

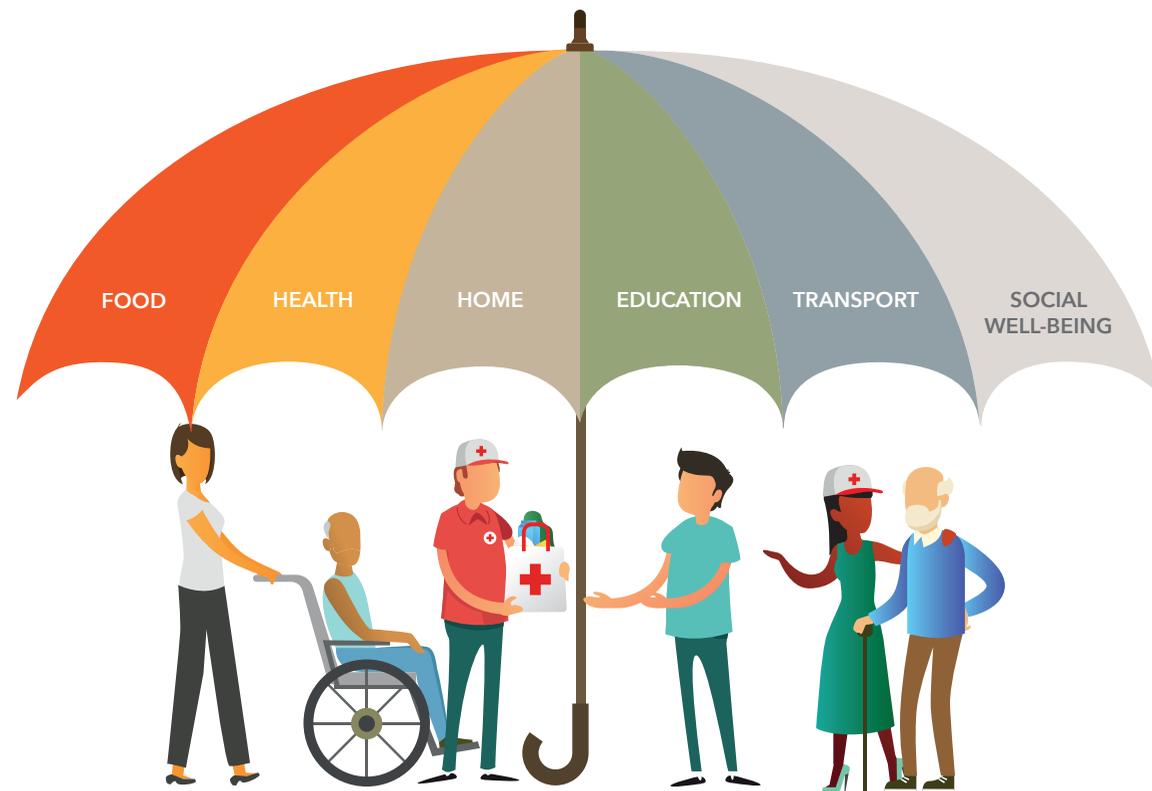


SINGAPORE RED CROSS SOCIETY



SERVING HUMANITY, SAVING LIVES

Singapore Red Cross is a homegrown humanitarian organisation, dedicated to relieving human suffering, protecting lives and dignity and responding to emergencies since 1949. We serve the vulnerable through our blood donor recruitment programme, home and day activity centre for the disabled, transport aid, food aid, elder aid, family life aid and community first aid. We build capacity and resilience through our training academy, and volunteer and youth development. Beyond our shores, we mobilise and translate contributions from the donor community to relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters.



SINGAPORE RED CROSS serves the **elderly, disabled, youth** as well as **others from disadvantaged backgrounds** with a suite of community resilience services.

