



Part of

An aerial photograph showing a large group of people of various ages and ethnicities standing on a white, snow-covered surface. They are arranged in a large, heart-shaped formation, with some individuals scattered around the perimeter. The heart is formed by a dense line of people, with the top point of the heart pointing towards the upper right. The overall scene is bright and clean, emphasizing the theme of community and sharing.

Together, We Can
Share So Much More

SHARE PLAYBOOK

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COMMUNITY CHEST AND SHARE

A SINGULAR FOCUS IN HELPING THE VULNERABLE



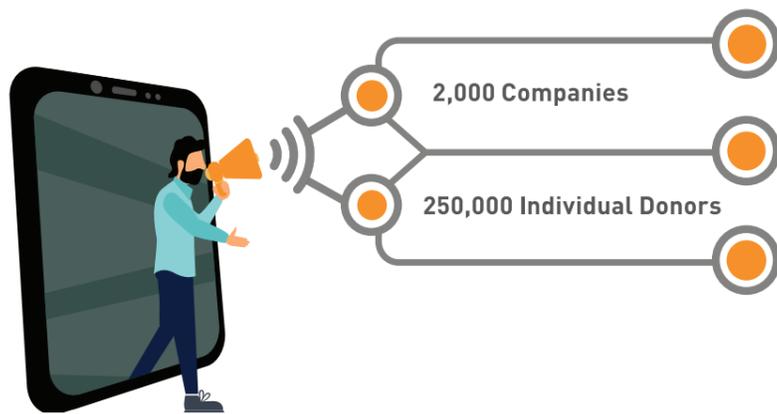
➤ As the fundraising and engagement arm of the National Council of Social Service (NCSS), the national co-ordinating body for social service agencies in Singapore, Community Chest has been a catalyst for change to ensure that every person has the opportunity to live a life of dignity within a caring and inclusive society.



➤ **SHARE is the hassle-free regular giving programme of Community Chest.** It empowers vulnerable communities in Singapore to live with dignity in a caring and inclusive society.

WHAT IS

SHARE?



➤ The singular focus of SHARE is to help the vulnerable. Through the collective giving of over 2,000 companies and 250,000 individual donors, SHARE provides a reliable and sustained source of funds to run many critical social service programmes that require regular support.

➤ As the hallmark of care and share, we believe in uniting the community to care for the vulnerable. Since 1983, Community Chest has been partnering the people, public and private sectors to create a collaborative and impactful social service ecosystem. 100% of funds raised, including that from SHARE, goes towards over 100 social service agencies supported by Community Chest, so that these charities can focus on developing and delivering quality solutions and continue to empower the lives of the disadvantaged.

To date, there are over 200 critical services offered to those in need, including special education, youth programmes, adult disability support, family service centres, eldercare and caregiver support.



THE VISION OF SHARE

SHARING AT EVERY LEVEL

To give is to care. To care is to support and enable those who face difficulties in coping with day to day demands. As the world found out in 2020, circumstances change in a blink of an eye. Challenges for vulnerable communities can become hard to handle.

This is why SHARE provides sustained funding for social service agencies to deliver critical services. For smaller charities, who face fundraising challenges, SHARE is their key fundraiser. With SHARE, social service agencies under the care of Community Chest can now focus on delivering quality services to the groups that they serve.

SHARING WITH NO TIME LIMITS

SHARE, as a regular giving programme, is able to sustain the help provided to the service users, by providing them with the necessary resources to pick up new skills and become empowered to lead independent lives.



