



PRESIDENT'S
VOLUNTEERISM &
PHILANTHROPY
awards



Honouring
those who
have enriched
Singapore's
charity sector



Content Page

Message from CEO	6
About NVPC	7
Award Categories	8
Award Citations	10
Community Do-Gooders	28
Judging Committees	33
The NVPC team	36
Acknowledgements	38

The President's Volunteerism & Philanthropy Awards is a momentous occasion where we celebrate those who have made selfless contributions in effecting positive change in our communities. We celebrate not just their achievements, but their compassion for people and desire to make a difference. Each one of them has been exemplary and inspirational in demonstrating that everyone has something to offer and plays an instrumental role in nation building.

Whether it be individuals who have made giving their lifestyle and lifelong passion; charities who have achieved best practices in their management of volunteers and donors, and fundraising practices; or corporate organisations who have made it their business to do good and do it well, these winners not only saw the need and stood in the gap, but have been stalwarts in setting the example to do it excellently.

NVPC's vision is to build a giving nation and we have been working with different people - institutions, corporates, non-profits, individual movers and shakers - to facilitate giving, and connecting people who want to do good to the needs in our society. We have also focused our efforts on building up the sector through training, development and consultancy.

We also realise that we are in a unique position, non-partisan as we are, to change mindsets and influence greater and more impactful giving in our communities. And that calls for us to lead and advocate for the sector and for a more giving Singapore. That also means that as we continue our roles as a connector and capacity builder, we will place greater emphasis on thought leadership and increase our efforts to change mindsets to instill giving within our communities.

But we cannot do this alone and I ask that we be partners in this. I believe that if we stand together in partnership, we can make a bigger and more lasting impact. We hope for more people in our communities to co-own this vision towards a more giving Singapore; and each one of you is an important stakeholder in realising this vision.

The winners have set the benchmarks for excellence in giving and I applaud them for their contributions. I urge them to continue their gift of time, talent and treasures and take their giving to the next level.

I hope that through their stories, you too will be inspired to step forward and make a difference.

Laurence Lien

CEO

National Volunteer & Philanthropy Centre (NVPC)

The National Volunteer & Philanthropy Centre (NVPC) exists to champion giving in Singapore. We are the nation's leading connector of volunteers and donors with the nonprofit sector. We are also a key capacity builder within the social and community sector, developing leadership and professionalism to ensure a stronger and more robust charity ecosystem that can achieve the most good for our country.

At NVPC, we aspire to live in a country and a world driven by compassion. We believe that every single act of giving, be it time, talent, money, or just a helping hand, has a dramatic effect in shaping the nation we want to live in. It's said that every journey begins with a single step. The journey towards our vision of a giving nation naturally begins with such single acts of sharing, caring and giving.

At NVPC, we believe in the power of the individual. We celebrate the self-starters who aren't just sitting around waiting for some authority to solve their problems for them. We celebrate the trailblazers who take things into their own hands, who step up to address issues affecting them and their communities, and who step up with new ideas and initiatives that effect change.

At NVPC, we believe in the power of knowledge and the ability of ideas to shape and change the world around us. Research and thought leadership are vital. Because action without education can be a wasted effort and sometimes can even be harmful. But a compassionate individual who wants to make a difference, armed with knowledge, can move mountains. Or change a nation.

We can't build a giving nation alone. Our success depends on collaborations and partnerships with the nonprofit sector itself, and with private citizens, institutions, and corporations. As we said, the journey begins with a single step. We hope it will begin with you.

PRESIDENT'S VOLUNTEERISM & PHILANTHROPY *awards*

The annual President's Volunteerism & Philanthropy Awards honour those who have set excellence benchmarks in encouraging the spirit of giving in Singapore. These awards represent the highest honour in the charity sector. The aim of these awards is to encourage the winners, and inspire others to bring about a higher level of volunteerism and philanthropy in Singapore.

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

Each award category has its set of criteria. The unifying commonality among all winners is excellence in volunteerism, philanthropy or impact. Winners are selected by panel judges, comprising representatives from the private, non-profit, and public sectors. During judging, they look for best practices which others can learn from and inspiration value.

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

The 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

STANDARD CHARTERED BANK

PRESIDENT'S AWARD FOR VOLUNTEERISM (CORPORATE)

Corporate philosophy and commitment

Standard Chartered's "Here for good" brand promise captures the Bank's commitment to always try to do the right thing, to take a long-term view, to support their clients and customers and the communities where it operates.

Planning and policies

The Bank's sustainability strategy embraces being a responsible company, contributing to sustainable economic growth, and investing in communities. The Sustainability and Responsibility Committee oversees the delivery of the Bank's sustainable business strategy and ensures its sustainability ambitions are achieved. The committee is chaired by a non-executive director and members include the Group CEO, while respective Country CEOs are responsible for identifying and responding to local sustainability issues. In Singapore, the CEO and his management team have primary responsibility.

Implementation

Standard Chartered actively encourages its staff to share their time, skills and experience with the community and this is achieved through a structured communications strategy and plan to engage its staff in community activities at all levels.

