



PRESIDENT'S
VOLUNTEERISM &
PHILANTHROPY
awards
2012

*Honouring those who have set
excellence benchmarks in encouraging
the spirit of giving in Singapore.*

President's Volunteerism & Philanthropy Awards Trophy

A symbol of excellence, the star exemplifies the outstanding efforts of our winners in encouraging the spirit of giving in Singapore. The upward ascent to the star signifies growth and represents the winners rising to the challenge and raising the bar, in their pursuit to constantly improve the lives of those around them. The star is firmly anchored onto a solid black crystal base, testifying to the firm foundation of the dedication and service of our award recipients in carrying out their good works.



PRESIDENT'S VOLUNTEERISM & PHILANTHROPY *awards* 2012

The President's Volunteerism & Philanthropy Awards are pinnacle awards for volunteerism and philanthropy. The awards honour those who have set excellence benchmarks in encouraging the spirit of giving in Singapore. With such recognition, we aim to encourage the winners, and inspire others to share their resources, time, and expertise to bring about a higher level of volunteerism and philanthropy in Singapore.

The Awards are presented by the President of the Republic of Singapore and organised by the National Volunteer & Philanthropy Centre (NVPC), with support from the Ministry of Culture, Community and Youth (MCCY), Ministry of Social and Family Development (MSF) and the National Council of Social Service (NCSS).

The inaugural President's Volunteerism & Philanthropy Awards combine the President's Social Service Awards and the National Volunteerism & Philanthropy Awards.

A. Corporate Category

This category recognises best practices in community involvement such as employee volunteering and corporate philanthropy (encompassing fundraising and donations in cash or in-kind) in private sector businesses (including SMEs) and public sector entities. The awards in this category:

President's Award for Volunteerism (Corporate)

President's Award for Philanthropy (Corporate)

B. Non-profit Category

This category recognises best practices in the management of volunteers or donors (including fundraising practices) in non-profit organisations. The awards in this category:

President's Award for Volunteerism (Non-profit)

President's Award for Philanthropy (Non-profit)

C. Social Impact Category (NEW)

The new Award for Social Impact for non-profit organisations recognises organisational and programme excellence, and commitment and ability to deliver sustainable impact. Social impact is evident when, for example, a charity is able to transform the way the sector operates, or is able to materially meet a previously unmet need. Strong organisational ethos, mission and vision focus, a constant drive to deliver innovative and effective practices are some of the winning attributes. Besides encouraging winners, the award aims to inspire not just doing good, but doing good well, by showing that social impact is attainable and sustainable. The award in this category:

President's Award for Social Impact

D. Individual and Informal Group Category

This category recognises an individual or group for contributions to the non-profit sector and to society. The awards in this category:

President's Award for Volunteerism (Individual and Informal Group)

President's Award for Philanthropy (Individual and Informal Group)

President's Special Recognition Award

PRESIDENT'S AWARD FOR VOLUNTEERISM (CORPORATE)

HSBC

Corporate philosophy and commitment

HSBC believes it should help people fulfill their potential whether they are colleagues, clients or those in the communities it serves. The Bank has developed sustainable community involvement programmes focusing on education including the nurturing of talent and environmental conservation.

Planning and policies

Community involvement objectives and initiatives are established at the management level, involving the CEO and Head of Corporate Sustainability in Singapore. A Corporate Sustainability Management Committee advises and validates the Bank's community involvement programmes.

HSBC takes a long term view in community involvement; the Bank develops programmes of no less than three years in duration, after which they will be reviewed. Most of HSBC's programmes have developed into flagship initiatives such as Care for Nature (1989), Youth Excellence Initiative (2000) and Corporate Responsibility Challenge (2006), which are still on-going today. This approach ensures that HSBC sustains a consistent level of support to various causes, especially during periods of economic slowdown or uncertainty.

Implementation

Volunteers@HSBC is the platform for employees to volunteer. HSBC volunteers complete an average of 100 volunteer projects and activities annually, with activities taking place almost every week. An annual Corporate Sustainability and Volunteer Fair and regular lunch talks are organised to increase staff awareness of community involvement and introduce volunteer opportunities. An annual Corporate Responsibility Night is held to recognise outstanding staff volunteers.