We bring help in the areas of:

FOOD

Bringing food to needy families via FoodAid

HEALTH

Community Health on Wheels (CHoW) - An initiative to bring basic healthcare services like chronic disease management and nursing care to the less mobile in the heartlands

HOME

Home Monitoring & Eldercare (HoME+) - A smart and non-invasive (no CCTV) home monitoring, alert and response service for seniors living on their own

Red Cross Home for the Disabled (RCHD) - Singapore's only residential home for those with severe physical and intellectual disabilities

TRANSPORT

Medical Chaperone & Transportation (MCT) - A transport service, accompanied by a chaperone (optional), to help the elderly and disabled from low-income homes get to their medical facilities

EDUCATION

Young Hearts Programme - A learning haven for juniors of 4 - 12 years old, via storybook reading, tuition, mentorship and holiday projects

SOCIAL WELL-BEING

Community Befriending Programme (CBP) - A programme that offers friendship and assistance to (single) elderlies, to reduce social isolation and ensure their well-being

Day Activity Centre for the Disabled (DAC) - A comprehensive daycare centre for those with physical, neuromuscular, intellectual and multiple disabilities

Elderly	Disabled	Children and Youth	Everyone else fallen through the cracks
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•			•
•	•		
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The elderly receives a series of social, community and health programmes to ensure their total wellness.

The disabled are supported with food, home monitoring and transport services. We also run Singapore's only home for those with severe and multiple disabilities, and offer specialised day care services for clients who can go home to their families.

Children and youth are given supplementary educational and enrichment programmes to nurture and empower them for a better tomorrow.

Others who have fallen through the cracks are offered essential help in the interim via targeted aid, basic healthcare and social assistance.



The Elderly

ElderAid / Community Befriending Programme (CBP)



“There are many elderlies staying alone and are overwhelmed by a sense of loneliness. I enjoy visiting and engaging the elderly in thoughtful conversations. They have a wealth of experience, and they offer insights that can benefit us. I tell them there is life beyond their own home. They will not feel isolated if they are exposed to the world outside.”

Mr Vincent Wong
SRC volunteer

Medical Chaperone & Transportation (MCT)

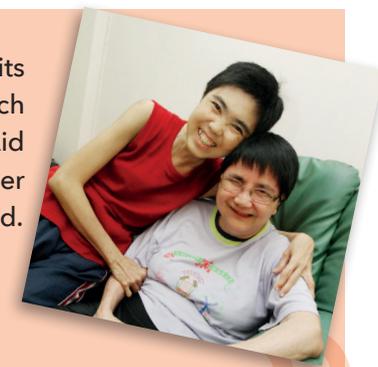
STRENGTHENING COMMUNITY RESILIENCE, BEGINNING WITH OUR ELDERLY

Today, more and more seniors are living on their own and are at risk of being socially isolated. Through the **Community Befriending Programme (CBP)**, Singapore Red Cross offers friendship and assistance to single elderly to ensure their well-being.

Apart from organising social outings and regular visits, our CBP volunteers and responders also introduce relevant social services and other Red Cross' services to elderly beneficiaries. These include **Medical Chaperone & Transportation (MCT)**, a subsidised transport and chaperone service to bring elderlies to their medical appointments; **FoodAid**, a food-voucher service that promotes healthy eating habits; and **Community Health on Wheels (CHoW)**, a traveling healthcare service to bring basic healthcare to seniors in the heartlands. We also safeguard the safety of elderlies through a non-invasive **Home Monitoring and Eldercare (HoME+)** service, with motion sensors that alert volunteer responders to check in, when unusual movement or activities are detected.



“Singapore Red Cross is known for its disaster relief, but its impact is much closer to home for us. The TransportAid service enables my mother to get to her medical appointments largely subsidised.”



Ms Choo Peck See's mother, Mdm Teo Choon Kim, is a SRC beneficiary



“SMRT's sponsorship of the Community Health on Wheels vehicle is part of our wider efforts to give back to the community, and is a meaningful way for us to support our seniors in leading healthy and active lives.”



Mr Seah Moon Ming
Chairman, SMRT Corporation

Home Monitoring and Eldercare (HoME+)/ Community Health on Wheels (CHoW)

Sponsored by SMRT Corporation, CHoW brings basic healthcare to the doorsteps of those in need in the heartlands



The Disabled

Medical Chaperone & Transportation (MCT)

Red Cross Home for the Disabled (RCHD)

Day Activity Centre for the Disabled (DAC)

Annual operating cost
\$1 MILLION

500+ elderly and disabled beneficiaries

100 DISABLED RESIDENTS receive round-the-clock care

\$25 buys a resident enough diapers for a week

\$500 buys 3 months' worth of meal-replacement beverages for 1 tube-feeding resident

\$3,000 buys a shower trolley, essential for safe bathing



Portcullis believes in growing families and nurturing the economies. At the Portcullis Family, we believe that supporting the Red Cross Home for the Disabled allows us to grow and build new skills together, and [it] is a wonderful way to learn the joy of giving back.