All new employees are introduced to the company's Sustainability programmes during induction, where they learn about community investment strategy, achievements and support provided. There are regular broadcasts and e-newsletters to keep staff updated on activities and plans. Its "Sustainability" team-site provides information and suggestions on volunteering, and highlights employee volunteering stories. Staff volunteers are also recognised for their efforts after each event and the Employee Volunteering Appreciation Awards are given to recognise outstanding individuals and teams annually.

Staff involvement in community activities are included in performance objectives and reviewed annually. Employees are given three days of volunteer leave and last year, the Bank's Singapore Management Committee hosted a special lunch to thank staff volunteers who served more than two days of volunteering.

Two of Standard Chartered's key community activities include:

- **Silver Lining**

Standard Chartered has partnered with Tan Tock Seng Hospital (TTSH) to raise awareness of fall prevention among the elderly. It is committing more than 1,500 volunteers over three years and \$300,000 to support TTSH's "Stepping out into active life" programme, which is endorsed by the Ministry of Health. The Bank's volunteers, through both programmes, assist the elderly during their workout sessions and work on social as well as home refurbishment projects to create positive change in their lives.

- **"Run for good" – Standard Chartered Marathon Singapore**

Standard Chartered has been the title sponsor for the marathon since 2002. Every year, it garners huge public support and is used as a platform to raise funds for various charities through its "Run for good" programme.

Standard Chartered received the Corporate Citizen Award at the 2009 National Volunteerism & Philanthropy Awards. In 2012, the Bank's staff contributed over 6,000 volunteering days which was 11.5 times more days achieved when it last won.

Reviewing results

The Bank measures the effectiveness and impact of its community projects through stakeholder recognition and feedback. For instance, the Standard Chartered Marathon Singapore garners huge public support annually and is also used as a platform to raise funds for charity – over \$1 million has been raised since 2002. "Living with HIV", an education programme that aims to prevent the spread of HIV/AIDS and dispel the stigma of the virus, has reached more than 48,000 people in Singapore since 2003. Health Promotion Board has also adopted the programme for its own HIV/AIDS training programme.

The success of Standard Chartered's community programmes can be attributed to the fact that the volunteering ideas originate from staff and are driven by their passion to make a difference. 50 per cent of their graduate applicants chose Standard Chartered over other companies because of their involvement in the community.

With its sterling contributions, Standard Chartered is indeed "Here for good".

THE KEPPEL GROUP

PRESIDENT'S AWARD FOR PHILANTHROPY (CORPORATE)

Corporate philosophy and commitment

Keppel believes that its operations should generate both economic and social capital for communities. Its community engagement and investment approach are directed towards fulfilling the economic potential of local communities through education and skills development; engaging the industry to build knowledge and catalyse the exchange of ideas; and caring for the community through volunteerism and strategic social investments.

Keppel Care Foundation, a registered charity under the Charities Act, was launched in 2012. Conceived in light of Keppel's considerable growth and global expansion, the Foundation aims to sharpen, coordinate and sustain the Group's efforts and contributions to communities where Keppel operates. The Keppel Group of Companies commit up to 1% of the Group's annual net profits to the Foundation.

Planning and policies

In line with Keppel's key corporate thrusts of Sustaining Growth, Empowering Lives and Nurturing Communities, Keppel Care Foundation supports worthy causes with the following key objectives:

- Advance and improve the wellbeing of the poor, needy, aged or underprivileged and promote and foster community spirit;
- Advance the cause of education, whether general, professional or technical;
- Promote, foster and support efforts to improve and protect the environment;
- Provide relief from human suffering and improve the standard of human life by the prevention, combating and treatment of sickness and disease.

The Foundation is governed by a Board comprising founding directors Dr Lee Boon Yang, Chairman of Keppel Corporation, Mr Choo Chiau Beng, CEO of Keppel Corporation and Mr Teo Soon Hoe, Senior Executive Director of Keppel Corporation. Mr Chee Jin Kiong, Director of Group Human Resources, Keppel Corporation, concurrently serves as the Foundation's CEO.

Implementation

Keppel Group's direct donations amounted to \$9.66 million in 2012. Its community investment activities are aligned with national and social priorities and local development programmes.

Keppel Care Foundation committed \$4.2 million in 2012 to the National University of Singapore programmes, including the Keppel-NUS Vietnam Programme in Medicine to achieve learning, benchmarking, and improvement of healthcare in the region and the S R Nathan Professorship in Social Work to support social work education and research. Other organisations supported by the Foundation in 2012 include:

- Lions Home for the Elders to provide residential services and care for the elderly, destitute and frail
- Singapore Association of the Visually Handicapped
- Singapore Association for the Deaf
- Ang Mo Kio Family Service Centre fund for low income parents
- Promisedland Community Services social support for cancer patients, needy families, children and youths
- Singapore Institute of Technology to provide financial assistance to needy students
- Nature Cares by NParks to bring the healing properties of nature to elderly in Singapore
- Dover Park Hospice to provide care for terminally-ill patients
- Kwong Wai Shiu Hospital to provide health care services to the needy
- Singapore Cancer Society in support of programmes for the prevention and control of cancer

Another initiative supported by Keppel includes the Group's partnership with the Association for Persons with Special Needs (APSN) to set up the Keppel Skills Training Fund. Clients of APSN could tap on the Fund for training and courses to enhance their skills and employability. Keppel has since contributed over \$200,000 towards the Fund through fundraising activities and donations from employees.

