

EMBARGOED TILL AFTER DELIVERY

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**OPENING ADDRESS BY MR PATRICK FIAT,
CHAIRMAN OF 'HOTELIERS WITH A HEART'
ORGANISING COMMITTEE
AND MEMBER OF COMMUNITY CHEST COMMITTEE,
FOR HOTELIERS WITH A HEART LAUNCH
16 JUNE 2010, WEDNESDAY, 3 PM
AT ORCHARD HOTEL, LAVENDER ROOM, LEVEL 3**

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

**Mr Ruprecht Schmitz,
General Manager, Orchard Hotel**

Fellow hoteliers

Friends from the media

Ladies and Gentlemen

Good afternoon.

Partnering hoteliers through SHARE

2 For more than 25 years, Community Chest has been raising funds to meet the needs of our beneficiaries - children with special needs, people with disabilities, families in need and lonely and frail elderly. This year, for the first time, Community Chest and the hoteliers will partner in a sector-wide effort -

the 'Hotelier with a Heart' campaign - to raise needed funds through Community Chest SHARE, a workplace giving programme.

Support from Singapore Hotel Association

3 We are indeed fortunate to have 31 hotels participating in the SHARE programme. Eleven of these hotels are with us today. My committee and I hope to reach out to more to join this meaningful cause. I would like to thank the Singapore Hotel Association (SHA) for endorsing the campaign, which has opened doors for Community Chest. In March, SHA invited us to the annual Industry Update & Networking Session for General Managers where we spoke to hotel general managers on SHARE. SHA also encouraged hotel general managers to get onboard SHARE. Through these efforts, we were able to rope in new partners, such as Orchard Hotel and Hotel Grand Pacific.

4 The opportunities to help the less fortunate in Singapore are immense. The hotel sector is a diverse one with many nationalities working alongside Singaporeans. Whether locals or foreigners, general managers or doormen, Community Chest wants to reach out to every hotelier and give them the opportunity to do their part to serve the needy in the community and help our beneficiaries meet their basic needs.

Inspired new partners and donors

5 Mr Ruprecht Schmitz, General Manager of Orchard Hotel and also my fellow campaign committee member, has been most supportive of our initiative. Over the past two months, he has given us the opportunity to speak with his employees where we have been able to sign up another 31 SHARE donors. I should also add that Orchard Hotel has also kindly sponsored today's venue and refreshments. Thank you Ruprecht!

6 Hotel Grand Pacific has also recently shown us great support. I would like to especially thank Mr Albert Lai, its Deputy General Manager. Upon receiving SHA's email on the campaign, he invited us to speak to his staff about SHARE. As a result, another 26 of their employees have signed up for SHARE, bringing the total number of the hotel's SHARE donors to 64 – that is almost half of its entire staff strength.

Campaign efforts

7 We are currently deploying new media to engage hoteliers online. The Association of Rooms Division Executives has been helping us to publicise the campaign via their website and Facebook page. We also hope to get all SHARE hoteliers and partners to promote the SHARE campaign on their social media

networks. Thank you Mr Alphonso D'Conceicao, International President of the Rooms Division Association for his relentless support.

Update on Aaliyah

8 Community Chest helps about 320,000 beneficiaries each year. One of them is seven-year-old Aaliyah, who was diagnosed with Apert Syndrome – a genetic defect which causes malformations of the skull, midface, hands and feet at birth. Aaliyah was unable to walk or speak. She needed help. SHARE donors made it possible for Aaliyah to receive physiotherapy, speech and occupational therapy through the Early Intervention Programme for Infants and Children at AWWA Early Years Centre. She has since progressed to AWWA School and has shown great improvement in self-help and adaptive living skills such as eating and dressing . She is also able to walk independently now.

Rally support

9 Aaliyah and many others like her, need our continued support to live a life of dignity to his or her fullest potential. To my fellow hoteliers here today, including representatives from SHA (Ms Margaret Heng), Association of Rooms Division Executives (Mr Alphonso D'Conceicao), the Association of Singapore Housekeepers (Mr Adrian Chua), the Food and Beverage Managers Association (Mr Cheong Hai Poh) and the Chef's Association of Singapore (Mr

Eric Teo), let us all work together to make a difference to the lives of those less unfortunate. Friends from the media, your assistance in helping us publicise our efforts would be most appreciated, so that more could be reached and be inspired to give to our charitable cause.

10 Thank you.