The scope and depth of HSBC's volunteer services is very much staff-driven. Staff volunteers are given training relevant to the areas and causes they are supporting. Besides volunteering opportunities happening almost every weekend, staff are also given two days of volunteer leave a year.

HSBC's community involvement activities include:

- **Corporate Responsibility Challenge “All in a Day’s Work”**

HSBC creates conducive study areas and an overall improved living environment in the homes of children from lower-income families to help them do better in school. Since 2009, the Bank has refurbished the homes of and built conducive study areas for over 700 children in some 250 families. Review visits with the family and social workers six months after each exercise affirmed that the vast majority of children have shown improvement in their studies and their behaviour.

- **Youth Excellence Initiative**

Through the HSBC Youth Excellence Initiative, HSBC supports outstanding young Singaporeans to develop and realise their potential to the fullest and achieve international recognition for themselves and more importantly, for Singapore. This initiative is also designed to enable the young talents to in turn give back to the Singapore community through outreach activities such as fundraising concerts organised by the Bank. Since 2000, these young talents have collectively raised over \$1 million for charities such as the Community Chest, The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund.

HSBC received the Corporate Citizen Award in the 2005 National Volunteerism & Philanthropy Awards. In Financial Year 2011, 83% of HSBC's staff were employee volunteers – an even higher rate than before.

Reviewing results

HSBC does not set business goals for its volunteer programme. It looks at the positive impact it can make on the community, such as the post-2011 project review for “All in a Day’s Work”. HSBC volunteers conducted the review through house visits with parents of the children and social workers. They found that 86% of parents observed their children spent more time studying at their new study spaces and 88% of parents saw improvements in their children's examination results.

HSBC also values the impact of volunteerism on its employees, encouraging their leadership and personal growth through organising and participating in community initiatives.

PRESIDENT'S AWARD FOR PHILANTHROPY (CORPORATE)

NTUC Fairprice Co-operative Limited

Corporate philosophy and commitment

NTUC Fairprice Co-operative Limited (FairPrice) was founded with a social mission to moderate the cost of living but its contribution to society has gone beyond supermarket operations. With its vision to be Singapore's leading world-class retailer with a heart, FairPrice has also integrated Corporate Social Responsibility (CSR) into its business operations.

FairPrice has four key sustainable CSR priorities for its business: responsible retailing, community care, sustainable environment and wonderful workplace.

Committed to providing a better life for the community, FairPrice reaches out to the needy through FairPrice Foundation, which was set up in 2008 as a platform for the co-operative to expand its philanthropic purposes. The Foundation is entirely funded by FairPrice, which has pledged to donate \$50 million to the Foundation by 2018.

Planning and policies

FairPrice has a CSR Committee which meets regularly and is an operational sub-committee to the FairPrice CSR Board Committee. The CSR Committee comprises senior management and staff from key departments.

The Chairman of FairPrice chairs the FairPrice Foundation Board, which charts the Foundation's strategic directions and deliberates significant donation requests.

Implementation

In Financial Year 2011/12, FairPrice's direct donations amounted to \$17.5million, which is 5.6% of its net profit before tax. This is the highest among past corporate philanthropy winners in the National Volunteerism & Philanthropy Awards.

Community involvement initiatives of FairPrice and its Foundation include:

- **NTUC FairPrice Food Voucher Scheme**

When launched in 2002, \$1 million worth of FairPrice vouchers were given to help needy families cope with the economic downturn. To date, \$10 million worth of vouchers have been distributed to needy families.

- **Donations to Community Chest**

Employees are encouraged to donate and FairPrice will match the donations. In addition to this, FairPrice Foundation has donated \$3 million to ComChest through direct donations and various fundraising activities since 2008.

