

CORPORATE SOCIAL RESPONSIBILITY – SINGAPORE PRESS HOLDINGS

SPH strives to be a good corporate citizen. Be it arts, charity, community, education, sports or conservation causes, SPH's diverse Corporate Social Responsibility (CSR) programmes have reached out to various groups of the community and made a difference in many lives.

ARTS

Supporting the arts

SPH, a strong supporter of the arts, was honoured with the Distinguished Patron of the Arts award for the 18th consecutive year. SPH UnionWorks' Radio 100.3 was also given the same award, while the SPH Foundation and omy.sg, SPH's bilingual news and entertainment portal, clinched the Friend of the Arts award and the Arts Supporter award respectively.

The Business Times has also lent its support to help disadvantaged children develop their artistic talents through its Budding Artists Fund.

Serving up a musical feast

Some of Singapore's finest musical talents took centre stage at the annual SPH Gift of Music (GOM) series which offered free concerts to the public throughout the year. Apart from offering the usual musical genres including classical, pop and jazz by national orchestras such as the Singapore Symphony Orchestra and Singapore Chinese Orchestra, this year's series also featured the hugely popular Opera in the Park by the Singapore Lyric Opera, as well as performances by local bands and hip hop musicians at the Esplanade Outdoor Theatre and Paragon.

Showing Chinese culture to raise funds

Following the success of its fund-raising Youth Talent Concerts in the previous years, the Chinese Newspapers Division of SPH organised a Tang Style Fashion Show this year to raise funds for the President's Challenge. The charity gala dinner at the Mandarin Orchard Hotel raised more than \$150,000 for the less fortunate.

CHARITY

Annual Charity Giving with a 60s' theme

SPH and SPH Foundation gave out \$400,000 to 20 charities serving more than 15,000 beneficiaries at the annual charity giving event. Invited beneficiaries were treated to multicultural

performances and snacks based on a 60s' theme. It was also the first corporate event for members of the newly launched SPH Staff Volunteers Club, who helped serve the beneficiaries.

Marking 10 years of helping children

The Straits Times School Pocket Money Fund (SPMF), which marks its 10th anniversary this year, saw the highest number of beneficiaries totaling 12,500. To meet its target of \$5 million, it partnered OCBC Bank and NTUC FairPrice to launch 50,000 Help-A-Kid Coin Banks selling at \$5 each to the public. Last December, the annual ChildAid concert raised a record \$1 million for the SPMF and The Business Times Budding Artists Fund. Held at the Resorts World Sentosa, it was the integrated resort's first public event.

Supporting the fight against cancer

SPH Magazines is the top corporate donor for the Children's Cancer Foundation for the past two years.

Be Yourself Day for a good cause

Launched in 2001, The New Paper Be Yourself Day is a day for students to dress creatively while contributing to a good cause. It has since raised over \$1.1 million for the President's Challenge.

Walking for charity

The Business Times, in support of the Dover Park Hospice, organised a Sunday Walk event at Sentosa and a Sunflower Gala Ball at the Mandarin Hotel. Graced by President S R Nathan, it raised a total of \$1.1 million.

Children helping children

Helmed by The Business Times in partnership with The Arts House and CHIJ (Kellock), 1,000 underprivileged children spent Children's Day at the Underwater World Singapore. Now in its third year, a total of \$282,050 was raised this year to support The Business Times Budding Artists Fund and The Straits Times School Pocket Money Fund.



Distinguished Patron of the Arts



Children for Children

Book vouchers for the needy students

The Chinese Newspapers Division gave out \$50,000 worth of book vouchers, sponsored by the Kwan Im Thong Hood Cho Temple, to needy students at the Singapore Book Fair 2010.

The gift of life

SPH collected a total of 228 units of blood at the SPH Red Apple Day, its annual blood donation drive organised with the Singapore Red Cross Society and Beatty Secondary School. Donors included SPH staff, students and members of the public.



SPH Red Apple Day

Spreading cheer to the needy

About \$20,000 worth of gifts including food and home appliances were donated to the needy as part of SPH's support for the Boys' Brigade Sharity Gift Box. SPH also hosted a year-end party for more than 100 beneficiaries from the Toa Payoh Care Corner Family Service Centre.



