



PRESIDENT'S  
VOLUNTEERISM &  
PHILANTHROPY  
*awards*  
2016



# By the numbers



**117**

Record number of PVPA nominees received this year



**2012**

Year PVPA was born. The PVPA we have today, is actually the amalgamation of the President's Social Service Award and the National Volunteerism & Philanthropy Awards, previous pinnacle awards in volunteerism and philanthropy.



**8**

Age of youngest performer tonight



**3 in 4**

Companies in Singapore have donated



**\$20,000**

Median amount donated per company within Singapore

According to NVPC's Corporate Giving Survey 2015



## How PVPA defines *Giving*

Giving can be in the form of time (volunteerism), money or in-kind (philanthropy) or advocating for a cause or need which results in the promotion of volunteerism and/or philanthropy. As we recognise that giving is a holistic experience, the categories for this year's PVPA have been adjusted to encompass greater diversity. To inspire people and institutions to give in their different capacities, the group category now includes the opportunity to recognise and honour Small & Medium Enterprises and Educational Institutions for their exemplary giving.

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# Honouring & celebrating those who contribute to making Singapore a giving nation



## *Message* President's Volunteerism & Philanthropy Awards

*2016*

The President's Volunteerism & Philanthropy Awards (PVPA) was inaugurated in 2012, after amalgamating the National Volunteerism & Philanthropy Awards and the President's Social Service Award. Since the Awards was introduced, there has been growing awareness and active participation by individuals and corporates in giving back to society. Over the years, I have met many people who share a passion for social causes and who have made a difference in the community in areas including the arts, environment, social services, sports, education and healthcare. I am confident that if we continue to nurture this charitable spirit, we can create a more inclusive and caring Singapore.

I am heartened that this year's PVPA winners come from diverse backgrounds and have resolved to give back to the community through a varied range of worthy causes — from local issues such as helping the less privileged and integrating people with disabilities into mainstream society, to global concerns relating to sanitation and resource conservation.

I would like to congratulate all the award recipients and thank the volunteers, philanthropists and representatives from non-profit and corporate organisations for your spirit of giving. I am confident that many more will be inspired by your efforts to make Singapore a better home for all.

**Dr Tony Tan Keng Yam**  
President of the Republic of Singapore

## A Word from Melissa



**“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.”**

The Lorax by Dr Seuss

To me, this line from Dr Seuss’ children’s book – The Lorax – succinctly sums up the spirit behind how all of us can make the world a better place.

As I looked at the character, creativity and impact that this year’s President’s Volunteerism & Philanthropy Awards (PVPA) winners, as well as nominees, have created, I saw the common thread of how things have gotten better because someone cared “a whole awful lot!”

These givers have made a difference by simply taking the first step, venturing out to find a way to make things better for someone else. Indeed, it is inspiring to read of the needs which have been met through the help extended by our winners and nominees. It is particularly encouraging to learn of how they have been able to mobilise more people and partners to join hands in reaching out and improving lives across race, religion and communities.

The PVPA is a legacy of our late President, Mr S R Nathan. He established the then National Volunteerism & Philanthropy Awards (NVPA) in 2004. In 2012, the President’s Social Service Award merged with NVPA and was renamed PVPA. That year, 77 nominations were received. Four years on, the number of nominations has grown to 117. This steady increase points to how the seed of

volunteerism and philanthropy has taken root and is growing strong in our community.

As Singapore’s giving landscape evolves, we have also seen the need to expand the Group Award category. This year, it includes two additional awards: Small & Medium Enterprise and Educational Institution. This is to recognise the growing community of givers in each of these areas and how organisations can grow a giving culture. The Informal Award category has also been renamed “Kampong Spirit” to reflect the warm and generous spirit of helping one another, that was common in smaller and closer-knit communities of yesteryears.

Today, even as we acknowledge and celebrate this year’s winners, my desire is that this tree of blessing that has taken root will continue to grow. May it become taller and mightier and may it bear fruit to provide shelter, safety, friendship and beauty to build our community initiative and spirit in Singapore. May this tree be a life giver that we may have a better and happier future.

Blessings,

**MELISSA KWEE**  
CEO, NVPC



“

It always warms my heart to learn of all the giving that has been taking place on our shores. Ours may be a small and young nation but our people have hearts that are growing bigger and more mature in the spirit of volunteerism and philanthropy.

”

**MILDRED TAN**  
CHAIRMAN, NVPC

# Introduction to the PRESIDENT'S VOLUNTEERISM & PHILANTHROPY *awards* 2016

The annual President's Volunteerism & Philanthropy Awards (PVPA) presents the highest honour for those who have set benchmarks of excellence in the spirit of giving in the arts, environment, social services, sports, education, healthcare and other worthy causes in Singapore. Held on 9 November this year, the Awards aim to encourage 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 annually 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). Winners are selected by panel judges, comprising representatives from the private, non-profit and public sectors.

This year, there are eight award categories in total. Each category represents a unique sector (Group categories) or life stage (Individual categories), and comes with its own set of criteria. Yet, all the winners share a common trait, an appetite for excellence in giving back to the community. The winners are selected based on best practices in volunteerism and/or philanthropy; innovativeness of ideas, inspirational value; and the impact the efforts have created.

## 2016 AWARD CATEGORIES & WINNERS

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### GROUP

President's Award for Volunteerism and/or Philanthropy

Corporate, Large Enterprise Winner

**Singapore Power**

President's Award for Volunteerism and/or Philanthropy

Corporate, Small & Medium Enterprise Winner

**Samsui Supplies & Services Pte Ltd**

President's Awards for Volunteerism and/or

Philanthropy

Non-Profit Organisation Winner

**SPD**

President's Award for Volunteerism and/or Philanthropy

Kampong Spirit Winner

**Project Intan**

President's Award for Volunteerism and/or Philanthropy

Educational Institution Winner

**Singapore Management University**

### INDIVIDUAL

President's Award for Volunteerism and/or Philanthropy

Individual, Youth Winner

**Noor Mastura**

President's Award for Volunteerism and/or Philanthropy

Individual, Adult Winner

**Jack Sim**

President's Award for Volunteerism and/or Philanthropy

Individual, Senior Winner

**Lim Hang Chung**

# Be among the Company of Good



## Powering Change in Singapore

Corporate // Large Enterprise Winner

### **Singapore Power**

Powering the nation 365 days a year, Singapore Power charges ahead in involving Singaporeans in their corporate giving. For a company whose performance relies on people's consumption of energy, it has instead been actively advocating for the public to use less energy, contributing to a sustainable Singapore.

