



PRESIDENT'S
VOLUNTEERISM &
PHILANTHROPY
awards



Honouring
those who
have enriched
Singapore's
charity sector



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Message from Chair & CEO

About NVPC

It is our great pleasure to welcome you to one of NVPC's highlights of the year!

The President's Volunteerism & Philanthropy Awards (PVPA) this year is special to us for many reasons, chief amongst them the opportunity to recognise those amongst us who have been champion givers in our society. It is also our first year serving you as Chair and CEO of NVPC.

Most pinnacle awards celebrate achievement of a different kind: the firsts, the biggest, the most profitable, or fastest growing. At NVPC, we want to recognise depth of love, generosity of spirit and constancy of care and compassion for others. It is groups and individuals like our recipients this year who remind us that no matter how big or small, every act of kindness matters, each one of us can be a spark that ignites others to do likewise.

This year we celebrate stories of lifelong volunteers, those who create partnerships of differently abled individuals to demonstrate the true nature of sportsmanship, and companies who mobilise time and talent in addition to funds to assist charities to strengthen their capabilities.

2014 also marks our first PVPA Conference, a learning opportunity and gathering for non-profits to network and share best practices in volunteer engagement and donor stewardship. Past award recipients will share experiences, both failures and successes met along their path of adventure.

There are so many ways to be a blessing and we hope that this year's Awards celebration will offer you a time to reconnect with friends, be encouraged, affirmed and even inspired to pay forward your many blessings.

On behalf of NVPC, we would like to thank President Tony Tan Keng Yam, Minister for the Ministry of Culture, Community and Youth, Mr Lawrence Wong, esteemed judges and valued sponsors for their unwavering support.

And to the winners, thank you for playing your part. We honour you and the impact you will leave behind. Together, we are a Giving Nation.

Mildred Tan

Chair

National Volunteer & Philanthropy Centre (NVPC)

Melissa Kwee

CEO

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 non-profit 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 non-profit 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 benchmarks of excellence 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. What exemplifies all winners is excellence in volunteerism, philanthropy and 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 are of 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

This category honours non-profit organisations for impact on the community and best practices in impact measurement. 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

PRICEWATERHOUSECOOPERS LLP

PRESIDENT'S AWARD FOR VOLUNTEERISM (CORPORATE)

"Looking after the communities and environment in which we work in isn't just good manners, it's good business." This is the philosophy of the Corporate Responsibility (CR) programme at PricewaterhouseCoopers (PwC). Encompassing a broad range of corporate strategic relationships and local initiatives, the programme aims to match employees' skills and resources to the needs of the local community organisations. PwC believes that every staff should be "part of it" and act as an agent of corporate social responsibility. Since everyone should be "part of it", there is no specific departments dedicated to the development and implementation of CR initiatives. Instead, it is a team of passionate staff from different departments who have volunteered themselves and want to serve the community. This form of ownership participation makes giving back more meaningful as employees themselves decide what and how they can give back instead of receiving directives from top management.

VOLUNTEER ENGAGEMENT PRACTICES

CR is an item high on PwC's business agenda. There is much emphasis, involvement and engagement given to activities and initiatives helmed by the CR team.

Volunteer work design: The volunteering programmes in PwC are divided into skilled and general volunteering programmes. Skilled programmes encourage volunteers to make use of skills they acquire as PwC Professionals (eg. accounting, audit, tax and consulting). All other programmes are then designated as general volunteering programmes.

Recruitment: To share the firm's CR vision with staff, PwC releases an annual brochure that details the works of CR such as its wide range of programmes available and the success stories of previous CR projects. Regular emails are also sent to encourage staff to participate in upcoming CR projects.

Volunteer feedback: Encouraging feedback to form points of learning is strongly encouraged. Providing formal feedback is part of the firm's coaching and nurturing culture. Volunteers who serve more than eight hours of CR will be provided with formal feedback by their respective coaching supervisors. The emphasis on giving feedback also reiterates the management's view on taking the community-giving programmes seriously. With feedback given, staff will then be motivated to want to design and carry out meaningful engagement programmes well. This partially contributes

to the holistic development of PwC's employees as good corporate citizens. The firm also conducts an annual People Survey where questions on CR feature prominently. Feedback is taken into consideration when planning and sponsoring CR activities to ensure that events are kept relevant year on year.

Through such an initiative, PwC recognises and taps on the firm's pool of aspiring leaders, who not only want to be good employees but employees who conscientiously engage the communities. This forms part of PwC's "Talent Programme".

GIVING BACK TO THE COMMUNITY

Banda Street

Banda Street is a mass participation community outreach in which PwC offers assistance and support to the elderly living in one or two room flats in the Chinatown area. Started in 2008, this yearly project partners the Kreta Ayer Residents' Committee to help more than 1,000 residents through their activities. Each year, more than 600 PwC staff members are involved in the local community putting up performances, fixing energy-saving light bulbs, distributing goodie bags and interacting with the elderly.

Overseas Community Programmes

In 2005, as part of the "Developing Responsible Leaders Programmes", Senior Managers and Partners were invited to participate in an overseas community programme (OCP). Based on overwhelming interest, PwC collaborated with YMCA to extend this opportunity to staff at all levels. The first OCP to Shanghai took off in 2007 and over the years, numerous employee volunteers have had the opportunity to be sent to Shanghai (China), Siem Reap, Phnom Penh and Koh Rorak (Cambodia), Ho Chi Minh and Dalat (Vietnam), and Luang Prabang (Laos). Now in its 8th year, PwC is planning to send teams to Myanmar, Vietnam and Laos for construction and teaching projects.