Adults With Disabilities



Children With Special Needs And Youth-At-Risk



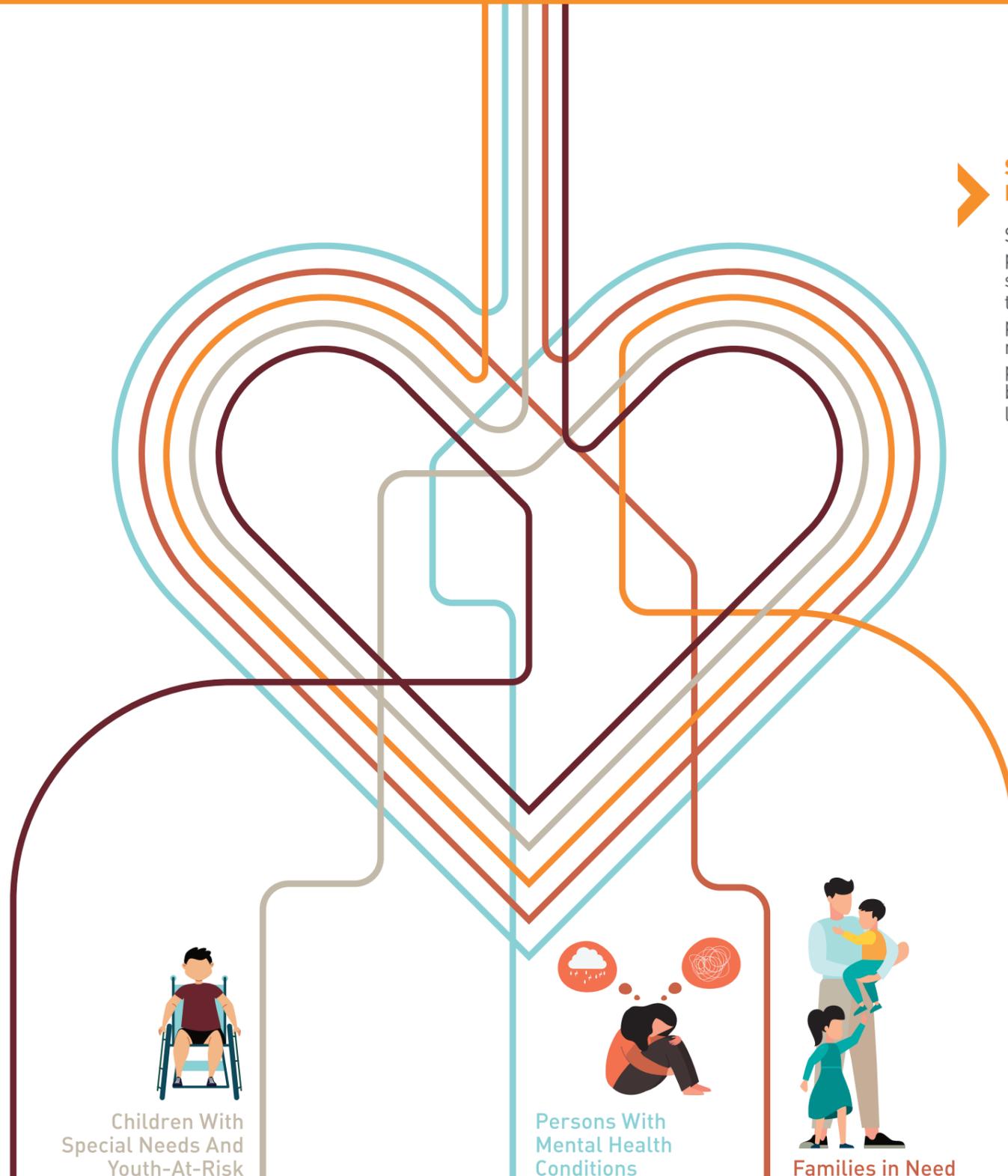
Persons With Mental Health Conditions



Families in Need



Vulnerable Seniors



> 1980's

- >1984
Community Chest launched SHARE and introduced Interbank SHARE-GIRO, which allowed employees to conveniently donate a small regular amount.
- >1985
The first batch of SHARE Executive Programme volunteers were trained to reach out to companies to implement SHARE in their workplaces.
- >1987
Community Chest held the first nationwide SHARE campaign. The Care and Share month brought in almost 57,000 new donors and involved more than 260 SHARE companies.