- **NTUC FairPrice Walk for Rice @ South East**

2012 is the fourth year that FairPrice Foundation has collaborated with South East Community Development Council in this meaningful project. For every 100 metres of walking completed, FairPrice Foundation would donate one bowl of rice to the needy. Each year, FairPrice Foundation donated up to \$80,000 worth of rice and benefited 7,000 families.

- **Boys' Brigade Share-a-Gift**

Since 2002, FairPrice has partnered the Boys' Brigade in this annual Christmas event, where the public may donate household items and non-perishable food items at 'gift boxes' located in FairPrice outlets. Since 2009, FairPrice Foundation itself donated \$50,000 each year to this project.

Reviewing results

To measure progress in community involvement, FairPrice tracks the number of volunteering activities and the number of volunteers mobilised each year.

At its hypermarkets, a creative community wall, "We serve, we care, we share" is set-up to communicate and engage with customers on FairPrice's community and volunteer activities.

PRESIDENT'S AWARD FOR VOLUNTEERISM (NON-PROFIT)

Asian Women's Welfare Association

Asian Women's Welfare Association (AWWA) believes that volunteers are an integral part of its work. This belief goes back to its roots, as it was started by a group of volunteer ladies in 1970. All its early welfare projects were volunteer-run, from management of the projects to recruiting and coordinating volunteers.

AWWA has grown to what it is today four decades later, thanks to volunteers. Over 280 staff and 8,600 active volunteers carry out AWWA's mission; the number of volunteers in 2011 was almost triple that in 2010.

Volunteers and mission

AWWA's mission is to empower the disadvantaged to maximise their potential to lead dignified and independent lives, through a comprehensive range of services from infancy to old age. Volunteer work ranges from hands-on direct services to the disabled, elderly, children, youth and families; to giving management advice; from regular weekly duties to ad hoc assignments.

Volunteer programmes include a visual arts enrichment programme, made possible only with the help from a skilled volunteer, Polly Lu, in 2009. An art teacher by training, she has taught students at AWWA SMILES for the past three years, giving them a channel to express their emotions and creativity.

AWWA has also received help from companies' volunteers such as Accenture and BlueDot Learning, which offered their skills to enhance AWWA's effectiveness in human resources and presentation skills respectively.

At first, coordination of volunteers was ad hoc and often done by the project's top executive. In 1995, AWWA had its first approved Volunteer Coordinator (VC). With the VC in place, the number of volunteers grew steadily. Over the years, some staff devoted part of their time to volunteer management as well. Volunteers gave feedback and advice to VCs, adding value to services by working alongside the VCs in various projects.

Policies and practices

Since 2012, Volunteer Coordinators – now known as Community Partnership Executives (CPEs) – have been centralised in AWWA headquarters for better synergy, for example, by matching volunteers to opportunities across programmes.

CPEs will conduct a tour for volunteers around AWWA to familiarise them with AWWA and opportunities available. After they have been matched, volunteers are given job descriptions so they know their responsibilities and AWWA's expectations.

Workshops are organised for volunteers to better equip them for their duties. CPEs assess the training needs of volunteers by establishing the amount of experience, skill and knowledge they have. Volunteer training is paid for from the volunteer budget. CPEs discuss with volunteers and gather written feedback after workshops.

Occasionally, volunteers may need to take a break from their duties because of family or employment commitments. AWWA includes this "volunteer holiday" into its database so CPEs may follow up with such volunteers when the commitment is over. AWWA also facilitates transfer to another area of work if a volunteer wishes to experience a different area of service.

Volunteers are recognised through a newsletter and awards such as Long Service and Promising Newcomer Award.

Reviewing results

Volunteer performance is evaluated informally. CPEs work with programme staff, who provide on-the-job training and supervision, and give feedback to CPEs. CPEs also work with services staff to review volunteer trends and feedback to make improvements.

In AWWA, volunteerism and philanthropy are two sides of the same coin. For example, AWWA works with corporate volunteers and knows that giving a good volunteering experience can gain further corporate support, including funding.

This thoughtful, long-term approach to stakeholders, including volunteers, will stand AWWA in good stead in the years to come.

