



# COMMUNITY CHEST AWARDS

categories & criteria



Community Chest

# THE AWARDS PROCESS

The Community Chest Awards recognises individuals, companies and organisations who have gone beyond their personal and business interests, to invest generously in the social service sector. It is also a way for Community Chest to say a big Thank You to our valued partners in raising funds for people in need.

The awards are presented in the following seven major categories:

- **SHARE Award**
- **Corporate Award**
- **Special Events Award**
- **Individual Award**
- **Partner Award**
- **The Chandra Das Great Idea Award**
- **Pinnacle Award**

The selection of the Community Chest Award winners are considered based on donations made or raised in the preceding financial year, starting 1 April and ending 31 March. Nominations for The Chandra Das Great Idea Award are open from 1 April to 30 April each year.

The Community Chest Awards Committee oversees the administration of the Awards. It is empowered to waive the rules, if such steps are in keeping with the spirit and purpose of the Awards.

The Community Chest Awards are presented at the annual Community Chest Awards Ceremonies.

# HOW THE AWARDS ARE DEFINED AND ASSESSED

## SHARE AWARD

SHARE Awards are presented based on the participation rate of the employees within an organisation in the SHARE Programme. The various types of SHARE Awards are as follows:

Staff Strength	Types of Award based on participation rate (%)			
	Platinum	Gold	Silver	Bronze
≥2001	70-100	40-69	30-39	20-29
1001-2000	75-100	50-74	40-49	30-39
501-1000	85-100	60-84	50-59	40-49
101-500	90-100	70-89	60-69	50-59
≤100	95-100	80-94	70-79	60-69

All SHARE Awards are subjected to a minimum annual contribution of \$5,000<sup>1</sup>. Qualifying organisations should have contributed regularly, for at least 9 months within the assessment period, but not necessary for consecutive months. Organisations will be eligible for a higher award based on their annual contribution <sup>2</sup>:

Types of Award	Contribution Amount
SHARE Platinum	≥\$300,000
SHARE Gold	\$100,000 - \$299,999
SHARE Silver	\$50,000 - \$99,999
SHARE Bronze	\$30,000 - \$49,999

**Outstanding SHARE Award** - Organisations that maintain their employees' SHARE participation rate at Platinum or Gold level for 5, 10, 15 or 20 consecutive years will be eligible for the 5, 10, 15 or 20-Year Outstanding SHARE Award respectively.

**SHARE Corporate Award** - Organisations that participate in the Corporate SHARE Programme, i.e. match their employees' SHARE contributions on a regular basis, will be eligible for the SHARE Corporate Award. These organisations will be eligible for the SHARE Corporate Platinum, Gold, Silver or Bronze Award, according to their employees' participation level.

**SHARE Achiever Award** - Existing SHARE organisations that show an increase of at least 30% in donor participation rate and SHARE contribution amount, subject to their meeting a minimum quantum of \$30,000 in a financial year, will be eligible for the SHARE Achiever Award.

<sup>1</sup> The minimum annual contribution for SAF, SPF and SCDF is \$1,000.

<sup>2</sup> Assessment for upgrade will be based on the current value platform to recognise organisations i.e. the Corporate Awards and Special Events Awards. This enhancement on upgrade of SHARE Award is also applicable to SHARE Corporate Award.

## CORPORATE AWARD

Corporate Awards are presented to organisations for making significant outright donations to Community Chest. The various types of Corporate Awards are as follows:

Types of Award	Contribution Amount
Corporate Platinum	≥\$300,000
Corporate Gold	\$100,000 - \$299,999
Corporate Silver	\$50,000 - \$99,999
Corporate Bronze	\$30,000 - \$49,999

For example, an organisation that contributes a total of more than \$300,000 in a financial year to Community Chest will be eligible for the Corporate Platinum Award.

**Outstanding Corporate Award** - Organisations that maintain their corporate contribution amount at Platinum or Gold level for 5, 10, 15 or 20 consecutive years will be eligible for the 5, 10, 15 or 20-Year Outstanding Corporate Award respectively.

## SPECIAL EVENTS AWARD

Special Events Awards are presented to organisations and groups of individuals for raising substantial funds for Community Chest through fund-raising events. The various types of Special Events Awards are as follows:

Types of Award	Contribution Amount
Special Events Platinum	≥\$300,000
Special Events Gold	\$100,000 - \$299,999
Special Events Silver	\$50,000 - \$99,999
Special Events Bronze	\$30,000 - \$49,999

For example, an organisation that raises more than \$300,000 through a fund-raising event for Community Chest will be eligible for the Special Events Platinum Award.

**Outstanding Special Events Award** - Organisations that maintain their fund-raising contribution amount at Platinum or Gold level for 5, 10, 15 or 20 consecutive years will be eligible for the 5, 10, 15 or 20-Year Outstanding Special Events Award respectively.