> 2000's

- >2000
Singapore Press Holding and Community Chest jointly organised the "SPH-SHARE with Readers" campaign in April 2000 to create awareness of SHARE in its employees and readers. As part of this campaign, a SHARE hotline was set-up and manned by tele-marketers from Singapore Association for the Visually Handicapped.
- >2001
The Just One campaign was launched to encourage all existing SHARE donors to increase regular contributions by just \$1. This highlighted the collective impact of every donor raising their contribution by just \$1 through SHARE.
- >2005
A network of affluent business leaders, called SHAREholders, was formed to help drive SHARE. Members helped Community Chest to introduce SHARE to other companies.
- >2006
The Forget Me Not campaign was held to engage the community. 500,000 direct mailers were distributed via companies to promote and give SHARE a voice.
- >2009
CEOs from the hotel industry on the SHARE Ambassador Network introduced the "Hotelier with a Heart" campaign to promote SHARE in the industry. 18 companies pledged to support the programme.

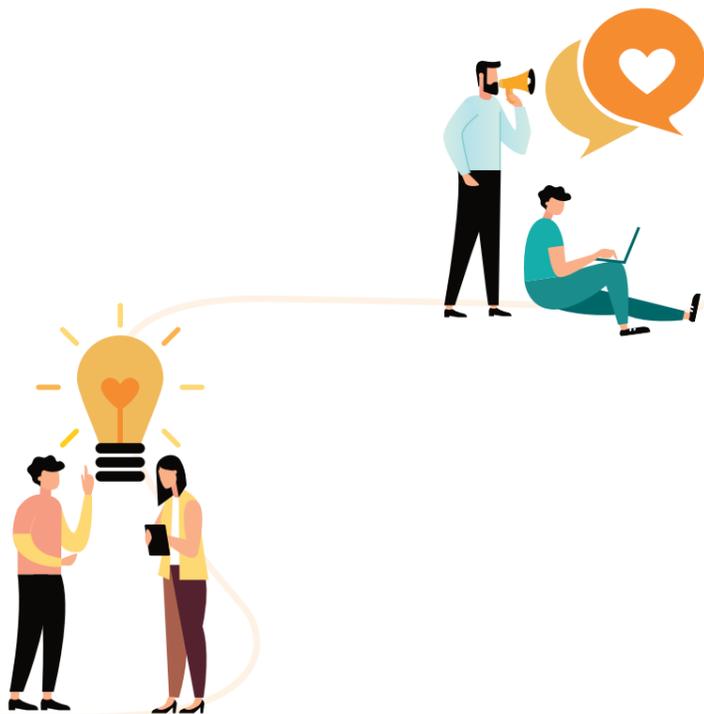


> 1990's

- >1998
Internet Cashcard donations were made available in January 1998. President Ong Teng Cheong became the first donor using an Internet Cashcard at the launch of the new system.

Community Chest secured Singapore Pools' sponsorship to underwrite its operating expenditure for the first time. Hence, 100% of SHARE donations would go to support the charities under its care.

Doing their part to make a difference, SHARE companies matched their employees' SHARE contributions to encourage sharing.



> 2010's

SHARE-specific campaigns were launched simultaneously in the hotel and stockbroking industries to encourage regular donations to SHARE.

>2010
"Stockbrokers with a Heart" was launched in January 2011 to raise funds for the disadvantaged through SHARE. The campaign was supported by the Securities Association of Singapore with nine of their member firms pledging support to SHARE. These outreach efforts were the second sector-specific campaigns after "Hoteliers with a Heart" in June 2010.

>2013
Community Chest experienced a 7% increase in SHARE donations. Over 100 SHARE Ambassadors gathered for an appreciation lunch in August 2013 to commemorate this milestone.

>2017
More corporations continued to give through the auto-inclusion scheme for SHARE and other avenues. 2017 was pivotal for Community Chest as Deputy Prime Minister Heng Swee Keat announced the extension of the SHARE As One (SAO) programme from FY18 to FY21 at Budget 2018.



> PRESENT DAY

SHARE provides a relatively stable source of donations to the social service agencies and programmes Community Chest supports, and offsets the negative impact of an economic downturn when discretionary giving usually dips.

