

MEDIA RELEASE

Immediate Release



COMMUNITY CHEST'S ONLINE DONATIONS SEE THREEFOLD INCREASE OVER PAST FOUR YEARS

Singapore, January 21, 2011 – Donations to Community Chest via its website have increased almost three times, from about \$180,000 in Financial Year (FY) 2007 to about \$500,000 in the first three quarters of FY2010.

Effectiveness of website as a donation platform

With the general public becoming more internet-savvy and well-informed, Community Chest recognises the increasing importance of leveraging on online platforms to garner donations.

“The sharp jump in online donations to Community Chest over the last few years is a welcome affirmation of our online efforts to reach out to the community. We will continue to step up our public education efforts to encourage more people to do their part for the less fortunate. Moving forward, Community Chest will also explore other platforms to make it more accessible and convenient for the public to donate,” said Ms Tan Bee Heong, Director, Community Chest.

Community Chest launched several key initiatives to enhance its e-marketing approach. Last year, its website was revamped to make it more user-friendly. The official Community Chest Facebook page was also set up last year to enhance donor engagement. In addition, Community Chest started to provide more updates to its donors via email to create greater awareness of its fund-raising events and causes.

Online donors giving more

Community Chest also found that online donors were more generous today compared to four years ago. The average amount per website donation has seen an increase

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from \$86 in FY2007 to \$104 in FY2010. The number of individuals who contributed \$1,000 or more through online donations has also jumped from 55 in FY2007 to 101 in FY2010.

One such donor is Miss Sim who made a contribution of \$10,000 through the Community Chest website for the first time in December last year. Miss Sim said: "The advantage of an online donation is that it is channelled directly to Community Chest. I do not need to go through the hassle of filling up paper forms or writing cheques and risk losing them in the mail."

Convenience as main reason cited for making online donations

Feedback from Community Chest donors indicated that the main reason for turning to online donations is its convenience.

Mr Toh Chee Leong, 31, started donating to charities 15 years ago via donation boxes but made the switch to online donations about three years ago. To date, Mr Toh has made over 100 online donations to Community Chest. "I don't have to wait for flag day or search for donation boxes to make a donation. I just need to access the website as and when I see the need to give," said Mr Toh.

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

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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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