



MEDIA RELEASE

EMBARGOED UNTIL 14 AUGUST 2019, 11AM

## SHARITY PROGRAMME EXTENDED TO PRE-SCHOOLS AND EXPANDED IN SECONDARY SCHOOLS

- *Partnering Early Childhood Development Agency to instill care and share values in pre-schoolers*
- *A new Sharity Youth Volunteer Programme rolled out to encourage secondary school students to connect with social needs on the ground*

**SINGAPORE, 14 AUGUST 2019** – Community Chest has extended its Sharity programme to pre-schools to instil care and share values in pre-schoolers and expanded its engagement of secondary school students through volunteering.

2 Sharity Club is partnering ECDA’s Start Small Dream Big movement to introduce activities to instill care and share values in pre-schoolers. Resources that were introduced to over 820 centres include the ‘Sharity Caring Deeds’ journal, ‘Sharity & Friends’ finger puppets and Sharity animation, which illustrates themes such as celebrating diversity and respect for elders.

3 According to insights from the Youth Conversations Publication 2019 by the Ministry of Culture, Community and Youth and the National Youth Council, inclusivity and active citizenry were voted as some of the top issues that youths are concerned about. This builds on the National Youth Survey 2016 finding that 9 in 10 youths consider helping the less fortunate and contributing to society as important life goals. To enable secondary school students to give back, a new Sharity Club Youth Volunteer programme was launched to call for more youths to participate as volunteers in Community Chest events. The digital and social media campaign was rolled out on 1 August to showcase the simple acts of caring and sharing in the everyday lives of teenagers so as to strengthen giving in the community. Secondary school students who are interested to sign up as volunteers can visit [comchest.sg/SharityIRL](http://comchest.sg/SharityIRL).

4 “As social needs become increasingly complex, and with an ageing population, we need to think about how we can engage the next generation to care about social issues from young, take action to address social needs and to shape the society they want to live in. This is what the SG Cares spirit is about,” said Mr Chew Kwee San, Chairman of Sharity Programme Sub-Committee.

5 The Sharity outreach plans were announced by Minister of Education, Mr Ong Ye Kung, at Sharity Day 2019 which was held at Gardens by the Bay to celebrate inclusiveness. The event saw nearly 1,200 pre-schoolers, primary school students, special needs students and secondary school students interacting and learning alongside one another as they watched a Sharity skit, buddied-up for a learning journey, and played carnival games. For the first time, secondary school students volunteered as game facilitators, which enabled them to mentor younger children, and their peers with special needs.

6 "I always knew Sharity as an initiative aimed at encouraging people to care and share with those around us. Sharity Day was a good experience for my peers to interact with and understand more about persons with special needs. Volunteering is also a good way for us students to step out of our comfort zone and care more about social issues. As someone who has a sibling with Down Syndrome, I hope more Singaporeans can fully accept people with special needs within our community," said Ng Wei Jie, a secondary four student from River Valley High School who managed the inclusive play booths at Sharity Day.

7 For the past 35 years, Sharity, Community Chest's pink elephant mascot, has been reaching out to primary school students to inculcate care and share values. Since 2015, Sharity has reached out to over 200,000 primary school students annually in partnership with MOE. This includes the touring of Sharity in primary schools island-wide, which incorporated the teaching of simple sign language to students; and "Caring Deeds and Family Time" activities that encouraged students to journal good deeds and grow small acts of service, care and empathy at home. In 2017, the Sharity website and animation series were launched to provide parents, teachers and students, easy access to information related to caring and sharing.

- End -

**For media enquiries, please contact:**

Ms Vanessa Ho  
Ogilvy  
Tel: 9369 5460  
Email: [vanessa.ho@ogilvy.com](mailto:vanessa.ho@ogilvy.com)

Ms Deng Qinyi  
Senior Manager, Corporate Communications  
National Council of Social Service  
Tel: 6210 2708/ 9622 8426  
Email: [deng\\_qinyi@ncss.gov.sg](mailto:deng_qinyi@ncss.gov.sg)

## **About 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. In 2019, as Singapore reflects on its progress and milestones since its founding 200 years ago, Community Chest aims to highlight the importance of community giving and how it has been integral to the success of Singapore since its early days.

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 March 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.*

**Find out more at [comchest.sg](http://comchest.sg).**

## **About SG Cares**

SG Cares is a national movement dedicated to building a more caring and inclusive home for all. The movement invites all who live in Singapore to put values into action through active volunteerism, ground-up efforts and everyday acts of care. It also aims to build capability across various sectors and organisations to grow opportunities for volunteering. By inspiring and supporting one another, we can show the world that we are a nation with a big heart. [www.sgcares.sg](http://www.sgcares.sg)