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**OPENING ADDRESS BY MS JENNIE CHUA,
CHAIRMAN, COMMUNITY CHEST,
FOR FUND-RAISING LAUNCH FY2011
26 APRIL 2011, TUESDAY, 10 AM
AT NCSS AUDITORIUM**

**RADM (RET) Kwek Siew Jin,
President, National Council of Social Service (NCSS)**

Distinguished Guests

Ladies and Gentlemen

Good morning and thank you for joining us today to launch yet another year of fund-raising target for Community Chest. Last year, with the overwhelming support and kindness from our donors, Community Chest has been able to achieve our target of \$55.2 million.

2 Many of our corporate donors have not only done an outstanding job in fund-raising, but also rallied their staff or business partners to take time to understand the needs of our beneficiaries and

contribute to our causes in creative ways. One sterling example is MediaCorp.

3 Last Christmas, MediaCorp staff visited Asian Women's Welfare Association (AWWA) School and the Spastic Children's Association School (SCAS), to find out what their needs were. AWWA School needed new classroom furniture so that their students with multiple disabilities could have tables and chairs with appropriate height and size to replace those they have outgrown, while SCAS needed a better-maintained pool to give students regular hydro-therapy treatments to improve their functional movements.

4 With a sense of purpose, MediaCorp raised funds by rallying the public to make a donation to fulfil the wishes of the beneficiaries through a series of television, radio and newspaper advertisements. That Christmas, not only did the kids have their wishes come true, it also enriched the lives of those who gave.

5 Another example would be Singapore Airlines (SIA), which roped in celebrity chefs from their International Culinary Panel to create their first-ever cookbook 'Above and Beyond'. The funds raised for Community Chest from the sale of the limited edition cookbook and charity gala dinner for SIA's business associates totalled more than \$1.45 million.

6 To these organisations and all our donors, thank you for your sustained support. All the funds raised will be disbursed by the NCSS to help:

- children with special needs and youths-at-risk;
- persons with disabilities;
- frail and lonely elderly; and
- families facing difficulties.

Beneficiaries go from receiving help to giving help

7 I am heartened to note that many of the beneficiaries that we have helped are now able to give back to society. Three of them are

with us today. They were inspired and moved by the help they received in the past, and are now passionate about helping the less fortunate. Let me share their stories with you.

8 Nantha Kumar was diagnosed with muscular dystrophy at birth. Being wheelchair-bound, he started residing in Cheshire Home in 2009 when he was 17 years old, to get the rehabilitative care and treatment that his family was not able to provide at home. Today, Kumar is helping children with special needs as a voluntary assistant teacher at his alma mater, teaching Mathematics and Science twice a week to children with autism and other learning disabilities.

9 80-year-old Toh Heok Khin is another beneficiary of Community Chest. When he was first befriended by Lions Befrienders about 17 years ago, he was lonely and withdrawn as he had cysts in his nose, which made breathing difficult.

10 The care and concern extended by his Befriender helped him to open up and become a more cheerful person. His Befriender even

made special arrangements for him to receive treatment at the hospital. Motivated by his Befriender's kindness, Mr Toh now helps other needy elderly by distributing food items like packed meals, vegetables and canned food to about 100 of them living in his neighbourhood. He has been helping for the past 15 years and intends to continue for as long as he can.

11 Rebecca Lim is also a beneficiary who was touched by the assistance she received through our Voluntary Welfare Organisations (VWOs) when her family faced financial difficulties 11 years ago. Moved by the help given by social workers at our Family Service Centres (FSCs), she has decided to become a social work associate. She was awarded the Social Work Associate Training Sponsorship offered by NCSS and the Ministry of Community Development, Youth and Sports, and intends to help the less fortunate when she graduates from Nanyang Polytechnic.

12 These three beneficiaries are wonderful examples of the impact of the programmes supported by Community Chest. They have been

given a helping hand to rise above their challenges. Today, Kumar and Mr Toh are able to help other needy people, while Rebecca will be doing her part when she graduates from Nanyang Polytechnic.

Fund-raising target for FY2011

13 I am pleased today, in the presence of our steadfast supporters, VWOs and beneficiaries, to launch our fund-raising efforts for FY2011. For FY2011, Community Chest aims to raise \$55.7 million to help 70 VWOs manage 158 social service programmes which will benefit about 300,000 people, enabling them to live independent lives.

Heightened focus on services for families

14 Serving families continues to be a key focus for Community Chest this year. To increase accessibility to the services provided for families in need, a new FSC at Telok Blangah will be set up by the end of this FY. This new FSC aims to extend better reach to needy families in the area with its rising population density and ageing population.

15 The programmes supported by Community Chest also look into nurturing children and youths to help them succeed. Some of the new programmes funded by Community Chest include

- the Special Education Financial Assistance Scheme for special education students from low-income families,
- Canossian Early Intervention Programme for Infants and Children, and
- three Centres of Specialisation dealing with children, youths and families, elderly and persons with disabilities.

16 Let me take this opportunity to, once again, express my deep gratitude and appreciation to all our generous donors and supporters. I would specially like to thank our major partners, HDB, HSBC, Kwan Im Thong Hood Cho Temple, Lee Foundation, Singapore Power, SingTel, SMRT, SPH, The Japanese Association of Singapore, NTUC FairPrice Foundation and Tan Chin Tuan Foundation and many others, for their generous contributions to charities under the care of Community Chest. I would like to welcome our new partners, Marina

Bay Sands and Resorts World Sentosa on-board in helping the disadvantaged in our community. I would also like to thank NTUC Income, PSA Corporation and Sony Electronics, who have been supporting us through SHARE, a monthly workplace giving programme. My deep appreciation also goes to Tote Board and Singapore Pools for generously donating and covering the fundraising and other operating costs of Comchest so that every dollar we receive can go towards helping the needy.

17 Thank you all for the continual strong support and dedication and for joining us in this journey to make a difference to the lives of the less fortunate.