Ms Anja Chong
Head of Business Development, The Portcullis Group

CREATING SUSTAINABLE CARE FOR OUR DISABLED

Singapore Red Cross operates the **Red Cross Home for the Disabled (RCHD)**, the nation's only residential home for those with severe physical and intellectual disabilities. We care for those who cannot care for themselves around the clock. With therapeutic and recreational activities that stimulate the residents' body and mind, we take care of their physical, mental, social and emotional well-being.

For those who only require care during daytime, we offer half-day or full-day programmes at our **Day Activity Centre for the Disabled (DAC)**. Both facilities are supported by a team of dedicated nursing professionals, therapy and healthcare aides, physiotherapists, as well as occupational and speech therapists.

To enhance resilience in the community, we also offer services like **Community Befriending Programme (CBP)**, pairing up volunteers with disabled seniors to provide friendship and assistance; and **Medical Chaperone & Transportation (MCT)**, assisting disabled beneficiaries to get to and fro their medical appointments. With the help of motion sensors, our **Home Monitoring & Eldercare (HoME+)** system enables beneficiaries with mild disabilities to live independently. **FoodAid** also provides disabled beneficiaries with nutritious food on their dinner tables.

\$3.5 MILLION annual operating cost

\$3,000 funds monthly outings, gardening and art therapies for disabled clients

We are happy with DAC's service as the staff are very responsive. They constantly update us on Fahmi's well-being and condition, and know how to help when he experiences an epileptic fit.

In the past, he used to live in his own world and would play alone in his room. Now he sits with us in the living room for longer periods of time to watch TV and is no longer afraid of being around others.

Mdm Nuraini Bte Mohd Noor's son, Mr Ahmad Fahmi Bin Yusuf, is a client of Singapore Red Cross' Day Activity Centre



Secure the safety of your elderly / disabled loved ones at just
\$48 / month HoME+ | 6664 0500 | home.plus@redcross.sg



Young Hearts Programme

SHAPING THE FUTURE FOR OUR YOUTH

Environmental factors have been proven to influence a child's development. Singapore Red Cross is integrating a series of initiatives under its **Young Hearts Programme**, to give a leg-up in life to children from the age of 4 to adolescents of 12 years old from challenging backgrounds. The programme aims to instill moral values in our youth, encouraging them to become responsible and socially-conscious citizens.

Creating a safe haven for learning, we work with community partners to develop **Stories for All**, a reading programme to encourage juniors to read and build a foundation for the English language. We also leverage our volunteer educators and teachers to provide one-on-one **Tuition** to school-going children to reduce academic gaps. **Mentorship** opportunities are given to nurture Singapore youth and groom future leaders. **Holiday Enrichment programmes** are also offered to help children acquire and retain important hard and soft skills.

Children & Youth



When we make stories come alive for children, we offer them a window into the wider world and a mirror into their own. When volunteers spend time with vulnerable families and read with children, we are showing that they are seen, and heard, and that they matter. Closetful of Books is happy to partner SRC to provide children with learning opportunities through storytelling sessions in their homes.

Ms Denise Tan
 Founder / Owner, Closetful of Books

I get to experience what it takes to raise a child through volunteering for Family LifeAid, and it prepares me for how I can guide and teach my own children in the future. As we teach our children, we also learn life lessons from them. Volunteering with SRC is meaningful and I would 100% recommend my families and friends to sign up!

Ms Mary Grace
 SRC volunteer

I have a desire to help vulnerable children and that pushed me to volunteer for the Young Hearts programme. Through this initiative, I get to work with children to encourage them to overcome their fear and shyness to interact with others outside of their immediate family.