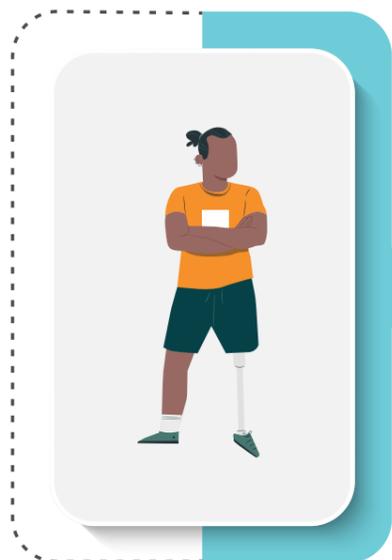
Today, at the annual Community Chest Awards, the SHARE Awards recognise organisations with a high participation rate in the SHARE programme.

To continue supporting the social service agencies, the SAO programme was extended till FY2025. It will provide dollar-for-dollar matching for any additional donations from companies, employees, and individuals through SHARE over and above donation levels of the preceding year.

WHERE DOES SHARE GO?

Community Chest is an aggregator of resources in meeting needs within the sector. SHARE donations are disbursed to Community Chest-supported social service agencies and programmes based on an optimal resource allocation method - where each social service agency receives the funds that they need.

➤ In 2018, NCSS developed a framework to capture the impact of donors' support, enabling our social service users to achieve the desired outcomes, in terms of opportunity, personal potential and social inclusion.



ADULTS WITH DISABILITIES

- Trend: 6 in 10 adults with disabilities believe they cannot achieve their hopes and dreams.

IMPACT:
1,391 persons

with disabilities were able to earn an income for at least 3 months during the reporting period in FY22.

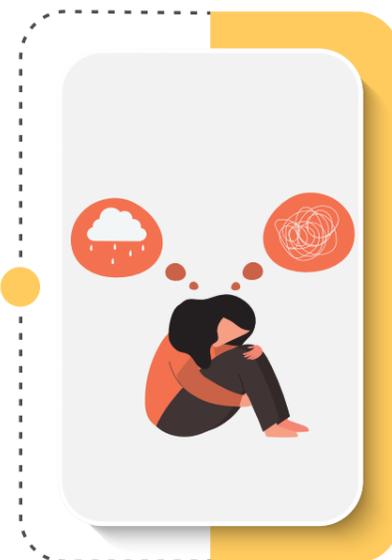


CHILDREN WITH SPECIAL NEEDS AND YOUTH-AT-RISK

- Trend: About 9,660 children and youths in Singapore have a disability.

IMPACT:
7,327 children

with special needs received education and training in independent living skills.

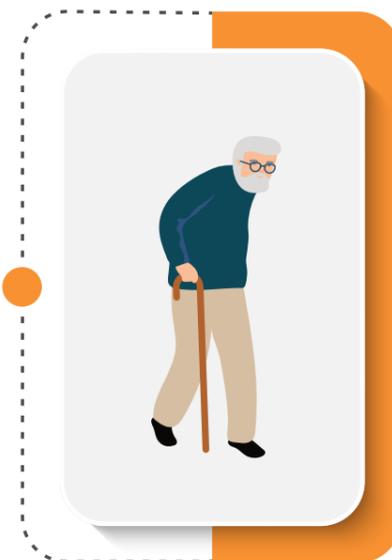


PERSONS WITH MENTAL HEALTH CONDITIONS

- Trend: 1 in 7 are affected by mental health conditions at some point in their lives.

IMPACT:
407 cases

showed a reduction in social, psychological and/or emotional distress.

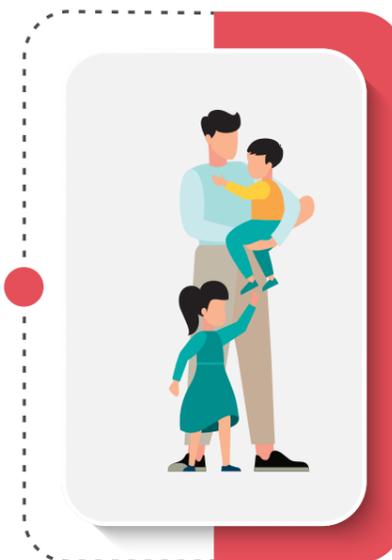


VULNERABLE SENIORS

- Trend: 40% of seniors (Aged 80 and above) perceived themselves to be lonely.

