

**EMBARGOED UNTIL 7 OCTOBER 2024, 7.00PM****MEDIA RELEASE****Community Chest Disbursed \$69m to Support Individuals and Families in Need, and Boost Capacity of Social Service Agencies**

- Community Chest Awards recognised 206 corporate partners and donors for their contributions

**SINGAPORE, 7 OCTOBER 2024** – Community Chest, the philanthropy arm of the National Council of Social Service (NCSS) disbursed over S\$69 million to 288 programmes, including capability building efforts and ground-up partnerships that improve social services for communities in need in Financial Year (FY) 2023. This was announced at the Community Chest Awards today.

2 Corporate partners, individual and public donors answered the call for donations through a variety of national and private fundraising events, a testament to the generous and caring spirit of communities in Singapore.

3 In FY2023, Community Chest disbursed about \$34 million to social service programmes, benefitting over 82,000 service users. These include children with special needs and youths at risk, adults with disabilities, persons with mental health conditions, and families and seniors in need.

4 One of the service users is Md Ilhan Bin Md Hidayah, 18, who discovered a new path for himself through the YMCA Vocational and Soft Skills programme, which instills resilience among youths at risk. Ilhan initially struggled in school and was facing expulsion. Through this programme, he developed interest and skills as a barista, learnt to better resolve conflicts and went on a journey of self-discovery. Ilhan is now a full-time barista and an aspiring cafe owner.

5 Beyond social service programmes, Community Chest also channelled over \$35 million to community projects, capability building efforts and ground-up initiatives. These include Community Capability Trust for SSAs to develop their organisational capabilities, and 4ST Partnership Fund that supports partnership projects between organisations to develop innovative solutions for service users.

6 At the Community Chest Awards, 206 corporate partners and individual donors were recognised for their outstanding contributions to the social service sector. They received the awards from Guest of Honour President Tharman Shanmugaratnam; Minister for Social and Family Development and Second Minister for Health, Mr. Masagos Zulkifli; and Minister for National Development and the Minister-in-Charge of Social Services Integration, Mr. Desmond Lee.

7 “Sustained support from our partners, such as through multi-year giving enable Community Chest to continuously put resources to the greatest needs in the social service sector. Their support not only uplift the lives of 82,000 service users, but also enable community agencies to grow stronger and deliver better social services to communities in need. Companies with such culture in sustainable philanthropy through giving, volunteerism or inclusive practices, will reap positive benefits for their employees and business from these meaningful experiences,” said Community Chest Chairman Chew Sutat.

8 Amongst the awardees, Singtel, SP Group, and UOB received the highest accolade - the ‘Pinnacle Award’, for their exemplary efforts in sustainable philanthropy. They are also the early adopters of the Sustainable Philanthropy Framework, recently launched for businesses to measure and benchmark the outcomes of their philanthropic efforts. Over 40 businesses who participated in the ‘Early Adopters Programme’ gave feedback that the Framework has helped them to better structure their philanthropic efforts.

9 Other award recipients were also recognised for their strong efforts in sustainable giving through SHARE, Community Chest’s regular giving programme; Change for Charity initiative, where businesses incorporate a giving mechanism into their business model; as well as regular volunteering efforts with demonstrated outcomes that benefit service users.

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**Annex A** – Quotes from Community Chest Awards 2024 Pinnacle Awardees

**Annex B** – Community Chest Awards categories and criteria

**Annex C** – Companies Participating in the Early Adopters Programme

**Annex D** – Key Translated Terms

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## ANNEX A: QUOTES FROM COMMUNITY CHEST AWARDS 2024 PINNACLE AWARDEES

Mr Yuen Kuan Moon, Group Chief Executive Officer at Singtel, added, 'As a leader in communications technology, we're committed to bridging the digital divide and helping vulnerable groups within our community so that they can thrive in a digital economy. Through our flagship corporate philanthropy initiative, the Singtel Touching Lives Fund, we have raised over S\$58 million since 2002 to support the critical education of children and youth with special needs in Singapore so they can achieve their full potential, contribute to society and lead meaningful lives. We are privileged to have a robust ecosystem of partners to collaborate with, including NCSS, which has helped us to deepen and broaden our community impact programmes as we continue to support various vulnerable groups in Singapore. These awards spur us to further drive positive change and empower marginalised communities.'

"We have expanded our giving year-on-year to meet targeted and evolving needs of more seniors, youth and children. Our outreach ranges from support for daily activities and necessities, educational and enrichment programmes and regular volunteers' engagement in partnership with social service agencies and Community Chest. It is heartening to see more lives uplifted through these sustained efforts." - Mr Stanley Huang, Group CEO, SP Group

"UOB believes in doing our part to help uplift the community, particularly in the areas of art, children, and education, and we are honored to be recognised for our commitment. In 2023, our employee philanthropic and volunteerism programme helped make a difference in the lives of around 140,000 children and families in Singapore. We look forward to continuing our long-standing partnership with Community Chest to create lasting positive change," said Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, UOB.