Pro-Bono Work (Skilled Volunteering)

PwC believes that a pro-bono skilled volunteering experience provides one with meaningful training and professional development opportunities, as well as building relationships with the community. Our partners take the lead and many of them are personally involved in various charities both formally and informally. In 2013, PwC volunteers completed more than 640 hours in offering their skills at various charities with their administrative and operational matters. For PwC, this is an opportunity to flex its financial muscles and apply appropriate strategic consulting skills to help create an impact in a sustainable and effective way. In 2014, PwC looks to collaborate with more charities to enhance the skilled volunteering opportunities for staff.

NTUC INCOME INSURANCE CO-OPERATIVE LIMITED

PRESIDENT'S AWARD FOR PHILANTHROPY (CORPORATE)

COMPANY CULTURE IS SHAPED AROUND SOCIAL PURPOSE

NTUC Income was established in 1970 to provide affordable insurance for workers and their families in Singapore. As a social enterprise, NTUC Income was made different from the start – going beyond commercial viability. Its social purpose has always been to make insurance protection accessible, affordable and sustainable for all Singaporeans.

NTUC Income seeks to change society through the way it does business and in its social investments. Its practice of giving is shaped by its history and lineage, supported by its business capability.

Examples of philanthropic contributions:

- OrangeAid: Income's flagship philanthropic programme which aims to give opportunity to the disadvantaged in Singapore - specifically children and youth;
- The Income Family Micro-Insurance Scheme (IFMIS): A free plan to protect low income families with young children in the event that the main applicant of an approved financial assistance scheme passes away or becomes disabled;
- Support of the Labour Movement;
- Participation in ComChest SHARE programme since 1987;
- Sponsorship towards arts initiatives in Singapore for more than a decade; and
- Philanthropic investment: Development of insurance products that are not focused on profits but on protection of population segments not served by other insurers.

MANAGEMENT SUPPORT DEMONSTRATES COMMITMENT TO GIVING

The OrangeAid committee is made up of two representatives from the NTUC Income Board of Directors and three members of its senior management. They ensure accountability in philanthropic effectiveness. A dedicated four-person Corporate Social Responsibility team looks into sponsorships and philanthropic giving, as well as the development of OrangeAid programmes.

Policies demonstrating Income's commitment to its philanthropic programmes include: the annual allocation of 1 per cent of operating profits into the OrangeAid Fund; the stating of clear reporting

guidelines for community partners' outcomes (OrangeAid Information Kit); the signing-up of new staff to the SHARE programme and matching of donations for employees' SHARE contribution (incorporating three days' paid volunteering leave) via HR policy; and the development of care-based insurance products.

In addition to NTUC Income's business KPIs, the annual performance is measured by the 'Do Good' KPIs and monitored by its Board of Directors. The total amount spent on philanthropic activities from FY11 to FY13 ranged from S\$4.5 million to S\$5 million per annum, benefiting 17 to 27 charity partners annually. Key achievements included being awarded the Distinguished Patron of the ARTS and SHARE Programme Platinum Award from FY11 to FY13 consecutively.

PHILANTHROPIC MANAGEMENT PRACTICES INFORMED BY KNOWLEDGE OF THE GROUND

NTUC Income invested in an in-house Corporate Social Responsibility team employed from the community development sector. This enabled in-house expertise in terms of field knowledge and grant and outcomes system development. Continual understanding of the disadvantaged children and youth sector is achieved through dialogue with partners that specialise in working with the sector, as well as attending relevant training courses and conferences.

NTUC Income is very appreciative of its community partners. They are Institutions of Public Character with reputable track records in Singapore that work with children and youth. The programmes OrangeAid support must be aligned with the aim to level the playing field for children and youth under their care, and/or to equip them with vocational skills or knowledge to enhance their social mobility.

Partnership principles for OrangeAid:

- Balance of ownership between partners and NTUC Income being neither intrusive nor prescriptive as funders;
- Low administration requirements for partners;
- Encouragement of accountability with a spirit of reciprocal acknowledgement of support; and
- The adoption of humility in giving.

Ensuring outcomes and accountability to stakeholders is important to NTUC Income. Results of philanthropic programmes are disseminated through OrangeAid and NTUC Income Annual Reports.

IMPACT CAN BE SEEN AMONG THE UNDERSERVED AND SUSTAINED WITH LONG-TERM PLANNING

Action for community change:

- Equal opportunity for students from low income families enrolled in the specialised schools funded by NTUC Income;
- Addressing the landscape to solve downstream situation of children in specialised schools by tackling these as future problems with upstream programmes such as the DAS Pre-School Programme and the South East CDC's Learning Family Programme; and
- Overcoming structural challenges for remediation for children with dyslexia.

Social investments are always discussed with mid- to long-term plans in mind. It should be part of the partners' development blueprint. NTUC Income does not give to a general pool of funds nor give primarily for tax exemption.

- Significant philanthropic projects include:
- The Income Family Micro-Insurance Scheme (IFMIS);
- NTUC Income OrangeAid Pre-School Bursary (for early dyslexia intervention);
- NTUC U-Care Vouchers for low income workers and their families through the unions;
- NTUC Income OrangeAid South East Learning Family Programme; and
- Place for Academic Learning and Support (PALS).

NTUC Income continues to strive to effect change in Singapore's society and look at protecting the uninsured, the underinsured and the uninsurable in Singapore through innovative CSR plans and game-changing insurance products.

SINGAPORE INTERNATIONAL FOUNDATION PRESIDENT'S AWARD FOR VOLUNTEERISM (NON-PROFIT)

The mission of the Singapore International Foundation (SIF) is to foster ties and trust between Singaporeans and world communities, and harness these networks to enrich lives and effect positive change.