## INDIVIDUAL AWARD

Individual Awards are presented to individuals for making significant outright donations to Community Chest<sup>3</sup>. The various types of Individual Awards are as follows:

Types of Award	Contribution Amount
Individual Platinum	≥\$300,000
Individual Gold	\$100,000 - \$299,999
Individual Silver	\$50,000 - \$99,999
Individual Bronze	\$30,000 - \$49,999

<sup>3</sup> Assessment for Individual Awards does not include SHARE contribution, and individuals who are anonymous or choose to remain anonymous. Only individuals with contactable details will be awarded.

For example, an individual who contributes a total of more than \$300,000 in a financial year to Community Chest will be eligible for the Individual Platinum Award.

**Outstanding Individual Award** - Individuals who maintain their contribution amount at Platinum or Gold level for 5, 10, 15 or 20 consecutive years will be eligible for the 5, 10, 15 or 20-Year Outstanding Individual Award respectively.

## PARTNER AWARD

Partner Awards are presented to organisations that help with non-monetary contributions that result in significant cost savings and/or impact in public education efforts. The various types of Partner Awards are as follows:

Types of Award	Commercial Value
Partner Platinum	≥\$1 million
Partner Gold	\$600,000 - \$999,999
Partner Silver	\$300,000 - \$599,999
Partner Bronze	\$100,000 - \$299,999

For example, an organisation that supports Community Chest events in its publicity efforts where the commercial value is more than \$1 million in a financial year will be eligible for the Partner Platinum Award.

**Outstanding Partner Award** - Organisations that maintain their non-monetary contribution at Platinum or Gold level for 5, 10, 15 or 20 consecutive years will be eligible for the 5, 10, 15 or 20-Year Outstanding Partner Award respectively.

## THE CHANDRA DAS GREAT IDEA AWARD

The Chandra Das Great Idea Award is presented to organisations and individuals for raising funds through innovative and creative fund-raising ideas for Community Chest. This award is open for nomination by anyone, including volunteers who initiate the fund-raising project, organisers/implementers of the fund-raising project, and/or benefitting charities of the fund-raising project.

- Nominations will be assessed based on the following criteria:**
1. Over \$100,000 is raised for Community Chest in a single fund-raising event.
  2. All nett funds raised are donated to Community Chest.
  3. The fund-raising costs do not exceed 20% of the funds raised.
  4. The fund-raising mechanics are novel, innovative and creative.
  5. The project adheres to fund-raising code of ethics.
  6. The fund-raising project promotes caring and sharing in the community.

## PINNACLE AWARD

The Pinnacle Award is the highest honour given by Community Chest. It acknowledges an organisation's or individual's unwavering support and commitment to Community Chest.

Recipients of the 20-Year Outstanding SHARE Award, 20-Year Outstanding Corporate Award, 20-Year Outstanding Special Events Award, 20-Year Outstanding Partner Award and 20-Year Outstanding Individual Award will be eligible for the Pinnacle Award in the following year, if the organisations or individuals maintain their contribution amount at Platinum or Gold level.

For organisations and individuals that do not meet the above criteria but have made significant cash contributions to Community Chest (more than \$20 million in total), the organisations or individuals could be considered for the Pinnacle Award, subject to the approval of the Community Chest Awards Committee.

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## PINNACLE CLUB

Organisations or individuals awarded the Pinnacle Award are automatically conferred the Pinnacle Club membership. This membership recognises organisations and individuals for their initiative and leadership in rendering outstanding service to the community and Community Chest through their contributions.

### Pinnacle Club membership provides:

- Life-long association with Community Chest
- Recognition of the organisation's or individual's good standing in the area of community service
- Opportunities to network with outstanding organisations and leading figures in the community
- Invitation to Community Chest special events

Members need to maintain a consistent level of commitment and contribution to Community Chest for continued affiliation with the Club.

### List of Pinnacle Club Members

Central Provident Fund Board	PUB, The National Water Agency
Housing & Development Board	Singapore Police Force - Police Security Command
Keppel Singmarine Pte Ltd	The Japanese Association, Singapore
NTUC Income Insurance Co-operative Limited	The Shaw Foundation Pte
PSA Corporation Ltd	Tote Board and Singapore Pools (Private) Limited

## AWARD LOGO

The Community Chest Award logo is created for all Community Chest Award winners for use in their publication and publicity efforts in appreciation and honour of their generous contribution. There are a total of five Award logos to represent the main categories. Award winners receiving multiple awards would be presented with the logo of the higher award category.

The design of the Community Chest Award logo draws its inspiration from the Community Chest logo. Overall, the design resembles a star and portrays the image of people and organisations from all walks of life coming together.

The wide-open arms and strong use of the colour orange depict the warm friendship of these big-hearted donors and their willingness to help the less fortunate in the community. The hand-in-hand visual signifies these generous donors together with the beneficiaries as a happy community gearing towards a future of hope, compassion and dreams. The visual also resembles a star which signifies the honour of the award bestowed upon these individuals and organisations for their meaningful acts of love.

The Award logo is a tribute and endorsement of the fund-raising efforts of the Award winners and their partnership with Community Chest. Award winners are encouraged to use the logo in their publication and publicity efforts as a pledge of their strong advocacy towards community giving.