Reviewing results

Keppel aims to create and support sustainable and impactful social programmes, recognising that its social investment goals are best achieved through an active engagement process with stakeholders.

Through open dialogue and other engagement efforts, the Group identifies issues that are significant to stakeholders and shapes its social investment strategy. The Group measures the effectiveness of programmes by monitoring feedback and reviewing reports by its beneficiaries.

Care Corner Counselling Centre (CCCC) PRESIDENT'S AWARD FOR VOLUNTEERISM (NON-PROFIT)

Care Corner Counselling Centre (CCCC) has been caring for individuals and families through counselling and therapeutic group support since the 1980s.

One of its two core services, Hotline Counselling, has been fully manned by volunteers since it started operating more than 25 years ago. Supported by effectively trained and supervised volunteers, coupled with a track record of delivering effective counselling service to callers, CCCC has no intention to "professionalise" by replacing these volunteers with permanent staff.

Volunteers and mission

The Hotline Counselling operates 12 hours a day, 7 days a week. This service serves an average of 18,500 calls annually, with each volunteer counsellor dedicating at least 100 duty hours per year to ensure smooth delivery of its hotline service. Many of the callers suffer from mental health problems such as depression, and interpersonal problems such as marital or family problems.

Without the volunteers, CCCC would not have been able to run this service and, assuming it could hire enough paid staff, it would have cost more than \$500,000 annually.

As CCCC leadership recognised the importance of, and dependence on, volunteers to meet this mission critical need, the centre has made it a priority to improve the competency and well-being of its volunteers. The importance of volunteers is also understood by all levels of staff.

Policies and practices

To achieve effective management of volunteers and hotline service, CCCC put the following in place:

(i) Leadership and Staff Commitment – Half of CCCC's 16 staff are involved in hotline and volunteer management, including regular clinical supervision and pastoral care of volunteers to ensure their mental well-being.

(ii) Volunteer Screening and Training – Recruitment is done at most once a year, given the length of training. Applicants are assessed on their suitability to be a hotline volunteer. Suitable volunteers who are willing to commit to at least three years of involvement go through a five-stage, 18-month training programme. At each stage, they are assessed for competence and mental health condition. Those found unsuitable at each stage are turned down, to ensure its hotline service operates soundly. Most training is done in-house, with external trainers engaged for specific clinical situations.

(iii) Recognition and Appreciation – This is done regularly, with festive celebrations and an annual Volunteers Appreciation Day, newsletter published for the volunteers, and advancement opportunities for volunteers to upgrade their skills.

Reviewing results

Volunteers are evaluated through a yearly assessment by the supervisor, based on observations of how volunteers counsel callers. The supervisor would offer feedback on areas such as counselling skills, strengths, attitude, clinical knowledge, and areas that need strengthening; without rating the performance so that volunteers can learn as much as possible and not be fearful of being rated poorly.

A Core Team of staff meets every one of the volunteers at the beginning of each year to affirm their contributions, offer feedback, understand their needs and concerns, and convey expectations. The Core Team would also take this opportunity to re-engage the volunteers for another year of service.

Upon receiving volunteer feedback, such as a concern or suggestion, the Core Team addresses the feedback, takes action and informs the volunteer of the outcome. This includes implementing ideas that improve its hotline service.

With an exemplary volunteer management system in place, and an entrenched belief in the value of volunteers, CCCC has helped thousands of people cope with life's challenges. Indeed, for CCCC's beneficiaries, help is just a phone call away.

Children's Cancer Foundation (CCF) PRESIDENT'S AWARD FOR PHILANTHROPY (NON-PROFIT)

For two decades, Children's Cancer Foundation (CCF) has helped children affected by childhood cancer, giving them the much needed support in their battle against the life-threatening illness. Its free programmes and services have been made possible with public donations.

Donor management

Aiming to nurture relationships and trust with its donors, CCF puts into place strategies and action plans to keep its supporters engaged to boost donor retention rate. Its full-time fundraising staff engage new and existing donors; and a donor relations system captures donor information and donors' fundraising activities.

CCF works with corporate partners and individuals on fundraising. External fundraisers who wish to raise funds for CCF are asked to complete a check-list to provide more information on the fundraising activity which in turn helps CCF assess their motivation. In some cases, CCF may do background checks. CCF does not accept funds where the sources are dubious or contrary to good morals. CCF also helps its partners adhere to fundraising guidelines.

After fundraising, CCF solicits feedback from the public and external fundraisers. Feedback is taken seriously into consideration for future fundraising activities.

Financial management and accountability

CCF benchmarks itself against best practices in corporate governance to build stronger donor confidence.

The Executive Director and Senior Manager of Corporate Partnerships disseminate information on fundraising policies and guidelines to keep staff updated. Staff in turn convey such information to donors and keep them assured that CCF's fundraising activities meet prevailing regulatory requirements.

Copies of its annual report are sent to donors. CCF's list of partners and top donors are also included to acknowledge their contributions. A quarterly newsletter and direct mail help keep donors abreast of CCF's activities.

CCF reports donation amounts received and funds raised regularly in publications such as its quarterly newsletters and annual report. The publications and financial statements are also publicly available on CCF's website.

