

## CORPORATE SOCIAL RESPONSIBILITY

### SINGAPORE PRESS HOLDINGS

As a socially responsible corporate citizen, SPH actively engages all segments of the community to give back to society. The growing diversity of programmes and initiatives that SPH champions is not only a strong testament of its commitment towards corporate citizenry, but also shows its ability to engage minds and enrich lives through different activities and platforms. In conjunction with SPH's 30<sup>th</sup> anniversary celebrations this year, a range of activities was held throughout the year.

More information can be found in pages 42 to 44.

#### Arts

SPH believes strongly that arts is a common language for all races, languages and religions. The annual SPH Gift of Music series brings the arts to the masses and creates a vibrant arts scene in Singapore. 2014 saw more than 20 free concerts being staged at various parts of Singapore, including parks, shopping malls, the Esplanade and the newly refurbished Victoria Concert Hall. The audience were entertained with a variety of music genres ranging from classical, pop, jazz, rock to opera.



#### Charity

As part of its annual charity cheque presentation with SPH Foundation, SPH donated \$200,000 to 20 charities serving the elderly at its adoption ceremony of Amazon Flooded Forest at River Safari last year. The charities, recommended by the National Council of Social Service, included Metta Hospice Care, TRANS Family Service Centre (Bedok), Fei Yue Family Service Centre (Choa Chu Kang) and Persatuan Pemuda Islam Singapura (PPIS) Family Service Centre (West). Some of the beneficiaries were invited to an excursion at River Safari.

SPH also gives monetary and in-kind donations to different charitable organisations throughout the year. Staff are also encouraged to be involved in the company's corporate social responsibility programmes. The SPH Staff Volunteers Club, which comprises members from different departments in SPH, held quarterly birthday celebrations for the elderly of Care Corner Seniors Activity Centre (Toa Payoh). It brought much cheer to the elderly through a series of activities like games, paper cutting and karaoke. It also organised Lunching in the Dark, where participants got to experience

dining in complete darkness, in aid of visually impaired servers from the Singapore Association of the Visually Handicapped (SAVH). In August 2014, the SPH charity outing was organised as part of SPH's 30<sup>th</sup> anniversary celebrations (see case study on page 97).

The SPH Red Apple Day, held together with the Singapore Red Cross Society, encourages both SPH staff and members of the public to donate blood. It was originally started in 2001 as an annual event, but was made a biannual drive in 2011 to help increase blood donations during festive seasons when the blood bank runs low on blood supply.

SPH also supports the Boys' Brigade Share-A-Gift programme annually. Staff of SPH fulfilled more than 300 wishes and gave close to \$18,000 worth of contributions to six charitable organisations serving children and elderly beneficiaries last year. A year end party was also held at SPH News Centre for about 100 beneficiaries from Ang Mo Kio Family Service Centres, Care Corner Family Service Centre (Toa Payoh) and Life Community Services Society (MightyKids, Families & Community).

SPH was a founding partner of the inaugural #GivingTuesdaySG campaign last year. The campaign is part of a global movement to encourage people to give on a designated day, and is coordinated by the National Volunteer & Philanthropy Centre. SPH launched Loose Change Day on 3 December and staff volunteers collected contributions from fellow colleagues. More than \$6,500 was raised and channelled to the charities under Community Chest, which provide essential social services to underprivileged children and youth, needy elderly and the disabled.

Besides giving as a Group, SPH's products are also actively involved in community and charity projects to help those in need. The Straits Times School Pocket Money Fund (SPMF) received its charity status in November 2011. SPMF was started in 2000 as a community project by The Straits Times to provide pocket money to children from low-income families to help them through school. It has since helped more than 120,000 cases of needy children and youth.

The annual ChildAid concert, co-organised by The Straits Times and The Business Times, raised a record \$2.035 million last year for its two youth-related beneficiaries, The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund. Held at the Marina Bay Sands in December, more than 160 young performers sang, danced and performed their hearts out for a good cause.

The Chinese Newspapers Division has been organising fund raising events for the President's Challenge since 2002. A non-competitive Charity Fun Walk was held in September with Guest-of-Honour President Tony Tan Keng Yam flagging off the walk at Gardens by the Bay. Replicas of autistic savant Stephen Wiltshire's sketch of the Singapore cityscape were also presented to donors who made generous contributions to beneficiaries under the President's Challenge.

The Business Times held its annual Charity Challenge in March this year. The 39km cycling event raised \$115,000 for charities like Dover Park Hospice and SingHealth Transplant TRUEfund.

#### Education

As part of its efforts to build an effective team of human capital, SPH awarded seven outstanding young men and women with the SPH Journalism Scholarships this year. SPH also gave out 14 scholarships to the children of SPH staff and newspaper vendors, in recognition of their contributions to the company.



#### Nature and Conservation

The SPH Flea Market, a collaboration between SPH and The Salvation Army, encourages staff to recycle usable items while raising funds for charity at the same time. The event raised more than \$7,000 for the beneficiaries of The Salvation Army.

SPH was a supporting partner of the Singapore Environment Council's School Green Awards (SGA). The ceremony was held in November 2013 and more than 300 award submissions were received from primary and secondary schools, as well as schools for students with special needs and junior colleges. The SGA is an environmental programme for all schools in Singapore. Students review their school in teams and submit results together with a report on their environmental efforts. It also raises awareness within communities and organisations.

#### Sports

SPH aims to promote lifelong values such as character building, discipline and teamwork through its support of various sports events. Together with the Singapore Athletic Association, SPH hosted the SPH Schools Relay Championships at the Choa Chu Kang Stadium on 22 and 23 March. The competition attracted more than 1,000 participants from 40 schools.

