
CREATIVE IDEAS BY INDIVIDUALS AND ORGANISATIONS RAISE CHARITY DOLLARS FOR COMMUNITY CHEST

SINGAPORE, JULY 6, 2011 – Community Chest, the fund-raising arm of the National Council of Social Service, has seen the forms of giving evolve from passive platforms such as donation boxes and flag days in the past to the more creative and meaningful examples today.

51-year-old Mr Tan Cheng Teck has been supporting Community Chest in his own unique way. Mr Tan, who owns a dry ice company, has been providing free logistical support and sponsoring ice-cream and drinks at Community Chest events for the past 13 years.

Mr Tan, fondly known as ‘Uncle Tan’ among Community Chest staff, recalls his first encounter with Community Chest 13 years ago, “I was selling ice-cream at an event and I saw Community Chest staff trying their best to canvass for donations in the scorching heat. I decided to support Community Chest by providing them with vehicles to transport goods during events and getting people to help sell ice-cream and drinks at Community Chest events. If profits are made from the sales, I will donate them to Community Chest. I hope all these small gestures will go a long way in helping those in need.”

Another individual donor with an interesting and meaningful contribution to Community Chest is Mr Vijay Kumar, a senior sales manager. In April this year, Mr Vijay made a donation of \$150 to Community Chest. This donation was especially significant as it was to commemorate his fifth wedding anniversary. For Mr Vijay who came to Singapore to work two years ago, giving has always been an integral part of his life.

“During my childhood days, I could not afford to study. I was fortunate to receive assistance from many kind-hearted people so I could complete my studies and become who I am today. The help which I had received inspired me to give back to the society, so when I was in India, I was already actively involved in community work. I hope to

continue helping people in need here in Singapore. What better way to start than with a donation to Community Chest?" said Mr Vijay.

Like Mr Tan and Mr Vijay, there are many corporations that have done something out of the ordinary for Community Chest. One such organisation is IIFL Securities Pte Ltd, the Singapore-based subsidiary of a leading Indian financial services company, IIFL Group. IIFL Securities Pte Ltd celebrated the launch of its trading operations on the Singapore Exchange in January 2011 by donating all the commissions earned in its first week of launch to Community Chest. This big-hearted initiative raised \$300,000 for Community Chest and demonstrated IIFL's commitment in doing its part for the less fortunate in society by putting their needs at the forefront of its business at their launch.

CISCO Recall is another corporation with a unique fund-raising idea. As part of their secure destruction services, CISCO Recall's customers are given the option to recycle the destructed documents. Proceeds from recycling are subsequently donated to Community Chest. With customers' support, CISCO Recall has raised over \$120,000 for Community Chest in the past 10 years.

"We have always been actively involved in community work but recycling in itself is a meaningful business that gives a deeper sense of purpose to our work. Positive response from our customers has greatly boosted this recycling initiative, allowing us to contribute more to Community Chest. We are committed to do our part in saving the environment as well as helping the needy in the community," said Mr Wee Tee Hsien, General Manager of CISCO Recall.

Giving also takes on a deeper meaning at Royal Plaza on Scotts, an organisation with a strong culture of giving and an ardent supporter of Community Chest since 2001. In April this year, the staff of Royal Plaza on Scotts stepped out of their comfort zone to get a glimpse of the world of the beneficiaries of Community Chest. They were challenged to perform day-to-day tasks without the physical functioning abilities at four experiential booths, allowing them to experience the lives of the visually-impaired, the wheelchair-bound and the arthritic. Mr Nishan Aziz, a senior restaurant manager at Carousel, was one of many who have been impelled by Royal Plaza on Scotts' strong culture of giving and he generously donated his one-month salary out of his bonus payout to Community Chest earlier this year.

Besides corporations, student bodies have also been actively involved in canvassing for donations to help the less fortunate in society. The National University of Singapore Student Union (NUSSU) has been rallying the students to raise funds for the needy through its annual flagship event, Rag & Flag Day. The amount that NUSSU raised from its Rag & Flag Day last year increased by 80% to over \$460,000, as compared to nine

years ago when NUSSU started donating the proceeds to Community Chest. This year, NUSSU will also be introducing a new online platform to canvass for donations.

“For NUS, Flag Day is not just about selling flags. We constantly try to come up with new and more effective fund-raising methods to reach out to more people and in return garner more donations to help the disadvantaged in the society. This year, we hope to capitalise on the extensive outreach of the internet to make it easier for donors to donate,” said Mr Zeng Zhanpeng, NUSSU Flag 2011 project director.

“The inspiring examples from individuals and corporations have helped Community Chest see an increase in donation raised in the past two years. Last year, a total of \$12.5 million was raised through events organised by organisations, an increase of about 30% from 2009. Outright donations from individuals also saw a rise of 23% to \$1.3 million in 2010 as compared to the year before,” said Ms Tan Bee Heong, Director of Community Chest.

Community Chest aims to raise \$55.7 million this year to help support 70 charities in running 158 critical social service programmes. The funds raised will benefit some 300,000 people including children with special needs, youths-at-risk, persons with disabilities, lonely and frail elderly and families in need.

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Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as www.comchest.org.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM

machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at www.comchest.org.sg) where one can make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

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