Financial statements are prepared in accordance with the Singapore Financial Reporting Standards and are audited.

Fundraising success

CCF's signature fundraising event – Hair for Hope – started in 2003 is the only head-shaving event in Singapore that serves to raise funds and awareness of childhood cancer. Every shaven head represents an individual's understanding of the ordeals of a child with cancer. By agreeing to have their heads shaved to raise funds and support for the cause, the "shavees" become CCF's ambassadors in spreading awareness of childhood cancer to their family, friends and colleagues. Hair for Hope 2012 saw a record-breaking total of 6,647 shavees and raised more than \$3.7m for CCF.

"Forever in Our Hearts – Singapore Through the Lens of Ambassadors' Spouses" is a third party fundraising initiative put together by nine wives of ambassadors to Singapore. The wives launched a photo album book to raise funds for CCF and this initiative has since raised more than \$38,000.

To diversify funding sources and increase sustainability, CCF encourages monthly donations through GIRO and increases its presence on online portals for greater visibility.

Besides fundraising activities, CCF provides opportunities in volunteerism where corporates and individuals are encouraged to organise activities and programmes for CCF's beneficiaries. Many donors commit to volunteering with CCF after learning what volunteers do in the organisation.

CCF's key success factors stem from the commitment, teamwork and rapport between its staff and external fundraisers. They are united with a common goal to improve the quality of life of children with cancer and their families through enhancing their emotional, social and medical well-being; and giving them hope.

HCA HOSPICE CARE PRESIDENT'S AWARD FOR SOCIAL IMPACT

HCA Hospice Care (HCA) provides professional home hospice care to people with life-limiting illness in Singapore. It is the largest provider of home hospice care, serving about 70% of all home hospice patients in Singapore annually.

Clear theory of change

HCA has set itself a bold vision of becoming “the centre of excellence for Home Hospice Care”; a statement that aspires to excellence on the world stage.

Behind this vision is a theory of change that clearly links the resources that HCA needs and the work required to fulfil its mission and vision. The clarity of HCA's theory of change and its discipline of reviewing its strategic decisions in view of its vision has protected HCA from mission drift, enabling HCA to focus on the work that most strongly contributes to its desired social impact.

HCA's strategic focus led to its recognition by the National Council of Social Service as a Centre of Specialisation in palliative care in 2008 to train palliative caregivers.

Achieving desired impact

HCA recognises that the capability of HCA's medical and allied health team are crucial to delivering quality holistic care to patients and families, which is key to achieving HCA's desired impact. In the face of stiff competition for doctors and nurses from other healthcare institutions, HCA stayed its course to recruit, retain and train the best for its field of work. As an example of its commitment, HCA commissioned Hay Group in 2012 to conduct a compensation study and subsequently adjusted its salary schemes to be competitive with the more well-resourced hospitals.

Using key outcome indicators

HCA sets outcome indicators for its key programmes that are relevant and clearly linked to its vision and desired impact. For example, in its home care service, apart from tracking patient numbers, HCA also tracks the proportion of patients that pass on at home free of symptoms. HCA also makes a discipline of seeking feedback from patients and caregivers it visits at least

three times. These measures help HCA keep track of its progress towards its goal of helping patients pass on comfortably at home. Another benefit from this feedback is to help HCA ensure that it provides a high level of support to patients/caregivers. HCA's key outcome indicators from these measurements have performed well and in a number of cases exceeded their funders' expectations.

Making nationwide impact

HCA extends the impact of its work by pro-actively influencing social attitudes towards dying and palliative care among the youth through its Young Caregivers Programme. This work won HCA the 2010 NCSS Innovation Award (Special Mention) and continues to stand out as the most far-reaching youth education programme on palliative care in Singapore.

HCA's impact is further amplified through its contributions to building hospice expertise among doctors, nurses and students through attachment programmes and knowledge sharing at local and international conferences. Importantly, HCA has contributed to the formation of palliative care policy in Singapore.

Meeting a growing need

HCA's ambition is to grow the impact of its work in the community to serve not just elderly patients, but children with life-limiting illness as well. With satellite centres in the community already in place and a pilot paediatric palliative care programme (Star PALS) on-going, HCA is well positioned to realise this ambition. HCA's value on organisational learning and openness to innovation also readies it to adopt new technology and methods, increasing its ability to respond to changing sector trends.

HCA has demonstrated focus on its strategic goals which have clearly articulated impact in an area of need; built and nurtured resources needed to accomplish its strategic priorities; tracks outcomes that relate to its desired social impact; extends its impact beyond its clients to the sector and the nation; and exhibits ambition and readiness to grow its impact. These commendable attributes have earned HCA the President's Award for Social Impact this year.

BEAUTIFUL PEOPLE PRESIDENT'S AWARD FOR VOLUNTEERISM (INFORMAL GROUP)

The volunteers or "Big Sisters" of Beautiful People build relationships with teenage girls, becoming trusted friends and positive influences in their lives. Beautiful People's mission is driven by the values of love, commitment, courage, responsibility and respect for self and others.

Impacting the community

Beautiful People was launched in 2006 as a programme of Beyond Social Services. Today, in addition to Beyond Social Services, it also works with AG Home, The Tent, Pertapis Centre for Women & Girls, and The Salvation Army Gracehaven.

