

**OPENING REMARKS BY CHAIRMAN, DR TONY TAN KENG YAM  
AT SPH and SPHF CHARITY GIVING HELD ON 4 AUGUST 2010**

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**RADM (RET) Kwek Siew Jin  
President  
National Council of Social Service**

**Ladies and Gentlemen**

**Boys and Girls**

**A very good afternoon to all of you.**

**Today marks the 7<sup>th</sup> year of SPH annual group giving, and the 6<sup>th</sup> year of SPH Foundation charity giving.**

**Together, SPH and SPH Foundation will be donating \$400,000 to 20 charities under the auspices of the National Council of Social Service.**

**SPH is giving \$200,000 to 10 charities serving the elderly, while SPH Foundation is donating the same sum of money to 10 children charities.**

**I am happy to see our elderly and young beneficiaries in our auditorium this afternoon.**

**The theme for today's event is "Going back to the 60s".**

**For the elderly, it will be a walk down memory lane.**

**The younger ones will get a chance to find out more about the old days through some of the performances and the food that will be served later.**

**This annual event is not just a simple act of donation to charities.**

**We would like to give back to society by bringing our beneficiaries together for a fun and entertaining afternoon, whilst reliving the 60s.**

**Some of you were not even born then but must have heard stories from parents or grandparents about the good old times.**

**We hope that today will bring back memories of yesteryear, whether they be yours or those of your parents.**

**Today, some of our staff will be performing various items from the 60s.**

**We have also invited some schools and arts groups to showcase their talent and share in the joy of giving with us.**

**We hope all our beneficiaries and performers will bring home fond memories of today's event.**

**Charity giving is a major part of our corporate social responsibility at SPH and SPH Foundation.**

**In our pursuit of corporate excellence, we have not forgotten the importance of being a good corporate citizen to help the less fortunate in our society.**

**SPH's yearly calendar is full of charitable activities like the SPH Red Apple Day, a blood donation drive for the Singapore Red Cross; the SPH Flea**

**Market co-organised with the Salvation Army; and our active participation in the Boys' Brigade Sharity Gift Box.**

**We are also a keen supporter of the arts, education, conservation, community work and sports.**

**Our products and subsidiaries also contribute to different charities through innovative setups or events every year.**

**These include the Straits Times School Pocket Money Fund, Chinese Newspapers Division's Youth Talent Charity Concert and its book vouchers to needy students at the Singapore Book Fair, the Business Times' Budding Artists' Fund and its Children Helping Children Project, The New Paper's Be Yourself Day, the Paragon Style Auction, and SPH Magazines' donation to the Children's Cancer Foundation.**

**And the list goes on.**

**Last year, SPH as a group contributed more than \$6million to different charities through various fund raising activities and direct grants from the company and foundation.**

**This year, our total contribution will be even higher.**

**On top of the usual charity events and activities by SPH and the various subsidiaries, the Chinese Newspapers Division is organising a Tang**

**Dynasty Fashion show next month to raise \$150,000 for the President's Challenge.**

**The Straits Times School Pocket Money Fund, which celebrates its 10<sup>th</sup> anniversary this year, will also be going all out to raise \$5million for the 12,000 children on the Fund.**

**I believe we can achieve this target through the annual ChildAid concert and the support of compassionate organisations and individuals.**

**SPH is also doing our part by buying 4,000 Help-A-Kid Coin Banks at \$5 each for our staff to help save up for the needy children.**

**I am also pleased to announce that SPH has recently started the Staff Volunteers Club to promote staff volunteerism in the company.**

**You can see some of the members in pink helping out today.**

**This Club was initiated by the Corporate Communications Department with the support of the HR department last month.**

**It has representatives from different divisions who will organise charitable activities and rally their colleagues to join them in giving back to society.**

**Before this, some of our staff have been active volunteers on their own, while several departments have adopted charities.**

**The setting up of the SPH Staff Volunteers Club will bring SPH's corporate citizenry to another level.**

**The shared values, sense of community and a common higher purpose will help our staff connect and bond.**

**They will also find meaning and joy in their working lives and beyond.**

**As Singapore emerges from the economic crisis, let us not forget that there are still many who need a helping hand.**

**Every charitable act is a stepping stone towards a better life for them.**

**Take for example Mr Garnell Kenneth Cicilia, a 64-year-old single elderly who has multiple medical conditions.**

**The Hua Mei Care Management Service ensured he has the right medication and nutrition, helped provide a clean home environment for him, and linked him up to the Senior Activity Centre so he can spend his leisure time participating in their community activities.**

**There is also Mr Jeffrey Tan, a 44-year-old stroke patient who has no parents or siblings.**

**With the care and physiotherapy treatment of the Asian Women Welfare Association's READYCARE Centre, his condition has improved, and he can now lead an independent life again.**

**I would like to end by saying thanks to the NCSS and caregivers who dedicate their time and resources to help the less fortunate.**

**I would also like to thank our staff singers, as well as guest performers from the Millennia Institute, Hwa Chong Institution, Yaar Panj-aab Phangra Troupe, SPH Chinese Choir, Beatty Secondary School, and the Singapore Youth Chinese Orchestra.**

**You have helped spread kindness and cheer to those in need.**

**I wish you a pleasant afternoon ahead.**

**Thank you.**

**END**