IMPACT:
165 seniors

demonstrated improvements in coping skills with regard to difficult situations and show greater awareness of resources.



FAMILIES IN NEED

- Trend: 43% increase in number of families in need and receiving help.

IMPACT:
8,057 clients

showed ability to meet needs and/or manage risks.

Many of us lament that time flies and wish for more than 24 hours in a day. But for many seniors, time crawls as loneliness overwhelms them. Mdm Salmah's (middle in picture) greatest fear is passing on alone. Having high blood pressure, high cholesterol and gout issues, this is a very real possibility she faces every single day. On some days she feels giddy, presenting a high risk of falling.

Loneliness hits Mdm Salmah the hardest whenever she is faced with the silence of being all alone in an empty house. This sadness has since diminished with the help of AMKFSC Community Services Ltd, supported by Community Chest, where senior befrienders engage her regularly and connect her to fellow seniors in the vicinity.

AMKFSC Community Services Ltd also supports her food rations, brings her out on exciting outings and provides her with a wheelchair as her legs have grown weaker. Once a week, she attends their activities to meet new people and finds happiness in talking to others and sharing boundless stories. Her favourite activity is cooking, as she generously shares recipes. Her once-empty days are now filled with the joy of new friendships.

Together, we can bring meaning to the lives of vulnerable seniors like Mdm Salmah.



Like all parents, Tan Kuan and Wanling would do anything to provide a bright future for their child, Shannyn. When she was younger, they wondered if she would grow up to be a doctor who will nurse people back to health or a teacher who will nurture the young.

As Shannyn was growing up, her parents noticed that she was oddly aloof and resisted conversations with others. Each day, they hoped she would improve but their world crumbled when four-year-old Shannyn was diagnosed with autism.

They kept a brave and confident facade in front of Shannyn despite feeling overwhelmed and helpless, as they did not know how to help her. The dreams that they had for Shannyn now seemed unattainable, if she was not able to communicate and relate to others.

Relief came to the family when they received support from the special school programmes under the care of Community Chest. Apart from providing Shannyn with specialised early intervention at Rainbow Centre and special education at Pathlight School, these social service organisations also guided her parents on managing her behavioural challenges.

With the opportunity to grow up in an autism-friendly environment, her parents witnessed Shannyn blossoming into a confident young lady who now speaks her mind freely and is an aspiring artist. Her drawings had been featured in the artwork collection of the Autism Spectrum Australia Conference. She has also contributed illustrations to a book promoting the protection of wildlife, which is now retailing at bookstores island-wide.

Autism is no barrier for Shannyn to realise her dreams because she has been supported by the community. Together, we can bring out the best in children with special needs like Shannyn, who has been empowered to showcase her artworks beyond our shores. Like all of us, Shannyn and her family can now dream about what she can achieve.





➤ Losing a loved one is never easy. Imagine the grief and despair that Mdm Dina faced a few years ago when she suddenly lost her husband, the sole breadwinner, in an accident. She had to single-handedly support her two young children, who were two years old and six months old then.

To her, it felt like an eternity of pain and darkness as she felt lost and unsure of the future. Hope came from Care Corner Family Service Centre, a programme supported by Community Chest, where they counselled her and referred the family to various support services such as subsidised childcare and finding job opportunities.

Her grief continued to overwhelm her in the initial months where she often broke down while sharing her struggles with centre staff. However, with continued support, Mdm Dina gradually came to terms with the passing of her husband and she began to build a higher resilience towards adversity and found a job to support the family.

Today, Mdm Dina shares her own story with single mothers, to inspire and give them hope. The pain still hits her occasionally but she is determined to turn that sorrow into motivation to help her children to grow up, do well in life, and one day start a family of their own.

Together, we can empower their family and their love for each other with a gift from the heart.

SHARE IN THE WORKPLACE

A company which gives and volunteers makes a lasting impact on the less fortunate.

With the right corporate giving strategy, a company can also develop a Corporate Social Responsibility (CSR) culture of giving back that inspires its staff.