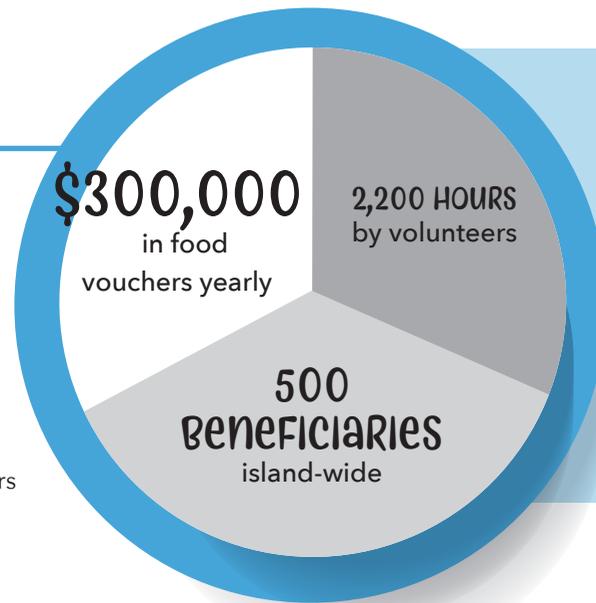
Ms Waheeda Rahman
 SRC volunteer

FoodAid

OFFERING INTERIM SUPPORT FOR THOSE WHO FALL THROUGH THE CRACKS

Serving humanity, Singapore Red Cross champions for those who have fallen through the cracks of social safety nets. From single-parent households, to skipped generation families, the working poor and migrant workers in Singapore, we strive to provide these individuals and families with targeted assistance in the interim.

Support programmes like **FoodAid** ensure that the vulnerable continues to gain access to nutritious food. And via our mobile clinic **Community Health on Wheels (CHoW)**, the working poor, foreign domestic workers and migrant workers receive free health checks and basic healthcare services. Our **Community Befrienders** also help these vulnerable groups overcome social isolation, and offer referrals to other Red Cross' support services, self-enrichment and employment opportunities.



“

I am grateful to SRC for its help. Before receiving SRC' food vouchers, I would go around campus after my part-time courses seeking buffets leftovers. I had to 'thicken my skin' to ask around. Though this helped me to save money, it did not benefit my health as I have high blood pressure and diabetes. Now with the food vouchers, I can choose to consume healthy foods. The food vouchers helped me save money while positively impacting my health. When I visited the doctor, the results showed that my health has improved!

Mr Henry Khoo
SRC beneficiary



The Overlooked



“

I'm thankful to my befriender, Agnes. I'm all alone now and Agnes visits me fortnightly, keeping me company and calling me regularly to check if I'm doing well. She is a genuinely good person, and is sincere and helpful. Our friendship is especially meaningful to me and she has encouraged me to be content with my life.

Mr De Silva Bernard
SRC beneficiary



Community at Large

At Singapore Red Cross, we build capacity and resilience through our training academy and youth development programmes. We save lives by training people in life skills such as first aid, providing first aid coverage at events, and advocating blood donation. To support international communities affected by disasters, we mobilise resources and translate contributions from the donor community to relief and recovery, rehabilitation and rebuilding efforts.

BUILDING CAPACITY, STRENGTHENING RESILIENCE

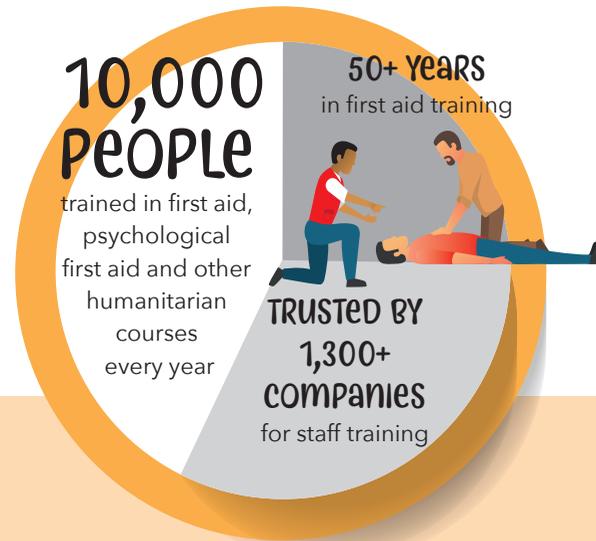
Singapore Red Cross Academy (SRCA)

The region's go-to institute for humanitarian studies, SRCA is backed by more than five decades of knowledge and expertise in teaching standard and specialised first aid, psychosocial support, humanitarian action, and continuing professional development courses.