Our work is anchored in the belief that cross-cultural interactions provide insights that strengthen understanding, and the sharing of ideas and experiences inspires action and enables collaborations for good.

All our programmes bring people together to do good. Whether it is to share ideas, skills, or resources, the aim is to enrich lives and effect real change in specific areas of healthcare, education, the environment, arts and culture, and livelihood and business.

From artists to social entrepreneurs to doctors - many Singaporeans have partnered the SIF as "citizen ambassadors" to build a better world.

Among them are more than 3,500 Singapore International Volunteers (SIVs), whose hard work, dedication and passion have made a difference to developing communities across 17 countries.

BUILDING A VIBRANT COMMUNITY OF SINGAPORE INTERNATIONAL VOLUNTEERS (SIVS)

Opportunities to volunteer for international development

Every year, nearly 800 SIVs work on about 35 projects managed by the SIF across Asia to help improve the quality of healthcare and education through skills training and the provision of direct services.

Depending on their skills, experiences and know how, Singaporeans can contribute to international understanding and development in five ways:

1. As in-field volunteers, living and working in overseas institutions for 3 to 12 months, sharing knowledge and skills to train local staff and build institutional capacity.

2. As specialist volunteers, making short trips each year over a 3 to 5 year period to train their counterparts in their area of expertise. Our “train-the-trainer” approach aims to equip and enable a core group of local trainers to teach the skills to others in their community, building local capability and ensuring sustainability.
3. As direct service volunteers, making single trips of up to a week to provide services directly to the community to meet basic needs in capacity building projects managed by the SIF for sustainability.
4. As direct service team leader volunteers who lead groups of volunteers. These team leaders have participated in Direct Service projects, demonstrated leadership qualities and are willing to undertake more responsibilities.
5. Local service volunteers are Singapore-based volunteers who lend support to overseas development projects through interpretation or translation work, providing administrative or logistics support at SIF events.

To inspire a culture of life-long volunteerism, the SIF aims to provide every volunteer with a rewarding first experience and opportunities for continuous contributions. Many volunteers have returned to work with the SIF as team leaders, advocates, project advisers, resource mobilisers and as speakers at local and international fora. In each of these, we support our SIVs with the skills, knowledge and resources to facilitate their participation and contribution.

The SIF is also committed to projects in healthcare and education that facilitate positive and sustainable development. We audit the long term impact of our programmes to ensure real benefits to our friends in Asia and provide meaningful volunteer opportunities for Singaporeans.

ENGAGING THE SIV COMMUNITY

The SIF has a comprehensive Volunteer Management System (VMS) to support the life-cycle of an SIV to enable their effective contribution to overseas development.

Recruitment: SIF recruits close to 800 volunteers every year through talks, direct mail, networking events and the online SIV portal.

Screening & Interview: Volunteers are screened to ensure that they meet basic criteria set for the project.

Pre-departure orientation: Volunteers attend a mandatory pre-departure orientation session before they can be deployed for any volunteering project overseas.

Mentoring & Evaluation: SIF actively engages and guides every volunteer through their volunteer stint and monitors their performance in meeting project objectives. An annual Volunteer Satisfaction Survey is used to evaluate volunteers’ experience in SIF programmes.

Rewards, Recognition, Retention: SIF recognises the efforts of the SIVs through awards and regular SIV appreciation events, and sponsorship to volunteer-related conferences. We organise four networking events a year for the community to reconvene and introduce their friends to volunteering for development. We proactively profile our SIVs as “citizen ambassadors” on local and international media to celebrate their achievements and contributions.

PARTNERS FOR GOOD

At the SIF, we believe in harnessing the power of partnerships to enable positive change. We actively seek to partner individuals and institutions with similar interests – leveraging each other’s strengths and learning from one another – to enhance the effectiveness of our programmes and advance common goals in building a better world. Our work would not be possible without the passion and dedication of our Singapore International Volunteers.

ST. JOHN'S HOME FOR ELDERLY PERSONS

PRESIDENT'S AWARD FOR PHILANTHROPY (NON-PROFIT)

Since its inauguration in December 1958, St. John's Home for Elderly Persons has been blessed with faithful and regular donors who have helped the home meet its financial obligations and build a modest reserve.

SENIOR LEADERSHIP AND STAFF COMMITMENT TO FUNDRAISING EFFORTS

With their current land lease due to expire in December 2015, the Management Committee of the Home recognised the need to boost their fund-raising efforts. Thus the Resource Development Sub-Committee comprising four volunteer Board members together with the General Manager, was tasked to also look into raising funds for the Home's redevelopment project.

In May 2013, a Community Partnership / Fundraising Manager was hired to help create a greater awareness and support for the Home and fundraising.

The Resource Development Sub-Committee meets on a regular basis to plan for fundraising activities and these activities are appraised by the main board members at the monthly board meeting. All administrative and operational staff are also highly involved in most activities, including those related to fundraising.

The staff are active champions for St. John's Home and take the initiative to source for or make referrals to potential donors. The integration of different departments and use of technology have also increased the fundraising effectiveness and help overcome manpower constraints.

The Board members are also actively engaged in, and are hands-on in all aspects of fundraising, including contributing ideas that tap on their experience/expertise and introducing new donors that can help to support projects, programmes and activities of the Home.

MAINTAIN FINANCIAL ACCOUNTABILITY WITH WELL-INFORMED BOARD AND COMMITTEES

Fundraising is discussed regularly at the monthly Board meetings, where in addition to the Board members, the General Manager participates actively in providing constructive inputs on fundraising. The General Manager also plays an active role in updating and discussing fundraising at the Resource Development Sub Committee meetings.