### **SPREADING GOOD ENERGY**

Leveraging on its national reach, Singapore Power advocates for energy conservation through robust energy conservation programmes – from its Electricity Efficiency Centre (EEC), mobile exhibitions in schools, grassroots programmes, mobile app which helps customers track and reduce their energy usage, to inscribing energy conservation tips on its utilities bills to customers. Some 7,200 visitors to the EEC and more than 16,000 students from 45 schools have learnt how to reduce their energy consumption. Even when volunteering at homes, staff will share energy saving tips with beneficiaries, helping the community put energy efficiency into practice to save both energy and money.

Grooming the next generation of energy stalwarts, Singapore Power also worked with students from Singapore Polytechnic to co-create a solar car project, both sponsoring and contributing engineering expertise.

#### HEART WORKERS

**“I am more aware and convinced of the need to give back to the under-privileged in our community, and this is something that I have gotten my family to be involved with in our personal, social activities.”**

Jonathan Ooi, Vice President,  
Legal & Corporate Secretariat at Singapore Power

Over the past 10 years, Singapore Power has been fundraising through their SP Heartware Fund, raising more than \$12 million and helping over 31,000 beneficiaries through various outreach programmes.

Setting their sights on ameliorating Singapore’s ageing population, Singapore Power’s beneficiaries include home help services, seniors’ day care centres and nursing homes. Working in partnership with Community Chest, the company’s corporate giving efforts focus on improving the quality of life for elderly in need.

Mobilising their various stakeholders to do good, Singapore Power’s employees have the option of donating via payroll deduction, customers can donate through mailers, while their business partners can contribute



## 30 GOOD DEEDS IN A YEAR!

1. Instead of splurging on a lavish celebration to mark its 20th anniversary, the company gave back to the community through a whopping 30 community service initiatives in 2015, clocking a jaw dropping 9,000 volunteer hours.
2. Beneficiaries helped included low-income families, children with special needs, and elderly, among others.
3. Contributed skills, expertise and funds to run Love from The Stars Charity Gala Dinner and Concert, featuring international artistes like Jackie Chan, Wakin Chau and Eric Tsang. The event raised close to \$6.4 million for 6 charities, which went towards helping an estimated 160,000 beneficiaries.
4. Gifting Singapore the Gift of Power for her milestone 50th birthday, 200 free mobile device charging stations were placed in high-traffic locations across the city-state last year. This included Tan Tock Seng Hospital, the National University of Singapore, Singapore University of Technology and Design, Singapore Polytechnic, National Library Board's branches and NTUC FairPrice supermarkets.

through Singapore Power’s annual charity golf tournament.

In 2014, Singapore Power institutionalised the avenues for staff volunteerism. Calling themselves the SP Heart Workers, employees organise and take part in signature projects such as the Power Pack donation and volunteer drive which involves the packing and distribution of food necessities to families in need. Last year, employees packed and transported 3,150 bags of daily essential food items to over 3,000 families from 12 voluntary welfare organisations. Staff volunteer hours have almost doubled within a year, from 5,000 two years ago, to nearly 9,000 in 2015.



# Insatiable Appetite for Doing Good

Corporate // SME Winner

## Samsui Supplies & Services Pte Ltd

Named after the Samsui women who helped build modern Singapore with their bare hands, Samsui Supplies & Services honours the strength and resilience of our pioneers through providing them with tasty and nutritious meals, many of whom are now elderly and infirm. Embodying our pioneers' same dogged dedication and pioneering spirit, sees the company going beyond the call of duty to integrate corporate giving into the very fabric of their business.

### FOOD IS LOVE

Often hard pressed to provide nutritious and tasty food to beneficiaries, non-profit organisations have consistently faced problems relating to kitchen operations, manpower and resource constraints. Bridging this gap, Samsui Supplies & Services' corporate giving programme focuses on providing nutritious and tasty meals to beneficiaries at a fraction of the market cost, keeping costs manageable for NPOs.

Leveraging on their core competency of food procurement and production, the company utilises their central kitchen to prepare meals for homes such as the Singapore Christian Home, The Salvation Army, Peacehaven Nursing Home, APSN Centre for Adults, Ren Ci Nursing Home and SWAMI Home.

"Do what you believe in and do it with a heart.

When Samsui first started on our food projects, many people were skeptical whether we could maintain the supply. Most people thought we would be one-time do-gooders. But thankfully, we managed to sustain these projects by focusing on our core competencies in the food and beverage sector and engaging the community to participate as well."

Ang Kian Peng,  
Director of Samsui Supplies & Services



In 2015, the procurement arm of Soup Restaurant Group served 500,000 meals to the less privileged.

### FOOD FOR THOUGHT

1. Banking on Soup Restaurants' island-wide locations, Samsui Supplies & Services uses their Restaurants' down time to prepare meals for various non-profit organisations, and delivering the meals to the doorstep of the non-profits.
2. Collaborated with Association for Persons with Special Needs (APSN) to set up Social Pantry, providing employment for the beneficiaries.
3. Voluntarily placed donation boxes in Soup Restaurants' 15 outlets in Singapore, collecting funds for Community Chest and APSN.
4. Collaborates actively with the National Volunteer & Philanthropy Centre (NVPC) in various projects as a Company of Good and influencer on Giving.sg.
5. NVPC played a critical role in introducing and partnering Samsui Supplies & Services with charity groups and corporates to support their corporate giving programmes.



## SOWING SEEDS OF LOVE

Giving back is not just an afterthought for Samsui Supplies & Services. The Company of Good's insatiable appetite for doing good sees the Small & Medium Enterprise mobilising employees, customers and business associates to commit and give together.

