

MEDIA RELEASE



CREATE A UNIQUE CHINESE NEW YEAR 'MY CHARITY' WEBPAGE TO CHAMPION A COMMUNITY CHEST CAUSE

SINGAPORE, JANUARY 4, 2012 – Community Chest is providing a different and creative alternative to spread festive cheer this coming Chinese New Year. Members of the public can choose to get their families and relatives involved by requesting for them to donate to those most in need in place of giving them the red packets. “My Charity” is available on Community Chest’s website (comchest.sg) to allow members of the public to create a personalised webpage to rally support and raise funds in aid of some 300,000 people such as children with special needs, youth-at-risk, persons with disabilities, lonely and frail elderly and families in need.

“Community Chest is about sharing and caring for the less fortunate in our community. Through this festive and celebratory season, we hope to create more avenues for the public to reach out and bring hope to those most in need around us. ‘My Charity’ is a convenient and cost-effective online platform to help the needy and it provides an opportunity for ‘My Charity’ Champions to share more on their causes,” said Ms Tan Bee Heong, Director of Community Chest.

Ms Vanessa Chang, an account administrator, has already started the ball rolling by being a ‘My Charity’ Champion as she felt that she could do more to help the disadvantaged in society. “Although I am currently donating to Community Chest monthly via SHARE, I feel that I can and should do more to help the less fortunate in our midst. I was surfing the Community Chest’s website when I chanced upon ‘My Charity’ and felt that it was a good way for me to do my part for the needy,” said Ms Chang.

She started publicising her personalised “My Charity” webpage via Facebook, Twitter and her blog and donations from supportive friends came in. To date, she has garnered over \$1,000 and is halfway to attaining her target of \$2,000 by 22 February 2012, a day after her fiancé’s birthday. “We all can chip in to do our bit to help the less fortunate. I hope all my friends would join me in welcoming the brand new 2012 and Chinese New Year by sharing the joy with those around us!” Ms Chang added.

Another avenue where the public can donate to help support 70 charities in running 158 critical social service programmes under the care of Community Chest is at the annual Festive Care and Share Campaign roadshows during the Chinese New Year period. More details on these roadshows can be found in Annex A. Members of the public can also look forward to the Sharity Elephant red packets, which will be available at the roadshows.

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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 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, youth-at-risk, persons with disabilities, lonely and frail elderly and families in need.

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COMMUNITY CHEST FESTIVE CARE AND SHARE CAMPAIGN

Community Chest Festive Care and Share Campaign roadshows will be held in the following heartland malls during the following weekends:

- 1) 7 – 8 January 2012, 11am – 10pm at Jurong Point 1 Atrium
- 2) 14 – 15 January 2012, 10am – 10pm at Bukit Panjang Plaza Atrium

Highlights

- Distribution of Community Chest Festive Care and Share Campaign festive packs for every \$6 donation, including eight pieces of exclusive Sharity Elephant red packets and a sheet of Sharity Elephant stickers.
- Sharity Elephant walk-about from 12pm – 3pm on 8 Jan 2012 and 14-15 Jan 2012.
- Tokens of appreciation for donations that are \$2 and above.
- Instant lucky dip for a \$12 donation.