## ANNEX B: COMMUNITY CHEST AWARDS CATEGORIES AND CRITERIA

Award Name	Award information
<b>Pinnacle Award</b>	<p>This is the highest honour given to recognise an organisation which is exemplary in holistic caring, and is a role model in <u>all</u> three aspects:</p> <ul style="list-style-type: none"> <li>• Giving of donations (i.e., eligibility for either Charity or SHARE Award)</li> <li>• Volunteerism and/or making non-monetary contributions (i.e., eligibility for either Volunteer Partner or Enabler Award)</li> <li>• Inclusive employment practices (e.g., hiring of either person with disabilities or person with mental health issues, policies or practices implemented to facilitate the hiring and integration of these staff, procurement of products or service provided by social services agencies or social enterprises)</li> </ul>
<b>SHARE Award</b>	<p>Under SHARE (Social Help and Assistance Raised by Employees), employees of participating organisations provide monthly giving through their payroll to support a wide range of social service agencies.</p> <p>The SHARE Awards recognise organisations with employees on SHARE for their high participation rate. The organisation must have made a minimum annual contribution of \$5,000 and has contributed regularly for at least nine months within the assessment period, but not necessarily for consecutive months.</p> <p>There are five types of SHARE Award categorised by the corporates' participation rate on SHARE:</p> <ul style="list-style-type: none"> <li>• SHARE Achiever: 98% - 100%</li> <li>• SHARE Platinum: 90% - 97%</li> <li>• SHARE Gold: 80% - 89%</li> <li>• SHARE Silver: 70% - 79%</li> <li>• SHARE Bronze: 50% - 69%</li> </ul>
<b>Charity Award</b>	<p>The Charity Awards are presented to organisations and individuals who have made significant donations to Community Chest. These donations include outright donations, funds raised from events and contributions through SHARE, Community Chest's monthly giving programme.</p> <p>There are four types of Charity Award categorised by the contribution amount:</p> <ul style="list-style-type: none"> <li>• Charity Platinum: \$300,000 and above</li> <li>• Charity Gold: \$200,000 to \$299,999</li> </ul>

	<ul style="list-style-type: none"> <li>Charity Silver: \$100,000 to \$199,999</li> <li>Charity Bronze: \$50,000 to \$99,999</li> </ul> <p>The Charity Children’s Day Appeal 2023 Award is accorded to the top three primary schools that demonstrated outstanding commitment and excelled in fundraising efforts and activities for Children’s Day.</p> <p>The Charity Youth Day Appeal 2023 Award is accorded to the top three secondary schools that demonstrated outstanding commitment and excelled in fundraising efforts and activities for Youth Day.</p>
<b>Volunteer Partner Award</b>	<p>The Volunteer Partner Award serves to recognise exemplary organisation(s) for their regular volunteerism efforts in service-based, skills-based and/ or event-based volunteerism, with demonstrated outcomes to benefit social service agencies and/ or service users.</p> <p>The nominee must have in place a regular volunteerism scheme, either service-based, skills-based and/or event-based, with demonstrated outcome.</p> <p>The nominee must have volunteered with a social service agency that is a member of the National Council of Social Service, and the social service agency must be supportive of the nomination.</p>
<b>Enabler Award</b>	<p>The Enabler Award serves to recognise an organisation or individual who has offered their talents and/or resources to benefit the social service sector through Community Chest initiatives.</p> <p>The contribution towards addressing social needs may be made through the provision of talent, capability, and network, such as</p> <ul style="list-style-type: none"> <li>Offering media assets and resources (e.g., digital/ social media/ advertising platforms)</li> <li>Mobilising and connecting people/ organisations/ partners to support Community Chest</li> </ul>

## ANNEX C: COMPANIES PARTICIPATING IN THE EARLY ADOPTERS PROGRAMME

Architects of Life	OCBC
BDO LLP	Octopus8
CDL	Orange Tee
ComfortDelGro MedCare	Preschool Market

Cook Medical	PSA
DBS	PropNex
DLE M&E	Push Pull Give
Elite Commercial REIT	SBST
Foreword Coffee	School of Concepts
H.A.M. Creations	Seah Kim Cheok Construction
Hatch Technologies	Singapore Delivery Services
HP	Singapore Power
Income	SingTel
Lendlease Asia	S.J. Low & Bros
Lendlease REIT	Skillseed
Loupe Asia	SMRT
Make The Change	Social Gifting
Marina Bay Sands Pte Ltd	Standard Chartered
MediaCorp	The Therapy Room
novita/ 9 Koi Marketing	UOB
NTUC FairPrice	Woh Hup

## ANNEX D: KEY TRANSLATED TERMS

### Names

Mr Chew Sutat Chairman, Community Chest	周士达 公益金主席
Mr Yuen Kuan Moon, Group Chief Executive Officer Singtel	袁坤滿 集团总裁 新电信
Mr Stanley Huang Group Chief Executive Officer SP Group	黄天源先生 集团总裁 新加坡能源集团
Ms Janet Young, Managing Director and Group Head, Group Channels and Digitalisation, Group Strategic Communications and Brand UOB	杨毓文 大华银行集团渠道及数码策略部兼集团策略通 讯与品牌管理主管 大华银行

### Award category

SHARE Award	分享计划奖	Anugerah SHARE	SHARE விருது / ஷேர் விருது
Charity Award	善心奖	Anugerah Amal	அறப்பணி விருது
Volunteer Partner Award	义工伙伴奖	Anugerah Rakan Sukarelawan	தொண்டூழியர் பங்காளி விருது
Enabler Award	支助者奖	Anugerah Pengupaya	இயலச்செய்வோர் விருது
Pinnacle Award	顶峰奖	Anugerah Pinnacle	ஆக உயரிய விருது

### Others

Community Chest Awards	公益金奖	Anugerah Dana Masyarakat	சமூக உண்டியல் விருதுகள்
National Council of Social Service	国家福利理事会	Majlis Kebangsaan Perkhidmatan Sosial	தேசியச் சமூகச் சேவை மன்றம்
Sustainable Philanthropy Framework	可持續慈善框架	Rangka Kedermawanan Yang Mampan	நீடித்த பரோபகார கட்டமைப்பு