These active updates during the meetings helps the Board and Committee Members stay well informed of fundraising activities. Approval from the Board is mandatory for all fundraising activities, hence all financials are reviewed closely by the Board every month, where any variances detected are addressed promptly.

STRATEGIC APPROACH TO DONOR ENGAGEMENT AND FUNDRAISING

St. John's Home has planned its strategic approaches to fundraising along short-term and long-term horizons. In the short term, the more urgent need was to raise funds for building redevelopment. With its tight resources, the Resource Development team has recommended that the most effective way to raise funds is through the adoption of St. John's Home as a beneficiary by commercial organisations as part of their internal fundraising and Corporate Social Responsibility (CSR) initiatives. In 2013, with the help of Board members and the General Manager, St. John's Home was adopted by two businesses for their fundraising campaigns. One of the businesses makes a donation every quarter, when their staff visit and fellowship with the residents. The other business organised a fundraising golf event, on top of visiting the residents and taking the residents out. The Home was also recently adopted by another organisation for two years.

In the longer term, St. John's Home hopes to increase their profile online to attract younger donors. In 2013, online donations received through SG Gives increased fourfold compared to 2012. This can be attributed to the concerted effort put in by the Board members and staff to boost the online presence of St. John's Home through the revamped website, creation and updates of St. John's Home social media accounts, adoption of in-house marketing system for leads generation and email marketing. The total donations raised in FY2013 almost doubled that of FY2012 while keeping fundraising efficiency below 1% for both years – remarkable achievement for a small charity with limited resources.

To implement the above, St. John's Home has a comprehensive donor engagement strategy:

- **Prospecting:** Tap on board members' corporate contacts, increase online presence to be more visible to businesses looking for partners for their corporate social responsibility (CSR) programmes and using in-house marketing system to generate and qualify leads for individual donors.
- **Cultivation:** Cultivate relationship with businesses that organise their CSR programmes regularly at St. John's Home, with the aim to develop them into long-term donors.
- **Stewardship:** Board members provide stewardship for the funds raised and this is regularly communicated to the donors.
- **Communications:** Keep donors updated on the fund raising activities and happenings at St. John's Home through quarterly newsletters and regular updates on website/Facebook. Chairman and Board members take the initiative to communicate personally with high net worth donors on a regular basis.

IMPACT OVER TIME IS COMMUNICATED TO DONORS

St. John's Home was established to provide shelter and care for the homeless elderly. Since its inception, they have progressed from providing accommodation, meals, laundry and basic medical care to providing physiotherapy, counselling and social recreational services.

It is not an easy task to quantify the impact the efforts that St. John's Home has made, but St. John's Home has been able to communicate its impact on the quality of residents' lives to their donors. The focus is on how the quality of residents' lives have improved by sharing indicators such as attendance at social activities and achievement of physiotherapy goals. St. John's Home seeks to portray a happy story through the positive impact of their work and to reinforce their tagline that St. John's Home is a place where ageing is celebrated with love and care.

SINGAPORE CHILDREN'S SOCIETY PRESIDENT'S AWARD FOR SOCIAL IMPACT

In over 60 years of service, Singapore Children's Society (SCS) has focused on its mission of bringing relief and happiness to children in need and they have evolved over time to remain relevant to their changing needs.

SCS conducts regular 5-year strategy reviews to assess and ensure their goals are impactful. In the course of this, SCS has closely reviewed the relevance and significance of its services, including turning down opportunities which do not meet the needs of local communities or the organisation's objectives. The most recent review was held in March 2014 where the Executive Committee and senior staff agreed on six strategic thrusts, and re-categorised its services, to ensure that SCS continues to focus on the significant areas that could impact the beneficiaries.

CAPABILITIES AND RESOURCES TO ACHIEVE DESIRED IMPACT

SCS's core capability is its stable and strong team of professional staff that run its 68 services via 10 centres. SCS built this team through a strong set of organisational values that guide its professional conduct and emphasises on continuous learning for all staff members. SCS' human resources policy to promote from within encourages investment in the development of high-potential staff and maintains a talent base within the organisation.

SCS also boasts strong research capabilities that offer needs assessments, evidence-based interventions and programme evaluation to achieve its desired impact. For example, SCS' survey that revealed a high level of bullying in schools resulted in the development of a nation-wide Bully-Free Campaign to advocate for a bully-free environment in schools in 2007.

STRONG MONITORING AIDED BY ROBUST DATA MANAGEMENT SYSTEM

SCS sets key performance indicators (KPIs) for all its core programmes which include outcome measurement. To evaluate progress, SCS conducts both pre and post evaluation for most programmes using both quantitative and qualitative data. Qualitative data include client feedback and documented case studies that allow a deeper level analysis of the outcomes achieved. KPI information is monitored and reviewed periodically to ensure key progress is made and steps for improvement are put in place when necessary.

SECTOR AND NATIONAL LEVEL IMPACT THROUGH PARTNERSHIPS AND THOUGHT LEADERSHIP

SCS' impact goes beyond reaching out to children and youth. Its intervention strategies left a strong impact on the sector and nation over the years as they frequently pioneered new services by going into unchartered territories of the social landscape. For example, SCS has developed a school-based youth drop-in programme called Project CABIN in 1994 which was a success with the youth and the replicable approach led to its expansion to 25 schools today. SCS also partnered schools to roll out the Bully-Free Campaign at a nation-wide scale that reached 36,500 students in 2013. Other key projects include Project LADDER, KidzREACH, BeaconWorks, Storm Riders and many others.

