



In support of



MEDIA RELEASE

Community Chest launches Change for Charity partner decals as Singapore kicks off the year-end season of giving

First Christmas on A Great Street Community Chest Light-up Ceremony presided by President Tharman Shanmugaratnam and Ms Jane Ittogi

SINGAPORE, 16 NOVEMBER 2023 – Members of the public will soon be able to easily identify businesses that have incorporated a giving mechanism in their business models to enable them to donate conveniently to Community Chest. In keeping with its push for sustainable philanthropy, Community Chest has rolled out the Change for Charity initiative earlier this year, to rally businesses to come on board to make giving a way of life. With support from about 200 businesses to date, Community Chest rolls out the **Change for Charity partner decal** that will serve as visible signage in storefronts and payment counters as well as digital badges on online platforms, to make them more recognisable to consumers who want to support businesses committed to doing good.

2 “Increasingly, companies see the need to weave social impact in their corporate purpose, with many donating, volunteering and providing inclusive employment opportunities to support those in need. With social needs becoming more complex, it is critical to build a culture of sustained giving so the social service sector is adequately resourced to meet current and future challenges. The Change for Charity initiative is one such avenue for businesses to combine social purpose and regular giving so we can collectively create a greater impact to help those in need,” said Mr Chew Sutat, Chairman of Community Chest.

3 Q&M Dental Group is one of the partners on board the Change for Charity initiative. It has over 100 dental clinics island-wide and sees over 40,000 patients a month. “As a committed, socially conscious corporate citizen, the Group has run the Q&M Free Dental Clinic to provide essential dental treatment for the underprivileged individuals and families in need. Our participation with the Change for Charity initiative furthers our cause by involving our customers to give as well,” said Dr Raymond Ang Ee Peng, Chief Operating Officer of Q&M Dental Group.

4 “We believe that the small actions we take daily can make big changes in the long term. Being part of the Change for Charity initiative creates a structured, long-

term way of giving that we can engage with our customers. This approach is a way for us to work with society to give back to the community and help the disadvantaged,” said Brian Stampe, Chief Operating Officer of Commonwealth Concepts, the parent company of PastaMania, another partner on board the initiative.

Kicking off the year-end season of giving

5 Companies are also offering their resources, assets and networks to contribute to a good cause. For example, the Christmas on *A Great Street* Community Chest Light-up Ceremony saw partners like Shaw Organisation, Wisma Atria, COURTS Singapore and People’s Association who sponsored their out-of-home platforms along Orchard Road and other locations to help raise awareness. DBS, on the other hand, helped to publicise the event and how their customers can donate to Community Chest on its mobile application.

6 Attended by Guest-of-Honour, **President Tharman Shanmugaratnam and Ms Jane Ittogi**, and hosted by Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Social and Family Development and Ministry of Community, Youth and Culture, the annual Christmas on *A Great Street* Community Chest Light-up Ceremony, co-organised with the Orchard Road Business Association, will have a segment that is open to the public this year.

7 Members of the public can look forward to an interesting mix of performances, including a song-signing item by Signifique, a song-signing performance group comprising both hearing and deaf members, and musical performance by the Extraordinary People, a group of musicians with special needs. There will also be a comedy segment by well-known local influencer Ms Annette Lee, playing her much-loved character Auntie Susan.

Annex A – Change for Charity partner decals

Annex B – Key Translated Terms

For media enquiries, please contact:

Mr Christopher Koh
Senior Manager
Communications & Marketing
National Council of Social Service
Tel: 6210 2479
Email: Christopher.Koh@ncss.gov.sg

Ms Chew Kia Huey
Senior Assistant Director
Communications & Marketing
National Council of Social Service
Tel: 6210 2635
Email: chew_kia_huey@ncss.gov.sg

About Community Chest

To be embargoed until 7.30pm on 16 November 2023

As the hallmark of care and share, Community Chest has been uniting the community to mobilise resources and raise funds to serve those in need since 1983. Community Chest supports 200 critical programmes to meet underserved and critical social needs. As our fundraising and operating costs are covered mainly by Tote Board, 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

For more information about Community Chest, visit www.comchest.gov.sg.

Annex A – Change for Charity partner decals

<p>Decal Sticker</p>  <p>The decal sticker features a light yellow background with orange brushstroke accents. The main text reads "I am a Change for Charity Partner" in a mix of black and orange fonts. Below this is a QR code with a "60 years" logo. A short paragraph of text follows, and at the bottom are the logos for Community Chest and NCS (National Council of Social Service).</p>	<p>Wobbler</p>  <p>The wobbler is a circular sign with a white background and orange brushstroke accents. It features the same text and QR code as the decal sticker, along with the Community Chest and NCS logos at the bottom.</p>
<p>Tent Card</p>  <p>The tent card has a light yellow background with orange brushstroke accents. It contains the same text and QR code as the other materials, with the Community Chest and NCS logos at the bottom.</p>	<p>Tent Card mock up</p>  <p>A photograph of the tent card design placed on a wooden surface, showing its three-dimensional structure and how it would appear in a real-world setting.</p>

ANNEX B – KEY TRANSLATED TERMS

Names

Mr Chew Sutat Chairman, Community Chest	周士达 公益金主席
Mr Markham Shaw Chairman, Christmas on A <i>Great Street</i> Community Chest Light-Up Ceremony Organising Committee	邵在忠 “乌节圣诞大街欢”公益金亮灯仪式筹委会主席

Others

Orchard Road Business Association	乌节路商联会
Hitachi Group of Companies in Singapore	日立亚洲
Change for Charity	消费为公益计划