Sharity Gift Box Party

Recycling for a good cause

The inaugural SPH Flea Market, a collaboration between SPH and the Salvation Army, encouraged staff to recycle usable items while raising funds for charity at the same time. A total of \$4,000 from the sale of the items was donated to the beneficiaries under the care of Salvation Army.



SPH Flea Market

SPORTS

Achieving sporting glory

SPH and the Singapore Athletic Association (SAA) hosted the 18th SPH Schools Relay Championships at the Bukit Gombak Stadium in March. About 1,300 participants from over 50 schools took part in 24 races over the two-day competition.



SPH Schools Relay Championships

The 12th edition of the Lianhe Zaobao Cup attracted 677 table tennis enthusiasts from 78 schools. The finals were held at Velocity Mall, with Er Lee Bee Wah (MP for Ang Mo Kio GRC and President of Singapore Table Tennis Association) as the Guest-of-Honour.

CORPORATE SOCIAL RESPONSIBILITY – SPH FOUNDATION

Set up in 2003 with a seed contribution of \$20 million from SPH, the SPH Foundation is a registered charity and Institution of Public Character. It aims to build a lifelong learning community that embraces language enrichment, creativity, diversity, healthy living and sports.

EDUCATION

Lim Kim San Memorial Scholarships

Six students were awarded the Lim Kim San memorial scholarships to pursue language studies at the Nanyang Technological University and the National University of Singapore. The scholarship is for needy language students from local universities, and comes with no bond. Since 2006, 24 scholarships have been given out.

The greatest change in the history of media

Professor Vin Crosbie from Syracuse University spoke at the 3rd SPH Foundation Lecture series held at the Drama Centre. Speaking on “The Greatest Change in the History of Media”, he shared about the impact of media on cultures, politics and societies, and how the world can learn to cope and manage the current information overload. The lecture attracted more than 400 guests.



SPH Foundation
Lecture Series

Eminent Speakers’ Series

Asian media veterans Jin Wei-Tsun and Qian Gang spoke at the Eminent Speakers Series on 30 May on the topic “Role of Media in Social Change: A Cross-Strait Perspective”. The forum was jointly organised by Lianhe Zaobao and Business China, and supported by the SPH Foundation.

ARTS

Literary arts come alive!

SPH Foundation sponsored the production of Toy Factory’s “To Kill A Mocking Bird”, which was staged at the Drama Centre Theatre in February and March. The production, based on the literary classic which is an O-level literature text, was well attended and received by students.

Grooming literary talents

SPH Foundation, together with SPH, continued to sponsor the nation’s premier literary event Singapore Writers Festival in 2009. In conjunction with the biennial festival, the prestigious writing competition SPH-NAC Golden Point Award was also held, attracting a total of 453 participants with entries in the four main languages.

ENVIRONMENT

Wildlife conservation

SPH Foundation supports wildlife conservation efforts and the environment. In addition to the adoption of the proboscis monkeys at the SPH Foundation Conservation Centre and Inuka the polar bear at the Singapore Zoo, it also initiated the SPH Foundation Conservation Ambassadors and Wildlife Buddies Programme to encourage environmental awareness in the young. As part of its wildlife conservation efforts, SPH Foundation also sponsored the Birds & Buddies Show and the Flamingo Pool exhibit at Jurong Bird Park.

Nature appreciation

A joint initiative with the National Parks Board, the Special Projects to Understand Nature (SUN) Club programme marked its 5th anniversary this year with bigger and better plans for the future. SUN Club is a series of nature appreciation field trips to parks and nature reserves for children with special needs. Since its inception, it has touched more than 3,500 students from 13 schools.



SUN Club’s 5th Anniversary

CHARITY

Swinging for charity

The SPH Foundation supported “Swinging in Singapore”, a fund-raising concert organised by Community Chest at The Ritz-Carlton Millenia Singapore in July. Graced by President S R Nathan and Mrs Nathan, the charity gala concert featured home-grown jazz musician Jeremy Monteiro, backed by a full 18-piece Big Band and several of his international jazz friends.