SCS also contributes to good practice sharing that benefit stakeholders such as parents, teachers, other children and youth agencies. This good practice sharing was enhanced when SCS' youth drop-in centre called RoundBox became an NCSS-recognised Centre of Specialisation for youth drop-in centres. Its staff came up with a manual that share best practices on running drop-in centres with other agencies.

TRACK RECORD AND CAPABILITIES HOLD POTENTIAL TO SUSTAIN & GROW IMPACT

SCS' strong all round capability and close connection with the community builds up public confidence that SCS will continue to impact at-risk children and youth by constantly looking at new ways to improve its services. SCS believes that every child has the potential to maximise his or her capability if the right opportunity or help is given.

RUNNINGHOUR PRESIDENT'S AWARD FOR VOLUNTEERISM (INFORMAL GROUP)

Runninghour started in 2009 with the special needs school, APSN to involve Intellectually Challenged Youth Runners (ICR) as an interest group. In 2012, the Visually Challenged Runners (VCR) joined Runninghour because of their interest in fitness and desire to improve their stamina. They found out about Runninghour when they participated in the Courage Walk event and met Mr John See Toh, co-founder of Runninghour.

Runninghour seeks to be a model of integration for people with special needs and impact lives through sports. Guided by the principal of self-help, inclusiveness and collaboration, Runninghour has grown from 2 to 200 volunteers and is currently bolstered by volunteers with special needs taking the lead to organise and mentor other volunteers within the group.

UNIQUE VOLUNTEER EXPERIENCE SPREADS EMPATHY AND AMPLIFIES IMPACT

Runninghour's membership stands at 400 with 34 visually challenged members, 170 intellectually challenged members, and 200 volunteer guides. Their weekly running activities have an average attendance of 80 people.

Runninghour is a melting pot for people of all races and nationalities. Volunteers become inspired and committed to Runninghour after seeing how it integrates people with special needs in the society through running. Volunteers also develop empathy and improve their communication skills through leading the runs. The impact is far-reaching and volunteers become advocates in helping to spread empathy beyond the group.

STRONG VOLUNTEER ENGAGEMENT PRACTICES THAT RECOGNISES UNIQUE SKILLS AND BONDING

A quote from Wai Yin, a Visually Challenged committee member, "I got to be observant, it's a social club, not a running club." Ranging from the volunteer assignment design to the recruitment and orientation process, every volunteer plays a different role based on his/her skills and interest.

Monthly feedback sessions provide a platform for the group to bring people to help shape the programme. As the group expands, the team is able to adapt and change, as well as train their guides to manage the growing numbers of volunteers and members.

Runninghour understands the importance of forging bonds and relations between volunteers and members. Besides pairing the experienced member with new volunteer guides to help orientate them, casual and informal chit-chat sessions are organised to create a sense of belonging.

The group monitors attendance rates closely to help them plan and anticipate their resources for the next run. The group also takes the effort to get to know volunteers and identify 'hidden talents'. One such result was the formation of a photography subcommittee in-charge of taking photographs for events and during runs. Runninghour reviews its volunteer engagement framework and they go the extra mile to improve the quality of their processes and procedures. The creation of a group that comprises ad-hoc volunteers shows how Runninghour tailors its volunteer engagement framework to suit the needs of volunteers. Although Runninghour organises annual celebrations to recognise volunteers, it is the simple gestures of appreciation by the members after their runs that affirms the volunteers of their contributions to the club.

IMPACT FELT BY VOLUNTEERS, MEMBERS AND PUBLIC HAVE POTENTIAL TO GROW

Runninghour is looking for more trainers as the group continues to grow. There is a need to train more volunteers to be coordinators and to enhance some of their programmes.

There is also an intention to reach out to other segments of society. For example, they would like to engage runners who become visually impaired later in life. This is a group of people who may still want to run but are unsure of how and where and Runninghour hopes to reach out to them.

The true impact is when volunteers learn to empathise with people with special needs and how to better communicate with them. Thus, Runninghour not only impacts people with special needs but also volunteers themselves. When Runninghour participates in races, the general public also get to see how members and volunteers work hand-in-hand to complete a race.

Runninghour is a running club that gives people the opportunity to run and interact with one another, forming friendships that go the extra mile.

FORMATION OF RUNNINGHOUR CO-OPERATIVE

In order to cater to the growing membership and be sustainable, Runninghour has recently been registered as a co-operative. It aims to enhance its capability and capacity to reach out to more people with special needs. It remains steadfast in its pursuit to change the public image of "Disability to Thisability" as 40% of the co-operative founding committee is visually challenged.

COURTS AND O'CONNORS & FRIENDS PRESIDENT'S AWARD FOR PHILANTHROPY (INFORMAL GROUP)

The Courts and O'Connors and Friends' charity party was first started by Terry O'Connor, Group CEO of Courts Asia, and his wife Janice, in 2001. Over the years, the charity parties have grown in scale from 40 to 500 guests today and are organised by a committee comprising volunteers from Courts as well as Terry and Janice's personal friends. The charity parties have now become part of Courts' corporate social responsibility programmes, with a focus on raising funds for local charities aimed at helping families, youths and children in need.

The philosophy of minimal spending is to maximise the contributions to the beneficiaries, and this has spurred the committee to develop a unique operating model that rallies the support of business partners, vendors, suppliers, employees, beneficiaries and friends to offset expenses incurred in organising the event.

In the spirit of transparency, any sponsorship, contribution or donation is channelled directly to the beneficiaries and Courts does not receive a single cent, thus fostering a spirit of trust and openness between donors, sponsors and beneficiaries.