Its flagship programme, "My Beautiful Life", was launched in 2009. Believing that "Every girl has a dream", this intensive mentoring programme aims to equip "Little Sisters" with the tools, skills and relationships to help them with their life direction. The programme includes life skills training, financial education and job exposure opportunities. This also forms the basis for Big and Little Sisters to journey and learn together, developing relationships that last beyond the duration of the programme itself.

The formal contact time and programmes in the various homes differ, but what is consistent among all is the dedication, passion and commitment of the Big Sisters to make a difference in the Little Sisters' lives. Often, this involves meeting the Little Sisters one-on-one or in smaller groups informally.

To date, Beautiful People has grown to help over 140 Little Sisters, and has over 90 active Big Sisters.

Volunteer management

Beautiful People is entirely volunteer-driven. The Executive Committee is responsible for strategic planning, with day-to-day operations helmed by volunteers. Beautiful People values and respects the time, talent and heart put in by its volunteers, who are deemed as part of a big family, and not mere tools to deliver services. Even as it cares for Little Sisters, Beautiful People is equally passionate about investing in volunteers' personal growth as people and leaders.

Ms T. Ranganayaki, Deputy Executive Director of Beyond Social Services said, "The Beautiful People vision of 'One family supporting the pursuit of one another's dreams' serves a bigger purpose. While the main beneficiaries are the girls, they also include the volunteers who have experienced some form of transformation in their own lives." In a recent May 2013 survey, 82% of volunteers stated they have learned more about themselves since volunteering with Beautiful People."

Inspiration and role model

Since Beautiful People's inception, several of the Little Sisters have returned to serve as young leaders in annual leadership camps, or as co-trainers in orientation and training programmes. They have served as role models to help guide the younger girls. The girls have also taken part in community service initiatives which they organised for other beneficiaries.

Concerned for those left behind by globalisation and economic progress, Beautiful People believes the best way to help is not through cheque books alone, but by investing time and heart in the lives of other people. Beautiful People aspires to shape the community's values and culture to one that is compassionate and restorative, operating through a "family" paradigm with Big Sisters and Little Sisters.

Ultimately, Beautiful People is "a Relationship Not a Programme – We grow, change and discover ourselves through the depth of our relationships". And that is a beautiful journey, for Big and Little Sisters alike.

MR TONY TAY PRESIDENT'S AWARD FOR VOLUNTEERISM (INDIVIDUAL)

Mr Tony Tay is the founder of Willing Hearts, a fully volunteer-based non-profit organisation, which cooks and distributes hot-packed meals daily to the needy across Singapore. He has a simple aim, which is "To Serve".

Mr Tay was inspired and touched when he saw how his late mother's charitable work in church had impacted lives. Heartened by the number of people who came to pay their last respects at her funeral, Mr Tay began distributing excess bread and raw vegetables to the needy. When he found that some beneficiaries could not cook, he took it upon himself to cook a little extra each day in his kitchen. This was how Willing Hearts started.

Impacting the community

Over the last 10 years, Willing Hearts has grown to an organisation that operates 365 days a year.

The number of meals served has grown 100 fold in 10 years, to 3,000 meals a day. Willing Hearts now has 38 food distribution points across the island, growing from 18 distribution points just two years ago.

Multiplier effect

Mr Tay actively sought resources to expand Willing Hearts' activities. Through sheer force of will, Mr Tay has found ways to tap existing resources, seek new resources, and innovate to support Willing Hearts' expansion.

Today, Willing Hearts has the support of a core number of donors and volunteers. The core group of 20 volunteers comprises people from all walks of life, including entrepreneurs, professionals and retirees. Willing Hearts has also been "adopted" by corporates and also works with other non-profit organisations to organise mass lunches and fun fairs for the underprivileged.

Mr Joshua Tan, Executive Director of HighPoint Community Services Association, said, "I salute Mr Tony Tay for his tenacity and 'never say die' attitude and the way he galvanises and motivates his staff and volunteers."

Food is not the only help given. Mr Tay also started a bursary fund for students when he saw children in school uniforms lining up for food. Seeing the need, he went the extra mile to form tuition and study groups and recruited volunteers to help them.

Inspiration and role model

Mr Tay's involvement in the logistics food chain permeates every aspect of operations, such as collecting food supplies, cooking, delivering food, and inspiring the generosity of individual and corporate donors.

Having been an entrepreneur before starting Willing Hearts, Mr Tay's tenacity and ability to get things done has kept operations going over the years. Now in his 60s, he continues to serve daily instead of retiring. He wakes up at 4.30am to be the first to arrive at the kitchen. He greets volunteers as they arrive to clean, cut, prepare, cook, pack, load and distribute food. After food delivery, Mr Tay manages kitchen inventory and heads out to buy supplies for the next day's deliveries. His work day ends at about 5 pm. This has been his routine for 360 days a year as his family "forces" him to take a few days off.

The work is taxing physically, mentally and emotionally. Mr Tay has made sacrifices in his time, health and family. Still, he wears a smile and makes an effort to listen and talk to volunteers and beneficiaries.

Inspired by Mr Tay's passion, volunteers come in droves, who bring their friends, who in turn bring their friends.