SPH also sponsored the second edition of the SPH National Age Group Doubles Badminton Championships. Organised by the Singapore Badminton Association, the competition held last November at the Singapore Badminton Hall attracted more than 300 participants.

### CASE STUDY – SPH CHARITY OUTING

*More than 50 SPH staff from ten business units and subsidiaries brought 110 beneficiaries from their adopted charities to the Singapore Gardens Festival at Gardens by the Bay on 22 August. The SPH Charity Outing was organised by the SPH Staff Volunteers Club and the Corporate Communications and CSR division, as part of SPH's 30<sup>th</sup> anniversary celebrations.*

*It was to date, the largest charity activity involving several of the charities adopted by different SPH business units and subsidiaries. The 110 beneficiaries and caretakers, aged four to 60, came from Child @Street 11, Club Rainbow, Hope Centre, MINDS and Ramakrishna Mission Boys Home.*



# CORPORATE SOCIAL RESPONSIBILITY

## SINGAPORE PRESS HOLDINGS FOUNDATION

Singapore Press Holdings Foundation (SPH Foundation) was incorporated in 2003 with a seed funding of \$20 million from SPH. A registered charity and an Institution of Public Character, it has committed to build a community that embraces language enrichment, creativity, diversity, healthy living and sports.

### Arts

Since its launch in April 2011, the SPH Foundation Arts Fund has supported many arts productions, giving the underprivileged the opportunity to enjoy and appreciate the arts. Tickets to these productions were purchased for beneficiaries from charitable organisations like HELP Family Service Centre, Dyslexia Association of Singapore and YMCA Singapore.

SPH Foundation is also the Company Sponsor of the Singapore Repertory Theatre's The Little Company, which produces quality plays for children up to 12 years old. The plays feature professional full-time actors and serve as excellent opportunities for family bonding while teaching the children values such as caring and sharing.

### Charity

SPH Foundation donated \$200,000 to 20 charities serving needy children and youths, as part of the annual SPH and SPH Foundation charity cheque presentation at River Safari last year. Charities that benefitted from the donations included Association for Persons with Special Needs (APSN), Handicaps Welfare Association (HWA), The Singapore Association for the Deaf (SADeaf) and Singapore Association of the Visually Handicapped (SAVH). SPH Foundation also donated to other charitable organisations throughout the year.

### Education

SPH Foundation gave out the Lim Kim San Memorial Scholarships to ten deserving students from modest backgrounds to fund their studies at local universities. Since its inception, 63 bond-free scholarships have been given out. The scholarships, originally awarded to full-time language students, were extended to local undergraduates reading humanities last year, to mark SPH Foundation's 10<sup>th</sup> anniversary.



SPH Foundation also contributed to the PCF Assist programme, which was started by the PAP Community Foundation in 2011 to help needy students in the post secondary education institutions with their schooling expenses.

The SPH Foundation "Media in Transition: Social & Economic Impact" lecture was held at the SPH News Centre on 27 February. The guest speaker was Mr Fernando Samaniego, the Chief Executive Officer of International New Media Consulting. As a multicultural 'intrapreneur', he has worked with organisations across the globe in all areas of the media, including newspapers, magazines, television, radio, mobile, Internet, news, classified, and portals. The Media in Transition Lecture Series was started by SPH Foundation in 2007 to focus on the media transition and its social and economic impact.

For the third consecutive year, SPH Foundation was the Presenting Sponsor of The Straits Times - MOE National Current Affairs Quiz. The quiz is aimed to encourage post-secondary students to develop the habit of reading news publications, as well as promote an interest in, and improve their knowledge of, current affairs.

SPH Foundation was the sponsor of Shop For Your School, a campaign that rewards best proposals by students to make a difference to their school, peers or community. The campaign was organised by Little Red Dot, a student publication by The Straits Times. A total of 125 applications were received from a range of primary schools, including some special needs schools.

The seventh edition of VOX! (Visual, Originality, X-factor) New Media workshop, sponsored by SPH Foundation and co-organised by omy.sg and Ngee Ann Polytechnic, provided secondary school students with an introduction to news reporting and a taste of online news production.

SPH Foundation also sponsored a five-day workshop organised by the Wee Kim Wee School of Communications and Information. The workshop was designed to introduce junior college students to Chinese language journalism on multiple platforms including print, broadcast and new media.

### Nature and Conservation

As part of its nature and conservation efforts, SPH Foundation has extended its adoption of the Amazon Flooded Forest at the River Safari. The exhibit was officially launched by Chairman



Dr Lee Boon Yang last year as SPH Foundation's anniversary gift to Singapore. SPH Foundation also continued with its sponsorship of Inuka the polar bear, the SPH Foundation Conservation Centre at the Singapore Zoo and the High Flyers Show at Jurong Bird Park.

SPH Foundation also sponsored the Special Projects to Understand Nature (SUN) Club, a programme that brings tailor-made nature appreciation projects to students with special needs. More than 500 students benefitted from the customised nature trips in 2013.

### Sports

To promote an active lifestyle amongst primary school students, SPH Foundation sponsored the third edition of the SPH Foundation National Primary Schools Tchoukball Championships. To cater to the increase in popularity of the sport, a zonal competition was introduced for the first time this year, with a total of 39 teams taking part in the Senior Division (for Primary 6 students) segment. It was held at Junyuan Primary School on 23 May. The Junior Division (for Primary 4 and 5 students) segment will take place in November.

SPH Foundation, together with the Singapore Disability Sports Council (SDSC), hosted the fourth edition of the SPH Foundation National Para-Swimming Championships on 10 May at Toa Payoh Swimming Complex. The championships is aimed at creating opportunities for persons with disabilities to swim at a competitive level. Over 100 para-athletes from 18 special schools, associations and clubs took part in this one-day event. Outstanding swimmers were selected to represent Singapore in prestigious competitions.