Supporting the national goal of having one first aider in every home, we innovate first aid training to suit diverse needs for home and workplace, to fulfil specific objectives.

Singapore Red Cross Youth (RCY)

Part of the International Red Cross and Red Crescent Movement, RCY educates, enables and empowers young people to learn, serve and become humanitarian leaders of tomorrow. Through RCY, corporates have invested in youth-led initiatives that bring positive impact to local communities.



“It is mandatory for all our crew to have basic first aid knowledge before they commence their flying duties... First aid knowledge can save someone's life!”

Ms Tan Liren, Jermaine
Star Development Manager, Jetstar Airways / Valuair Ltd.
Jetstar Airways has sent more than 600 employees through training with SRCA.



LEARN FIRST AID WITH SRCA

Skills Development Fund (SDF, up to 95% funding) available for company-sponsored participants

SAVING LIVES

Blood Donor Recruitment Programme (BDRP)

As Singapore's national blood donor recruiter, we rally the community to donate blood for the nation's transfusion needs.

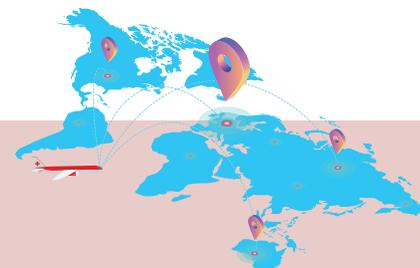
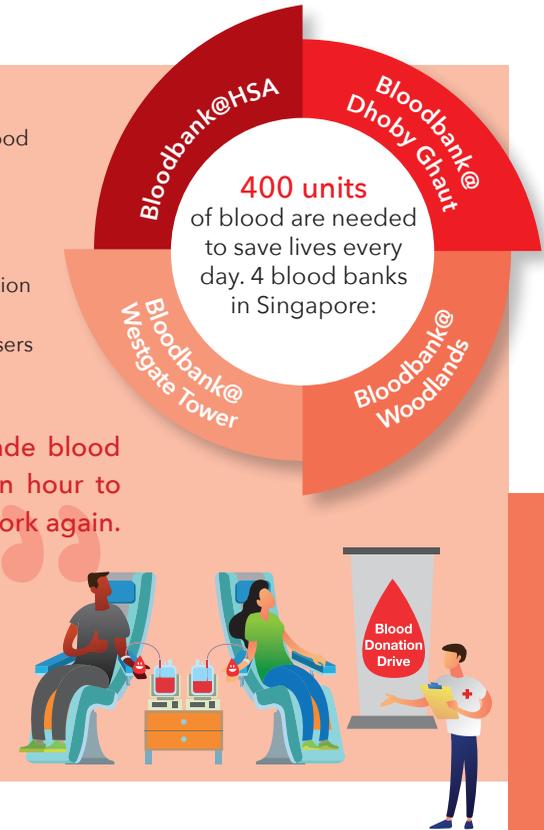
- 1 Promote & raise public awareness of the importance of blood donation
- 2 Recruit & inspire donors to embrace a lifestyle of voluntary, regular blood donation
- 3 Retain & recognise the contributions of blood donors and blood mobile organisers

“Our regularly held bloodmobile drives at HP Singapore has made blood donation part of our corporate culture. Staff can simply take an hour to donate blood, save three lives, and rest before heading back to work again.”

HP Singapore

Community FirstAid / First Aider on Wheels (FAOW)

A public service for national, community and corporate events, involving volunteer first aiders and responders to protect the community.



BUILDING CAPACITY, SAVING LIVES

International Services

Singapore Red Cross helps communities beyond our shores to build resilience during peacetime, and to recover and rebuild after disasters.

