

1. WHAT IS YOUTH DAY APPEAL (YDA)?

YDA is an annual nationwide campaign by Community Chest which rallies students from secondary schools and junior colleges to donate and help the less fortunate in the community. Other than monetary support, YDA also aims to build the mindshare of caring, sharing and empathy towards people in need. YDA has an average reach of more than 85,000 students across Singapore.

100% of the donation raised from YDA will be channelled to about 80 social service agencies supported by Community Chest.

2. WHAT IS 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.

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 December 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 (ComChest) as a fundraising arm of the National Council of Social Service (NCSS), 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 ComChest in the qualifying period will be matched by the BCF.*



3. HOW IS YDA 2020 FROM PREVIOUS YEARS'?

To further encourage students to care and share, students are encouraged to fill up the 'Good Deed Message' enclosed in the YDA 2020 envelope, where they can share their good deeds journey with their friends and classmates.

Teachers are encouraged to share with us some of these meaningful messages for us to share on our social media platforms and showcase the good deeds by the students.

We are also pleased to bring to you "Be the Change We Want to See"- a presentation by Community Chest we educate students on Youth Day Appeal and holistic giving via our Sharity Youth Volunteer Programme.

4. HOW CAN YOU GO BEYOND MONETARY CONTRIBUTIONS?

a) Organise fundraising projects in support of Community Chest's Youth Day Appeal.

Initiate a social project or turn any school event, such as concerts and funfairs, into fundraising projects by introducing pledge cards or donating the proceeds to Community Chest.

b) Organise volunteering projects and encourage students to volunteer their time for a worthy cause.

Initiate a volunteer program, such as a week long, at your selected social service agency with our Sharity Youth Volunteer Programme.

c) Raise awareness of challenges faced by those in need using Community Chest's resource kit.

Resource kit containing useful resources such as experiential activities, inspiring stories on empowered social service users will be emailed to schools. It aims to help students understand existing social issues and inspire them to be the next generation of change makers, to create a caring and inclusive society. You will receive an update once the resource kit is ready.



5. HOW DO I REGISTER?

Please register via this registration link: go.gov.sg/ncss-yda20, or by scanning the QR code.

KEY DATES

- Register by: 31 July 2020
- Participating period: July – September 2020
- Collection period: From 13 July 2020 onwards or you may email to NCSS_School@ncss.gov.sg for your preferred date and time.