PRESIDENT'S AWARD FOR PHILANTHROPY (NON-PROFIT)

Nanyang Technological University

Nanyang Technological University (NTU) understands that it has taken donors great pains to accumulate wealth. Hence, NTU does not take their gifts lightly, but is thoughtful in matching gift purposes that align with donors' values. NTU's donor-centric approach that nurtures relationships and builds trust, combined with investment in fundraising staff and systems, have helped NTU to successfully raise major gifts and create a culture of giving.

The single largest gift to NTU is \$150 million from the Lee Foundation for the Lee Kong Chian School of Medicine. At the other end of the continuum, NTU has exponentially grown its Annual Giving campaigns: in 2005, 8% of the graduating class gave back to NTU; today the Graduation Class Gift programme has grown to 82% for the Class of 2012, comparable with the best universities worldwide. Since 2005, the alumni giving participation has also grown, from less than 0.5% to 15% in 2012. Faculty and Staff Giving, which started in 2009, stands at 61% participation this year.

Donor management

To nurture donors to become stakeholders of the university, NTU's philosophy is based on donor-centric cultivation and stewardship. This includes touch points to keep donors involved, showing concern for donors' well-being, and being with them or offering help during donors' challenging moments.

Using a relationship database system, NTU tracks not just donation amounts but also the "moves management" of donors. Moves management is "a scientific yet artful way" to engage individuals, to the point when they feel ready to commit substantial financial resources. The moves management process includes identifying prospective donors, qualifying and cultivating them, then moving from successful solicitation to stewardship.

For example, prospective donors are informed of policies and guidelines before gifts are accepted. Donors are updated annually on what their funds are able to support; donors may also meet beneficiaries and experience the programmes they supported. Touchpoints include thank-you notes from beneficiaries, sharing their challenging moments and joys of successes.

Financial management and accountability

Private support from donations form an integral part of the core budget, providing stability and sustainable funding.

Annually, the Development Office is funded by the university budget; no expenses are deducted from donations. Hence, 100% of the donation is put into the gift purpose. Progress is tracked based on indicators such as amount of dollars raised, donor count, and the average gift size of alumni and other constituencies.

Audits are carried out annually on integrity of process and financial records: Ministry of Education for matching grant, external audit for proper financial accounting and tax deductibility, and internal audit for controls and processes for gift acceptance.

Fundraising success

In FY11, NTU received over \$80 million in cash donations.

Key success factors in fundraising include a long-term outlook, where attention is on building Giving Programmes and Stewardship Initiatives, instead of “touch and go” or one-time event fundraisers. In line with the long-term orientation, NTU has invested in capability and capacity building, such as organisation structure, volunteer / ambassador structure, moves management system, database and information analysis systems, and donor-meet-beneficiaries opportunities.

Rather than a transactional approach, NTU believes in a relational approach, building a culture of giving and recognising the importance of volunteers. It has hundreds of student, faculty, staff and alumni who volunteer as iGave Ambassadors for various annual giving campaigns. iGave Ambassadors not only donate, they also advocate that others give, be involved in iGave publicity and peer-to-peer appeals.

Through the iGave suite of programmes, NTU has built a culture of giving among graduating students, alumni, faculty and staff, parents, and businesses as well as community organisations and individuals.

PRESIDENT'S AWARD FOR SOCIAL IMPACT

St Luke's Hospital

St Luke's Hospital (SLH) is a community hospital that cares for about 2,000 patients yearly, mostly elderly persons aged 60 or older. Many need rehabilitative care due to strokes and fall fractures. SLH's origin, mission, strategy and operations are remarkable for the focus on sustainable social impact, underscored by SLH's unique organisational ethos and values widely shared through all staff levels. SLH not only delivers services that impact the lives of patients, it also plays a critical role in building the capacity of the intermediate and long term care (ILTC) sector.

Programme excellence impacts clients beyond immediate medical needs

Each inpatient has a care plan which extends to post-discharge care at SLH's outpatient clinics, day rehabilitation centre and even home care. This plan is formulated by a multidisciplinary team comprising doctors, nurses, therapists and medical social workers. From 2003 to 2010, more patients regained their functional abilities to much greater extents, as measured by the Modified Barthel Index.

