

# MEDIA RELEASE

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## SPECIAL EVENTS AWARD RECIPIENTS RAISED RECORD AMOUNTS THROUGH MORE FUND-RAISING CAMPAIGNS

*President Tony Tan graces first Community Chest event as Patron-in-Chief of NCSS*

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**SINGAPORE, OCTOBER 12, 2011** – More organisations are putting in concerted efforts to raise funds for Community Chest through a series of events over a longer campaign period instead of organising one-off events, raising record amounts in the process.

At the annual Community Chest Awards Presentation Ceremony to be held on 13 October 2011 at the Istana, corporate partners and individual donors will be recognised for their contributions and support towards Community Chest. President Tony Tan will be the Guest-of-Honour for the ceremony, his first as Patron-in-Chief of the National Council of Social Service (NCSS).

### **28 per cent jump in contributions from Special Events Platinum Award recipients**

In the Special Events Awards category, the group that saw the largest increase in financial year 2010 was the Special Events Platinum Award recipients. The 12 winners collectively contributed a total of \$9.7 million, an increase of 28 per cent from the previous year. Out of the 12 Special Events Platinum Award recipients at the Community Chest Awards Presentation Ceremony, 10 recipients raised funds through charity funds, charity drives and charity dinners. Singapore Airlines and MediaCorp Pte Ltd are such examples.

Special Events Platinum Award recipient, Singapore Airlines (SIA) raised more than \$1.4 million for Community Chest at a charity gala dinner last year where they launched their first-ever cookbook, “Above and Beyond”, featuring 50 recipes contributed by members of its acclaimed International Culinary Panel. SIA also donated the net proceeds from the sales of “Above and Beyond”, accumulated from its launch to end of last year, to Community Chest.

A key Community Chest partner, MediaCorp, raised over \$500,000 for Community Chest through their MediaCorp Charity Fund 2010 project, in which funds were raised through Channel 8's TV game show 'Gatekeepers' and the 8 Days Car-boot Sales. MediaCorp also received the Special Events Gold award for the 'MediaCorp Christmas Gives' project last year where they rallied the public to donate to Community Chest through a series of television, radio and print advertisements. MediaCorp received the 5-Year Outstanding Special Events Award for maintaining their fund-raising contribution amount at Platinum or Gold level for five consecutive years.

### **First-time Corporate Platinum Award recipients' contributions**

Not to be outdone, first-time Corporate Platinum Award recipients also showed ingenuity while raising substantial amounts to help the needy in the community. YTL Corporation made a donation of \$850,000 to Community Chest and staged a free public concert at their YTL Concert of Celebration 2010. IIFL Securities Pte Ltd celebrated the launch of its trading operations on the Singapore Exchange and donated all the commissions earned in its first week of launch, amounting to \$300,000, to Community Chest. Another first time Corporate Platinum Award recipient, Kwan Im Thong Hood Cho Temple, set up a Community Fund and named Community Chest as its beneficiary, pledging an annual donation of \$360,000 over three years.

### **Two new organisations joined the Community Chest Pinnacle Club**

Two long-standing partners, who have been strong supporters of Community Chest's monthly workplace giving programme "SHARE", will be conferred the prestigious Pinnacle Award this year, the highest accolade for Community Chest donors. They are the Singapore Armed Forces (SAF) – HQ Commando and Singapore Police Force (SPF) – "G" Division. Both organisations have managed to maintain their employees' SHARE participation rate at platinum or gold level for the past 21 years.

#### SAF – HQ Commando (Commando Formation)

The Commando Formation, with its strong sense of community, has over the years supported various charities, programmes and activities to help the disadvantaged children, youth and elderly. Examples of their efforts include helping to raise funds for Community Chest through the annual Army Half Marathon and visiting the elderly who suffer from dementia.

"The SAF Commandos are united in our mission to keep our homeland safe and secure and will continue to do our part, even in small ways, to help the less fortunate in Singapore. The Commando Formation is honoured to receive the Pinnacle Award from Community Chest. The men are encouraged that they can help make a difference to society through Community Chest," said COL Chiang Hock Woon, Chief Commando Officer, SAF.

### SPF – “G” Division (Bedok Police Division)

Officers of Bedok Police Division have gone beyond their mission of maintaining law and order to leverage on their resources, strengths and capabilities to champion social causes in Singapore – one of which is to raise funds for the less fortunate in society. Engaging in a wide range of corporate social responsibility programmes, Bedok Police Division not only contributes to the SHARE programme, it also actively encourages the participation of the officers in other meaningful community projects like blood donation drives and the Share-A-Meal campaign.

“It is an honour for Bedok Police Division to receive this prestigious award. While we fight crime and maintain the safety and security of eastern Singapore in our daily policing operations, we are constantly aware of the importance and need to give back to the society – the society that we police, the society that we are part of. We did not set out to achieve this award; we have contributed where we can and felt it would most matter and are grateful that our efforts have benefited those who needed help. The Community Chest Pinnacle Award is a strong encouragement for Bedok Police Division to continue contributing to the society,” said DAC How Kwang Hwee, Commander of Bedok Police Division, SPF.

### **Community Chest Awards Presentation Ceremony**

This year, a total of 234 Community Chest awards were given out at Mandarin Orchard Singapore. Another 123 awards will be conferred at the second awards presentation ceremony held at the Istana.

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Attached for your reference is the programme for the event. For pre-event interviews with award recipients and other media enquiries, please contact:

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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 fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote

Board and Singapore Pools, 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 [comchest.sg](http://comchest.sg) and [www.vpost.com.sg](http://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 workplace giving programme "SHARE", where employees make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

Community Chest aims to raise \$55.7 million this year to help support 70 charities in running 158 critical social service programmes. The funds raised will benefit some 300,000 people including children with special needs, youths-at-risk, persons with disabilities, lonely and frail elderly and families in need.

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**COMMUNITY CHEST AWARDS PRESENTATION CEREMONY 2011  
BANQUET HALL, THE ISTANA**

**Programme**

Date : 13 October 2011 (Thursday)

Time : 2.45pm – 5pm

Venue : Banquet Hall, The Istana

2.45pm Arrival of Guests

3.10pm Arrival of Mr Chan Chun Sing  
Acting Minister for Community Development, Youth and Sports and  
Patron of NCSS

3.15pm Arrival of Guest-of-Honour  
President Tony Tan Keng Yam  
President of the Republic of Singapore and Patron-in-Chief of NCSS

3.20pm Thank You Speech by Ms Jennie Chua  
Chairman of Community Chest

3.25pm Viewing of Community Chest Video Montage

3.35pm Song-Signing Performance by Ms Lily Goh, a beneficiary from the  
Singapore Association for the Deaf  
Recitation of a poem on Sharity Elephant by Ms Gan Sun Ling, a  
beneficiary from Spastic Children's Association School

3.45pm Presentation of Community Chest Awards

4.05pm Presentation of Tokens of Appreciation to President Tony Tan Keng Yam  
and Mrs Mary Tan

4.10pm Reception in State Room and Reception Room

5pm End