



HELD ON

ORCHARD
ROAD
A GREAT STREET



IN SUPPORT OF



SG Cares
Giving Week

MEDIA RELEASE

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Innovative Digital Fundraising Initiatives Mark 37 Years of Empowering Lives through Christmas On A Great Street Light-Up Ceremony

SINGAPORE, 13 NOVEMBER 2020 –The community has more ways to be part of the year-end festivities and do good at the same time, as this year's Christmas On A Great Street Light-Up Ceremony extends its reach island-wide to light up 13 CapitaLand malls across Singapore and introduces a slew of innovative digital fundraising initiatives. These were created in partnership with CapitaLand malls including ION Orchard, as well as Takashimaya Shopping Centre and DBS Bank, which have come onboard in a strong show of support for the vulnerable.

2. The annual **Christmas On A Great Street Light-Up Ceremony**, held in support of Community Chest and part of the SG Cares Giving Week, was launched officially by Guest-of-Honour President Halimah Yacob, at ION Orchard. Minister for Social and Family Development Masagos Zulkifli was present for the launch too. The event was marked by the customary light-up of Orchard Road, with ION Orchard and, for the first time, 13 CapitaLand Malls across Singapore, as a way to bring festive cheer to the heartlands and closer to people's homes. More than \$1.6 million has been raised through the event, benefitting over 80 social service agencies and 200 critical social service programmes supported by Community Chest.

3. To further leverage the festive shopping season and the spirit of giving, three digital fundraising initiatives were launched in conjunction with the Christmas On A Great Street Light-Up Ceremony. Through the **Brighten With Love** initiative, shoppers at CapitaLand malls including ION Orchard, as well as Takashimaya Shopping Centre, can donate a minimum of \$10 to Community Chest by scanning a PayNow QR code and receive a \$5 eCapitaMall promo code or voucher (for Takashimaya shoppers). Shoppers at CapitaLand malls can also support the **Celebrate With Love** initiative by donating their STAR\$[®] ¹ on the CapitaStar app or their ION⁺

¹ STAR\$[®] refers to the rewards point for CapitaStar, the lifestyle loyalty app CapitaLand

Points to support social service agencies under the care of Community Chest. CapitaLand's philanthropic arm, CapitaLand Hope Foundation will match contributions made on the CapitaStar app to support disadvantaged children and vulnerable seniors under Community Chest, up to \$25,000.

4. Donors can also donate directly to Community Chest's **Win With Love** initiative via a PayNow QR code and stand a chance to win lucky draw prizes. All donations made via the PayNow or DBS PayLah! QR code will be matched by DBS Bank, which has committed to matching up to \$100,000 for donations. For more information on the various initiatives, please visit www.comchest.gov.sg/CLU2020.

5. Said Mr Phillip Tan, Chairman of Community Chest, "We may be physically apart this year for the Christmas light-up, but the community feels closer than ever, thanks to the rallying effort of our partners who have pledged their resources to help fundraise for our social service agencies. Lighting up CapitaLand malls across Singapore is our way of thanking the community for their support this year despite the challenges, and also represents our hopes for a brighter and stronger Singapore in the new year. The pandemic will not diminish our spirit of solidarity."

6. Said Mr Tan Seng Chai, Chief Corporate & People Officer for CapitaLand Group and Executive Director of CapitaLand Hope Foundation, "Through our philanthropic arm CapitaLand Hope Foundation (CHF), we have been working with Community Chest for 12 years to help the disadvantaged, and we aim to further amplify our support by leveraging our digital platforms. CapitaLand has been accelerating our digitalisation efforts to position us for the new normal and we are extending this to our philanthropic support. This year, we are encouraging our shoppers at our participating malls including CapitaLand's curated digital mall, eCapitaMall, as well as the 1.1 million CapitaStar members to give back via the CapitaStar app to the vulnerable communities. With CHF's matching contribution, we hope that this collective spirit of giving will bring festive cheer to even more beneficiaries during this challenging time."

7. The 37th Christmas on *A Great Street* Light-Up Ceremony is organised by the Orchard Road Business Association along with main sponsor, Hitachi Group of Companies, in support of Community Chest.

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About Community Chest

As the hallmark of care and share, Community Chest has been uniting the community to fundraise and serve those in need, since 1983. In 2019, as Singapore reflects on its progress and milestones since its founding 200 years ago, Community Chest aims to highlight the importance of community giving and how it has been integral to the success of Singapore since its early days.

Under the Bicentennial Community Fund, the Government will provide dollar-for-dollar matching for donations* to Community Chest, up to 20% of the total funds raised from 1 April 2019 to 31 March 2020. Through this, Community Chest hopes to encourage the community to give and maximise the impact to enhance the sector's capabilities, create impactful partnerships and make caring a part of our everyday lives.

Community Chest supports about 80 social service agencies to meet underserved, critical social needs. As our fundraising and operating costs are covered mainly by Tote Board Group, 100% of your contributions goes towards empowering the lives of:

- Adults with disabilities
- Children with special needs and youth-at-risk
- Families in need
- Persons with mental health conditions
- Vulnerable seniors

**Donations include all private cash donations. Grants from government agencies, including Tote Board, which are not donations, will not qualify for the matching. Community Chest, as a fundraising arm of the National Council of Social Service, supporting about 80 social service agencies, will not be subject to the \$400,000 per IPC cap. Instead, 20% of the total donation (net of the donation that is already matched by existing grants) received by Community Chest in the qualifying period will be matched by the Bicentennial Community Fund.*

Find out more at comchest.sg.

About SG Cares Giving Week 2020

In partnership with SG Cares and NCSS, NVPC is catalysing Giving Week for the sixth consecutive year, from 1 to 7 December 2020. SG Cares Giving Week is a national movement that celebrates the spirit of giving - where individuals, leaders, businesses and non-profit organisations come together to give their time, talent, treasure and voice in support of the causes they are passionate about, to help build a City of Good. 2020 has illuminated the community spirit and little acts of giving that have resulted from the Covid-19 pandemic. Through this movement, we hope to encourage the public to continue giving in their personal capacities to make this the Best Week Ever! As the movement grows, NVPC hopes to embed Giving into our DNA and our

culture so that it becomes our way of life. Take action and support the movement, visit www.givingweek.sg.

For media enquiries, please contact:

Ms Deanne Galicia

Associate

Ogilvy

Mobile: 8292 6895

Email: deanne.galicia@ogilvy.com

Ms Noor Aisha Abdul Hani

Manager, Communications Division

Ministry of Social and Family Development

Mobile: 9786 3091

Email: noor_aisha_abdul_hani@msf.gov.sg