



HELD ON

ORCHARD
ROAD
A GREAT STREET



IN SUPPORT OF



MEDIA RELEASE

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Community Chest Leverages Annual Christmas Light-Up Ceremony to Unite The Nation to Give Back This Festive Season

- *Leading up to SG Cares Giving Week (1 – 7 December), the National Council of Social Service, the National Volunteer and Philanthropy Centre and SG Cares join forces to rally the people, private and public sectors to drive donations and volunteerism to causes of their choice in The Great Singapore Give*
- *Community Chest will hold a series of charity masterclasses to raise funds for its supported five causes*

SINGAPORE, 13 NOVEMBER 2021, 9 PM –This year’s Community Chest Christmas On A Great Street Light-Up Ceremony ushered in new initiatives to encourage giving amidst the start of year-end festivities and celebrations. The National Council of Social Service (NCSS), of which Community Chest is the fundraising and engagement arm, has partnered the National Volunteer and Philanthropy Centre (NVPC) and SG Cares in The Great Singapore Give (GSG) initiative to increase the number of new givers during the festive season.

2. Held at the Shaw House and broadcast on Community Chest’s Facebook Live, the Community Chest Christmas On A Great Street Light-Up Ceremony 2021 was officiated by Guest-of-Honour President Halimah Yacob and hosted by Minister for Social and Family Development and Second Minister for Health Masagos Zulkifli. The event was co-organised with the Orchard Road Business Association, with the Hitachi Group of Companies as main sponsor.

3. The new GSG initiative aims to encourage and enable the community, as well as the private and public sectors to give back together through NVPC’s Giving.sg platform and the SG Cares app from mid-November to 31 December 2021. The initiative is a part of SG Cares Giving Week from 1 to 7 December. NCSS, NVPC and SG Cares will take the lead in rallying their respective networks, including non-profit organisations, individuals and corporate donors, to set up campaign pages on Giving.sg to support giving. For more information, visit www.givingweek.sg.

4. In light of a challenging 2021, this year's Community Chest Christmas On A *Great Street* Light-Up Ceremony calls for Singaporeans to have open, honest conversations about mental health and to lend a helping hand to those in need. To further engage the community, Community Chest has also collaborated with partners to raise awareness for its supported causes and encourage the nation to participate in giving in different ways. For example, shoppers at all Isetan outlets can donate to Community Chest by scanning QR codes on donation signages at its cashier's counters from now to 31 December 2021. In December, lifestyle partners like Phoon Huat and Pernod Ricard will also hold festive charity masterclasses, with proceeds from sale of tickets to be donated to Community Chest. 100% of funds received by Community Chest will be channelled to more than 100 social service agencies and 200 critical social service programmes that serve children with special needs and youth-at-risk, adults with disabilities, persons with mental health conditions and families and seniors in need of support. More information on the initiatives will be available at www.comchest.gov.sg/clu2021.

5. Said Mr Phillip Tan, Chairman of Community Chest, "Over the last 18 months, our collaboration with community and corporate partners has become more important than ever, so that social service agencies can continue to serve groups in need. The partnership with NVPC and SG Cares will help amplify these efforts and channel resources to where they are most needed. I hope that the annual Community Chest Christmas On A *Great Street* Light-Up Ceremony not only brings a spark of festive joy, but also symbolises the start of the giving season, where the nation comes together in support of communities-in-need during the festive period."

6. Dr Ang Hak Seng, Deputy Secretary of the Ministry of Culture, Community and Youth, championing the SG Cares movement said, "There are many ways that one can give to brighten and uplift the community spirit, especially during these challenging times. During this joyous season, you can make a difference through everyday acts of care and contributions. Together, we can embody the spirit of SG Cares, and make Singapore a more caring and inclusive home for all."

7. Said Ms Melissa Kwee, CEO of NVPC, "While the past year and a half has not been without challenges, it also reminds us why we must continue to give our best for others. I hope that the many brilliant lights along our streets will remind us that no act of giving is too small and that together we can be life-givers in this city of good!"

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About Community Chest

As the hallmark of care and share, Community Chest has been uniting the community to raise funds and serve those in need, since 1983. Community Chest supports more than 100 social service agencies and over 200 programmes 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 of assistance
- Persons with mental health conditions
- Seniors in need of support

Find out more at www.comchest.gov.sg.

About SG Cares Giving Week 2021

SG Cares Giving Week is a national giving movement held annually from 1 to 7 December, that celebrates the spirit of giving and seeks to make giving part of our way of life.

Jointly organised by the National Volunteer & Philanthropy Centre, the National Council of Social Service, and the SG Cares Office, SG Cares Giving Week aims to inspire individuals, businesses, non-profit organisations and the community to give their best for others by sharing their Time, Talent, Treasure and Voice in support of any cause they are passionate about in all ways, big and small.

These are the little acts, when multiplied by millions, that make a world of difference. Together, let's build a Singapore that cares! Take action and support the SG Cares Giving Week, visit www.givingweek.sg.