Mr Tay has been much lauded for his efforts, receiving many noteworthy comments, one of which was made by Acting Minister for Community Development, Youth and Sports (MCYS) in 2011. Said Minister Chan of Willing Hearts' faithful, regular and untiring efforts, "This is a feat that few can match up to and it is so heartwarming to know that this act comes from many willing hearts."

PROFESSOR SAW SWEE HOCK

PRESIDENT'S AWARD FOR PHILANTHROPY (INDIVIDUAL)

Professor Saw Swee Hock believes that better access to education among the less privileged is the most effective way of promoting social mobility. He has not only devoted his whole working life to education and research, but also provided much philanthropic support to the tertiary sector.

Impacting the community

Professor Saw has given extensively to the National University of Singapore (NUS), his alma mater, to establish gold medals, bursaries, professorships, research centres and schools. To encourage students to excel in their studies, he has established gold medals for students studying statistics and MBA. In 2004, he provided an endowment to award 12 bursaries annually to final year needy students across all faculties to allow them to focus on their studies rather than having to work part-time. Since then, some 148 students have benefited from this bursary scheme.

Professor Saw has given generously to institute endowed professorships in NUS. In 2002, he made a major donation to establish the Saw Swee Hock Professor of Statistics in the Department of Statistics and Applied Probability, which has attracted distinguished professors to teach and conduct research in a semester. A more important gift was the Saw Swee Hock Centennial Professor based in the Faculty of Law, meant to enable the strategic hiring of a world-renowned professor to propel the level of law education and research to greater heights.

In 2004, Professor Saw made a major donation to set up the Saw Centre for Financial Studies in the NUS Business School. In 2011, the University received a landmark gift of \$30 million from Professor Saw to enable the founding of the Saw Swee Hock School of Public Health under the National University Health System. The mission of the School is to train public health professionals for Singapore and other Asian countries and to undertake cutting-edge research on innovative models of public health and healthcare delivery systems. The School is expected to play a key role in helping to raise the standard of public healthcare in Singapore and the surrounding region in the years ahead.

Other universities have also received donations from Professor Saw. He has donated gold medals and scholarships to Nanyang Technological University (NTU), Singapore Management University (SMU) and the University of Hong Kong (HKU) where he additionally endowed a Professorship in Statistics.

His other alma mater, the London School of Economics (LSE) where he obtained his doctorate in statistics, has also benefitted from his philanthropy. He is a major contributor to the fund managed by The Singapore LSE Trust to provide scholarships to needy Singaporeans to study in the School. In 2012, he made a landmark gift towards a new iconic building in the School's campus to be known as the Saw Swee Hock Student Centre to enhance the extra-curricular lives of the vibrant student community.

Inspiration and role model

Professor Saw, who is a Professorial Fellow at the Institute of Southeast Asian Studies, has been widely recognised for his outstanding philanthropic and academic achievements. From NUS, he received the Distinguished Alumni Award in 2005 and the Outstanding Service Award in 2007, and he was named the NUS President's Honorary Professor of Statistics in 2010. He is also an Honorary Professor in HKU and Xiamen University. He was elected as an Honorary Fellow of LSE and an Honorary University Fellow of HKU. In the National Day Awards conferred in August 2013, he was bestowed the Public Service Medal (PBM) by the President of the Republic of Singapore in recognition of his contributions to the nation.

One of the many bursary recipients who benefited from Professor Saw's philanthropic contributions is Muhd Khair Saini. Before the award of the bursary, he gave private tuition to make ends meet. The bursary has eased his financial burden and he could devote more time to study, and as a result, his grades improved. He said, "I have a strong belief that one good turn deserves another and I am definitely inspired to contribute back to society."

Numbers tell the story of Professor Saw's belief in education, as can be seen from his major gifts.

DR OON CHIEW SENG PRESIDENT'S SPECIAL RECOGNITION AWARD

Dr Oon was born on 26 October 1916 in Penang, then part of the Straits Settlements. She was the youngest child, with six older brothers and her family originated from Ch'hia Tsio in Xiamen, China.

Her passion to heal the sick was lit when she started off as a nurse in the Penang General Hospital in the 1930s. With the support of her older brothers, she pursued her aspiration, overcoming the tribulations that crossed her path such as World War 2 and separation from loved ones in India to complete her medical studies at King Edward VII Medical College (now the National University of Singapore, NUS) in 1948.

In 1953, she was awarded the Queen's Fellowship and proceeded to UK for specialist training in Obstetrics and Gynaecology (O&G). She obtained the Member of the Royal College of Obstetricians and Gynaecologists (MRCOG) in 1955, one of the first women in the region with the specialist qualification. She returned to Singapore to work as Kandang Kerbau Hospital until 1959, when she transitioned to the private medical sector as the first O&G specialist. In 1984, she was awarded the Honorary Fellow of the Royal College of Obstetricians and Gynaecologists (FRCOG) in recognition for her dedication in developing generations of obstetricians and gynaecologists in Singapore and the ASEAN region. She grew her medical practice into one of the first O&G groups until 1991 when she progressed from the public and private sectors to her next professional focus, the people sector through voluntary work.