Leveraging on their corporate giving programme and knowledge of the dietary requirements of the non-profits they serve, Samsui Supplies & Services introduced its business associates – Nestlé and Unilever to provide low cost meals to over 50,000 beneficiaries, including the disadvantaged elderly, children and persons with intellectual disabilities. Samsui Supplies & Services also works with other companies such as Sembcorp Industries and Standard Chartered Bank in their corporate giving programmes.

Hoping to rally everyone to create a collective giving movement, Samsui Supplies & Services reached out to an estimated 100 corporate partners this January, encouraging them to donate 2.5% of the total revenue earned from Samsui Supplies & Services to Community Chest. The donated funds will be directed to selected NPOs.



## Chapter #02

# Fuelling Passion for the Non-profit

# Walking the Talk

Group // NPO Winner  
**SPD**

SPD has been faithfully serving people with disabilities for more than half a century now. Beyond the provision of services for people with disabilities, the voluntary welfare organisation strives to build an inclusive Singapore – where one is simply known for *who* they are, and not *what* they are.

## PIONEERING AN INCLUSIVE CULTURE

Previously known as the Society for the Physically Disabled, SPD has since extended their scope to serve and promote the interests, welfare and advancement of people with diverse disabilities. Walking the talk, SPD practises an inclusive workplace promoting fair treatment and employment. SPD's workforce of 281 includes 6.4% persons with

disabilities and 11% beyond the retirement age of 62 years old.

SPD spearheads several national programmes that support people across disability types – including the Employment Support Programme and Transition Programme for Employment that prepare people with disabilities for employment through therapy and other support. SPD also jointly manages TechAble, a facility that provides assistive technology related assessment and advisory services to enable more persons with disabilities to adopt assistive and info-comm technology for independent living.

Priming the minds of the young to co-create a society that values and appreciates differences in persons with disabilities, the organisation organises the SPD Charity

“Remember the power of the community – we may not be able to achieve everything on our own, but when the community comes together, we can achieve much more and make a greater impact.”

Ms Chia Yong Yong, PBM, President, SPD

Hongbao, an annual fundraising initiative with students. Students are encouraged to share their hongbao money and also inspire families and friends they meet during the festive season to contribute to the cause. An estimated 28,000 students from 105 schools and educational institutions participated in the last Charity Hongbao, raising an impressive \$126,000.

In the past year, SPD's programmes have supported more than 5,000 persons with disabilities and gathered over 4,000 volunteers who donated beyond 15,200 man hours.

## THE PERFECT MATCH

SPD takes care in matching the available skills and resources of volunteers and donors to suitable needs, believing it results in more sustained collaboration efforts. For example, NTUC FairPrice Foundation donated NTUC FairPrice vouchers to needy persons with disabilities under SPD's Daily Needs Programme, benefitting 224 families, while SMRT provided vouchers for persons with disabilities who needed to take taxis as transportation. For volunteers, SPD matches volunteers' expertise that also meets their interest and desire to volunteer at SPD.

The STAR (Share, Touch And Reach-out) programme is a monthly donation scheme by SPD that enables donors to donate regularly through credit card donations or GIRO deductions. 1,800 STAR donors are now contributing about \$35,000 every month.

## PASSION TO SERVE

1. Since 1964, SPD has grown from just providing one service to offering more than 20 today. Armed with a big passion to serve, SPD has been pioneering services in response to Singapore's evolving social needs such as the SPD Therapy Hub, Development Support Programme and the Assistive Technology Centre.
2. SPD was awarded the Charity Governance Awards in 2012 and 2016 in recognition of its high standards of governance. In 2009 and 2010, SPD won the Singapore Prestige Brand Award (Merit) for good branding efforts and practices.
3. Staff are given time off to volunteer at other NPOs. Last year about 200 staff donated 1,000 hours of community service at various NPOs.
4. Enables the sector through offering training to allied healthcare professionals, and sitting in the Enabling Masterplan Committee to provide inputs to help make Singapore an inclusive society.
5. In 2015, SPD provided training to 250 ASEAN Para Games staff and volunteers.
6. Held biennially, the SPD Charity Show raises funds and awareness of SPD and disability-related issues. The show staged in March 2015 raised \$5 million.



## COUNTING OUR BLESSINGS

1. 820 children and youth were supported through SPD's early intervention and education support last year.
2. 9,804 therapy sessions were provided at SPD 's rehabilitation centres last year.
3. 85 donation boxes were placed island-wide at 71 locations and raised an estimated \$80,000 last year.
4. Online donations amounted to around \$200,000 in 2015.
5. The campaign, "Have a Sweet Day" was organised in 2014 as part of the Giving Tuesday campaign, involving various F&B and retail outlets. Customers who made a donation of \$2 or more were given a lollipop to brighten their day. In 2015, the campaign was extended to include efforts street collection. The combined efforts of 60 F&B and retail partners, together with volunteers doing street collection, raised over \$80,000.

# Home is where the Kampong is

Group // Kampong Spirit Winner  
**Project Intan**

Project Intan aims to keep the kampong spirit of yesteryear alive and thriving by uniting friends, families and business associates to make a community difference. True to the kampong spirit of the old days, Project Intan involves everyone in the kampong to give – corporations donate both in cash and in-kind, neighbours lend their supports through 'choping' car park space, and beneficiaries lend their time and skills in performing for the night.

## LOVE THY NEIGHBOUR

"Project Intan is a different approach to fundraising. Alvin hosts guests at his home-museum for a night of Peranakan food and entertainment. In return, guests donate to a charity of his choice. The food is prepared and cooked by Alvin's family and friends. Entertainment is also provided by friends and families – including children who would sing Peranakan songs. In essence, everyone involved is a volunteer." Gabriela Ho, volunteer at Project Intan shares.