As a company, you will be able to:

ATTRACT AND RETAIN TALENT

According to a Deloitte study, employees with a favourable impression of their company's social ideals and actions are five times more likely to remain with their employer.¹

INCREASE STAFF MORALE AND EMPLOYEE RETENTION

A management team that leads by example increases employees' trust and sense of belonging in an organisation.

REINFORCE YOUR CORPORATE CULTURE AND IDENTITY

96% of corporates saw more employees satisfied and 89% said public perception of their company improved.²

BUILD AND/OR DIFFERENTIATE YOUR BRAND

Customers will patronise and support companies that align with their values.

IMPROVE CUSTOMER RETENTION AND BRAND RECALL

Customers with a favourable impression of a company's sense of social responsibility are three times more likely to be loyal compared with those less favourable, according to a 2012 report from the Council on Foundations and Walker Information.¹



1. The Business Times: When corporate giving makes business sense, November 18, 2019

2. National Volunteer & Philanthropy Centre: It's Just Good Business: A Corporate Giving Guide to Align Profit and Purpose (2018)

CARE TO SHARE



Community Chest partners corporations to bring about better social outcomes for our supported social service agencies and their service users. These are some of the corporates that have made a difference by going the extra mile.



This picture was taken prior to COVID restrictions in Singapore.

“ST Engineering has been encouraging our employees to contribute to SHARE since the programme’s inception. Through good and challenging times, our employees are consistent in their support to enrich communities and transform lives.”



Into its 38th year of giving, **ST Engineering** continues to support SHARE.

A PIONEER IN GIVING It takes commitment and conviction to advocate for employees to give consistently and continuously. ST Engineering, through the strong support of its employees, has been contributing actively to SHARE for 38 years, since the programme’s inception.

MAKING DONATIONS CONVENIENT IS KEY ST Engineering makes SHARE part of the new employee’s on-boarding process to make the action of donating fuss-free, convenient and sustainable. All new employees learn about how their contributions would make a difference and they are encouraged by HR colleagues to sign up for the monthly giving programme via their payroll.

To boost the spirit of giving and raise the monthly amount committed, ST Engineering sets up SHARE booths across offices to rally employees to start giving, or to increase their donations to SHARE.

YES WE CAN As of 2021, ST Engineering’s employees in Singapore continue to give steadily and regularly. Yet ST Engineering’s community outreach programmes go beyond monetary support. Where possible, ST Engineering aims to put in place volunteer and engagement programmes that enable employees to serve the community meaningfully, leveraging the SHARE As One (SAO) grant to expand on scale.



Volunteers from *St James's Place Wealth Management* discovering marine life with *Care Community Services Society Singapore* on 20 June, 2019.

“One of the aspects of our business that we are most proud of is the St. James’s Place Charitable Foundation, the philanthropic arm of the St. James’s Place Group, that has raised and distributed over S\$140 million to charities around the world, including many in Asia and some wonderfully worthy causes here in Singapore, prominently focused on providing opportunities to children that have perhaps not been presented with the opportunities that all children deserve.

As a business that is committed to growing sustainably within Singapore, how we support our broader community is incredibly important to us and we aim to give back to the community in three ways – money, time, and knowledge. We are very proud to partner with SHARE, enabling us to connect with and support many incredibly worthy causes through monthly SHARE donations, transforming lives for those in need.”

*Mr Gary Harvey, Chief Executive Officer,
St. James’s Place Wealth Management*



St. James’s Place, being a new SHARE corporate, decided to accept the challenge to do more to make a difference. What it was looking for was an avenue to promote fuss-free giving without the hassle of bureaucratic red-tape.

GETTING THE SHARE MESSAGE OUT It all started when representatives from Community Chest held a meeting with the decision makers at St. James’s Place to encourage them to introduce SHARE as their workplace giving programme. Regular engagements with their leadership at various events helped them have a better understanding of SHARE and its impact on the lives of the less fortunate. The management of St. James’s Place was convinced on the importance of SHARE.

PUTTING SHARE INTO ACTION To raise awareness of SHARE within the organisation, an EDM campaign and a SHARE pitch to new hires during orientation were implemented as part of the organisation’s SHARE initiatives.

