

EMBARGOED TILL AFTER DELIVERY

**WELCOME ADDRESS BY MR ERIC LOW,
CHAIRMAN, COMMUNITY CHEST AWARDS COMMITTEE
AT THE COMMUNITY CHEST AWARDS 2011
PRESENTATION CEREMONY
27 SEPTEMBER 2011, TUESDAY, 3.00 PM
MANDARIN ORCHARD SINGAPORE**

**Mr Chan Chun Sing,
Acting Minister for Community Development, Youth and Sports**

**Mr Chan Heng Kee,
Permanent Secretary of the Ministry of Community Development,
Youth and Sports**

**Ms Ong Toon Hui,
Deputy Secretary of the Ministry of Community Development,
Youth and Sports**

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

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

Award Recipients

Distinguished Guests

Ladies and Gentlemen

Good afternoon. First, I would like to thank our Guest-of-Honour, Mr Chan Chun Sing, for gracing the Community Chest Awards 2011 Presentation Ceremony. Today, Community Chest honours our partners and donors who have contributed their valuable time and efforts and provided their unwavering support to raise funds to help the needy in our community.

2 Your support has enabled Community Chest to meet our fund-raising target of \$55.2 million in the last financial year. These funds have been utilised to support 162 critical social service programmes under the care of Community Chest to serve the needs of about 320,000 beneficiaries. These beneficiaries include children with special needs and youths-at-risk, persons with disabilities, frail and lonely elderly and families facing difficulties.

3 Mr Ang Yu Kiong is one of many recipients of your kindness. He was born with cerebral palsy, which affected his movement and speech. Despite all these difficulties, he graduated from Republic Polytechnic

with a diploma in business administration. Through the help of Society for the Physically Disabled (SPD)'s Employment Support Programme, supported by Community Chest, he is now a project assistant in an engineering consultancy company through the SPD. Mr Ang is one of the many beneficiaries who would not have managed to develop their potential to the fullest without your generosity and support.

Increase in contribution from corporate recipients

4 I am pleased to share that the Community Chest award recipients this year played an even bigger role in helping Community Chest attain our fund-raising target last year. In total, they contributed more than \$48 million last year, an increase of 13 per cent from the previous year. This was mainly due to the increase in contributions from corporate recipients through both outright donations and the events they held to raise funds for charity. We are grateful that these corporations had partnered Community Chest to give back to society. It is also encouraging that the

corporations had taken a step further by getting their employees more involved through organising these fund-raising projects.

First-time award recipients

5 We are pleased to acknowledge 16 first-time award recipients, many of which were very creative in their fund-raising. Not only did their employees organise fund-raising events, they also made arrangements for our beneficiaries to play a part in making mementos for the donors to make the fund-raising process more meaningful for everyone involved.

6 A fine example was Longines (The Swatch Group S.E.A. (S) Pte Ltd), who will be receiving the Special Events Gold Award. Longines organised a private auction during the Longines Singapore Gold Cup Charity RaceDay 2010 to raise funds for Chaoyang School, which Community Chest supports. To make the auction more poignant for donors, some students from the school were involved in the painting of four miniature rocking horses, which were subsequently auctioned.

7 Another example of a company with creative fund-raising methods is BSH Home Appliances Pte Ltd, who will be receiving the Corporate Gold Award. They sold unique fridge-shaped Christmas Cakes to raise funds for Community Chest during the festive season last year. The unique, eye-catching design of the fridge-shaped cake was not only popular with the public but also became a unique avenue to raise awareness of the needs of the less fortunate.

8 There are also many others who rallied for the support of their members to do their part for the needy. One such example is the Securities Association of Singapore (SAS), who will be receiving the Special Events Gold Award. The SAS managed to secure the support of nine of their member securities firms, who eventually donated a total of \$230,000 to Community Chest.

9 There are many, many other corporates and individuals who had executed brilliant and creative fundraising initiatives in support of

Community Chest. I apologise that I am not able to name everyone due to the time constraint. Our deepest appreciation goes to all of you, for your ideas, efforts and passion in making a difference.

More SHARE donors

10 Another avenue of giving which our corporate and individual donors continued to support strongly was the SHARE programme. SHARE currently contributes about a quarter of the funds Community Chest raises each year. In the last financial year, we have about 219,000 SHARE donors who provided a steady source of income. This was an increase of 12 per cent compared to three years ago. 80 per cent of our Community Chest Award recipients this year are being honoured for their support of the SHARE programme. On behalf of Community Chest and all our beneficiaries, I would like to express my deepest gratitude to all the individuals, organisations, SHARE champions and ambassadors for your contributions and loyal support.

11 Over the past two years, Community Chest launched two sector-wide campaigns called “Hoteliers with A Heart” and “Stockbrokers with a Heart”. I am happy to share that a total of 31 hotels and 9 stock-broking firms had since come on board the SHARE programme. Community Chest will initiate more sector-based campaigns to extend the outreach of SHARE.

12 In closing, I would like to thank all our corporate partners and individual donors for helping our beneficiaries lead dignified lives and fulfil their hopes. We look forward to your continual support to make a positive and lasting impact on our beneficiaries’ lives.

13 Thank you.