A charitable offshoot of The Intan (rose-cut diamond in Malay), an award-winning private Peranakan home-museum, Project Intan started in 2008 as a fundraiser for local charities. Leveraging on his love for and knowledge of Peranakan culture and music, founder Alvin Yapp uses Peranakan culture and heritage as a platform to bring people together for a good cause. The one-day event is now a key event for the Joo Chiat neighbourhood and beyond.



## BY THE PEOPLE, FOR THE PEOPLE

1. Project Intan is an open-house event, open to the public and not just donors.
2. Fully funded and run by volunteers, it is a curated evening of traditional Peranakan songs and home-made Peranakan food and desserts.
3. Since 2008, Project Intan has supported Assisi Hospice, ARC Children's Centre and Singapore Children's Society. They have since built a new gym and refurbished the Day Care/Children Centre for Assisi Hospice, and created the Multi-sensory Room and a healthy flu-free environment for ARC Children's Centre.
4. In 2015, Project Intan raised over \$216,000 for their beneficiaries.



Reliving the Kampong Spirit where everyone plays a part in contributing what they can, and in whatever way they can – volunteers come from all walks of life and Project Intan strongly encourages individuals to contribute based on their expertise and strengths.

### **TAKES A KAMPONG TO RAISE A CHILD**

Beyond raising funds for children from distressed and broken families, Project Intan strives to impart valuable guidance and companionship to these children through various outreach programmes. Project Intan has brought the KidzREACH programme to families living in interim rental housing in Siglap, conducted interest classes such as

soccer and jam band classes to discourage at-risk youths from staying on the streets and being influenced by the wrong company.

Among Project Intan's highlights are performances by beneficiaries. Through these performances, the children gain both confidence and skills, and most importantly experience being part of a 'family'.

Inspiring individuals and corporations to create their own versions of 'Project Intan', Project Birthday Cake spawned from Project Intan's volunteers, who began their own volunteer project to bake two birthday cakes every month for the Singapore Children's society.

**"#cityofgood is about a caring society – People who care about what happens to the person next door, vendors on the street. And respecting each other for their differences, no matter if they are elderly, children, or of a different culture."**

Alvin Yapp, Founder of Project Intan

# A Higher Degree of Learning to Serve



Group // Educational Institution Winner  
**Singapore Management University**

**"At SMU, we believe that the outcomes of one's education should benefit more than oneself, thus our commitment towards a holistic education that transforms and nurtures our students into individuals who will impact society.**

Devi, Head, C4SR, SMU

### CREATING A CULTURE OF GIVING

When it was established in 2000, Singapore Management University (SMU) became the first university in Singapore to make community service a compulsory component of its undergraduate education. Each student is required to serve a minimum of 80 hours in social causes that they feel strongly for. The aim is simply to ensure that their education at SMU is both knowledge and values-based.

As this component of serving and meeting needs grew, SMU established the Centre for Social Responsibility (C4SR) in December 2010. C4SR aims to guide students to undertake meaningful and sustainable projects while assisting them to understand best practices in the areas of community engagement and social responsibility.

Every year, prior to the start of the academic term, C4SR works with senior students to facilitate three local projects – 'starringSMU', 'Inspirar' and 'Kiddleidoscope'. The three projects provide a platform for more than 500 freshmen to be involved in community service even before term starts. In 2015, together with almost 250 senior students, they were able to reach out to over 5,000 children and the elderly as well as those with disabilities. These beneficiaries were from 18 non-profit organisations.

Under the guidelines on community service, SMU allows its students the flexibility of joining an existing project or they may take up the responsibility of initiating a new one. Students also have the freedom to carry out projects for local or overseas communities.

Over the years, SMU students' projects have developed to focus more on capacity building and empowerment of the beneficiary communities. Students also utilise their 'skill strengths' when developing projects. For example, through Project Gazaab (founded in 2009), SMU undergraduates work towards empowering rural communities in India, Indonesia and Nepal to move out of poverty level through micro social enterprises. Since 2015, through the 'SMU-MCCY Charity Transparency Framework Collaboration', SMU accountancy students apply their





audit knowledge and skills to support the work of the Charity Council Secretariat in assessing transparency practices among charities in Singapore.

The past academic year has seen SMU students involved in 582 local and 161 overseas community projects. The latter were carried out in 17 countries, including Kenya, where a project team, SMU Pendeza, spends more than a month each year helping an orphanage with education and financial empowerment. These figures are affirmation of how SMU students are embracing community service and going beyond their comfort zone to extend help and encouragement.

More impressive is how often these projects were led by senior students who had already completed their own community service requirement. However, their desire to keep serving is what motivates them to step forward and lead their juniors to continue the journey. By availing themselves, these seniors also ensure smooth continuity of the projects.

#### **PARTNERSHIP TO SERVE MORE**

Besides motivating its students to look into their own community service projects, SMU has also actively sought out partnerships with other stakeholders. This has resulted in various collaborations to provide resources, raise awareness and bring people together to support causes that are in greater need. These collaborations avail platforms for SMU students to serve the communities. Some of these established in the past academic year include:

#### **1. A 3-year partnership with Central Singapore CDC**

Facilitates a host of student-driven collaborations to benefit the community such as Free Kicks – a programme spearheaded by SMU Soccer Club to conduct weekly football clinics for children from low-income families

#### **2. Partnership with Citi Singapore**

SMU's Sim Kee Boon Institute for Financial Economics co-organised The Financial Literacy Fiesta 2015 with an aim to equip local communities with valuable financial knowledge

#### **3. Collaboration with Wilmar International Limited**

This collaboration was renewed and saw the corporation provide an additional \$200,000 in funding support for the 'Wilmar Overseas Engagement Projects Grant'. These grants enable SMU students to conduct educational programmes for primary school children in Wilmar schools across China (since 2011).

Today, 16 years since SMU required its students to complete 80 hours of compulsory community service, the results are staggering. By the end of 2015, SMU students have given nearly 2.3 million hours in service to local as well as overseas communities that are in need. This is 251 human years given to make a difference in someone's life. This is evidence of positive implementation making a positive impact on how higher learning needs to be balanced. The ripples that SMU started are not only benefiting Singapore but it is also making waves for a better future for communities beyond our shores.