RESULTS SPEAK FOR THEMSELVES
The organisation’s initiatives were effective as SHARE donations increased by about 60%.



Prudential volunteers engaging senior beneficiaries in an excursion to National Museum Singapore. Picture was taken prior to COVID restrictions in Singapore.

“The SHARE programme is simple and convenient, enabling us to channel our donations effectively to the vulnerable groups who need our support and help. All of our employees’ contributions have gone towards supporting Lions Befrienders and Lakeside Family Service Centre. We are heartened to know the funds have helped these organisations expand their welfare programmes, sustain befriending efforts, and reach out to even more people in the community. Prudential Singapore will continue to support the SHARE programme by doing dollar-for-dollar matching for employee contributions.”

Ms Apriani Kartika,
Head of Community Investment, Prudential Singapore



Prudential Singapore explored new ways to support SHARE in 2020, such as the effective implementation of its no frills onboarding for employees on SHARE.

LEADING BY EXAMPLE The top brass at Prudential Singapore led the way by introducing active onboarding of new hires on SHARE. With it, new employees could be motivated and easily become part of the SHARE regular giving programme, and contribute towards Prudential’s mission of giving.

ONE DECISION. MANY OUTCOMES This fuss-free process allowed new staff to make direct and regular contributions to SHARE from their payrolls. To maintain momentum around the programme, Prudential also conducted lunch-time SHARE talks to encourage existing staff to do their part for the less fortunate.

CARE TO SHARE These efforts saw a significant increase in SHARE contributions, compared to the same period in the year before. They also translated into a record high of more than 450 SHARE donors as of end 2020.

“ERA has been a long-time supporter of Community Chest. Under the ERA Loves initiative, we have actively been involving the entire company in giving back to the community through dollar-for-dollar matching donations made through our monthly staff contribution programme.

This is aligned with our ethos that everyone can play a part in giving back; and in building up a strong culture of giving and sharing, we can be enriched in many meaningful ways.”

ERA Realty Network Pte Ltd

“At DBS, we are always mindful of the role we can play in strengthening Singapore’s social fabric. We are encouraged that our employees share the same spirit of purpose that drives the bank, and have participated keenly in various activities to make a positive impact on the community. This includes participating in the Community Chest’s SHARE programme and empowering our employees to support vulnerable communities in Singapore, especially during these challenging times.”

DBS Bank

OUR SHARE CORPORATES

“The SHARE programme unites the organisation as we do our part to support the less privileged in the community. Through this meaningful programme, with every contribution, we become stronger as one, not just as a hotel, but also with Singapore.”

Royal Plaza on Scotts

PSA is alongside Singapore and our communities. The SHARE programme has provided us another channel to make a positive difference and impact to someone’s life in different ways.”

PSA Corporation Limited

“At Abbott, SHARE is an integral part of our employees’ giving journey. We have been privileged to partner Community Chest through SHARE since 2011. SHARE helps our employees give conveniently and consistently to the most vulnerable in Singapore, to help them to live life to the fullest.”

Abbott Singapore



At Abbott, CSR is what we do everyday. I enjoy leading the CSR working group as doing good is the only investment that never fails.

Ms Anna Jacob
Director Nutrition /
Chairperson, Abbott CSR
Working Group



"I truly believe in giving back to the community, and I feel good when I do good. I am blessed to have such opportunities to make an impact both in my current role under HR and through the DBS People of Purpose programmes. I have been involved in coordinating Care & Share roadshows to raise employee participation in the Community Chest SHARE Programme, which is an easy way for employees to positively impact the community every month automatically. These small contributions add up over time, and collectively lend a big helping hand to the Community Chest's beneficiaries."

Ms Png Bee Lay
Vice President
Group Human Resource
DBS Bank



"As Captains of Lives in the Singapore Prison Service, we inspire everyone, at every chance, towards a society without re-offending. Similarly, we also strive to create ripples of positive change to uplift the lives of the disadvantaged, through our collective efforts in SHARE contribution."

Mr Clavell Tan Teck Tien, IHRP-CP
Manager, Career Transition
Well-Being & Personnel Branch
Staff Development Division
Singapore Prison Service

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