Impacting the community

In the 1990s, with encouragement from the Ministry of Health (MOH), she travelled overseas to study many dementia residential care programmes in Australia and Canada at her own cost. She came up with a new concept in long term Alzheimer care and followed through with extensive fund raising which culminated in the setting up of the Apex Harmony Lodge where she was Chairman of the Board until April 2011.

Soon after, in 2011, to strengthen the training of nurses, allied health professionals, medical students and doctors in dementia care, she launched the eponymous Dr Oon Chiew Seng Fellowship in Medicine and Distinguished Visitor Programme at NUS.

Inspiration and role model

She has received many accolades: the Public Service Medal (PBM) in 2000, the Distinguished Alumni Service Award (NUS) in 2009, Her World Woman of the Year Special Award in 2010, Hospital Management Asia (HMA) Lifetime Achievement Award by MOH in 2011, and the Public Service Star (BBM) in 2013.

In all these endeavours, she has enjoyed her work without expectation of recognition. Her reward, during her O&G days, was to see her patients from all walks of life go through a successful pregnancy and for those children to become good citizens. In the later years and currently, her interest is in projects which will contribute to the community and the less fortunate with a focus on women, science and medicine.

Dr Oon's voluntary, selfless giving has left a deep impact on the community and inspired many.

Community Do-Gooders



Anita Kapoor

TV personality and professional host Anita is also a very public activist for the causes she holds dear. Anita is passionate in what she believes in and her stance in the field of women's rights is unyielding. She has supported the campaigns for social issues including The Body Shop Stop Sex Trafficking of Children and Young People, the Lien Foundation's Lifebeforedeath.com campaign, and No to Rape. She is a strong voice and advocate for gender, elder and race equality.



copyright- paul supramaniam

Matthew Supramaniam

In 2012, 14-year old Matthew, Singapore's international boy wonder soprano, recorded a solo CD album, Youthful Musings in the Chamber of the Old Parliament. Matthew's CD was launched by President Tan during the Christmas Light Up and has raised \$175,000 for seven charities supported by Community Chest and for SINDA. This child prodigy was the George Guest Chorister and Medallist at the world famous St Johns College Cambridge at age 12 and has performed for numerous notables in Europe, USA, China etc, including Queen Elizabeth and the former UN Secretary General. He has also sung live on BBC, something many can only hope to do. Matthew attends Eton College and will be returning to Singapore just to sing at the PVPA. A second release of Matthew's CD will be available later this year.



Saltare Beats

Saltare Beats is a youth dance performing group with The Little Arts Academy. Currently receiving training in Nu Style, Contemporary and Traditional dance style, Saltare Beats has staged several performances which includes ChildAid Singapore 2012, ChildAid Asia Tokyo 2013 and ChildAid Asia KL 2013. Majority of the youths are beneficiaries of The Business Times Budding Artists Fund, a fund that provides fully sponsored arts training for young people from financially-disadvantaged backgrounds. To watch their videos, visit [facebook.com/littleartsacademy](https://www.facebook.com/littleartsacademy).



Theatre for Seniors

Theatre for Seniors was launched by The Necessary Stage in 2008 as a way to excite and train seniors above 50 in all aspects of theatre – from playwriting to technical work. The groundbreaking programme provided seniors an avenue to impart their personal stories and adds new spectrum of looking at their life-history and cultural identity. Seniors also get to engage with the public via performances and workshops at community venues. For many, the programme launched a new lease of life, staying true to The Necessary Stage's mission of creating "challenging indigenous and innovative theatre that touches the heart and mind".



Benny Se Teo

Chef Benny Se Teo is the founder of Eighteen Chefs, a social enterprise which he started in 2007, that employs and trains delinquents, drug offenders. A former drug addict, Benny turned his life around and became the first Singaporean to be trained at Jamie Oliver's restaurant, Fifteen. Through imparting culinary skills, he hopes to inspire youths-at-risk to find alternative and positive ways of integrating into society.



Ryan Clift

Ryan Clift helms one of Asia's most celebrated fine dining restaurants, runs 2 more casual eateries, and appears on TV. He and his manager Marcus have also spent considerable time offering their skills and services to cook for many charitable causes. Their most public charitable project is an annual gala dinner that they organised for the Indian charity i-India, which provides care and development for street children in India. Ryan and Marcus handles every aspect of this dinner from sourcing sponsored venue and ingredients to convincing their peers from many of Singapore's top restaurants to take a night off to cook or serve alongside them in order to raise funds.



Willin Low

Former lawyer turned chef-owner of Wild Rocket, Willin Low believes the real purpose of cooking is to make people happy. Named by the famous New York Times as one of the three chefs who pioneered the radical change in the culinary scene of Singapore, he is both passionate and compassionate. In the years after Willin opened his first restaurant, he has been a staunch supporter of different charitable causes, offering his skills and resources when needed. He has also been a strong supporter of the Yellow Ribbon Project (helping ex-offenders), Children's Cancer Foundation (granting wishes to children with cancer), The Straits Times School Pocket Money Fund (helping children from needy families), Dover Park Hospice, Autism Resource Centre and the Morning Star Project in Beijing.

