

MEDIA RELEASE

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COMMUNITY CHEST PARTNERS HOTELIERS-WITH-A-HEART IN FIRST SECTOR-WIDE SHARE CAMPAIGN

Singapore, June 16, 2010 – Community Chest will partner hoteliers in its first sector-wide campaign - 'Hoteliers with A Heart' - to raise funds for the needy through SHARE, a workplace giving programme. Through the campaign, the fund-raising arm of the National Council of Social Service hopes to garner 20,000 SHARE donors.

Mr Patrick Fiat, Chairman of the 'Hoteliers With A Heart' Campaign Organising Committee, said, "The hotel sector has a staff strength of over 40,000. If every hotelier were to sacrifice one or two cups of their favourite coffee or tea for example, they could contribute about \$3 every month through SHARE. This regular and stable source of donation would support social service programmes funded by Community Chest for people in need."

Raising awareness on SHARE

SHARE, which stands for Social Help and Assistance Raised by Employees, is a simple and effective workplace giving programme where employees can donate any amount on a monthly basis to help the less fortunate.

Mr Liak Teng Lit, Co-Chairman of Community Chest SHARE Sub-Committee, hopes to get more working adults to contribute to SHARE. He said, "About 30% of working Americans support the Payroll Giving Scheme, a similar workplace giving programme, in the United States. Comparatively, we have about 200,000 SHARE donors, which make up about 10% of Singapore's labour force. Hence, we need to work harder to increase awareness of SHARE as a workplace giving programme, in order to reach out to more employees."

The 'Hoteliers with A Heart' campaign marks Community Chest's year-long effort to promote SHARE. It is appealing to non-SHARE hoteliers to donate regularly to

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SHARE and at the same time to encourage current SHARE donors to raise their donation amounts. The campaign will also serve as a model and springboard for other sectors of the business community as well as the public sector to emulate. Two other sector initiatives would be launched later this year. At the moment, Community Chest is building up its network of SHARE Champions who will be its ambassadors in promoting a regular giving culture amongst the working population. Through outreach and publicity programmes such as SHARE presentations to hotels and in-house events organised by SHARE Champions, Community Chest aims to sign up 20,000 SHARE donors.

Hoteliers motivated to help the less fortunate

Responding to Community Chest's call is the Orchard Hotel which already has 31 employees signing up for SHARE in the past two months. Mr Ruprecht Schmitz, General Manager of Orchard Hotel, said "Orchard Hotel is delighted to support Community Chest for the 'Hoteliers With A Heart' campaign as it gives our employees a simple, regular and convenient way through SHARE to collectively help over 320,000 people in need. At Orchard Hotel, the respective heads of departments lead by example and encourage their team. We also invite representatives from Community Chest to speak to our employees on SHARE, so that they know how their contribution can make a difference and will be motivated to lend a helping hand to the less fortunate."

The motivation to help the less fortunate was what kept 57-year-old Mr Dahlan bin Abdul Rani donating to Community Chest since he signed up as a SHARE donor more than 20 years ago. His first donation was \$5 dollars a month through SHARE. He now donates \$20 a month. Mr Dahlan, a Security Officer of Hotel Grand Pacific, said, "I may not earn a lot but I still donate to Community Chest as I want to help the needy. I believe that the money we have is not just for ourselves. It is also for helping others who are unable to support themselves."

This year, Community Chest needs to raise \$55.2 million to support 161 social service programmes serving more than 320,000 people in need.

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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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