

**OPENING ADDRESS BY MR EDMUND TIE,  
ORGANISING CHAIRMAN OF 'TRUEHEARTS 2009'  
AT THE 'TRUEHEARTS 2009' MEDIA LAUNCH  
WEDNESDAY, 13 MAY 2009, AT 11 AM  
AUDITORIUM,  
NATIONAL COUNCIL OF SOCIAL SERVICE**

**Ms Jennie Chua, Chairman, Community Chest**

**Friends from MediaCorp**

**Friends from the media**

**Ladies and gentlemen**

Good morning. Thank you for joining us today to launch 'TrueHearts', Community Chest's Charity TV Show. Before I proceed further, I must thank Ann for playing the "yang qing". Was told she only learnt how to play this Chinese instrument two months ago. I must also commend on Osland and Ling Ling for their beautiful 'teaser' rendition of the mandarin song, "天上人间" (Tian Shang Ren Jian). Their song, which tells of a beautiful place is a contrasting image to our present troubled times but therein offers the hope of better times and a better world.

2 Osland has Muscular Dystrophy and requires the use of a wheelchair to commute around. But that has not stopped him from living life to the fullest. Through regular therapy, the Home helps to delay his condition from deteriorating and to keep him mobile and independent for as long as possible.

3 Osland is just one of the many beneficiaries Community Chest has helped through the critical social service programmes. Thanks to the strong support from dedicated and generous donors, partners and individuals who have lent a helping hand and continually given hope to thousands of fellow Singaporeans in need. For Osland, it has enabled him to continue receiving long-term care and rehabilitation at the Singapore Cheshire Home. On behalf of Community Chest and our beneficiaries, I would like to thank all who have stood alongside us for your unflagging support.

4 2009 will be one of the most challenging times for Community Chest as we seek to raise \$52.6 million to fund 155 social service programmes serving more than 340,000 people. We are in the midst of a long-drawn economic downturn and an uncertain future. Many have lost their jobs. Others are worried that they may lose theirs. These individuals are concerned about how to support themselves and their families, in particular, the needs of

dependent children and older persons. Increasingly, more people are approaching the VWOs for help, be it for financial assistance, counselling or other social services. Besides those affected by the downturn, there are also those who continue to require social assistance - children with special needs, dysfunctional families and the vulnerable elderly who are living alone. Through the 'TrueHearts' Show, we want to offer them a ray of hope. They, more so than ever, need our continued support to meet daily challenges and have the opportunity to live a life of dignity to their fullest potential.

5 It is with this in mind that Community Chest is organising 'TrueHearts', our biggest fund-raising effort this year. The 'TrueHearts' Show gives Community Chest not only an extended platform to rally the wider Singapore population to support the less fortunate but also offers a glimpse into the lives of the beneficiaries. We hope Singaporeans can help us to raise \$3 million through the show. However, given the current economic climate and the increased needs, we hope to raise as much as we can.

6 You must have noticed the pictorial gallery when you first stepped into this auditorium. I hope you have taken a close look at it. On display are many photographs of the people that you and I have helped, captured while

they are striving to improve themselves through therapy, and putting their talents into good use at work or in performances. These images, I hope, in addition to providing a snapshot of many social service programmes under Community Chest's care, will also set us reflecting on three things: the people that we help, the help that they have received, and how we can help them further.

7 This year, Alex and Mirella (who are also here with us today), and their friends, will bring Singaporeans intimately closer to their lives and others who continue to need our help. Singaporeans will get a glimpse of their world and appreciate how crucial and significant, the care and life-long charity support is, to them. Staged in the heartland of Singapore, the HDB Hub, we would also be giving Singaporeans a first-hand experience of the talents of our beneficiaries, which these very special people have been working very hard to give of their best on 7 June. Together with MediaCorp artistes, they will be putting up performances, such as Yang Ching, Wushu, Drums and Ballet, to thank Singaporeans for their continued support. I shall leave Ms Goh Djong Hoa and her team from MediaCorp to share with you more in a little while, on the programme for 'TrueHearts', which would also

provide the public with some insights on the various avenues of help available in the social service sector.

8 Before I conclude, I would like to express my heartfelt thanks to MediaCorp and its artistes for their partnership and commitment for this year's 'TrueHearts'. We appeal to Singaporeans to respond in their own generous ways in these tough times. I hope all of you will catch 'TrueHearts' on 7 June, 7 to 10 pm, which will be shown 'live' on Channel 8, and give Osland and his friends your fullest support! Together, we can make a difference to the lives of the less fortunate. Thank you.