MULTIPLIER EFFECT EXTENDS FROM FRIENDS, EMPLOYEES TO BUSINESS NETWORKS

Since the first charity party, the number of guests has grown more than ten-fold and expanded beyond personal friends and colleagues of the O'Connors and Courts. As the number of guests grew, the funds raised have also increased exponentially. In 2013, Liverpool legends, John Barnes and Didi Hamann made appearances at the party and helped the group raise their highest recorded amount of \$290,000 for Heartware Network and WE CARE Community Services.

Their fundraising proceeds has been channelled to a number of beneficiaries such as the Make-A-Wish Foundation Singapore, Down Syndrome Association, Straits Times School Pocket Money Fund, Children's Cancer Foundation and Autism Association of Singapore.

Successes of these parties have also inspired some of the guests to organise their own events. Exchange sessions have been held with charities such as Bone Marrow Donor Programme to share fundraising ideas and tips.

Whilst Courts employees are involved as volunteers with their time and expertise, especially in marketing, administration, entertainment and logistics, corporate partners help out through volunteering or sponsoring items and services such as venue, production of collaterals and auction prizes. According to Terry O'Connor, "We don't really focus on whether it's company or personal. Instead, we simply focus on getting the best mix of skills and the right mix of contacts to get the job done".

DEVELOPED MORE STRUCTURED PHILANTHROPIC PRACTICES OVER TIME

Since the first party, the group has formed a planning committee with six to eight volunteered members comprising personal friends of the O'Connors and Courts' employees to conduct due diligence assessment on the charities to identify gaps which the group can address.

The committee keeps track of all contributions, sponsorships and donations. The group practises transparency with the flow of donations, and ensures that all funds raised are channelled directly to the beneficiaries. Acknowledgements are duly given to all sponsors and corporate partners and it is the group's mandate that sponsors and partners are updated on the final donation amount collected. This information is also diligently shared with the media and public.

The group works on the policy that charity parties are by-invitation only, and no direct solicitation of donations from the public or any Courts customers should be made.

CLEAR FINANCIAL IMPACT SUPPORTED BY PLANS TO SUSTAIN THE FUNDRAISING EFFORTS

The impact and effectiveness of the group's effort are assessed through the funds they are able to raise, the awareness level brought to the charities and their causes, as well as feedback gathered from charities on how the funds have assisted in fulfilling their causes. Based on this feedback, the group will refine the plans for future efforts.

The group's planning committee has also demonstrated their unwavering commitment and dedication to their causes every year with minimal turnover. Although the group has proven that raising funds through their charity parties is a successful formula, they are also taking conscientious steps to continuously improve the events through key learnings from past years.

MR TANG CHUN TUCK PRESIDENT'S AWARD FOR VOLUNTEERISM (INDIVIDUAL)

PHILOSOPHY

When Mr Tang Chun Tuck was in Gan Eng Seng School, his father expressed the wish for a first-aider at home. His mother was supportive of his voluntary service through Singapore Red Cross, as it is a homegrown humanitarian organisation and part of the largest international humanitarian network. It was January 1966, and for Mr Tang, who was then 12 years old, that marked his first step that took him into an almost lifetime journey with the Red Cross Youth (RCY).

Now into the 49th year, Mr Tang remains dedicated to the cause of giving and serving. Having risen from the ranks of an aspiring cadet to a senior adviser, Mr Tang believes that bringing someone cheer and joy is a reward itself. He feels that there is already a deep sense of satisfaction when he sees someone being helped.

IMPACT AND SUSTAINABILITY

Having devoted a significant part of his life to active and continual serving voluntarily, Mr Tang has been involved widely in many projects.

Red Cross Hospital Nursing Service was initiated in 1969. Mr Tang was a young volunteer then. Together with the volunteer nurses, they had helped, coordinated and encouraged the morning school cadets to serve in the afternoon and the afternoon school cadets to serve in the morning. Concurrently, the Red Cross Hospital Library Service would provide books for the patients. Together with other volunteers, they would show how participating cadets could also read to, interact with and cheer up the patients.

To encourage the spirit of compassion amongst youths, he and other veterans also coordinated and encouraged the cadets and the volunteers to take part in General Welfare Service projects, including those for the Red Cross Home for the Disabled, for many years.

After the Vietnam War (from 1976 to 1979), Vietnamese refugees were displaced to various parts of South East Asia, including Singapore. They were then accommodated in a camp along Hawkins Road. Mr Tang and other volunteers reached out to them by organising befriending programmes and also bringing them on outings. These were edifying experiences for the volunteers as well.

In 1986, after the collapse of the Hotel New World, Mr Tang was again on the ground volunteering his help. Together with the other Red Cross volunteers, they rendered first aid and psycho-social support to the survivors and their families.

And when the 2004 tsunami happened, Mr Tang who was then the honorary secretary of Red Cross Youth, played a pivotal role in mobilising the volunteer base, coordinating the logistics and preparing the relief supplies to help the affected victims. He also led a team of Red Cross veterans to run the Operations Centre then at the Paya Lebar Airbase.

The years of volunteering experience made Mr Tang realised that sharing the knowledge and experiences with other volunteers will inspire and help more volunteers. Besides serving as senior adviser for the youth wing of Red Cross, Mr Tang is also involved in various committees, such as those for Flag Day, Charity Draw, publications and international bazaars.

SCALE & MULTIPLIER EFFECT (INSPIRATION AND ROLE MODEL)

Mr Tang possesses a strong commitment to the development of the next generation by being a mentor to the younger volunteers. He is also a believer in team work. He articulates this belief: "You can only do so much as an individual. But you can achieve more if you inspire others to do it together with you."