SLH also trains patients' family members and domestic helpers to care for patients. It is among the first providers of home care services and caregiver training in Singapore. In 1999, it started St Luke's Eldercare to enable continuity of quality and compassionate care in the community. SLH also endeavours to keep its services affordable to all, with significant subsidies.

In a 2010 patient satisfaction survey commissioned by the Agency for Integrated Care, SLH emerged top among all community hospitals. The demand for its services is also evidenced by SLH's current construction of a new wing.

To ensure programme excellence, SLH tracks 10 hospital-level Key Performance Indicators, such as percentage of patients showing at least a 10-point improvement in the Modified Barthel Index and patient satisfaction levels.

Organisation excellence impacts the ILTC sector through capability-building

Recognising SLH's leadership, it has been invited by policymakers to improve the ILTC sector. For example, the Ministry of Health appointed SLH as an independent peer auditor for nursing homes. SLH sits on several committees to influence national efforts in building leadership, manpower and clinical standards. Jurong Health Services (JHS) invited SLH to collaborate in the planning of its integrated healthcare hub.

SLH is a recognised expert in wound care in Singapore. Its wound care courses are accredited by the European Wound Management Association. SLH has led innovation in the sector. Examples include introducing Neuro Development Therapy and Constraint Induced Movement Therapy for stroke patients, which have since been adopted by several acute hospitals and ILTC institutions.

People excellence contributes to sustainable social impact

SLH recognises that programme excellence requires human resource excellence, including training and remuneration practices. Its human resource excellence can be seen through the awards it has won, including the Healthcare Humanity Awards, the President's Award for Nurses and the MOH Nurses Merit Awards. It has also been able to retain 70% of its department heads for at least five years. SLH involves resources in the community, including students. SLH has long-term partnerships with school volunteers, some lasting over 10 years.

SLH's leadership has demonstrated vision and competency through their strategic outlook for SLH's future services, recognising the key conditions for continued impact and continues to pilot innovations.

Summary

SLH has demonstrated that their achievements in programme delivery, organisational excellence and people development not only impact their clients, they have impacted the ILTC sector and set the groundwork for sustaining future impact. These commendable efforts have earned it the inaugural President's Award for Social Impact.

PRESIDENT'S AWARD FOR VOLUNTEERISM (INFORMAL GROUP) ***SPLAT!***

Family problems, peer pressure and low school engagement are some factors behind youth delinquency. What is common among youths-at-risk and ex-youth offenders who wish to turn over a new leaf is whether others will recognise their strengths and potential, and offer them second chances. The deprivation of much-needed opportunities perpetuates a vicious cycle.

SPLAT! aims to engage the public to offer second chances to youths-at-risk and ex-youth offenders. It began as a dream among some friends to make a positive difference among youths-at-risk and ex-youth offenders. *SPLAT!* has seen how art can inspire and transform people. Hence, it wants to help youths-at-risk and ex-youth offenders discover their talents through the culinary, performing and visual arts.

Impacting the community

The all-volunteer informal group *SPLAT!* is well-placed to carry out its work. For example, youths aged between 13 and 25 conceptualise, produce and contribute artwork reflecting the concerns and challenges that youths-at-risk and ex-youth offenders face. Since 2008, 49 artworks from the Singapore Boys' Home, Singapore Girls' Home and eight educational institutions have been exhibited to 1,500 visitors.

SPLAT!'s musicals and talent showcases revolve around the concerns and challenges that youths-at-risk and ex-youth offenders face, and help them realise the consequences of their actions. Between 2008 and 2010, musical performances were held for 1,200 guests. Ex-youth offenders also share personal experiences about causes and effects of youth delinquency. In 2008 and 2009, over 18,900 students and 1,080 educators were reached. *SPLAT!*'s community action events provide platforms for youths-at-risk, ex-youth offenders and volunteers to contribute to society and interact with the public, and for the public to be educated and inspired. Since 2011, two community action events have been held for about 5,700 individuals.