Individual // Youth Winner

### Noor Mastura

"To me a #cityofgood isn't really about the city but the people in them. And that's exactly what I envision Singapore to be: a city of people who wants for others what they want for themselves."

# Building a Foundation of Community and Religious Harmony

At 17, Noor Mastura's parents divorced. Five years of homelessness and hunger ensued as her mother struggled to provide for and raise four daughters. Noor remembers moving 11 times in a span of five years.

Chapter #03

# Giving is the heartbeat of Singapore





It reached a point where they would just put their possessions in trash bags and carry them from one move to the next. Towards the end, the family often only had instant noodles to quell their hunger. Sometimes and unknown to each other, they would even pretend to be full just so the rest could have enough to eat. The reality of being unable to afford enough to eat made Noor think about children who could be in similar situations and she resolved to make a difference when she could.

With the challenges that her family faced, Noor had to sacrifice a chance at furthering her studies. She worked various jobs to support herself and her family. She subsequently joined her mother in the real estate industry where she found success. Eventually, with strong support from her maternal uncle and aunt, Noor's family was able to purchase their own home. Yet, Noor did not forget the difficulties they had to overcome and she desired even more to help those who were also struggling.

In November 2013, together with two friends, Noor started Back2Basics to deliver groceries to disadvantaged families of different faith backgrounds. To ensure inclusiveness, they only sourced for Halal certified groceries. Delivering the groceries rather than requiring

beneficiaries to self-collect also lessened the burden on homebound elderly or single mothers with child care constraints. Today, Noor has handed the running of the programme to one of her sisters while she continues to advise the core volunteer team. On top of regular delivery of groceries, the group also delivers special hampers during festive seasons. Their out-reach has also expanded to include long-term befriending of some of these beneficiaries. They have also engaged and collaborated with schools, corporate entities as well as other help groups to carry out their work.

At its peak, Back2Basics supported 40 beneficiaries. Since then, some beneficiaries who have become financially sufficient, have successfully withdrawn from the programme. Currently, the team is also assessing other families who are on a waiting list.

#### LIVING A FAITH OF HARMONY

In December 2014, Noor's heart grew burdened by media reports of ISIS atrocities against Christians in Mosul. The resulting online hostility by some Singaporeans made her realise the fragility of Singapore's religious



harmony. Determined, Noor wrote a letter which she emailed to over 200 local churches. She also posted the letter on her blog. The post went viral and caught the attention of online media outlets which published it. What followed was overwhelming positive response and support from the churches and the masses. Motivated, Noor sought to do more to encourage others to promote and strengthen religious harmony. She began to attend trainings and was also accepted into Cambridge University's Interfaith Summer Programme. There, she realized the need for ground-up interfaith work. This led Noor to start Interfaith Youth Circle (IYC).

IYC began in 2015 with a campaign – SGMuslimsforEid, motivating Muslims to open their homes to strangers of other faith backgrounds or those who did not have a place to celebrate Eid al Fitr. (An important religious holiday celebrated by Muslims, that marks the end of Ramadan.) The programme was successfully carried out for a second year. IYC has also organised Scriptural

Reasoning which originates from Cambridge University. It gathers those of different faiths to come for a facilitated conversation, discussing a portion of religious text from different faiths but of the same theme.

Today as Noor Mastura looks back, the small and steady success of Back2Basics and Interfaith Youth Circle is heartening. Seeing friends and strangers join forces with her to meet social needs and promote religious harmony, gives Noor hope and inspiration to inspire more to bring about greater positive change in Singapore.





# Flushed with Pride

Individual // Adult Winner

## Jack Sim

“Because time is finite, death becomes a motivator. There is an urgency to live every day in the most useful way so that I don’t waste it. And the highest value one can exchange time for, is service to others.”

### A FRESH PERSPECTIVE

Retiring at 40 was a turning point in Mr Jack Sim’s life. He started a countdown clock with the expiration set for his 80th birthday. It was to track the mortality of his volunteerism – how much time he had to serve those in need. Then, the clock counted 14,600 days available for him to do good and to give to those in need. Today, at 59 years of age, the clock has just over 7,420 days remaining.

Looking to serve, Mr Sim made the discovery that toilets were often in a state of neglect. Yet access to a clean toilet that was in working order was critical to the well-being of individuals, families, communities and nations. With an eye on improving the state of local public toilets, Mr Sim started Restroom Association of Singapore (RAS).

As he carried out his mission, Mr Sim came across similar associations existing abroad. Noting that these were operating on their own, he saw the need for a channel to bridge them and this led him to establish World Toilet

Organisation (WTO) in 2001. From connecting different bodies, WTO grew and eventually birthed a social enterprise arm, SaniShop, which trains communities in less developed nations to produce low-cost latrines and treatment system. These are then sold through local women who are commissioned as agents.

The multiplier effect of the work done through SaniShop is booming. Since its inception in 2009, SaniShop Cambodia has built over 11,200 household latrines and has a trained sales force of 500 operating in seven provinces. Over in India, SaniShop has collaborated with a local non-governmental organisation (NGO) and an MNC has come on board as a corporate sponsor. In the African continent, SaniShop Mozambique is taking flight and enjoying partnerships with local NGOs and receiving funding from the Italian Ministry of Foreign Affairs.

### FOOD FOR THOUGHT

In the past year, Mr Sim has also taken on a new mission – 45Rice – to improve the nutrition of foreign workers, mainly those in the construction industry. This follows media reports of them receiving poor quality packed meals ordered via middlemen. To improve this situation, Mr Sim worked with one employer to directly supply meals to its workers. He also started a funding campaign on the Giving.sg



# Going Beyond Service

Individual // Senior Winner

## Lim Hang Chung

“We should treat all mankind alike and we should always use human kindness with a mind of nurturing and mentoring the young to have a better future for many generations to come.”



portal and worked with raISE to bring in fortified rice containing micronutrients. This rice will be supplied to caterers who in turn will prepare nutritious and palatable meals to the workers. His view is simply that nutritious meals lead to healthier workers who would have better morale, safety and productivity.