To prepare volunteers adequately, Mr Tang believes that the culture, values and principles of the Red Cross should be explicitly conveyed to the volunteers. He is dedicated to continuously train and guide new cadets and passing on his knowledge. It is also important to nurture talents and build up the capabilities of volunteers to create a pool of ready volunteers.

Mr Tang volunteered and led in the publication of the book "Celebrating the Red Cross Spirit", which showcased the growth and development of the Red Cross Youth. With his years of service with the Red Cross, Mr Tang was able to chronicle and chart many important milestones and contribute extensively to the publication. Mr Tang is keen on working with the people and values his relationship with them. He pays attention to the talents and skills of the people he interacts with, allowing him to build rapport effectively with those around him. He was able to mobilise those in his network to contribute details and photos to the content to provide a more detailed account on Red Cross Youth in the book.

Mr Tang's inspiring journey is one of selflessness and devotion. He had exemplified the spirit of giving. He lives by a motto which has kept him steadfast and dedicated in giving his very best in all his efforts: "If it's worth doing, it is worth doing well."

MR S.M. MOHAMED ABDUL JALEEL PRESIDENT'S AWARD FOR PHILANTHROPY (INDIVIDUAL)

PHILOSOPHY

Life was a struggle for Mr Jaleel in his early years. Recalling days of homelessness where he had to drop out of school to eke out a living for him and his family, Mr Jaleel, today founder and CEO of The Mini Environment Service Group, believes that he has a moral obligation to give back to society.

Mr Jaleel believes that no child should grow up with the struggle of financial constraints and is passionate about giving to the education of children, and to help needy families and single mothers so that their children can have a better future. But his vision is greater than just helping the hard-hit in society – he wants to set an example for others who have climbed the ladder of success to do the same, and help create a society where those who have help those who have not.

He believes that philanthropy is not just about the act of giving itself but about connecting with those in need and taking the time to understand them. To him, the calling of giving includes engagement and empathy. Mr Jaleel lives out his belief and regularly takes time off his hectic schedule to spend weekends with the people he serves through charity visits and attendance at community help events. In addition to generously donating to worthy causes, Mr Jaleel also gives his time and expertise by serving as advisor and mentor to grassroots groups and non-profit organisations that include Citizens' Consultative Committees, Jamiyah Singapore, the Yellow Ribbon Project (Fundraising Committee) and other self-help bodies.

IMPACT & SUSTAINABILITY

For Mr Jaleel, impact is created when people's lives are improved and real needs are met. Finding himself inadequate in identifying the greatest needs in the community to support, Mr Jaleel partners community organisations such as Singapore Indian Development Association and Chinese Development Assistance Council to identify and recommend areas of critical need in the community to give to. This model of partnership gives Mr Jaleel the assurance that his donations go towards meeting needs that are urgent and real.

Mr Jaleel's goal is to donate \$1 million every year to worthy causes. Passionate about the cause of children's education, Mr Jaleel has given strong support to the School Pocket Money Fund, a fund that helps children from low-income families with meals and pocket money. Mr Jaleel gave \$400,000

to the fund in 2010 and 2011, and \$500,000 in 2013, which was among the highest individual donations that the fund has ever received. In 2011, Mr Jaleel donated \$500,000 to Mr S R Nathan's Education Upliftment Fund to support education assistance programmes for the needy.

Besides being generous in his giving, Mr Jaleel took the bold step in 2011 of setting up a charitable foundation with personal funds of \$1 million to support causes related to children's education and needy families. This was to introduce sustainability, structure and expediency into his giving so that more good can be done through his philanthropy. This foundation is managed by Mr Jaleel himself and a panel of directors that includes his own children.

SCALE & MULTIPLIER EFFECT (INSPIRATION AND ROLE MODEL)

Mr Jaleel believes that philanthropy should be done in partnership with others to achieve scale and impact. For Mr Jaleel, it is better to seek the advice and leverage on the strengths of others, than make giving decisions alone. It is in this spirit that Mr Jaleel intentionally forms partnerships with community and grassroots organisations so that with the support of others, the impact of his giving grows even greater.

Mr Jaleel has been an inspiration and encouragement to people from all walks of life in Singapore. To those in financial need, his life testimony of perseverance and success; and his active philanthropy in supporting them and their children encourages them to keep going and not give up. His generosity of giving encourages others with means to give to those in need. In 2013, Mr Jaleel was conferred tabla!'s Community Champion Award that recognises local Indians who do exemplary work for the less fortunate; as well as the Jasa Bakti or Meritorious Service Awards by the Islamic Religious Council of Singapore or MUIS.

However if you asked Mr Jaleel if this recognition gave him satisfaction for all his years of service and philanthropy, he would most probably say that his greatest satisfaction is in simply helping those who are in need and that what he has done, is still not enough and more needs to be done for the needy.

ASSOCIATE PROFESSOR CHAN WING CHEONG PRESIDENT'S SPECIAL RECOGNITION AWARD

NUS Faculty of Law Associate Professor Chan Wing Cheong's interest in working with the disadvantaged started during his national service when he was posted to the SAF Counselling Centre. Driven by his passion to help young people find their paths in life, Wing Cheong has since been involved in a multitude of community work. His academic research interests lie in criminal law and family law which in recent years have extended to child law, victims of crime and elder law.

RELENTLESS CHAMPION FOR THE LESS PRIVILEGED

Wing Cheong is driven by a strong sense of social justice, inclusion and a desire to see improvements in the lives of the less privileged. He relishes the friendships formed during his volunteering experiences. For his public service as a Gazetted Volunteer Probation Officer, he was awarded the then Ministry of Community Development's Outstanding Volunteer Award in 1999.

