

# MEDIA RELEASE

Embargoed until 10.30 am on 23 March 2011



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## HIGHEST CONTRIBUTION FROM CHILDREN AND YOUTH FOR COMMUNITY CHEST IN 5 YEARS

### PAP Community Foundation Pre-Schools' Children's Day Gift of \$48,600

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**SINGAPORE, MARCH 22, 2011** – Community Chest's Children's Day Appeal (CDA) and Youth Day's Appeal (YDA) raised over \$900,000 last year, making it the highest amount raised from the combined Schools' Appeal in 5 years.

#### **Increase in contributions from children and youth**

Total contributions from YDA and CDA increased by 11% in 2010 compared to average contributions in the past 5 years. Donations from CDA accounted for 72% of total contributions from Schools' Appeal in 2010.

"It is very heartwarming to see the children and youth doing their part to help the needy. Community Chest will continue to work closely with the schools to raise more awareness of the needs in the community, especially among the pre-schoolers. We hope to strengthen our partnership with the pre-schools to help them gain a better understanding of the four causes supported by Community Chest – nurturing children to succeed, helping people with disabilities lead independent lives, keeping families together and dignifying the lives of the elderly," said Ms Tan Bee Heong, Director of Community Chest.

#### **Reaching out to pre-schoolers with the story of Tim**

121 PAP Community Foundation (PCF) pre-schools contributed an impressive total of \$48,600 through the CDA last year.

Community Chest hopes to collaborate more with PCF to reach out to the remaining 60% of their 300 pre-schools to participate in the next CDA.

Community Chest plans to reach out to the PCF pre-schoolers during their moral education lessons through the story of Tim – a short story on how donations to Community Chest help the disadvantaged.

“PAP Community Foundation is pleased to work closely with Community Chest in our joint efforts to reinforce the message of giving and sharing amongst the young. PCF understands the importance of inculcating the right values in our pre-schoolers from young and we try to make moral education classes fun and interactive for them. The story of Tim is simple enough for our pre-schoolers to understand how Community Chest goes about raising funds for the less fortunate,” said Ms Ng Lay Hua, Principal, Pasir Ris East & West, PCF.

The children can also sign up to become a ComChest Hero and receive a pledge card where they can learn more about the programmes that Community Chest supports to benefit the needy and help to spread the message of giving and sharing to their families and friends. Community Chest plans to distribute the pledge cards to all 2,500 teachers under PCF for them to read to the PCF pre-schoolers during moral education lessons.

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

Attached for your reference is the programme for the event.

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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](http://www.comchest.org.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 SHARE programme (the sign-up form is available at [www.comchest.org.sg](http://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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**Issued by: Corporate Communications Division  
National Council of Social Service  
Tuesday, 22 March 2011**

**SCHOOLS APPEAL MEDIA EVENT**  
**Programme**

Date : 23 March 2011 (Wednesday)  
Time : 9.15am – 10.30am  
Venue : PAP Community Foundation Centre  
Blk 426 Pasir Ris Drive 6 #01-73  
Singapore 510426

**Programme**

- 9.15am Arrival of Media
- 9.30am Video of Community Chest  
Nantha Kumar, a beneficiary of Community Chest from Cheshire Home, to read Story of Tim to the pre-schoolers  
  
Photo opportunity
- 10am Giving out of ComChest Heros pledge cards by Nantha to pre-schoolers and Principal, Pasir Ris East & West, PAP Community Foundation, Ms Ng Lay Hua  
  
Photo opportunity
- 10.15am Reception cum media interviews
- 10.30am End