As the clock ticks on, Mr Sim feels no stress. He confesses that though he may be 59, he feels younger and more energized than he did at 40. Then, the stress of running his own business weighed heavily upon his shoulders. Today, the joy from serving and improving lives has lifted his heart and helped him to walk more purposefully as he journeys on in life.



### KINDNESS IS HUMAN NATURE

Giving and caring for others is second nature to Mr Lim Hang Chung. This second nature was what motivated him to establish the Cheng Hong Welfare Service Society (CHWSS) in 2004 and it is what drives him to continue serving actively as its inaugural chairman.

12 years ago, Mr Lim's vision led to the start of a Traditional Chinese Medicine (TCM) clinic at Arumugam Road. Since then, CHWSS has grown to become an organisation operating one TCM centre and six TCM clinics. All offer free consultations, acupuncture and medication to the public – regardless of race or religion. This is an achievement made possible by successful collaboration with partners who provide manpower (TCM physicians and pharmacy assistants) and even medication.

Today, the seed that Mr Lim planted sees CHWSS expanding on the services and support it offers. This includes providing financial assistance to the needy and befriending support to the elderly at homes for seniors. He has also led his team of staff and volunteers in collaborating with Willing Hearts Kitchen to distribute meals every weekend to nearly 200 seniors living in the Chinatown neighbourhood. In his personal capacity, he has also gone the extra mile by making time to serve as the Vice-Chairman of Loving Heart Multi-Service Centre (from 2000–2011) and as Vice-Chairman of Cheng Hong Siang Tng (from 1985–2004). He still gives time to serve as an advisor at the latter.

### ENSURING PEACE TILL THE END

Four years ago, Mr Lim spearheaded a pro bono Afterlife Memorial Service (AMS). It



众弘福利协会  
Cheng Hong Welfare Service Society  
Hotline 991

感恩有你



aims to help fund and organise the funeral arrangements of the needy and disadvantaged. To date, AMS has brought peace and closure to more than 77 persons ranging in age from 49 to 77.

Sharing his motivation for starting AMS, Mr Lim recounts a conversation with an elderly bachelor who had no kin and was on a public assistance scheme. This man confessed that he was despondent at the thought of his own passing, knowing that he would have little monies to leave behind to cover his own funeral. His story spoke directly to Mr Lim's heart and Mr Lim promised to ensure all arrangements would be seen to when the time comes. On top of this, Mr Lim personally gave him a monthly contribution to help improve his situation, to make life more comfortable. When this man was hospitalised, Mr Lim would bring his favourite food to him each day. The kindness and sincerity that Mr Lim showed him led the elderly bachelor to declare that Mr Lim was his only kin in the world. This profoundly touched Mr Lim's heart.

Today, the seeds for Cheng Hong Welfare Service Society and Afterlife Memorial Service that were planted in Mr Lim's heart continue to grow and make a difference in the lives of the needy and disadvantaged. Ever the generous spirit, Mr Lim also looks forward to inspiring as well as mentoring a younger generation who can continue his vision and passion of making a positive difference in Singapore's giving landscape.

| NAME OF PANEL JUDGE  | DESIGNATION, ORGANISATION   |
|--|---|
| <b>Ms Trina Liang-Lin</b><br>(Co-Chairperson of panel)                   | President<br>Singapore Committee for UN Women   |
| <b>Mr Zainul Abidin Bin Mohamed Rasheed</b><br>(Co-Chairperson of panel) | Non-Resident Ambassador to Kuwait<br>Ministry of Foreign Affairs  |
| <b>Mr Chew Kwee San</b>  | Council Member<br>Tan Chin Tuan Foundation  |
| <b>Ms Debra Soon</b>   | Head, Family (English) Segment<br>Mediacorp Pte Ltd   |
| <b>Mr Eugene Seow</b>  | Special Advisor, TOUCH Community Services<br>Executive Director, TOUCH International                              |
| <b>Dr Ming Tan</b>   | Director<br>The COMO Foundation   |
| <b>Mr Robert Chew</b>  | Honorary Treasurer<br>National Council of Social Service<br>Vice Chairman<br>Dover Park Hospice Governing Council |
| <b>Mr Ronny Tan</b>  | Former Chairman<br>Assisi Hospice   |
| <b>Ms Yvonne Tham</b>  | Assistant CEO<br>The Esplanade Co Ltd   |

|                      |  |
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|                      | <b>Mr Hugh Lim</b><br>Deputy Secretary (Community, Youth and Sports)<br>Ministry of Culture, Community and Youth |
|                      | <b>Ms Janet Ang</b><br>Vice President, Industry Solutions Sales Team<br>IBM Asia Pacific                         |
|                      | <b>Ms Karen Yew</b><br>Head, Brand and Communications<br>Mediacorp Pte Ltd                                       |
|                      | <b>Mr Kelvin Wong Weng Wah</b><br>Partner, Co-Head Corporate & Commercial Department<br>Allen & Gledhill LLP     |
|                      | <b>Mr Lim Soon Hock</b><br>Chairman<br>Halogen Foundation  |
|                      | <b>Mr Loh Lik Peng</b><br>Director & Founder<br>Unlisted Collection  |
|                      | <b>Mr Samuel Ng Beng Teck</b><br>Chief Executive Officer<br>Montfort Care  |
|                      | <b>Mr Sim Gim Guan</b><br>Chief Executive Officer<br>National Council of Social Service                          |
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|                      | <b>Ms Trina Liang-Lin</b><br>President<br>Singapore Committee for UN Women                                       |
|                      | <b>Mr Zainul Abidin Bin Mohamed Rasheed</b><br>Non-Resident Ambassador to Kuwait<br>Ministry of Foreign Affairs  |

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**Mr Tan Boon Khai**

Chief Executive  
Singapore Land Authority

# Tonight's *Entertainment*



## Azmi Hassan

Music changed his life. At a pivotal crux of his life, music became a source of strength for Azmi to turn the tides in his favour. Rising from the ashes, Azmi went on to bag the best composer and best lyricist awards for his songs 'Only You' and 'Love Our Child' in the Yellow Ribbon Song Writing Competition 2014 and has not looked back since. "Love Our Child" became a favourite with many because it spoke of a friend's loss upon incarceration and the regret his actions brought upon his young daughter.