Wing Cheong has played a major role in creating an impact on the society through his advocacy and position as a member of various social welfare committees and policy boards. He has served on the Elder Protection Team, the Maintenance of Parents Tribunal, Board of Visitors for Children's and Young Persons' Homes, Ethics Review Committee of the Health Promotion Board and the Criminal Legal Aid Scheme Committee.

Wing Cheong regularly provides feedback on legal and practice issues to policy makers on topics such as the Mental Capacity Act and the Mental Health Act. Through his involvement as a committee member on various policy boards for the welfare of the elderly, he has been a policy advocate for the elderly. Wing Cheong has helped formulate useful future policies through a keen understanding of how policies work, coupled with strong empathy towards the disadvantaged elderly.

Wing Cheong has relentlessly championed for gender equality, child protection, and various social issues, through contributions of papers and giving talks. His thought pieces have appeared in books, journals and mainstream media, which have been used in leading discussions on the current systems on caring for the disadvantaged.

CONTRIBUTED TO BUILDING CAPACITY IN THE SECTOR

Wing Cheong assumes different capacities in serving the community. His involvement with juveniles and the elderly spans many years and across multiple levels of activities. His role as a Volunteer Probation Officer (VPO) and a small group leader to the boys from the boys' home has helped the young boys to complete their probation, without falling into trouble. He has given talks on volunteer management, recruitment of VPOs and training on preventing elder abuse through various platforms.

Wing Cheong was acutely aware of the limitations in providing adequate care for disadvantaged elderly. He took note of potential enhancements that could be made to the system and the general societal trends, and provided a vision of a genial society. When asked what changes he would like to see in the society of the future, Wing Cheong has expressed his wish to see the elderly generation being valued and appreciated, compared to being viewed as a dependent group.

Featured Artistes



Caroline Smith

Caroline is a face and voice that many will recognise from local radio station, Class 95FM, where she hosted the daily program “Lunchbreak with Carol” for 4 years. An educator at heart, Caroline graduated from NTU with a Degree in Arts (Literature and Education) and taught for a decade in local secondary schools and a junior college. Fuelled by her passion to empower and equip women and girls to live life with passion and purpose, Caroline has worked closely with youths in schools, churches, and girls’ homes for close to 20 years and is the pioneer of the SHINE program in Singapore.



Eileen Chai

Eileen is a recipient of the Nanyang Outstanding Young Alumni Award and is on the Singapore Olympic Academy Roll of Honour. Since picking up the violin, she has played for the NUS Symphony Orchestra, the Singapore Youth Orchestra and The Chamber Players. Eileen has collaborated with DJs, blues-jazz and rock-symphonic bands, and performed at festivals and session recordings. Eileen recently published a book titled “Teach a Life, for Life”, which contains anecdotes about life lessons learned through sports and music. She is now collating stories from people of all walks of life, and will be expressing them in music to enrich the community.



Circus In Motion

Specialising in inventive ‘live’ performances and the creative use of geometrical shapes, this circus company seeks to enable children and youths to express themselves through alternative means and help them grow in self-esteem and creativity. It has worked with more than 6,000 under-privileged children and youths in various arenas: residential homes, special needs schools, Normal (Technical) Stream students and underprivileged communities across Southeast Asia. It also conducts circus workshops for schools and corporate organisations. In 2013, the troupe worked with over 1,000 at-risk and special needs children. It also performed at the Esplanade’s Flipside Festival 2012 and 2014, as well as True Hearts CommChest 2011 and 2014.



BEAT'ABOX Group

BEAT'ABOX GROUP is a social enterprise, founded, initiated and powered by young people, using music as a vehicle to bring positive solutions to societal needs, to heighten joyful vibrancy of life in Singapore, and to develop leadership and entrepreneurial ability, especially among young people. With its innovative use of the cajon, BEAT'ABOX has played a pivotal role in the local music scene by creating a vibrant and creative approach through which to appreciate music and achieve individual and organisational goals such as self-confidence, team-building and volunteerism. In the arenas of arts promotion, youth education and community outreach, BEAT'ABOX GROUP continues to enrich, develop and empower individuals as well as society at large.

Awards 2014 Panel Judges

Mr Eugene Seow (Chairperson)

Executive Director
TOUCH Community Services

Mr Ronny Tan

Former Vice Chairman
Deutsche Bank AG (Singapore)

Mr Robert Chew

Honorary Treasurer
National Council of Social Service
Vice Chairman
Dover Park Hospice Governing Council

Dr Ming Tan

Director
COMO Foundation

Ms Yvonne Tham

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Esplanade

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Managing Director, Channel NewsAsia
Mediacorp Pte Ltd

Mr Chew Kwee San

Council Member
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Executive Committee Members

CHAIRPERSON

Mrs Mildred Tan

Chairman
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Ministry of Culture, Community and Youth

Mr Sim Gim Guan

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- Research on philanthropy
- New Initiative Grant
- Jump Start Grant
- Knowledge Hub

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CORPORATE COMMUNITY INVESTMENT

- Match Making' sessions for corporates and non-profits
- Corporate Giving Council
- Corporate Ambassador Programme
- CEO Luncheons
- Corporate Forums, Conferences and Workshops.
- Corporate Ambassador Programme
- Corporate Volunteer Manager Workshop
- Corporate Breakfast Series
- Corporate Forums and Conferences
- Corporate Giving Market Place

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- SG Gives Donations Portal and Services
- Philanthropy in Asia Summit
- Funders Roundtable
- Philanthropy Research

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TECHNOLOGY SOLUTIONS

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- CaRaMeI Donor & Volunteer Mgmt System
- NPO IT Capability Enhancement (N.I.C.E.) Program

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