To date, *SPLAT!* has reached about 54,000 individuals to accept and offer second chances to youths-at-risk and ex-youth offenders.

Volunteer management

The concept of youths helping youths is the linchpin of *SPLAT!*'s programmes. *SPLAT!* conducts roadshows at schools and tertiary education institutions to increase awareness of their cause and recruit volunteers, developing in them a spirit of altruism, compassion and service to society. *SPLAT!*'s programmes are managed by about 800 volunteers, comprising principal volunteers and programme volunteers. Its Principal Volunteers Group is at the helm, mentoring volunteers in planning and implementing programmes.

SPLAT! recognises that volunteer management involves time and money and uses a framework to engage volunteers. For example, it has a foundation programme where volunteers are empowered with knowledge on youth delinquency, social policy and planning, and on community work and advocacy. They also attend a workshop on the contributing factors and management of youth delinquency. This includes producing artwork depicting concerns and challenges that youths-at-risk and ex-youth offenders face, and a trek past Singapore Prison Service rehabilitation institutions. A Volunteer Empowerment Fund helps its needy volunteers who are committed and competent but face financial challenges. The fund subsidises their meals and transportation expenditure incurred during programmes.

Awards are presented to volunteers in recognition and celebration of their commitment to *SPLAT!*'s cause.

Inspiration and role model

In 2010, *SPLAT!* was presented as a case study on community engagement and empowerment in youth rehabilitation and reintegration at the UNESCO Asian Youth Forum. In 2009, *SPLAT!* clinched the Gold Award of the Youth Service-Learning Award conferred by the National Youth Council.

SPLAT! wants to be the catalyst for ground-up community development, having seen the human, social and economic costs borne by individuals and the community when society rejects youths-at-risk and former youth offenders. *SPLAT!* is driven to transform "deserts of deprivation and despair into oases of hope and service".

PRESIDENT'S AWARD FOR VOLUNTEERISM (INDIVIDUAL)

Mr Lim Soon Hock, JP, PBM

Mr Lim Soon Hock is a “family man”, in more ways than one. Married with three children, Mr Lim is Chairman of the Centre for Fathering (CFF) and National Family Council (NFC), engaging key stakeholders in the people, private and public sectors to create a conducive environment for families.

Impacting the community

Mr Lim has volunteered as Chairman for CFF for the past nine years – almost as long as CFF has existed.

In the early years, CFF had cash flow problems before Mr Lim joined the board. To raise funds, he once made phone calls and managed to sell more than half of 20 tables planned for a dinner, in less than an hour. Due to his tireless efforts in fundraising and financial management, CFF now has sufficient funds to carry out its mission. Through his chairmanship, CFF's board has formulated a 5Es strategic plan of “Educate, Enlighten, Enable, Equip and Empower” to take the centre to a higher level in its next decade.

Mr Lim's achievements as the inaugural Chairman of NFC are also notable. He provided the leadership for many strategies, programmes and activities in promoting the family and building more resilient families in Singapore.

Multiplier effect

With CFF's efforts over the years, more have realised the importance of active and responsible fatherhood, as part of the wider family agenda.

Jason Wong, a senior director in the Ministry of Community Development, Youth and Sports, said that with Mr Lim “providing crucial strategic leadership”, CFF “has been able to punch above its weight, garnering support and partnerships for its flagship events”. Participation in its annual events such as Eat With Your Family Day (EWYFD) and Back to School with Dad has risen steadily over the years. This year, there were about 400 schools and organisations involving over 160,000 people taking part in EWYFD.

The National Family Celebrations organised by NFC has grown from strength to strength every year during Mr Lim's chairmanship. It has become an iconic national event. This year, over 400 activities were organised by partner organisations throughout Singapore, reaching over 400,000 people.

Mr Lim also gives inputs on resource allocation to enhance the capacity and capability of the family service sector, as well as consults the public and provides feedback to the government on family policy, family education programmes, research and services.