- ▶ Relief teams deployed to provide aid to affected communities within 48-72 hours post disaster
- ▶ Specialised in first aid, medical care, water & sanitation and psychosocial support
- ▶ Support relief, recovery and reconstruction work in the aftermath of disasters



IMPACTFUL PARTNERSHIPS FOR HUMANITY

365 days a year, we work with dedicated volunteers, donors, partners and employees to provide critical services to thousands of beneficiaries. In today's affluent, modern and cosmopolitan Singapore, many forget that there are disadvantaged individuals and families who struggle with unmet needs. We bring assistance to the most vulnerable in our society, namely **the elderly, the disabled, children and youth**, as well as **everyone else fallen through the cracks of social safety nets** (skipped-generation and single-parent families, the chronically ill, the single-elderly, the working poor, etc.) With your support, we can revitalise and strengthen these vulnerable groups to set them up for a better tomorrow.

Over the years, the Singapore Red Cross has partnered with leading brands to leverage each other's brand value and to translate corporate social responsibility (CSR) into competitive advantage for all parties. We work closely with our partners to ensure that their CSR goals are met, and to increase their brand visibility through activities like co-branding, corporate sponsorships and volunteerism.

The work of Singapore Red Cross is an ongoing mission. The needs of vulnerable individuals, families and communities will evolve as Singapore continues to transform. As we move forward, there will be more complex social challenges that our society must overcome. We therefore call upon our partners, volunteers, members and donors to continue working with us to uplift and strengthen communities for decades to come!

Since 2017, Aviva Singapore has supported SRC' local programmes with staff volunteers and corporate donations, enabling us to deliver services for the disabled, children and youth, as well as to vulnerable families. Winner of 2019 Distinguished Friend of SRC Award, Aviva Singapore is committed to partner the Red Cross through 2022.

#WHATDOYOUSAY TO TEAM BONDING ACTIVITIES THAT CAN BE PART OF YOUR CSR AGENDA AND BENEFIT YOUR EMPLOYEES?

YES!

TELL ME HOW!

Meaningful team building

Choose from a variety of first aid and psychological first aid training, or entirely-custom-built team building retreat and experiential camp - Singapore Red Cross Academy guarantees fun, engagement and learning all at the same time!

For enquiries and corporate rates, email academy@redcross.sg

Organise bloodmobile / Donate blood

Push your staff to take the first step to be a blood donor by organising a 'centre booking' at a bloodbank close to your office. Alternatively, organise a bloodmobile drive to encourage your community to donate blood!

For details, visit giveblood.sg or call 6220 0183

Give time / Share skills

Gather your troops, choose a cause that your company cares about, and volunteer! We welcome all individuals and group volunteers, and professionals (healthcare professionals, educators, creatives, data analysts, just to name a few) to enhance and further the work of the Red Cross.

For details, email volunteer@redcross.sg

Engage Donate Volunteer

HOW ABOUT DONATIONS THAT MAKE AN #IMPACT?

ABSOLUTELY!

Engage HoME+

As part of staff benefits, HR can offer this life-saving monitoring service to employees, assuring them that help is at hand for their elderly loved ones at home, while they are deployed for work overseas or engaged in the office.

For enquiries and corporate rates, email home.plus@redcross.sg

Donate in-kind

#Didyouknow that your past season's retail items could translate to providing essential help for vulnerable families? The Red Cross Shop+ welcomes stock overruns and un-redeemed lost and found items!

For enquiries or donations, email pd@redcross.sg

Donate money

Pledge monetary support to our local causes to enjoy a 250% tax deduction! Every dollar makes a difference to our beneficiaries.

To make a donation, visit redcross.sg

Engage Shop+

Offer #retailtherapy to your staff and let them #shopforagoodcause! We will bring a scalable pop-up store to your premises.

For enquiries and bookings, email pd@redcross.sg

Engage TransportAid

Ensure the safety of all participants at your corporate events with TransportAid! Our ambulance and first aiders provide essential medical coverage from as low as \$85/hr.

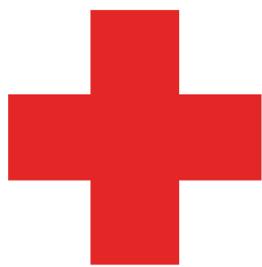
For bookings, email community.resilience@redcross.sg

WOULD YOU CONSIDER UTILISING EXISTING RESOURCES TO SUPPORT #AGOODCAUSE?

SURE!

SPEAK TO US!

Let us develop a CSR plan, true to your brand DNA and tailored to meet your corporate objectives. email volunteer@redcross.sg



SINGAPORE