Azmi has since chalked up performing experience at the Singapore Chinese Cultural Centre's Art Exhibition, the COMPASS "Schoolyard Assembly Series", Care Network Seminar by S.C.O.R.E. and most recently, PAssionArts Singing Festival 2016.

With a renewed outlook on life and a resolve to do better with the chances he receives, Azmi makes the conscious effort to perform at community events, over entertainment hotspots. Paying it forward, Azmi has also gone on to change the lives of others through music as a vocal and stage coach and has lent his vocals for the Yellow Ribbon and Composers and Authors Society of Singapore's Songwriting CDs. Wanting to create a healthier transition back to society for newly released ex-offender friends, Azmi also reaches out to them upon their release.

The singer-songwriter's soothing vocals lean towards the styles of rhythm and blues, as well as soul where he infuses a refreshing dash of Asian zest. Hoping to break boundaries and conventions, Azmi also sings in different languages.



# Spon10neous and Divers10n

Spon10neous and Divers10n are two youth dance groups consisting of 10 aspiring dancers between the ages of 15 and 20. Actively performing in both local and overseas shows, they were recently commissioned to perform in Indonesia for ChildAid Jakarta.

Both youth dance groups are supported by The Business Times Budding Artists Fund (BT BAF), which provides guidance and opportunities for financially disadvantaged children and youth passionate in the arts, to develop their talents.

These youths are trained in a myriad of dance forms from Hip hop, Contemporary, Jazz to Ballet by instructors from Maya Dance Theatre.

Spon10neous and Divers10n promise high-energy and powerhouse performances that will have you at the edge of your seats and wanting more.



# Mandeville



# Violin

Established in 2011, Mandeville Violin Stars is a performance ensemble comprising students from Mandeville Conservatory of Music. It provides the students, who are between the ages of 4 to 13, with exposure in musicianship and stage confidence. The ensemble is known for its wide and uplifting repertoire which crosses genres in music. This is no small achievement considering its students on the average have only been learning to play the violin for four years.

Since the inception of Project Intan – this year’s PVPA winner for “Kampong Spirit” – in 2008, members of Mandeville Violin Stars have been part of its entertainment line-up. This has been made possible through the support of a teacher at Mandeville

Conservatory, Ms Tatyana Todorova, who also enlists her private music students to come together and put up performances at Project Intan’s fundraisers. In addition, the ensemble has also performed regionally, in Malaysia, Vietnam and Indonesia. This year end will even see the young musicians travelling to Vienna to perform with the Vienna Boys’ Choir.

The achievements of these young Mandeville Violin Stars and their generosity in supporting worthy causes such as Project Intan adds to the celebrative spirit that the PVPA entails.



# Stars

# Tonight's Hosts

Miss Singapore Universe 2000. Television host. Actress. Singapore's youngest Nominated Member of Parliament. An honoree for The Outstanding Young Persons of Singapore Award. Recipient of the Singapore Youth Award as well as the ASEAN Youth Award. Singapore's nominated representative for Young Global Leader at the World Economic Forum. Emmy-nominated producer. Accomplished pianist. These are some of the titles and achievements of Eunice Olsen, our volunteer host for tonight.

However, Eunice is not limited by these. With a heart for those in need, she is actively involved with non-profit and philanthropic causes such as the Muscular Dystrophy Association of Singapore and Habitat for Humanity. She also has multiple ongoing humanitarian projects in Cambodia, including Project Precious which she founded in 2012. The programme reaches out to females in rural communities and educates them on menstrual hygiene. This came about when Eunice realised the lack of information and proper care often exposed them to infections and diseases which in turn may cause them to miss work or school. Through simple learning aids and workshops, Project Precious equips these women and young girls to live healthier and be able to achieve more.

From being in front of cameras to serving others behind the scenes, in Singapore and beyond, tonight's host – Eunice Olsen – is clearly someone who also epitomises the spirit of our PVPA.



## Eunice Olsen



## Muhd Aqram

Muhd Aqram is no stranger to the stage. This 18-year-old graduating student of Eden School was the co-emcee at Community Chest Heartstrings Walk 2016 on 31 July. He has also performed with his schoolmates at various school and community events.

Aqram used to be a quiet boy in primary school who was not academically inclined. Eventually diagnosed with mild autism, Aqram joined Eden School – a programme run by Autism Association (Singapore) – when he was 13. In the five years since, he has flourished into a confident and well-rounded young man who serves with pride as a school prefect and was also privileged to be selected for his school's inaugural overseas trip to Beijing in 2014.

Through his school's programmes, he has also learnt to bake and even attained his Workforce Skills Qualifications in food preparation. Upon graduating this year, Aqram will move on to the Enabling Village to continue employability training, and start his journey towards achieving financial independence.

Co-hosting the PVPA as a volunteer, is a new milestone for Aqram and we are honoured to have him celebrate the spirit of giving with us.

## About NVPC

The National Volunteer & Philanthropy Centre (NVPC) is an independent not-for-profit organisation that advocates giving in Singapore. Our vision is to be a Giving Nation by growing a culture of giving in Singapore. We work closely with other non-profit organisations, corporates, public sector agencies, institutions as well as the community to build a robust ecosystem to make giving simple, fun and meaningful.

We enable and amplify giving by exercising our roles as the:

### **AUTHORITY**

We create and curate knowledge and resources on giving; so that any individual or organisation can learn to give and give well.

### **BRIDGE**

We connect givers with giving opportunities by building online and offline giving platforms, so that giving is a simple, fun and meaningful for everyone.

### **CHAMPION**

We champion people and organisations who make Singapore a more engaged, giving, and compassionate society.

### **DEVELOPER**

We amplify and expand Singapore's giving ecosystem through developing the capacities and capabilities of our partners through leadership enhancing strategies.