Inspiration and role model

The managing director of a company, Mr Lim sits on the boards of several companies and government agencies. Despite his hectic schedule, Mr Lim has served the community for over 20 years in other capacities, such as Chairman of SIM University Education Fund Board of Trustees, Halogen Foundation, as well as Justice of the Peace. Mr Lim's attitude towards giving was influenced by his parents, "We were not rich, but I remember my parents sharing our food with our poorer neighbours. I understood early what it meant to be giving."

Mr Lim has been recognised for his work, receiving awards such as MCYS Outstanding Volunteer Award 2011, Public Service Medal 2009, Friend of MCYS Award 2008, and Gold Award for Most Active Family Life Champion 2006.

There is a need for people, including working adults, to realise we should, and can, give some of our time to build a better society. Mr Lim has shown that no matter how busy one is, it is possible to find time to volunteer, and to do it well.

PRESIDENT'S AWARD FOR PHILANTHROPY (INDIVIDUAL)

Mr Chua Tian Poh, JP, BBM

Mr Chua Tian Poh firmly believes that education can open doors for today's youth as they grow and develop into the leaders of tomorrow, not just in business, but also in community leadership. He aims to nurture tomorrow's change makers who are driven by a calling to mobilise the community to collectively solve social problems.

Impacting the community through philanthropy

Mr Chua has generously given to education in Singapore. He is Chairman and CEO of Ho Bee Investment Ltd, which gave \$3 million to the Singapore Management University (SMU) to establish a Ho Bee Professorship in Chinese Economy and Business in 2008. With Mr Chua's active involvement in the Chinese clans and in Business China, it is apt that the Professorship provides the opportunity to advance education and research in the area of Chinese entrepreneurship and business within the larger context of the Chinese economy.

In his personal capacity, Mr Chua donated \$5 million to Nanyang Technological University (NTU) to establish the Chua Tian Poh Entrepreneurship Fund. The fund will help NTU expand into an ecosystem of entrepreneurship and innovation for both undergraduate and graduate education, which will in turn strengthen Singapore's economic resilience and dynamism.

In 2011, Mr Chua established the Chua Tian Poh Community Leadership Programme at National University of Singapore (NUS) University Town (UTown) with a gift of \$5 million. The programme aims to develop Singapore's next generation of community leaders, who will be intellectually engaged with social and community issues, and are also passionate about addressing social and community challenges in Singapore. He said, "It is important to expose students to critical social and community issues so that they will be able to learn the best practices in community development. We hope that through this programme, we will be able to groom many outstanding community leaders who would make meaningful contributions to society."

Thanks to Mr Chua's gift, undergraduates from NUS's various faculties and schools will be admitted annually to the leadership programme. They will take part in learning modules, research projects, attachments with social service organisations, talks and workshops relating to social issues and the topic of community leadership.

Inspiration and role model

Actively involved in the community and social services, Mr Chua serves on the boards of several companies and community organisations. He is the President of Singapore Federation of Chinese Clan Associations, Board Chairman of Business China, Immediate Past President of Singapore Chinese Chamber of Commerce & Industry, Chairman of Ren Ci Hospital and Chairman of Bishan East Citizens' Consultative Committee. He is also Chairman of Board of Trustees, Chinese Development Assistance Council.

Throughout the years, Mr Chua has contributed generously in many community projects including donations to social, welfare, education and charity organisations.

Mr Chua has been recognised for his contributions to society. In August 2004, he was conferred the Public Service Star (BBM) by President S R Nathan. In 2005, Mr Chua was appointed Justice of the Peace.

The President's Award for Philanthropy honours Mr Chua for directing much-needed funding not just to university education in general, but also for recognising the importance of leadership and investing today to nurture the next generation of community leaders.

PRESIDENT'S SPECIAL RECOGNITION AWARD

Ms Jennie Chua, JP, BBM, PPA(P), PBM

Ms Jennie Chua is well known for her voluntary efforts and extensive involvement in community work. She began contributing her invaluable time and experience helping Community Chest as its Chairman in 2000 and has since devoted much effort and time to raise funds personally, driving a wealth of activities that helped Community Chest reach its fundraising targets in the last 12 years.

