

MEDIA RELEASE

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COMMUNITY CHEST AWARD RECIPIENTS CONTRIBUTED TO MORE THAN 85% OF FY2010 FUND-RAISING TARGET

*Amount raised by Special Events Award recipients
reached an all-time high*

SINGAPORE, SEPTEMBER 26, 2011 – This year’s Community Chest Award recipients contributed more than \$48 million in the last financial year (FY), an increase of 13 per cent from the previous year. This is mainly due to the increase in contributions from corporations through outright donations and the events they held to raise funds for charity, which grew by 15 per cent and 25 per cent respectively from the previous year.

Since Community Chest started giving out Special Event Awards in 1985, the number of award recipients has jumped by nine fold from 4 to 36 in FY 2010. The pace of growth in contributions from corporations through events that they have organised has also been on the rise for the last two years, attaining a year-on-year increase of over 20 per cent. For corporations winning the Special Event Awards, the group that saw the largest increase in FY 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.

“We are grateful that corporations had chosen to partner Community Chest to give back to society. It is also encouraging that corporations had taken a step further by getting their employees more involved through organising the fund-raising projects. We hope these efforts will create a ripple effect in the community and encourage more organisations and individuals to do their part for the needy in our community,” said Mr Eric Low, Chairman of the Community Chest Awards Committee.

At this year’s Community Chest Awards presentation ceremony, there are 16 first-time award recipients, with many displaying creativity in their fund-raising efforts. An example is Longines (The Swatch Group S.E.A. (S) Pte Ltd), who introduced an interesting dimension when they organised a private auction during the Longines Singapore Gold Cup Charity RaceDay 2010 to raise funds for Chaoyang School. A group of students

from the school were roped in to paint four miniature rocking horses meant for the auction to make the fund-raising process more meaningful for all who were involved.

Another corporation with an interesting contribution to Community Chest is Marina Bay Sands (MBS). An acrylic stainless steel art installation in MBS, called the Rain Oculus, attracted many passers-by to toss coins into it as it resembled a “wishing well” with its bowl-like shape and a swirling whirlpool. More than \$40,000 in coins that were retrieved from the Rain Oculus from April 2010 to March 2011 was donated to Community Chest. Like many other first-time award recipients, MBS continues to partner Community Chest in other fund-raising projects like the ComChest Heartstrings Walk 2011 @ Marina Bay in May this year, where a vertical marathon was included for the first time to encourage corporate partners to make a donation while engaging their staff to participate for a worthy cause through sports.

“Marina Bay Sands is committed to helping disadvantaged youth through our various sponsorship initiatives such as the Community Chest Heartstrings Walk and Youth Inspiration Internship Program. Our internship program aims to help students from Metta School and other schools for children with special learning needs develop the necessary skills to pursue careers in F&B and hospitality, as they grow to become independent and self-sufficient adults,” said George Tanasijevich, President and CEO of Marina Bay Sands and Managing Director of Global Development, Las Vegas Sands Corp.

BSH Home Appliances Pte Ltd was another organisation with an innovative fund-raising idea. They sold unique fridge-shaped Christmas cakes during the festive season last year, which was a hit with the public due to its eye-catching design. This also provided a unique avenue for BSH Home Appliances to raise awareness of the needs of the disadvantaged in society.

Another of our first-time award recipient, Resorts World Sentosa (RWS), created an interesting fund-raising platform during this year’s Lunar New Year. As part of its celebrations during the period 3-17 February 2011, RWS organised a lucky draw promotion “Win for Charity” where daily winners won cash prizes worth \$888 and selected a charity under the care of Community Chest to which RWS donated a matching \$888. During the grand draw, the winner also walked away with a cash prize of \$88,000, with RWS donating a matching \$88,000 donation to a charity of his or her choice.

“Community Chest is widely regarded as a frontrunner in improving the lives of the needy in Singapore and Resorts World Sentosa is honoured to be a partner of Community Chest in helping those in need. During our Lunar New Year celebrations this year, RWS shared the true spirit of giving with our guests by allowing them to select a charity close to their hearts to which our matching donation would go towards. This

project is but a start in our series of community projects, collectively known as the “RWS Cares” programme, and we will continue in our efforts to help the less fortunate in the community,” said Ms Lynn Lee, Manager, Communications, RWS.

Community Chest Awards Presentation Ceremony

The 26th Community Chest Awards presentation ceremony will be held on 27 September 2011. The Guest-of-Honour for the ceremony is Mr Chan Chun Sing, Acting Minister for Community Development, Youth and Sports. The Community Chest Awards is an annual event for Community Chest to pay tribute to its individual and corporate partners and organisations for their support. The selection of award recipients is based on donations made or raised in the preceding FY from 1 April to 31 March. There will be another Community Chest Awards presentation ceremony for other categories of the Awards, which will be held at the Istana on 13 October 2011.

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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 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 donate through hassle-free modes like the Community Chest's workplace giving programme “SHARE”, where employees make monthly donations via GIRO, credit card or payroll.

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 2011
PRESENTATION CEREMONY AT MANDARIN ORCHARD SINGAPORE**

Programme

Date : 27 September 2011 (Tuesday)
Time : 2.45pm – 4.45pm
Venue : Mandarin Orchard Singapore
333 Orchard Road
Singapore 238867

- 2.45pm Arrival of Guests
- 3.00pm Arrival of Guest-of-Honour
Mr Chan Chun Sing, Acting Minister for Community Development, Youth and Sports
- 3.05pm Welcome Address by Mr Eric Low, BBM(L)
Chairman of Community Chest Awards Committee
- 3.15pm Viewing of Community Chest Video Montage
- 3.25pm Performance by Rainbow Centre Early Intervention Programme (Yishun Park)
- (Note: Students from Rainbow Centre Early Intervention Programme (Yishun Park) should not be photographed throughout the event)
- 3.35pm Presentation of Community Chest Awards (Bronze and Silver)
- 4.00pm Performance by AWWA Community Home for Senior Citizens
- 4.10pm Presentation of Community Chest Awards (Gold)
- 4.45pm End of Ceremony