapore, May 12, 2010 – Community Chest, the fund-raising arm of the National Council of Social Service (NCSS), targets to raise \$55.2 million for Financial Year 2010. The amount raised would go towards:

- Nurturing children to succeed
- Helping people with disabilities lead independent lives
- Keeping families together
- Dignifying the lives of the elderly

With more demands for social services, there is a need for Community Chest to cast a wider net to help the needy. Thus, the fund-raising target has also correspondingly increased by nearly 50% compared to a decade ago - from \$37.3 million in FY2000 to \$55.2 million this year. The funds raised this year will benefit more than 320,000¹ people.

“Community Chest’s role in the social service sector has grown steadily throughout the years. From supporting 111 programmes offered by 50 agencies ten years ago, we now support 72 charities that are running 161 social service programmes today,” said Ms Jennie Chua, Chairman of Community Chest.

Demand for services catering to children with special needs

This year, there is an increase in funding of \$0.7 million for programmes serving children with special needs. This is due to more demand for the Early Intervention Programme for Infants and Children (EIPIC) and Special (SPED) Schools, with a 21%

¹ This number is based on service-use count including direct service users, caregivers and public education outreach.

increment in enrolment for EIPIIC and 10% increment in enrolment of children with Autism Spectrum Disorder in SPED Schools.

Mrs Annie Tan, Director of AWWA Education Services from the AWWA Early Years Centre, shares about the benefits of EIPIIC, "We are grateful to Community Chest's continued funding and support which has enabled us to focus on providing better quality and professional services for the children with special needs. Our two centre-based early intervention programmes for children with special needs have helped prevent secondary disabilities in children, reduced the need for special education services when they reach schooling age, and provided much needed support for parents and families."

Seven-year-old Beatrice Kweh, who was born with Down syndrome, has benefitted from the special education programme she attends at the MINDS Towner Gardens School which is supported by Community Chest. She comes from a single-parent family, and her mother is the sole breadwinner. Before attending MINDS Towner Gardens School, Beatrice was unable to express herself and could not indicate her needs. When she was hungry, she would just grab food from the table. Today, she is able to use short phrases and sign language to express her feelings. Now, when she is hungry, she will say 'me' and pat her tummy instead.

More and better quality programmes to benefit the needy

Nine new programmes would be rolled out this year, including employment support programme, trust services and the appointment of three new Centres of Specialisation. The appointment of the three new Centres of Specialisation aims to build up the capabilities of Voluntary Welfare Organisations (VWOs) through the sharing of knowledge and specialised expertise across the social service sector.

The review of Family Service Centres (FSCs), conducted in 2008 to ensure that FSCs remain relevant in meeting needs, led to the setting up of the Persatuan Pemuda Islam Singapura (PPIS) FSC in April 2010 to serve the needs of Malay-Muslim families living in the eastern part of Singapore. Four more new FSCs would be set up in high needs areas over the next four years, as part of the recommendations of the review to make help more accessible for families.

Despite the increasing demand for a wide range of programmes, NCSS has ensured that social services it funds remain relevant to meet the needs of the community through streamlining and reviewing the funded programmes. In line with good fund-raising practices, Community Chest has also maintained its fund-raising cost to below 12 percent of total funds raised for the past ten years.

For media enquiries, please contact:

Mr Travis Lee
Corporate Communications Manager
Corporate Communications Division
National Council of Social Service
Tel: 6210 2641
Email: travis_lee@ncss.gov.sg

Ms Goh Siew Hian
Assistant Director
Corporate Communications Division
National Council of Social Service
Tel: 6210 2638
Email: goh_siew_hian@ncss.gov.sg

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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