# Key Initiatives

## INDIVIDUAL GIVING SURVEY (IGS) & CORPORATE GIVING SURVEY (CGS)

As the only landscape surveys to be conducted about volunteerism and philanthropy in Singapore, the IGS and CGS establish the national baselines. The surveys identify and analyse the different motivations and patterns of giving in Singapore, providing insights and data for NVPC to develop solutions on helping Singapore give better.

## GIVING.SG

Singapore's most trusted and comprehensive flagship digital giving portal, Giving.sg, connects over 400 non-profit organisations, 90,000 registered users and companies, in Singapore to varied giving opportunities in fundraising, donations or volunteering of time and/or skills. Giving.sg makes giving a simple, fun and meaningful experience. The interactive site also allows users — individuals, registered charities and companies to share their giving stories with others and create crowdfunding campaigns. We are continuously upgrading the portal to enhance user experience.

## BOARDMATCH

BoardMatch is designed to enhance board renewal, diversity and continuity of non-profit organisations. By partnering large corporations and professional associations as well as individuals, we have built an extensive database of volunteers with diverse backgrounds and expertise to serve on non-profit boards and committees. BoardMatch volunteers are successful entrepreneurs, senior civil servants and corporate professionals with a broad range of experiences and a common desire to be of service.

Find your match now @ [cnpl.org.sg](http://cnpl.org.sg)

## #GIVINGWEEKSG

Happening this year from 29 Nov to 5 Dec 2016, NVPC's #GivingWeekSG is an annual national giving campaign which happens every first week of December. Everyone and anyone from all walks of life can be part of this giving initiative. In 2015, we raised an impressive \$8 million on our online giving portal and chalked 1.67 million views on our public #GivingWeekSG video. Giving Week also celebrates both Giving Tuesday and International Volunteer Day (IVD) during its week-long campaign.

Be part of #GivingWeekSG, contact [advocacy@nvpc.org.sg](mailto:advocacy@nvpc.org.sg)

## COMPANY OF GOOD

Championing corporate and workplace giving, the Company of Good empowers businesses to engage in holistic, sustained and impactful giving. Developed in partnership with the Singapore Business Federation Foundation (SBFF), Company of Good is set up to inspire a corporate giving movement in Singapore. Through the Company of Good portal, companies can take a quiz to understand their profile on giving, get access to a useful pool of resources and toolkits to build their knowledge and capabilities to give better, and join an exclusive Company of Good Network to partner other companies. As part of the Company of Good Network, companies are advocates for corporate giving in Singapore and can use the Company of Good badge as part of their corporate identity.

Begin your corporate giving journey @ [companyofgood.sg](http://companyofgood.sg)

## COMPASS

COMPASS is a leadership development programme targeted at Executive Directors/Chief Executive Officers of non-profit organisations. This programme enables an organisational leader to better understand and hone their competencies in tackling the challenges of running a non-profit organisation, through defining a professional development plan. COMPASS is based on an established competency framework developed for the Singapore non-profit sector. It is a holistic and experiential programme consisting of two leadership surveys, a development centre and executive coaching.

## PULSECHECK

PulseCheck focuses the board on understanding the critical importance and direct link between the strategic plan and the board's required expertise to help them achieve the plan. This programme is targeted at Board members and Executive Director/Chief Executive Officers. A PulseCheck engagement consists of an online self-assessment survey identifying experience areas, competencies, diversity and dynamics within the Board and a facilitated workshop to interpret results and develop action plans. The key objective of PulseCheck is to determine current and future Board mix of experiences and skills based on desired impact and outcomes of the strategic plan.

**Giving is a fulfilling journey that unites people.  
We are always on the lookout for inspiring stories and people. Write to us if you know of them at [advocacy@nvpc.org.sg](mailto:advocacy@nvpc.org.sg)**



# Acknowledgements

We would like to extend our heartfelt gratitude to:

**His Excellency, President Tony Tan Keng Yam**

for conferring the Awards as our Guest-of-Honour for the evening,

**Ministry of Culture, Community and Youth, and the National Council of Social Service** for their support and presence for the evening,

**Our Sponsors & Supporters:**

**Keppel Care Foundation, NTUC Income Insurance Co-Operative Ltd,**

**Our awards judging panel** for thoughtfully selecting the winners,

**Ms Eunice Olsen and Muhd Aqram,** our outstanding emcees,

**Mandeville Violin Stars, Spon10neous and Divers10n** for their rousing performances,

**Mr Azmi Hassan** for serenading us and jazzing up the night,

**Straits Preserves** for sponsoring the customised door gifts for our guests and **Mr Benny Se Teo** for the marmalade recipe,

**Gryphon Tea** for the fine tea and **Metta Café** for their delectable canapés during the pre-event cocktail reception,

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**Accela** for the design of the invitation cards and programme booklets,

**Adrenalin Group Pte Ltd** for being our professional event organiser;

And everyone who helped make this event a fitting tribute to Singapore's giving heroes.

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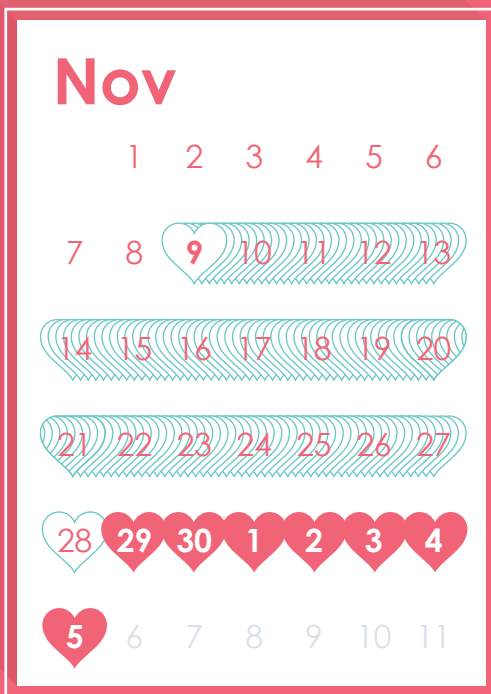
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