Besides raising much needed funds for those in need, she is one who walks the talk and has taken it upon herself to interest her network of business associates and close friends to come onboard the Community Chest Committee to further Community Chest's work of nurturing a caring and giving community.

Impacting the community

Community Chest supported over 240,000 beneficiaries in 2000 and the needs of the less fortunate have grown tremendously to help over 300,000 beneficiaries today, across 82 charities. The funds needed to be raised have also risen markedly from about \$37 million in 2000 to \$72.3 million in 2012.

With increased funding support from Community Chest, more lives were transformed for the better: Children with special needs were able to receive therapy and education to ensure equal opportunities for a better future; the poor and lonely elderly received adequate care and experience warmth from befriending volunteers to live out their golden years with grace and dignity; people with disabilities were equipped with basic skills to secure jobs to achieve independence; families in need were able to receive counselling support to resolve conflicts and stay together. Understanding these needs, Ms Chua has tirelessly stepped up efforts year on year to raise more funds for the less fortunate.

Passionate and open in sharing her resources and expertise, Ms Chua has expended much effort in sourcing for new fundraising opportunities and mobilising the business community to help the less fortunate. Her strong commitment towards the cause has inspired and motivated fellow committee members to perpetuate the spirit of giving and to do their best for the less fortunate.

Inspiration and role model

Through Ms Chua's wise counsel and innovative ideas, Community Chest has enhanced and generated various fundraising initiatives to better engage its donors. Under her guidance and leadership, Community Chest has continuously sought to raise not only funds but also the social consciousness of the nation through various public education efforts.

Ms Chua's humility is laudable as she is personally involved in taking care of the details of the fundraising projects and remains modest of her achievements and efforts benefitting the social service sector. Her strong participation in numerous charitable events is an admirable example to many donors, committee members and staff in giving their utmost support and commitment to the less fortunate.

Ms Chua has exceeded her call of duty and continues to serve as a role model whose actions have changed the lives of many disadvantaged in our community and inspires others to follow in her footsteps.

Awards 2012 Policy Committee

Chairperson

Mr Stanley Tan

Chairman, National Volunteer & Philanthropy Centre

Members

Ms Ang Bee Lian

Chief Executive Officer, National Council of Social Service

Mr Laurence Lien

Chief Executive Officer, National Volunteer & Philanthropy Centre

Ms Ong Toon Hui

Deputy Secretary, Ministry of Social and Family Development

Ms Tan Bee Heong

General Manager, Community Chest, National Council of Social Service

Awards 2012 Panel Judges

Corporate Category

Chairperson

Mr Phillip Tan, JP, BBM(L), BBM, PBM
Vice President, National Council of Social Service

Members

Mr Richard Sim Hwee Cher
Honorary General Secretary,
National Council of Social Service

Mr Andrew Tay

Director, Global Yellow Pages
Limited and Board Member, National
Volunteer & Philanthropy Centre

Social Impact Category

Chairperson

Mr Zulkifli Baharudin
Managing Director, Global
Business Integrators

Members

Mr Willie Cheng
Chairman, Caritas Humanitarian
Aid & Relief Initiatives Singapore

Mr Alex Lee Ka But, JP

Board Member, National Council
of Social Service and Executive
Committee Member, Singapore
Children's Society

Non-profit Category

Chairperson

Mr Eugene Seow
Executive Director, TOUCH
Community Services Limited and
Board Member, National Volunteer &
Philanthropy Centre

Members

Dr Ang Peng Chye
President, Alzheimer's Disease
Association

Ms Christine Wong

Executive Director, Samaritans
of Singapore

Individual and Informal Group Category

Chairperson

Mr Robert Chew
Board Member, National Council
of Social Service and Vice
Chairman, Dover Park Hospice
Governing Council

Members

Mr John Lim
Chairman, Singapore Institute
of Directors

Mr Tan Cheng Kiong

Chief Commissioner, The
Singapore Scout Association

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