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

Mr Hugh Lim

Deputy Secretary

Ministry of Culture, Community and Youth

Ms Ng Ling Ling

General Manager

Community Chest, National Council of Social Service

Awards 2013 Panel Judges

Corporate Category

Mr Phillip Tan JP, BBM(L), BBM, PBM

Vice President

National Council of Social Service (Chair)

Mr Richard Sim Hwee Cher

Honorary General Secretary

National Council of Social Service

Mr Ronny Tan

Vice Chairman

Deutsche Bank AG (Singapore)

Non-profit Category

Mr Eugene Seow

Executive Director

TOUCH Community Services (Chair)

Dr Ang Peng Chye

President

Alzheimer's Disease Association

Ms Anita Fam PBM

Vice President

Asian Women's Welfare Association

Individual & Informal Group Category

Mr Robert Chew

Board Member

National Council of Social Service and

Vice Chairman

Dover Park Hospice Governing Council (Chair)

Mr John Lim

Chairman

Gas Supply Pte Ltd

Ms Christine Wong

Executive Director

Samaritans of Singapore

Social Impact Category

Mr Willie Cheng

Chairman

Caritas Humanitarian Aid & Relief Initiatives Singapore (Chair)

Dr Ming Tan

Director

COMO Foundation

Mr Sebastien Lamy

Partner

Bain & Company South East Asia

The NVPC Team

Capacity Building

- Research on Volunteerism and Philanthropy in Singapore
- New Initiative Grant
- Jump Start Grant
- President's Volunteerism & Philanthropy Awards

Contact:

Kevin Lee
Director
kevin@nvpc.org.sg

Corporate Community Investment

- Networking sessions for corporates and non-profits
- Corporate Giving Council
- Corporate Ambassador Programme
- Corporate Volunteer Manager Workshop
- Corporate Breakfast Series
- Corporate Forums and Conferences
- Corporate Giving Marketplace

Contact:

Eugene Lim
Deputy Director:
eugenelim@nvpc.org.sg

Dawn Kor
Assistant Director:
dawnkor@nvpc.org.sg

Corporate Development

- Human Resource
- Finance
- Admin and Operations
- Incubation Hub
- Management of The Giving Place
- Technology Solutions
- NPO-IT Capability Program

Contact:

Amy Teo
Director
amyteo@nvpc.org.sg

Harrison Tan
Assistant Director
harrison@nvpc.org.sg

Marketing, Advocacy & Development

- Marketing
- Media Relations
- SALT Online
- Fundraising
- Advocacy

Contact:

Aun Koh
Director
aunkoh@nvpc.org.sg

Adam Bowden
Assistant Director, Development
adambowden@nvpc.org.sg

Thomas Tan
Assistant Director, Advocacy
thomastan@nvpc.org.sg

Philanthropy Division

- SG Gives Portal and Services
- Informed Giving Consultation and Research
- Philanthropy in Asia Summit
- Funders Roundtable and Research
- Singapore Social Health Project

Contact:

Patsian Low
Director
patsianlow@nvpc.org.sg

Esther Tan
Assistant Director:
esther@nvpc.org.sg

Volunteerism Division

- Volunteer Host Organisation Engagement
- Volunteer Engagement
- Institutional Engagement
- Vertical Kampong

Contact:

Hosea Lai
Deputy Director:
hosealai@nvpc.org.sg

Jason Ng
Assistant Director
jasonng@nvpc.org.sg

Tan Heng Yang
Assistant Director:
hengyangtan@nvpc.org.sg

Acknowledgements

We would like to extend our special gratitude to:

- **His Excellency President Tony Tan Keng Yam**
for conferring the Awards as our **Guest-of-Honour** for the evening and;
- **Mr Lawrence Wong**
Acting Minister for the Ministry of Culture, Community and Youth and Senior Minister of State for Ministry of Communications and Information for their support and presence for the evening;

Our Presenting Sponsors
- **Deutsche Bank and Stephen Riady Group of Foundations; and**

Award Category Sponsors
- **Dymon Asia Capital (Singapore) and Harvard Singapore Foundation-Lee Kuan Yew School of Public Policy;**
- **Our Awards Policy Committee and judging panels**
for selecting the winners;
- **Our guest Chefs Benny Se Teo, Ryan Clift and Willin Low for volunteering their expert culinary skills;**
- **Ms Anita Kapoor**, our outstanding volunteer emcee;
- **Mr Matthew Supramaniam, Saltare Beats and Theatre for Seniors** for their rousing performances;
- **Heineken Asia Pacific** for generously sponsoring the beer this evening;
- **Hock Tong Bee – Cornerstone** for generously sponsoring the wine this evening;
- **Indoguna Pte Ltd** for their generous sponsorship of food ingredients
- **Maxlink Pte Ltd** for sponsoring the production of the invitation cards and programme booklets;
- **The 1872 Clipper Tea** for partnering NVPC to create a custom blend tea as a gift to President Tony Tan Keng Yam on this special occasion;
- **Zpixel Pte Ltd** for sponsoring the design of the event's publicity collateral;
- **Mr Foo Yong Koon of Studio Alpha, and Mr Paul Goh**, for being our professional volunteer photographers;
- Everyone who helped make this evening a resounding tribute to all those who do good well.

Organised by:



Presented by:



STEPHEN RIADY
GROUP OF FOUNDATIONS

Supported by:



Award Category Sponsors:



Sponsors:

