



Forward for **Humanity** | Annual Report **2012**





**OUR VISION** To realise the Singapore Red Cross as a leading and distinctive humanitarian organisation that brings people and institutions together in aid of the vulnerable.

**OUR MISSION** Protecting human life and dignity, relieving human suffering and responding to emergencies.



**SEVEN  
FUNDAMENTAL  
PRINCIPLES**  
OF THE RED CROSS RED  
CRESCENT MOVEMENT

- Humanity
- Impartiality
- Neutrality
- Independence
- Voluntary Service
- Unity
- Universality

## CORE VALUES

**COMPASSION** Having a caring culture and a love for people in whatever we do, guided by the seven principles of the Red Cross Red Crescent Movement.

**PASSION** Giving our heart and soul selflessly in all that we do.

**PROFESSIONALISM** Achieving excellence in our service delivery with integrity and transparency.

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# Chairman's Report

The year 2012 was truly one of transformation for the Singapore Red Cross Society (SRC). We instituted a number of changes to bring the Society forward and to stay ahead of the sector. These included leadership transitions at both the Council and Secretariat level, major restructuring of our staff and volunteer management systems, as well as setting new directions for our humanitarian services, both locally and beyond our shores.

## Changes to bring SRC Forward

Foremost amongst the changes was the completion of a major Constitutional Review, with the new Constitution taking effect in June 2012. The new Constitution streamlined the organisational structure of the Society, with membership of the Council capped at 19, and the replacement of the Executive Committee with a Management Committee.

In addition, there were multiple changes to the various committees and commissions. There are now four oversight committees within the Council, namely Finance and Investment, Human Resource and Compensation, Corporate Governance and Nomination, and Audit. Together, these changes make SRC a more nimble organisation that is able to respond quicker to changes in the social and economic environment in Singapore.

There was also a sea change in the area of volunteer management. All the adult volunteers of the Society were regrouped by special interests coinciding with the humanitarian services of the Society. This will facilitate volunteer recruitment as well as volunteer management, training and deployment. A Volunteer Career Pathway was also instituted to provide all volunteers with training to imbue them with more confidence to carry out their duties. It is hoped that this will not only improve the skills of volunteers, but also help retain them.

Following an extensive review, the Links, Cadets and Chapters of the RCY were also integrated into one unified structure. This will not only make better use of combined resources, but also help us to achieve our vision of a seamless transition for volunteers from childhood to youth to adulthood.

Benjamin William succeeded Christopher Chua as Secretary General in March. After serving the Society for six years and helping to forge strong regional and local partnerships for the humanitarian mission of the Society, Christopher remains a staunch SRC volunteer and advocate. With his background of having served many years as a senior civil servant, Benjamin's experience will help us stabilise and further strengthen the operations of the Society, especially through this time of change. His appointment also envisages the strengthening of partnerships with the Singapore government, including in the health sector and other players in the non-profit sector.

As we embrace change to stay relevant and be resilient, we will continue to develop our people and build a team of both staff and volunteers who exemplify the core values of the Society, with an eye on the future. Over the past year, we have welcomed experienced and capable people into our ranks to bring the Society forward. Together with the new generation of employees and volunteers whom we will continue to groom, we can look forward to a bright future for the Society in our mission to serve humanity and save lives.

## Making Strides Locally

Even while these transitional changes were taking place, our humanitarian services continued to serve the vulnerable in Singapore and overseas.

I am glad to share some of these significant achievements:

- Achieved 108,593 blood donations from 70,855 donors - a 3.5% increase in blood donations from 2011
- Made 3,941 life-sustaining journeys possible for elderly and disadvantaged patients who needed help getting to and from their medical appointments. This is a marked increase from 2,937 trips in 2011
- Put 8,249 more first aid trained and certified individuals in the community, while also introducing three new courses: Psycho Social Support, Train-the-Trainer for RCY teachers and Volunteer Instructors, and the First Aid Tool Awareness Programme

- Deployed 10,082 man hours for community first aid, spread over 43 national and community events
- Raised \$1,738,999 for these local humanitarian services, up from \$1,559,178 in 2011
- Garnered 260 stories across print, broadcast and online platforms, achieving a media value of more than \$1.5 million

Other significant milestones in 2012 included the much-anticipated opening of the new SRC Academy@Atrium which boosts the training capacity of the SRC Academy; the opening of the new Bloodbank@Dhoby Ghaut, operated in partnership with the Health Sciences Authority, that widens the reach of our national blood donor recruitment programme; and the return of the SRC International Bazaar, which brought together the diplomatic corps, civic and business communities in aid of humanity.

## Continuing International Aid

The SRC continued to touch lives abroad, extending our friendship and resources to our neighbours in need.

In 2012, SRC responded to the following disasters:

- Typhoon Haima and Nockten, Laos (Jan 2012) – Contributed US\$100,000
- Typhoon Saola, Philippines (Aug 2012) – Contributed \$100,000 worth of relief items
- Yunnan earthquake, China (Sept 2012) – Contributed \$200,000 worth of rice
- Typhoon Bopha, Philippines (Dec 2012) – Contributed \$150,000 worth of relief items

Other international collaborations in 2012 included the commitment of the last tranche of funds from the \$35.7 million raised for the survivors of the 2011 Tohoku earthquake and tsunami. Many of these projects will be completed in 2013. In 2012, we also initiated several new projects in China, Haiti, the Maldives, Myanmar, Pakistan and the Philippines. Besides helping in the rebuilding and recovery of societies devastated by disasters, these projects are also geared towards equipping the local communities with skills and equipment to improve their own capabilities in the long-term.

### Forward for Humanity

The Singapore Red Cross has been serving humanity for the past 63 years. We have had our share of ups and downs, but one thing is constant – we will continue to improve lives of the vulnerable whilst seizing opportunities and responding boldly to challenges.

In this spirit, this Annual Report is entitled *Forward for Humanity*. It aptly reflects our continued work in enhancing our humanitarian services to reach out to the most vulnerable in our society and beyond.

As the needs in society continue to grow, it is critical that the Singapore Red Cross remains at the forefront of efforts to reach the disadvantaged and vulnerable in our community. We believe in presenting 'integrated aid' to our charges and are continually reviewing our current services to ensure that our beneficiaries are cared for in a holistic manner.

A step in this direction involves organising our local services into three main categories; Community FirstAid, FoodAid, and TransportAid.

Beyond providing life saving Community FirstAid coverage, we will continue to advocate the importance of first aid learning. We target to build a pool of at least 500 trained volunteers to front our community first aid duties and programmes like "First Aider on Wheels".

Going forward, we will launch our FoodAid programme to help underprivileged families and enable them to put nutritious food on the table on a regular basis. This programme distinguishes itself through volunteer mobilisation – volunteers do not just deliver rations, they deliver friendship and hope in professional advice on other areas of aid to help beneficiaries live better. In this regard we are looking to our Youth to be the backbone of this programme. It will be an important avenue to link our Youth to the community and create in them an awareness of the challenges faced by the needy and disadvantaged.

We are also looking at making significant growth in TransportAid. We are raising funds to add transporters to our current fleet of non-emergency ambulances, so as to meet our increasing caseload of elderly and disabled, mostly wheelchair-bound patients in dire need.

With Singapore's ageing and increasing population, the demand for blood transfusion can be expected to rise in the coming years. As the national blood donor recruiter, we need to ensure a stable supply of blood, by ensuring a ready and growing pool of blood donors. In particular, we must actively target the youth segment of our population. This will be a key focus in our blood donor recruitment strategy this year. Our aim is to not only enlarge the pool of donors now, but also to grow our pool of youth donors and encourage them to become lifelong blood donors, as well as to be blood ambassadors and advocates of the programme to their peers and families.

There will be greater demand for Day Activity Centres in Singapore, and in the next year, we are focused on growing our DAC at the Red Cross Home for the Disabled at Family Link@Lengkok Bahru.

While growing our local humanitarian services, we will also seek to enhance our ability to respond to a disaster overseas. SRC is already recognised for its disaster relief response, and we will continue to build on this strong track record. We are sharpening our response in terms of speedy deployment relief supplies and assistance in areas like medical, psychosocial support, and water and sanitation (WATSAN). To do this we are harnessing the expertise available amongst our volunteers in these specialised areas, as well as providing various training programmes to further build such capacity amongst our volunteers.

Looking ahead, in 2013 we will have to consolidate ourselves, strengthen our bases

and then move ahead. The socio-economic climate in Singapore will continue to evolve. There will be many changes, some brought about by changes in the system of social safety nets provided by the government. There will be many challenges ahead, but with the support of everyone – members, volunteers, supporters and staff – I am confident that the SRC can and will make a significant difference in improving the humanitarian condition in our community.

On this note, I wish to thank Council Members, Members, Management and Partners for your enduring support. I also wish to express my sincere appreciation to all our Donors and Volunteers for their generosity and trust. Your regular gifts of time, talent, skills and resources are pivotal to our ongoing work to improve lives and have contributed to transforming many lives.

Thank you for your partnership in serving humanity and saving lives.



**Tee Tua Ba**  
Chairman



## 主席致辞

2012年对新加坡红十字会来说，切切实实是改革的一年。为了让红十字会，在行业中保持领先并不断进步，我们实施了多项改革措施，包括理事会和秘书处的领导阶层更替，员工及志愿者管理架构的重组，以及为我们本地和海外的人道服务确定了新的方向。

### 大胆改革

所有改革中最重要的一个，莫过于对宪章的重大修正。新宪章已于2012年六月生效。新宪章精简了红十字会的组织结构，将理事会的人员上限定为19人，并将执行委员会改为管理委员会。

此外，多个委员会也作了几项调整。如今，理事会下属四个监督委员会，分管金融与投资，人力资源及薪酬，企业督导及提名以及审计。这些改革力图使红十字会更加灵活，在应对新加坡的社会和经济环境的变化时，能更快速地作出应对。

在志愿者管理方面也有重大的改革举措。我们依照其特殊兴趣，与红十字会人道服务的相合之处，将所有成年人志愿者编组。这将有利于志愿者的招募以及管理，培训和部署。红十字会制定的“志愿者职业规划”，也将为志愿者提供教育训练，帮助他们建立信心以完成他们的职责。我们希望这不但能够使其技能进步，并且有助于将他们留在红十字会不断地发光发热。

在经过慎重反思审查之后，我们亦将红十字青年会的Links, Cadets和Chapters融合为一体。这不仅能够更有效地利用整合资源，还能够使红十字会的人道主义精神伴随志愿者，从童年到青少年最后到成年的成长。这也是我们的愿景之一。

本杰明·威廉于三月接替Christopher Chua，成为新一任秘书长。在为红十字会服务的六年期间，Christopher肩负着人道主义使命，在国内和亚太地区为帮助新加坡红十字会建立了强而有力的合作伙伴关系。卸任后，他仍然是一位坚定的红十字会志愿者和倡导者。而威廉依其多年高级公务员的背景，必将用他的经验，在经历了这些重大改革之后，帮助我们进一步稳定并加强红十字会的营运。此外，他的任命也意味着我们跟新加坡政府的

伙伴关系将更加紧密，包括卫生部门以及其他非盈利的同行们。

在我们迎接改革，保持进步，灵活应变的同时，我们也会继续壮大我们的团队，让我们的员工和志愿者都能展现红十字会的核心价值观，同时能够着眼于未来。在过去的一年里，我们纳入了有经验有能力的新血，带领红十字会不断进取。与不断发展壮大的新一代员工和志愿者们一起，我们一定能够带着服务人类和拯救生命的使命，走向一个更加光明的未来。

### 坚守阵地

即便有这些过渡性变革的发生，我们在新加坡国内以及海外为弱势群体提供的人道服务却从未中断。

在此，我很欣慰地列举一些年度重要成就：

- 共招募70,855名无偿献血者，共献血108,593次，比2011年增长3.5%
- 为年长者及残疾人士提供了3,941次接送服务，以护送他们去医疗院所，与2011年相比有高达2937次的显著增加
- 为社区培训了8,249位急救人员并颁发证书。同时开设了三门新的课程：心理社会辅导，红十字会青年团教师及志愿者辅导员的培训课程，以及急救工具简介
- 为43个全国性或社区的活动提供了10,082个人工时的急救服务
- 为国内人道服务筹募资金\$1,738,999新币（2011年为\$1,559,178新币）
- 获取新闻报道260次，平台跨及平面媒体，广播电视及互联网，媒体价值超过一百五十万元。

2012年重大里程碑当然不止如此。新加坡红十字学院@Atrium的开业大大提升了新加坡红十字学院的培训能力，并且引起了广泛关注；多美歌捐血站是与卫生科学局合作运营的，它的开业也是国家献血者招募计划的有效扩张；新加坡红十字会国际义卖会再一次成功地将外交机构，市民大众以及商业组织团结在一起，为人道主义事业精诚合作，添砖加瓦。

### 国际援助

新加坡红十字会也一如既往地海外提供救援，在我们的邻国需要帮助的时候，及时伸出友谊之手。

2012年，红十字会在以下灾难期间作出了及时响应。

- 海马台风和洛坦台风风灾，寮国（2012年一月）  
提供美元\$100,000援助
- 苏拉台风风灾，菲律宾（2012年八月）  
提供价值\$100,000的救援物资
- 云南地震，中国（2012年九月）  
提供价值\$200,000的救灾大米
- 宝霞台风风灾，菲律宾（2012年十二月）  
提供价值\$150,000的救援物资

2012年其他国际间的合作还包括了为2011年日本东北大地震和海啸的幸存者募集的3,570万元的最后一笔资金援助。这批资金援助的项目大部分都将在2013年完成。2012年，我们还与中国，海地，马尔代夫，巴基斯坦和菲律宾开启了多个新的援助项目。除了帮助灾区的重建和复原，这些项目还将为当地社区配备技能和设备，从而以长远看，提高他们自己的抗灾救灾能力。

### 大步向前

新加坡红十字会已经为社会服务了63年，我们经历了起起伏伏，坎坎坷坷，但始终不变的，是我们将继续大胆地抓住机遇，迎接挑战，努力改善弱势群体的生活。

在这种精神的鼓舞下，我们把这份年度报告命名为“大步向前”。它恰如其分地反应了我们坚持的工作，加强人道服务，把关怀带到社会里每一个角落。

随着社会上需求不断地增加，对于新加坡红十字会来说，至关重要的是要始终走在最前线，努力将服务带给社会里每个弱势群体。我们坚信“全方位援助”的理念，并将不断检讨我们的服务，从而确保受益人得到全方位的照顾。

在这个方针的指引下，我们将本地服务分为三个主要类别：社区急救，粮食援助，以及护送服务。

除了提供能够拯救生命的社区急救服务，我们还将继续提倡学习急救知识的重要性。我们正在努力打造一个至少500名志愿者的急救团队。在接受培训后，他们将为社区提供急救服务，成为“流动急救服务”等计划的生力军。

展望未来，我们还将推出粮食援助计划，为贫困家庭定期提供有营养的食品。这项计划与众不同之处在于，我们的志愿者不是单单地给受益者送粮食，他们还将带给这些家庭

友谊和希望，为帮助他们过上更好的生活献计献策，提供多方面的帮助。为此，我们将培养青年团的成员成为这项计划的骨干。这将是让红十字会青年走出学校走进社区的重要途径，让他们对弱势群体的需求以及面临的挑战有一个基本的了解。

我们还希望护送服务能够有长足的发展。我们正在筹募资金，以扩大非紧急救护车队的规模，来应对日益增加的需求量，为年长者和残疾人士，特别是使用轮椅的伤残病患提供帮助。

随着新加坡人口的增长及老龄化，输血的需求将在可预见的未来大幅上升。身为国家的献血志愿者的招募机构，我们必须确保献血者的稳定增长，从而确保持续而稳定的血液供应。工作中特别要积极针对我国人口中的青年人群，这将是今年我们献血者招募策略的着重点。我们的目的不仅仅是扩大目前的献血者人群，还要增加年轻献血者的数量，并鼓励他们成

为终生献血者和献血大使，向他们的亲戚朋友倡导无偿献血。

新加坡对于日间活动中心的需求也将大量增加。明年我们将在Family Link@Lengkok Bahru的红十字会残疾人士之家着重发展日间活动中心。

在发展国内人道服务的同时，我们也将致力于提升应对海外灾难的能力。新加坡红十字会已经在救灾响应方面树立起了威信，在这份漂亮的成绩单的基础上我们还会继续努力。我们将在迅速投放救援物资，及各类援助（包括医疗，心理社会支持，卫生饮水等）方面更加锐化响应。为了做到这一点，除了借助志愿者们在各自领域的专业知识，我们还会提供各种培训，让更多志愿者具备这样的能力。

放眼未来，我们必须要在2013年巩固自己，夯实基础，不断前进。新加坡的社会经济将不断发展变化。未来还有很多挑战，有一些是由

政府提供的社会安全网络有所改变而带来的。但是只要有大家的支持，会员、志愿者、支持者、及员工团结一心，我深信，新加坡红十字会可以也必定将在改善社区人道状况这个领域取得伟大的成就！

在这里，我要感谢理事会成员，会员，领导阶层以及合作伙伴们的长期支持。我也要向我们的捐献者和志愿者的慷慨和对我们的信任表示衷心的感谢。你们贡献的时间、才智、技能和资源这些宝贵的礼物对我们的工作至关重要，为改善人们的生活，改变生命的价值做出了不可磨灭的贡献。

谢谢你们的合作，与我们一起，服务人类，拯救生命。

**郑大岩**  
主席

## Laporan Pengerusi

Tahun 2012 tahun perubahan buat Persatuan Palang Merah Singapura (SRC). Kami telah mengenalkan beberapa perubahan baru demi memajukan persatuan dan menerajui sektor ini. Antara usaha kami ialah mengubah pucuk pimpinan pada peringkat Lembaga dan Sekretariat, mengolah semula sistem pengurusan kakitangan serta relawan, dan menetapkan hala tuju baru bagi khidmat kemanusiaan kami, baik dari segi usaha tempatan mahupun luar negara.

### Perubahan demi Memajukan SRC

Perubahan pertama yang dilaksanakan ialah menerusi penyelesaian Penilaian Semula Perlembagaan (Constitutional Review), di mana perlembagaan baru berkuat kuasa pada Jun 2012. Perlembagaan baru itu memperkemas struktur pertubuhan Persatuan, di mana keanggotaan Lembaga dihadkan kepada 19 orang sahaja, manakala Jawatankuasa Eksekutif digantikan dengan sebuah Jawatankuasa Pengurusan.

Tambahan itu, terdapat banyak perubahan yang dilakukan ke atas pelbagai jawatankuasa dan suruhanjaya. Kini, empat jawatankuasa penyeliaan ditubuhkan di bawah Lembaga, iaitu Kewangan dan Pelaburan, Sumber Manusia dan Pampasan, Urus Tadbir Korporat dan Pencalonan, dan Audit. Perubahan tersebut diadakan supaya Persatuan dapat

mengikut arus perubahan sekitaran sosial dan ekonomi Singapura.

Dari segi pengurusan relawan, Persatuan turut mengenalkan perubahan. Semua relawan dewasa dibahagikan mengikut kecenderungan khidmat kemanusiaan yang ditawarkan Persatuan. Langkah ini akan membantu usaha merekrut, melatih dan mengerahkan relawan. Malah, sebuah Laluan Kerjaya Relawan dikenalkan demi menyediakan latihan buat relawan agar mereka lebih yakin sewaktu menjalankan tugas. Selain mempertingkatkan kemahiran mereka, laluan tersebut diharapkan dapat mengekalkan khidmat mereka bersama Persatuan.

Hasil penilaian yang meluas, kumpulan Links, Cadets dan Chapter RCY telah disepadukan dalam satu struktur. Ini bukan sahaja membolehkan sumber digunakan sebaik mungkin, bahkan membantu Persatuan mencapai matlamat peralihan relawan dengan licin, yakni dari zaman kanak-kanak, belia hingga dewasa.

Benjamin William menggantikan Christopher Chua sebagai Setiausaha Agung pada bulan Mac. Setelah berkhidmat selama enam tahun dan membantu menjalin perkongsian utuh bersama rakan daerah dan tempatan bagi bantuan kemanusiaan Persatuan, Christopher

kekal sebagai relawan dan penyokong kuat SRC. Benjamin, yang pernah berkhidmat sebagai pegawai khidmat awam kanan selama beberapa tahun, boleh membantu kami menstabilkan dan memperkukuh pengendalian Persatuan, terutama sekali dalam tempoh perubahan ini. Pelantikan Benjamin juga melambangkan pengukuhan hubungan perkongsian dengan pemerintah Singapura, termasuk dalam bidang kesihatan dan badan-badan lain dalam sektor bukan mencari keuntungan.

Di samping menerapkan perubahan agar dapat kekal relevan dan berdaya tahan, kami akan terus membangun kemahiran anggota dan membina pasukan kakitangan serta relawan yang menonjolkan nilai teras Persatuan, namun tetap peka akan masa depan mereka. Sepanjang tahun lalu, kami telah menerima anggota yang berpengalaman lagi berkebolehan demi memajukan Persatuan. Dengan kerjasama kakitangan dan relawan baru yang akan kami terus didik, kita boleh memandang ke arah masa depan yang lebih cerah buat Persatuan dalam misi kami untuk berkhidmat kepada manusiawi dan menyelamatkan nyawa.

### Mengorak Langkah di Sini

Meskipun perubahan dalam Persatuan sedang dilaksanakan, khidmat kemanusiaan kami terus membantu mereka yang memerlukan di Singapura dan luar negara.

Dengan besar hatinya, saya kongsi beberapa pencapaian kami:

- Menerima 108,593 kantung darah (blood donations) daripada 70,855 penderma – kenaikan 3.5 peratus dalam pendermaan darah sejak 2011.
- Melakukan perjalanan sebanyak 3,941 kali demi membantu warga emas dan pesakit kurang berkemampuan pergi ke doktor. Ini mencatatkan kenaikan daripada 2,937 perjalanan yang dilakukan pada 2011.
- Tambahan 8,249 individu yang dilatih dan berkelayakan dalam bidang rawatan kecemasan, serta mengenalkan tiga kursus baru: Psycho Social Support, Train-the-Trainer untuk guru-guru dan pembimbing relawan RCY, dan Program Peningkat Kesedaran Kelengkapan Rawatan Kecemasan.
- Menyumbang 10,082 jam dalam 43 acara peringkat kebangsaan dan masyarakat bagi pendidikan masyarakat dalam rawatan kecemasan.
- Mengumpul dana \$1,738,999 bagi semua khidmat kemanusiaan itu, atau naik daripada \$1,559,178 pada 2011.
- Meraih 260 liputan media, melangkaui media cetak, siar dan dalam talian, lalu mencapai nilai media melebihi \$1.5 million.

Antara kejadian penting pada 2012 ialah pembukaan Academy@Atrium SRC yang sangat dinanti-nantikan dan mampu menokok keupayaan melatih Akademi SRC; pusat derma darah Bloodbank@Dhoby Ghaut yang dikendalikan dengan kerjasama Penguasa Sains Kesihatan (HSA) dan dapat memperluas capaian program merekrut penderma darah kebangsaan; dan kembalinya Bazar Antarabangsa SRC, yang menyatukan badan-badan perniagaan dan sivik, selain kor diplomatik, dalam usaha membantu manusiawi.

Meneruskan Bantuan Peringkat Antarabangsa SRC terus membantu insan-insan di luar negara, meluaskan jalinan persahabatan dan sumber kepada tetangga yang memerlukan.

Pada 2012, SRC menghulurkan bantuan kepada mangsa bencana berikut:

- Taufan Haima dan Nockten, Laos (Jan 2012) – Sumbangan US\$100,000
- Taufan Saola, The Philippines (Ogos 2012) – Sumbangan barangan bantuan bernilai US\$100,000
- Gempa bumi Yunnan, China (Sep 2012) – Sumbangan beras bernilai \$200,000.
- Taufan Bopha, The Philippines (Dis 2012) – Sumbangan barangan bantuan bernilai US\$150,000

Kerjasama peringkat antarabangsa lain pada 2012 termasuk pemberian baki dana (last tranche of funds) daripada jumlah \$35.7 juta yang dikumpulkan buat mangsa gempa bumi dan tsunami Tohoku 2011. Kebanyakan projek tersebut akan selesai pada 2013. Pada 2012, kami juga telah memulakan beberapa projek baru di China, Haiti, the Maldives, Myanmar, Pakistan dan the Philippines. Selain membantu membina semula dan memulihkan masyarakat yang terjejas dek bencana, projek tersebut bertujuan melengkapi masyarakat dengan kemahiran dan kelengkapan memperbaiki keupayaan mereka sendiri dalam tempoh jangka panjang.

#### **Kemajuan demi Manusiawi**

SRC telah berkhidmat kepada manusia sejak 63 tahun yang lalu. Kami menghadapi pasang surut dalam perjalanan kami ini, namun yang pasti – kami akan terus memperbaiki kehidupan mereka yang mudah terjejas sementara merebut peluang dan berani menentang cabaran.

Berbekalkan semangat ini, Laporan Tahunan kali ini diberi tajuk Kemajuan demi Manusiawi. Ia mencerminkan usaha berterusan kami mempertingkatkan khidmat kemanusiaan untuk mencapai golongan masyarakat yang mudah terjejas.

Sedang keperluan masyarakat terus berkembang saban hari, penting untuk SRC kekal menerajui usaha mencapai golongan yang kurang berkemampuan dan mudah terjejas dalam masyarakat. Kami percaya dalam usaha menghulurkan 'bantuan

bersepadu' kepada penerima bantuan dan sentiasa menilai semula khidmat yang ada sekarang agar penerima dapat dijaga secara menyeluruh.

Satu langkah dalam mencapai matlamat ini melibatkan penyusunan khidmat tempatan kami kepada tiga kategori: Community FirstAid, FoodAid dan TransportAid.

Selain menyediakan khidmat Community FirstAid, kami akan terus menyokong kepentingan mempelajari rawatan kecemasan. Kami menetapkan sasaran mendidik sekurang-kurangnya 500 relawan untuk memimpin tugas rawatan kecemasan masyarakat seperti "First Aider on Wheels".

Memandang ke depan, kami akan melancarkan program FoodAid untuk membantu keluarga kurang bernasib baik dan memberi mereka peluang menghidangkan makanan berkhasiat secara tetap. Program ini berbeza kerana ia memperkasa golongan relawan – relawan bukan sahaja ditugaskan menghantar barangan makanan, mereka menghantar juga persahabatan dan nasihat profesional agar penerima bantuan dapat menjalani kehidupan yang lebih baik. Dalam hal ini, kami ingin sayap Belia kami menjadi tunjang program. Program ini merupakan wadah penting menghubungkan Belia kami dengan masyarakat dan meningkatkan kesedaran dalam diri mereka terhadap cabaran yang dihadapi golongan memerlukan dan kurang bernasib baik.

Kami juga mahu mencatat pembangunan dalam program TransportAid. Kami sedang mengumpul dana untuk menambah kenderaan kepada jumlah ambulans bukan kecemasan kami, supaya dapat memenuhi permintaan meningkat bagi pengangkutan bagi golongan warga emas dan kurang upaya, yang lazimnya berkerusi roda.

Melihat jumlah penduduk Singapura yang semakin menua dan bertambah, permintaan bagi pemindahan darah boleh dijangka meningkat dalam tahun-tahun mendatang ini. Sebagai badan merekrut penderma darah kebangsaan, kami harus memastikan bekalan

darah yang stabil daripada golongan penderma yang bersedia lagi bertambah jumlahnya. Secara khususnya, kami harus menyasarkan golongan belia masyarakat. Mereka adalah tumpuan utama strategi merekrut penderma darah tahun ini. Tujuan kami bukan sahaja untuk menambah jumlah penderma, malah menambah juga jumlah penderma belia dan menggalakkan mereka agar menderma sepanjang hidup, menjadi duta pendermaan darah dan menyebarkan program kepada rakan sebaya dan keluarga mereka.

Permintaan juga akan meningkat bagi Pusat Kegiatan Siang Hari (DAC) di Singapura, dan menjelang tahun depan, kami akan menumpukan perhatian dalam pembangunan DAC di Red Cross Home for the Disabled at Family Link@Lengkok Bahru.

Saling kami membangunkan khidmat kemanusiaan setempat, kami juga mahu

mempertingkatkan kebolehan kami membantu dalam bencana di luar negara. SRC memang sudah pun diiktiraf dengan huluran bantuan bencananya selama ini, dan kami akan terus berusaha berlandaskan perkara tersebut. Oleh sebab itu, kami akan berusaha mempercepat penghantaran bekalan bantuan dari segi perubatan, sokongan psikososial, serta air dan kebersihan (WATSAN). Kami akan meraih kepakaran daripada kalangan relawan dalam aspek-aspek tersebut, selain menyediakan pelbagai program latihan untuk meningkatkan keupayaan relawan.

Dalam tahun 2013, kami harus menggabung tenaga, memperkukuh landasan dan bergerak ke depan. Iklim sosio-ekonomi Singapura akan terus berubah. Akan ada banyak perubahan, di mana sebahagiannya tercetus akibat perubahan pada sistem bantuan sosial yang disediakan pihak pemerintah. Akan ada banyak cabaran di hari muka, tapi dengan sokongan

semua – anggota, relawan, penyokong dan kakitangan – saya yakin SRC mampu dan akan mencetuskan perbezaan dalam memperbaiki keadaan manusia masyarakat kita.

Akhir kata, saya ingin mengucapkan terima kasih kepada Anggota Lembaga, Anggota, Pihak Pengurusan dan Rakan Kongsi atas sokongan berterusan anda. Kurniaan masa, kebolehan, kemahiran dan sumber anda selama ini adalah penting buat usaha kami memperbaiki dan menyumbang terhadap kehidupan ramai orang.

Terima kasih atas sokongan anda dalam berkhidmat kepada manusiawi dan menyelamatkan nyawa.

## Tee Tua Ba

Pengerusi

## தலைவர் அறிக்கை

### ஆண்டறிக்கை - தலைவர் செய்தி

2012 ஆம் ஆண்டு சிங்கப்பூர் செஞ்சிலுவை சங்கத்தில் பல மாற்றங்கள் நிறைந்ததாக இருந்தது. சமூகத்தை முன்னேற்ற பாதையில் கொண்டு செல்லவும், இந்த துறையில் முன்னோடியாக திகழவும் பல மாற்றங்கள் நிறுவப்பட்டது. இவை சபை மற்றும் தலைமை நிலை மாற்றங்கள், எங்கள் ஊழியர் மற்றும் தொண்டினியர் மேலாண்மை அமைப்புகளின் முக்கிய மறுசீரமைப்பு, உள்ளூர் மற்றும் வெளியூர் மனிதாபிமான சேவைகளுக்கு புதிய திசைகள் அமைத்தது போன்ற மாற்றங்கள் ஆகும்.

### சிங்கப்பூர் செஞ்சிலுவை சங்கத்தை முன்னோடி ஆக்க மாற்றங்கள்

இந்த மாற்றங்களில் முதலாவதாக வருவது ஒரு பெரிய அரசியல் பரிசீலனை ஆகும். மாற்றி அமைக்கப்பட்ட அரசியல் சாசனம் ஜூன் 2012 இல் நடைமுறைக்கு வந்தது. இந்த புதிய அரசியல் சாசனம் சபை உறுப்பினர் எண்ணிக்கையை 19 ஆகவும், செயற்குழு மற்றும் மேலாண்மை குழுவை மாற்றி அமைத்து நிறுவன கட்டமைப்பை நெறிப்படுத்தி உள்ளது.

மேலும், பல குழுக்கள் மற்றும் ஆணையங்களில் பல்வேறு மாற்றங்கள் ஏற்பட்டன. அதாவது சபை, நிதி மற்றும் முதலீடு, மனித வளம் மற்றும்

இழப்பீடு, பெருநிறுவன ஆளுகை மற்றும் பணி நியமனம் மற்றும் தணிக்கை போன்ற நாளுக்கு மேற்பார்வை குழுக்கள் இப்போது உள்ளன. இந்த மாற்றங்களால் சிங்கப்பூரில் ஏற்படும் சமூக மற்றும் பொருளாதார துழல் மாற்றங்களுக்கு சிங்கப்பூர் செஞ்சிலுவை சங்கத்தால் துரிதமாக நடவடிக்கை எடுக்கவும் ஒரு சுறுசுறுப்பான அமைப்பாகவும் இருக்க முடியும்.

தொண்டினியர் மேலாண்மையில் பல மாற்றங்கள் ஏற்பட்டுள்ளன. அனைத்து முதிர்ந்த தொண்டினியர்களையும் சமூக மனிதாபிமான சேவைக்கு தேவையான சிறப்பு நலன்களுக்கு ஏற்றவாறு மாற்றி அமைக்கப்பட்டனர். இது தொண்டினிய ஆட்சேர்ப்பிற்கும், மேலாண்மை, பயிற்சி மற்றும் பயன்படுத்தலை எளிதாக்கும். அனைத்து தொண்டினியர்களுக்கு பயிற்சி அளிக்கவும் அவர்களின் கடமைகளை செய்வதற்கு இன்னும் தன்நம்பிக்கை அளிக்கவும், ஒரு தொண்டர் வாழ்க்கை பாதை நிறுவப்பட்டது. இது தொண்டினியர்களின் திறன்களை மேம்படுத்துவதோடு அவர்களை தக்கவைத்து கொள்ள உதவும்.

ஒரு விரிவான ஆய்வை தொடர்ந்து, இணைப்புகள், பயிற்சி மற்றும் இளையர் செஞ்சிலுவை சங்க அத்தியாயங்களும் ஒரு ஐக்கியப்பட்ட அமைப்பாக இணைக்கப்பட்டன. ஒருங்கிணைந்த வளங்களை சிறப்பாக

பயன்படுத்த உதவுவதோடு, குழந்தை பருவத்தில் இருந்து இளமை பருவத்திற்கும், இளமை பருவத்திலிருந்து வயதுவந்த தொண்டினியராகவும் ஒரு தடையற்ற மாற்றம் வேண்டும் என்ற நமது குறிக்கோளை அடைய உதவும்.

பெஞ்சமின் வில்லியம் அவர்கள், கிறிஸ்டோபர் சுவா அவர்களை தொடர்ந்து பொதுச் செயலாளராக மார்ச் மாதத்தில் பொறுப்பேற்றார். கிறிஸ்டோபர் சுவா அவர்கள், சிங்கப்பூர் செஞ்சிலுவை சங்கத்தில் ஆறு ஆண்டுகள் பணி செய்து, சங்கத்தின் மனிதாபிமான பணிக்காக ஒரு வலுவான பிராந்திய மற்றும் உள்ளூர் ஒத்துழைப்பை ஏற்படுத்தினார். இன்னும் சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் தொண்டினியராகவும், பரிந்துரையாளராகவும் உள்ளார். பெஞ்சமின் அவர்கள், மூத்த அரசு ஊழியராக பல ஆண்டுகள் சேவையாற்றி உள்ளார். அவரின் அனுபவம் சங்கத்தின் நடவடிக்கைகளை உறுதிப்படுத்தவும், வலுப்படுத்தவும் உதவும். அவரது நியமனம் சிங்கப்பூர் அரசாங்கத்தோடு உள்ள ஒத்துழைப்பை சுகாதார துறையிலும் மற்ற இலாபமற்ற நிறுவனங்களுடனும் வலுப்படுத்த உதவும்.

இந்த சமூகத்தை முன்னோக்கி கொண்டு செல்ல பல அனுபவமுள்ள மற்றும் திறமையானவர்களை பணிகளில் நியமனம் செய்துள்ளோம்.

எங்கள் புதிய பணியாளர்கள் மற்றும் தொண்டினியர்களால், மனித சேவை மற்றும் உயிர்களை காப்பாற்றும் சங்கத்தின் பணியில் ஒரு பிரகாசமான எதிர்காலத்தை எதிர்நோக்குகிறோம்.

### உள்ளூர்பணிகள்

இந்த இடைநிலை மாற்றங்கள் நடைபெற்ற போது கூட, நமது மனிதாபிமான சேவைகள் சிங்கப்பூர் மற்றும் வெளிநாட்டினருள்ள தேவைபடுவோருக்கு தொடர்ந்தது.

நான் சில குறிப்பிடத்தக்க சாதனைகளை பகிர்ந்து கொள்ளுவதில் மகிழ்ச்சி அடைகிறேன்:

- 70,855 நன்கொடையாளர்களிடம் இருந்து 108,593 இரத்த தானங்கள் - 2011ன் இரத்த தானங்களில் இருந்து 3.5% அதிகரிப்பு
- முதியவர்கள் மற்றும் பின்தங்கிய நோயாளிகளுக்கு 3,941 வாழ்க்கை நீடித்திருக்கும் பயணங்கள் சாத்தியமானது. இது 2011ன் 2,937 பயணங்களில் இருந்து குறிப்பிடத்தக்க அளவு அதிகரித்து உள்ளது.
- 8,249 முதல் உதவி பயிற்சி மற்றும் சமூகத்தில் சான்றிதழ் தனிநபர்கள் உயர்த்தி உள்ளோம். மேலும்,
- சைக்கோ சமூக ஆதரவு, இளையர் செஞ்சிலுவை சங்க ஆசிரியர்கள் மற்றும் தொண்டர்களுக்கு பயிற்றுனர்-பயிற்சி, மற்றும் முதலுதவி கருவி விழிப்புணர்வு நிகழ்ச்சி போன்ற மூன்று புதிய படிப்புகளை அறிமுகம் செய்து உள்ளோம்.
- 43 தேசிய மற்றும் சமூக நிகழ்வுகளில், 10,082 மனித மணி நேரம் சமூக முதல் உதவி செயல்படுத்தப்பட்டது.
- உள்ளூர் மனிதாபிமான சேவைகளுக்கு \$ 1,738,999 திரட்டி உள்ளது. 2011 ல் இது 1,559,178 ஆக இருந்து.

- \$ 1.5 மில்லியனுக்கு மேற்பட்ட ஊடக மதிப்பு உள்ள, 260 கதைகளை அச்சு, ஒலிபரப்பு மற்றும் இணைய தளங்களில் பிரசுரம் செய்யப்பட்டது.

2012 ன் குறிப்பிடத்தக்க மைல் கற்கள், மிக்க எதிர்பார்ப்புடன் திறக்கப்பட்ட சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் அகாடமி @ ஏட்ரியம், சுகாதார அறிவியல் ஆணையத்துடன் இணைந்து இயக்கப்படும் புதிய இரத்த வங்கி @ டோபி காட்டின் திறப்பு, அரசியல் நிபுணர் படை, குடிமை மற்றும் மனித உதவி வணிக சமூகங்களை ஒன்றிணைத்த சர்வதேச சந்தையின் மறு தொடக்கம் ஆகும்.

### தொடரும் சர்வதேச உதவி

சிங்கப்பூர் செஞ்சிலுவை சங்கம் தேவையுள்ள அண்டை நாடுகளுக்கு உதவி செய்து, நட்பு மற்றும் வளங்களை விரிவாக்கும் பணி தொடர்ந்தது

2012 ல், சிங்கப்பூர் செஞ்சிலுவை சங்கம் பின்வரும் பேரழிவுகளுக்கு உதவி அளித்தது:

- ஹெய்மா மற்றும் நாக்டென் தூறாவளி, லாவோஸ் (ஜனவரி 2012) அமெரிக்க \$ 100,000 அளித்தது
  - சவோலா தூறாவளி, பிலிப்பைன்ஸ் (ஆகஸ்ட் 2012) \$ 100,000 மதிப்புள்ள நிவாரண பொருட்களை அளித்தது
  - யுன்னான் புகம்பம், சீனா (செப்டம்பர் 2012) \$ 200,000 மதிப்புள்ள அரிசி அளித்தது
  - போப்பா தூறாவளி, பிலிப்பைன்ஸ் (டிசம்பர் 2012) \$ 150,000 மதிப்புள்ள நிவாரண பொருட்களை அளித்தது
- இதோடு, 2011 டோகோகு புகம்பம் மற்றும் சுனாமியில் இருந்து மீண்டவர்களுக்காக எழுப்பப்பட்ட 35.7 மில்லியன் நிதியின் கடைசி பகுதிக்கான பொறுப்பை ஏற்றக் கொண்டது. கடந்த 2012 ல், நாங்கள் பல புதிய திட்டங்களை சீனா, ஹெய்டி, மாலத்தீவு, மியான்மர், பாக்கிஸ்தான் மற்றும் பிலிப்பைன்ஸ் இல் தொடங்கி உள்ளோம்.

பேரழிவுகளால் பாதிக்கப்பட்ட சமூகங்களின் மறுகட்டுமானம் மற்றும் மீட்புக்கு உதவுவது தவிர, இந்த திட்டங்கள் உள்ளூர் சமூகங்கள் தங்கள் சொந்த திறமைகளை மேம்படுத்த திறன்கள் மற்றும் உபகரணங்கள் கொடுத்து உதவுகிறது.

### மனிதத்தன்மைக்கான முன்னோடி

சிங்கப்பூர் செஞ்சிலுவை கடந்த 63 ஆண்டுகளாக மனித நேய சேவை செய்து வருகிறது. எங்கள் பாதையில் ஏற்ற தாழ்வுகள் இருந்தாலும், மாறாத ஒன்று - தேவைபடுவோரின் வாழ்க்கையை மேம்படுத்தக் கூடிய வாய்ப்புகளை கைப்பற்றி, சவால்களை தைரியமாக எதிர்கொள்வது ஆகும்.

அதனால் தான், இந்த ஆண்டறிக்கை "மனிதத்தன்மைக்கான முன்னோடி" என்று பெயரிடப்பட்டுள்ளது. நம் சமூகம் மற்றும் அதற்கு அப்பால் உள்ள தேவைபடுவோருக்கு செய்யும் மனிதாபிமான சேவைகளுக்காக நாங்கள் செய்யும் தொடர்ச்சியான வேலையை பிரதிபலிக்கிறது.

சமுதாயத்தின் தேவைகள் வளர்வதை தொடர்ந்து, நம் சமூகத்தில் பின்தங்கிய மற்றும் தேவைபடுவோருக்கு செய்யும் சேவையில் சிங்கப்பூர் செஞ்சிலுவை முன்னணியில் இருப்பது முக்கியமான ஒன்றாகும். நாங்கள் 'ஒருங்கிணைந்த உதவி' வழங்குவதில் நம்பிக்கை உள்ளது, எங்கள் பயனாளிகள் முழு அக்கறையுடன் கவனிக்கப் படுகிறார்கள் என்பதை உறுதிப்படுத்த எங்கள் சேவைகளை தொடர்ந்து மறுஆய்வு செய்து வருகிறோம்.

இந்த திசையில் ஒரு படி செல்ல நமது உள்ளூர் சேவைகள் சமூக முதலுதவி, உணவு உதவி மற்றும் போக்குவரத்து உதவி என்று மூன்று முக்கிய பிரிவுகளாக பிரிக்கப்பட்டன.

உயிரைக் காப்பாற்றும் சமூக முதலுதவி சேவை வழங்குவதோடு,

நாங்கள் முதல் உதவி கற்றலின் முக்கியத்துவம் பற்றிய பரிந்துரையை தொடர்வோம். நம் சமூகத்தில் முதல் உதவி கடமைகள் மற்றும் ஃபிரஸ்ட் ஏய்டர்ஸ் ஆன் வில்ஸ் (FAOW) போன்ற திட்டங்களில் தொண்டு செய்ய குறைந்தது 500 பயிற்சி பெற்ற தொண்டர்கள் உள்ள ஒரு குழு அமைக்கும் இலக்கு உள்ளது.

வறுமையில் வாடுகின்ற குடும்பங்களுக்கு உதவி செய்யவும் வழக்கமான அடிப்படையில் மேஜையில் சத்தான உணவு இருக்கச் செய்யவும் எங்கள் உணவு உதவி திட்டத்தை துவங்க உள்ளோம். இந்த திட்டம் தன்னார்வ அணிதிரட்டல் மூலம் மாறுபட்டு உள்ளது - தொண்டர்கள் உணவு பொருட்களை வழங்குவதோடு, நட்பு, நம்பிக்கை மற்றும் பயனாளிகள் சிறப்பாக வாழ உதவும் தொழில்முறை ஆலோசனை வழங்குவார்கள் என்று நம்புகிறேன். இந்த திட்டத்திற்கு முதுகெலும்பாக நம் இளைஞர்கள் இருக்க வேண்டும் என்று எண்ணுகிறோம். தேவைப்படுவோர் மற்றும் பின்தங்கியோர் எதிர்கொள்ளும் சவால்கள் பற்றிய ஒரு விழிப்புணர்வை உருவாக்கவும், சமூகத்தையும் இளைஞர்களையும் இணைக்க ஒரு முக்கியமான வழியாகவும் இருக்கும்.

நாங்கள் போக்குவரத்து உதவியில் குறிப்பிடத்தக்க வளர்ச்சியை உருவாக்க எண்ணுகிறோம். அவசரம் அல்லாத ஆம்புலன்ஸ்களின் ஒட்டுனர் எண்ணிக்கையை அதிகரிப்பதற்காக நிதி திரட்டுகின்றோம். இதனால் அதிகரித்துள்ள முதியோர் மற்றும் ஊனமுற்றோர் தேவையை, குறிப்பாக சக்கர நாற்காலியில் செல்லும் நோயாளிகள் அத்தியாவசிய தேவையை சந்திக்க இயலும்.

மூப்படையும் மற்றும் அதிகரிக்கும் மக்கள் தொகை கொண்ட சிங்கப்பூரில், இரத்தத்தின் தேவை வரும்

ஒரு நிலையான இரத்த வழங்கலை உறுதிப்படுத்த வேண்டும். குறிப்பாக, இளைஞர்களை சேர்ப்பதற்கு கவனம் செலுத்த வேண்டும். இந்த ஆண்டு நமது இரத்த தான ஆட்சேர்ப்பில் முக்கிய கவனம் இதில் இருக்கும். எங்கள் நோக்கம் கொடையாளர்களின் எண்ணிக்கையை பெரிதாக்குவதில் மட்டும் இல்லை, ஆனால் இளைய நன்கொடையாளர்களை அதிகரிக்கவும் அவர்கள் வாழ்நாள் முழுவதும் இரத்த நன்கொடையாளர்கள் ஆக ஊக்குவிக்கவும், அத்துடன் அவர்களுடைய சகாக்கள் மற்றும் குடும்பங்களுக்கு திட்டத்தின் இரத்த தூதர்கள் மற்றும் பேச்சாளர்களாக இருக்கச் செய்வது தான்.

சிங்கப்பூரில், நாள் செயல்பாட்டு மையங்களுக்கு அதிக தேவை ஏற்படும். அதனால் அடுத்த ஆண்டில் செஞ்சிலுவை இல்லத்தில் உள்ள தின நடவடிக்கை மன்றத்தையும், முடக்கப்பட்டவர்களுக்கான குடும்ப இணைப்பு @ லேன்காக் பாருவையும் வளர்க்க கவனம் செலுத்துவோம்.

நமது உள்ளூர் மனிதாபிமான சேவைகளை அதிகரித்து வந்தாலும், நாம் வெளிநாட்டு பேரழிவுகளுக்கு பதிலளிப்பதில் எங்கள் திறனை அதிகரிக்க முயல்வோம். சிங்கப்பூர் செஞ்சிலுவை சங்கம் அதன் பேரழிவு நிவாரண பதிலளிப்பிற்கு அங்கீகரிக்கப்பட்டுள்ளது, நாங்கள் இந்த வலுவான வரலாற்றை மேம்படுத்த தொடர்ந்து முயற்சி செய்வோம். நாங்கள் மருத்துவம், உளவியல் ஆதரவு, நீர் மற்றும் சுகாதாரம் (WATSAN) போன்ற பகுதிகளில் நிவாரண பொருட்கள் மற்றும் உதவியை துரிதமாக வழங்க தயார் செய்து வருகிறோம். இந்த திட்டத்திற்காக, இந்த சிறப்பு பகுதிகளில் எங்கள் தொண்டர்கள் மத்தியில் உள்ள நிபுணத்துவம், அத்துடன் எங்கள் தொண்டர்கள் மத்தியில் இத்தகைய திறன்களை உருவாக்க பல்வேறு

பயிற்சி திட்டங்களை வழங்க இருக்கிறோம்.

2013 ல் நாம், நம்மை பலப்படுத்தி, தளங்களை வலுப்படுத்தி முன்னோக்கி நகர வேண்டும். சிங்கப்பூரின் சமூக பொருளாதார சூழலில் மாற்றங்கள் தொடரும். அரசு வழங்கும் சமூக பாதுகாப்பு வலை அமைப்பின் மாற்றங்களால் சில மாறுதல்கள் இருக்கும். நிறைய சவால்கள் இருந்தாலும், உறுப்பினர்கள், தொண்டர்கள், ஆதரவாளர்கள் மற்றும் ஊழியர்களின் ஆதரவுடன், செஞ்சிலுவை சங்கம் நம் சமூகத்தின் மனிதாபிமான நிலைமையை மேம்படுத்தி ஒரு குறிப்பிடத்தக்க வித்தியாசத்தை ஏற்படுத்த முடியும் என்ற நம்பிக்கை உள்ளது.

இத் தருணத்தில், சபை உறுப்பினர், உறுப்பினர், மேலாண்மை மற்றும் பங்குதாரர்களின் நீடித்த ஆதரவுக்கு நன்றி தெரிவிக்க விரும்புகிறேன். நான் எங்கள் கொடையாளர்களுக்கும் தொண்டர்களுக்கும் அவர்களின் பெருந்தன்மை மற்றும் நம்பிக்கைக்கும் என் உண்மையான பாராட்டை தெரிவிக்க விரும்புகிறேன். உங்களின் நேரம், திறமை மற்றும் வளங்கள் மக்களின் வாழ்க்கையை மேம்படுத்தவும், மாற்றியமைக்கவும் மிகவும் உறுதுணையாக உள்ளது.

மனித சேவை மற்றும் உயிர்களை காப்பாற்ற உங்கள் பங்குக்கு நன்றி.

டீ ரோ பா  
தலைவர்

## Q&A with Secretary General

*2012 was a year of change at the Singapore Red Cross. Many plans have been put forward to prepare SRC for the challenges ahead and to remain relevant in a rapidly evolving landscape.*

*In this interview, Secretary General Benjamin William shares why the changes were necessary, and how volunteers and partners can contribute to advancing our cause to benefit the vulnerable in our midst.*

### **What are your strategic priorities for the SRC in the years ahead?**

As a Singapore humanitarian organisation, the Singapore Red Cross' primary mission is to serve the most vulnerable in our local community. We are adapting our services to meet the changing and evolving needs in Singapore. For example, Singapore faces a rapidly ageing population. As the percentage of elderly increases, we envisage more individuals and families falling through the cracks. As we push ahead hard with economic growth, there will always be some who are left behind – we need to take care of them.



We have renamed our Services department as Community Services, to reflect our commitment to provide services that benefit our local community and to enhance our impact in reaching the vulnerable. Going forward, we will synergise our local programmes to enhance service delivery to our beneficiaries through the TransportAid, FoodAid and Community FirstAid programmes.

#### **TransportAid**

TransportAid aims to ease the transport needs of our elderly and needy patients, so they can avail themselves of life-sustaining treatments they may not be able to get to otherwise. The service is offered at rates that are much lower than commercial ambulance services. As the idea is to make the service accessible, we further subsidise those in need, and help as many people as we can to get to their appointments for medical checkups, dialysis treatments, therapy and the like. There is a considerable waiting list for our services and we hope to increase our fleet of transporters and find volunteers who can serve as volunteer ambulance responders.

#### **FoodAid**

We will integrate all our food services into the umbrella FoodAid programme, so as to maximise our reach and impact on the beneficiaries. Under the “Meals with Love” programme we plan to distribute nutritious food on a monthly basis to a number of economically-challenged households who are either not receiving any food assistance or have a monthly household

income of \$1,600 or less. This would include families of those at the Red Cross Home for the Disabled and “skipped generation” families (seniors caring for their grandchildren). We have been actively seeking funding to run this programme which we will launch in May 2013. We hope more sponsors and volunteers will come forth to ensure its sustainability.

#### **Community FirstAid**

Community FirstAid focuses on giving first aid at national and community events. These are also events where our focal groups – the elderly and the disabled – would be present. In reaching out to the community, we reintroduced the First Aider on Wheels (FAOW) programme in February 2012 to provide first aid to park-goers in East Coast Park. On weekends, our volunteers patrol the park on bicycles, and in less than a year, have treated over 1,000 people.

### **With medical advances and increasing affluence, there may be less disabled people who need residential care. How does the SRC see the Red Cross Home for the Disabled (RCHD)?**

There will always be some who will need residential care. We are fully committed to our residents at the RCHD, many of whom know the RCHD as their only home – they have no family members to rely on.

There are also many who need respite care. Recognising this need, we have opened the Day Activity Centre (DAC) in July 2011 to cater to the increased need for day care. Many would like to care for their disabled family members at home, but need a helping hand during working hours. Our DAC provides respite to caregivers – not only do we help develop the cognitive, social and motor skills of our clients, we give their families the peace of mind to go about their daily routines and earn a livelihood.

Looking ahead, we will enhance the visibility of our DAC amongst social workers to reach out to those in need. When the DAC gains traction,

we may even run more DACs in other parts of Singapore.

### **What are the challenges ahead for SRC as the National Blood Donor Recruiter?**

To meet the national transfusion needs, we have to ensure an adequate and safe supply of blood at all times. Our partnership with the Health Sciences Authority is an important and strategic one. While SRC has always met the targets set for us, the environment in which we operate is becoming more challenging.

Currently, only 1.8% of the residential population are blood donors. As our blood donors age and are no longer able to donate blood due to their medical conditions, there is a need to increase the donor pool and to attract more youth donors.

Going forward, we will make a year long push of youth oriented campaigning and ramp up blood drives in schools. We aim to increase the number of youth donors, aged 16 to 25 years, to 35% of total blood donors by 2014, from the current 31.7%.

I believe that by spreading the message of the importance of blood donation to school children early, they will be motivated to donate blood when they turn 16. From there, they can make blood donation a regular part of their lifestyle throughout their lives.

### **What does the SRC hope to achieve with the new Academy?**

We provide first aid training as part of our bigger mission of responding to emergencies and protecting human life. The aim of the SRCA will remain to bring us a step closer to our goal of having one first aider in every home. We opened two classrooms at the Atrium@ Orchard in October 2012, to enhance our first aid training capacity to contribute as many as 15,000 more first aiders in Singapore by end-2014.

However the goal of the SRC Academy goes beyond first aid. Our plan is for the SRCA to provide training in other aspects of humanitarian intervention. The goal is to become a reputable training provider and resource hub for all forms of humanitarian intervention not only in Singapore, but also for the region. The SRCA will prepare our staff and volunteers for deployment in both our local and

overseas services. The SRCA trained the first batch of volunteers in psychosocial support in December 2012.

### **What is the rationale behind the changes in SRC's volunteer management framework?**

We are looking to professionalise our volunteer corps by providing adequate training and empowering them. Firstly, we will be equipping all volunteers with basic training, which would cover modules such as Red Cross knowledge, communication skills and the first responder (basic first aid) programme. Thereafter, volunteers will be given specific training for the service that they volunteer for.

We have also put in place a Volunteer Career Pathway for our volunteers to progress through the ranks from Volunteer to Volunteer Leader to Volunteer Specialist. This would inspire our volunteers to do more to benefit our community and develop their leadership potential. The advancement of volunteers will be based on their competency, commitment and character. Each volunteer will be assessed on these, based on their service hours. With all these in place, we hope to empower our volunteers to achieve excellence in and derive satisfaction from doing their part for our community.

From 2012, our adult volunteers have been grouped according to their skill sets and the programmes which they volunteer for, to facilitate mobilisation. One key operational strategy for the Society is to also involve our volunteers in the day-to-day work of the secretariat with proper job descriptions.

### **Red Cross Youth turned 60 in 2012. Please tell us how RCY stays true to its mission while constantly renewing and maintaining relevance in its approaches to develop the youth.**

We integrated the former Red Cross Humanitarian Network, comprising Red Cross volunteers in post-secondary institutions, with the Red Cross Youth uniformed arm, to bring all our youth together under the umbrella of the Red Cross Youth. This will allow us to better prepare our youth to serve humanity as they progress from Links to Cadets to Chapters. With this, we envisage a seamless transition in the volunteering experience of our youth volunteers as they progress from Primary to

Secondary and Post-Secondary education, and indeed, to adulthood.

At the same time, the RCY continues to review its curriculum with a focus on inculcating the values of service and volunteerism and empowering youths to reach out to the community. As part of their curriculum, the youth learn about all aspects of SRC service such as blood donation and donor recruitment as well as "Exploring Humanitarian Law". They are also given opportunities to put into action the knowledge and values learnt. Such initiatives provide powerful learning experiences for our students.

### **SRC has gained a good reputation for its global disaster relief response. Would that continue to be a priority going forward?**

Indeed, disaster response continues to be and will remain an important aspect of our humanitarian work. It is also important to play our part in projecting Singapore's image in the region and beyond.

We are also working hard to prepare our volunteers for deployment to overseas humanitarian interventions within the first 48 to 72 hours. In particular, we have identified three areas that we wish to focus on: Medical, Water & Sanitation and Psychosocial Support. We are actively building our capacity in psychosocial support and water and sanitation (WATSAN), and growing our volunteer medical team to include doctors, nurses and therapists.

### **The Red Cross is known for its ability to rally the power of humanity to benefit those in need. What are your thoughts on resource mobilisation?**

As a humanitarian organisation that does not depend on government funding, we depend on the goodwill of donors and volunteers to run our programmes. We hope that those who are able will do their part to give back to society and help those less fortunate than us in the community. There is no higher calling than when a person gives his or her own knowledge, skills, time or resources to someone in need of help or comfort. Many volunteers have told me that their own lives have been enriched ever since they joined the SRC as a volunteer. Anybody can be a volunteer, so join us today to start serving humanity and saving lives.

# Our Governance

The work of the Red Cross began on 30 September 1949 as a branch of the British Red Cross. On 6 April 1973, it was incorporated by an Act of Parliament and became known as the Singapore Red Cross (SRC).

## Governance

The SRC is governed by a 19-member Council headed by a Chairman who is appointed by the President of the Republic of Singapore, the Patron of the SRC. The Council is responsible for pursuing the objectives of the SRC as laid down by the SRC laid down by the Act of Parliament and its Constitution. The Council has four oversight committees providing the relevant advice and expertise, namely the Finance and Investment; Audit; Corporate Governance and Nomination; and Human Resource and Compensation Committees.

The general management of the SRC is overseen by the Management Committee, headed by the Secretary General/CEO of the SRC. Implementation of the policies and directives laid down by the Council is done by the Secretariat which is headed by the Secretary General/CEO. The Secretariat is organised into three divisions; Operations, Resources and the Red Cross Youth. The strength and commitment of our volunteer corps is critical for the realisation of our vision and to carry out our mission. Volunteers and staff work together in planning, organising and implementing the activities and programmes of the SRC.

## Summary of Key Changes to the Constitution of the Singapore Red Cross

### Membership and Volunteers

- Two categories of members were removed. All members now have to be Ordinary Members (Life or Subscribing), Honorary Members or Youth Members.
- All volunteers of the Society will be organised into various sections and interest groups, assisted by the Volunteer and Youth Department.

### The Council

- The size of the Council was trimmed from a maximum of 33 to a maximum of 19.
- The Council is now the effective Board of the Society.
- The Secretary General will be the CEO and now has a seat on the Council.
- At least two thirds of the Council members must be Singaporeans.

### Panel of Government Advisors

- The representatives from the various relevant Government ministries will now form a Panel of Government Advisors.

### Management Committee

- With the Council taking the function of a Board, the responsibility for the running of the Society and its programmes is that of the Secretary General and the Management Committee, chaired by the Secretary General.
- The preparation and presentation of the financial report and annual budget of the SRC is now the responsibility of the Secretary General, assisted by a Chief Financial Officer, instead of the Treasurer.

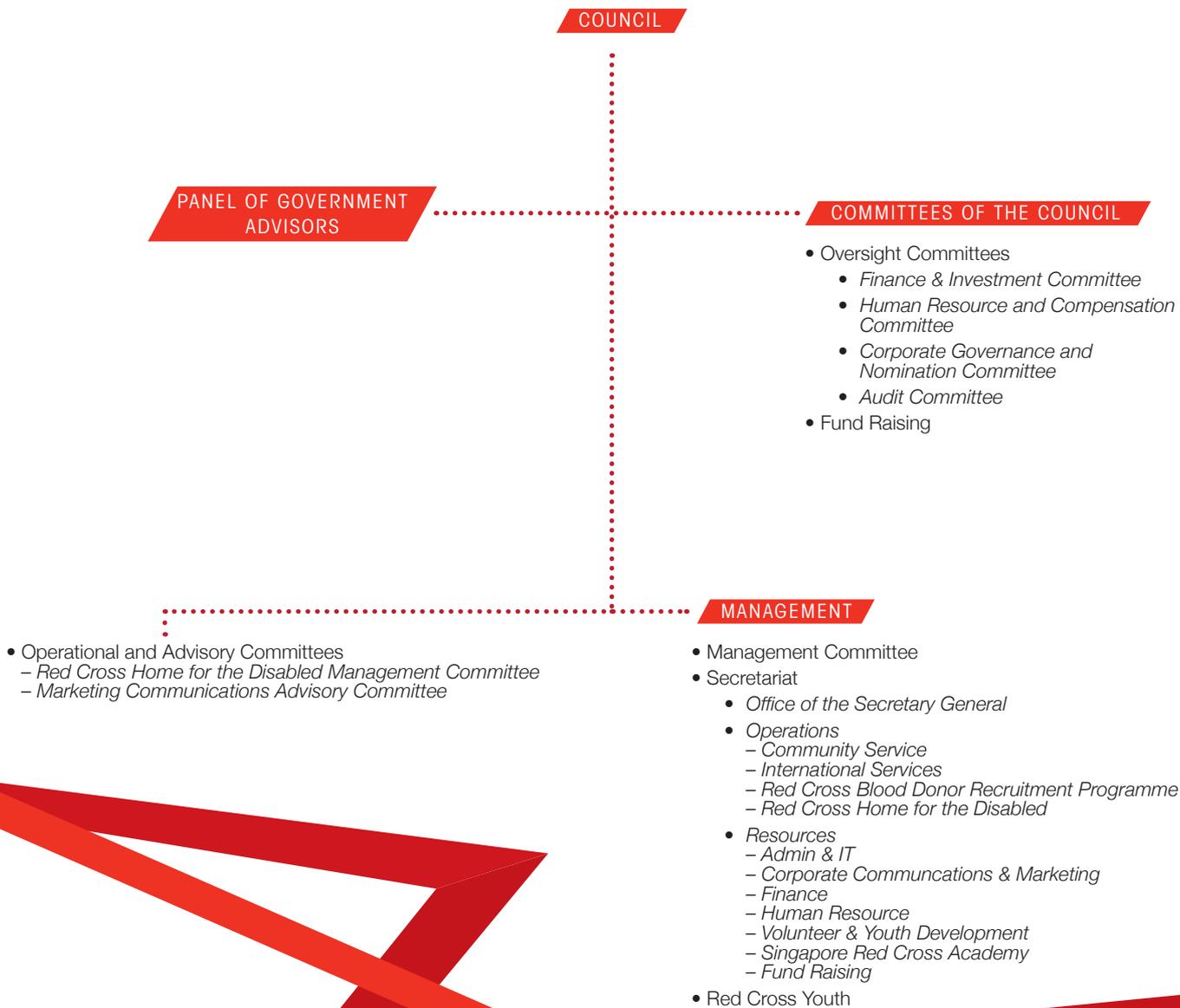
### Committees of the Council

- The former Finance, Legal and Medical Commissions were dissolved, replaced

by four oversight committees that report directly to the Council.

- These are: the Finance and Investment Committee; the Corporate Governance and Nomination Committee; the Human Resources and Compensation Committee; and the Audit Committee.
- There is also a provision for a Fundraising Committee, which though operational, will report directly to the Council.

# Organisation Chart



# Council



**PATRON** His Excellency, The President of the Republic of Singapore  
Dr Tony Tan

**CHAIRMAN** Mr Tee Tua Ba

**VICE CHAIRMEN** Mr Axel Chan  
Ms Rose Tan

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**MEMBERS** Dr Caroline Brassard  
Mrs Susan Chan  
Mr Chew Hai Chwee  
Mr Han Eng Juan  
Mr Paul Ho Yeok Chew  
Mr Chris Liew  
Ms Lim Choon Noi  
Dr Lim Ghee Hian

Mr Winston Milner  
Mr Mohammad Zaidi Bin Ariffin  
Assoc Prof (Dr) Phua Kai Hong  
Mr N Sreenivasan  
Mr Tan Kai Hoe  
Mr Benjamin William  
Mr Zulkifli Baharuddin



*From left to right*

Mr Benjamin William – Secretary General  
 Mr Axel Chan – Vice Chairman  
 Ms Lim Choon Noi  
 Mr Tee Tua Ba – Chairman  
 Mr Winston Milner – Chairman, Human  
 Resources & Compensation Committee  
 Ms Rose Tan – Vice Chairman

Mr Tan Kai Hoe – Chairman, Corporate  
 Governance & Nomination Committee  
 Mr Chris Liew – Chairman, Finance &  
 Investment Committee  
 Mrs Susan Chan  
 Mr Chew Hai Chwee  
 Dr Caroline Brassard  
 Mr Paul Ho

*Not present*

Mr Han Eng Juan – Chairman, Audit  
 Committee  
 Dr Lim Ghee Hian  
 Mr Mohammad Zaidi Bin Ariffin

Assoc Prof (Dr) Phua Kai Hong  
 Mr N Sreenivasan  
 Mr Zulkifli Baharuddin

# Financial Overview

## Unrestricted Funds

The SRC's incoming resources for unrestricted funds amounted to S\$7,527,606. Principal funding sources for unrestricted income are as follows:

- SRC-organised fundraising projects
- Funds raised through third-party fundraising events
- Public and corporate donations
- Programme fees to the Red Cross Home for the Disabled
- Course fees for first aid and Cardio-Pulmonary Resuscitation (CPR) training courses provided by the Red Cross Training Centre
- Fees from the Red Cross Non-Emergency Ambulance Service
- Interests on fixed deposits with financial institutions and investments in quoted bonds
- Government subvention

Total resources expended for the year amounted to S\$7,697,111 including depreciation of S\$388,323. The funds of the SRC were allocated for the following services and programmes:

- Red Cross Home for the Disabled
- Red Cross Training Centre
- Red Cross Blood Donor Recruitment Programme
- First Aid Public Duty
- Red Cross Non-Emergency Ambulance Service
- International Relief and Assistance
- Red Cross Youth activities
- Other community-based services

Due to higher cost of operations, the SRC's financial result was a deficit of \$169,505 for the year.

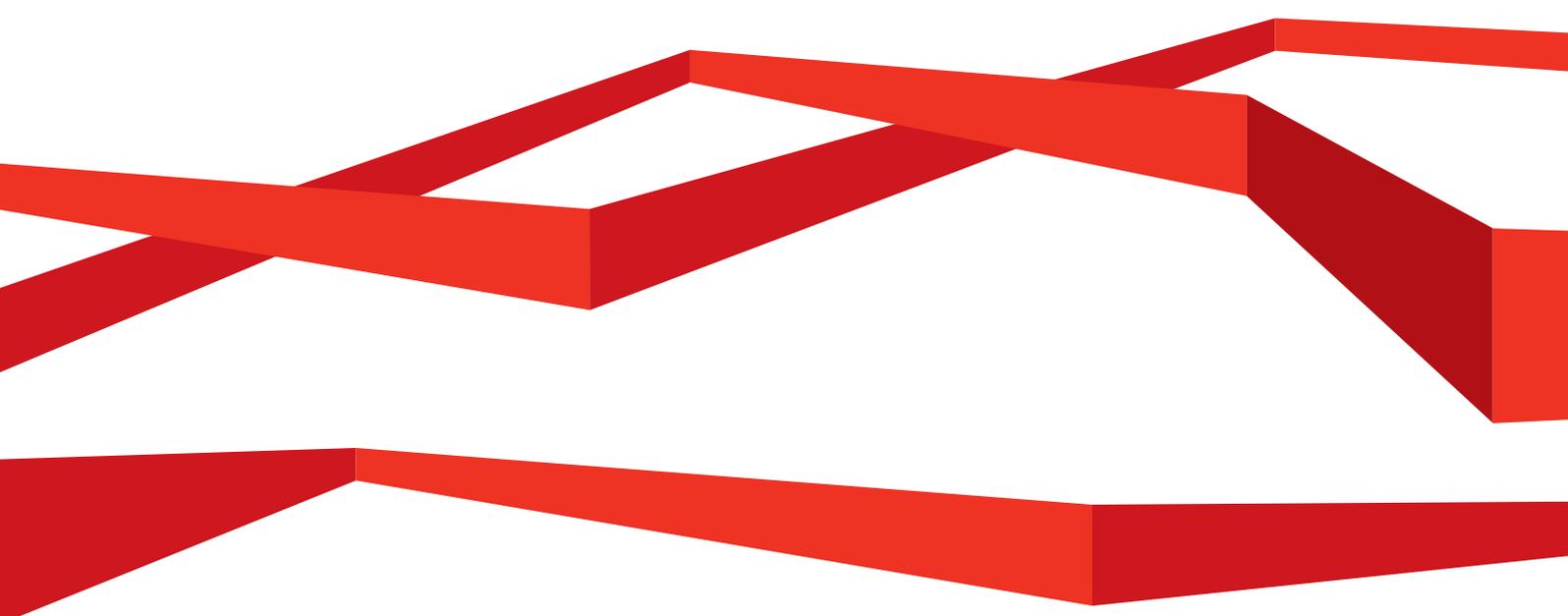
SRC's unrestricted reserves as at the year end stood at S\$13,469,871 (equivalent to 1.7 years' annual operating expenditure at its current level of expenditure).

## International Relief Funds

These funds are made up of donations from the public in response to appeals for international relief efforts in disaster and crisis stricken countries. The funds received were used for emergency relief and development work specified in the public appeal. The total collection for the year amounted to S\$1,315,142. The disbursements pertaining to all the relief funds for the year amounted to S\$14,531,581. At the year end, the total balances of all relief funds inclusive interest earned of S\$98,946 and net of support costs of S\$287,057 stood at S\$ 41,808,144. Details of these funds are listed on page 57.

## Tidal Waves Asia Fund

Donations to this fund since its inception amounted to S\$89,234,718. Disbursements from this fund are for expenses and progress payments for projects which had been approved by the Tsunami Reconstruction Facilitation Committee. A sum of S\$5,000,000 was transferred to the Disaster Response Emergency Fund during the year. As at year end, a total of S\$81,303,385 was committed to 69 rehabilitation, economic and general recovery projects in the various countries. The funds drawn



down for the year was S\$221,544 leaving a balance of S\$3,116,442 inclusive of interest earned for the year amounting to S\$22,333.

The International Relief Funds and the Tidal Waves Asia Fund were collected for specific relief purposes and hence, were not recognised as incoming resources of SRC.

#### **Disaster Response Emergency Fund (DREF)**

The fund was set up to enable the Society to provide assistance to disaster-afflicted countries during acute emergency phases and recovery phases. The fund is administered in a similar manner as the Tidal Waves Asia Fund and its use is restricted to disaster relief efforts undertaken by the Society or jointly with partners. The Society has set up the Committee for International Humanitarian Intervention to administer the DREF.

As at year end, the Society had disbursed S\$222,581 leaving a balance of S\$4,772,967 after deducting support costs of S\$4,452.

#### **Investment Policy and Objectives**

The Finance and Investment Committee reviews and invests the SRC's funds in accordance with the Trustee's Act and in compliance with the guidelines set by the Council. The SRC's funds are currently invested in quasi-government and corporate fixed income bonds, preference shares in local financial institutions and deposits in financial institutions. These investments are made with primary objective of capital preservation and to provide an investment return for the Society. The portfolios are

closely monitored and periodic reviews are conducted by the Finance and Investment Committee.

#### **Governance**

The assets of the charity are held for the purpose of furthering its humanitarian objectives, which includes maintaining and ensuring adequate physical resources as well as working capital to develop and support these objectives. Financial obligations and commitments are reflected in the financial statements.

The SRC has in place policies and procedures to manage and avoid situations of conflict of interest. Volunteers, staff and board members are advised to avoid situations that may give rise to conflict of interest and are required to make full declaration and disclosure should it inevitably arise. This is to ensure that all parties will act in the best interest of the Society.

#### **Annual Audit**

The accounts for the year were audited by KPMG LLP. The financial statements of the SRC for the year ended 31 December 2012 are prepared in accordance with the Singapore Financial Reporting Standards.



# Quick look at our achievements

*In 2012, we consolidated our efforts to help the most vulnerable in our community by harnessing the power of humanity: to serve humanity and save lives.*



23,700

Facebook fans

1,800

Twitter followers



More than

\$1.5million

worth of media coverage



Over

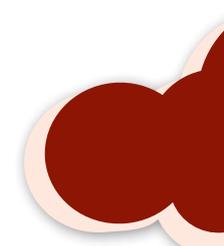
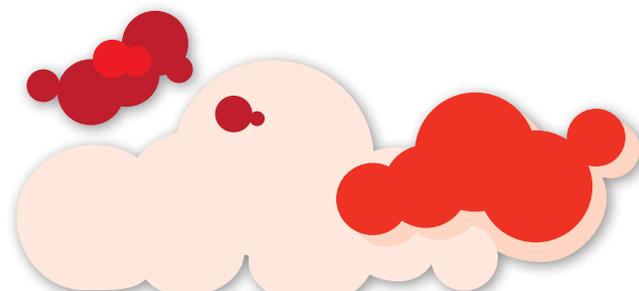
1,000

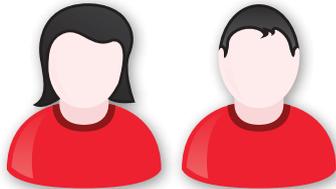
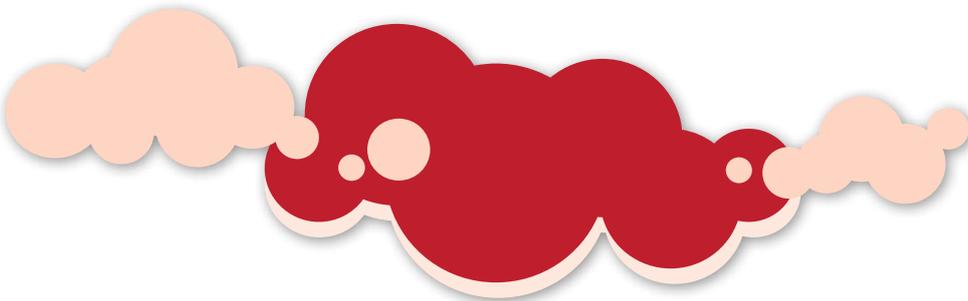
people treated by First Aiders on Wheels



3,941

life-sustaining trips on TransportAid



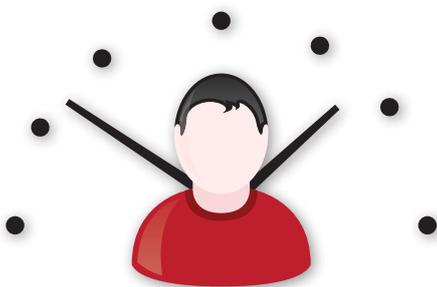
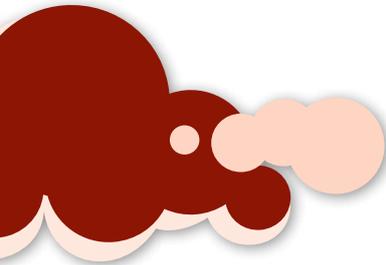


4,505

volunteers

64,100

volunteer man hours



10,082

man hours deployed for community first aid support



8,249

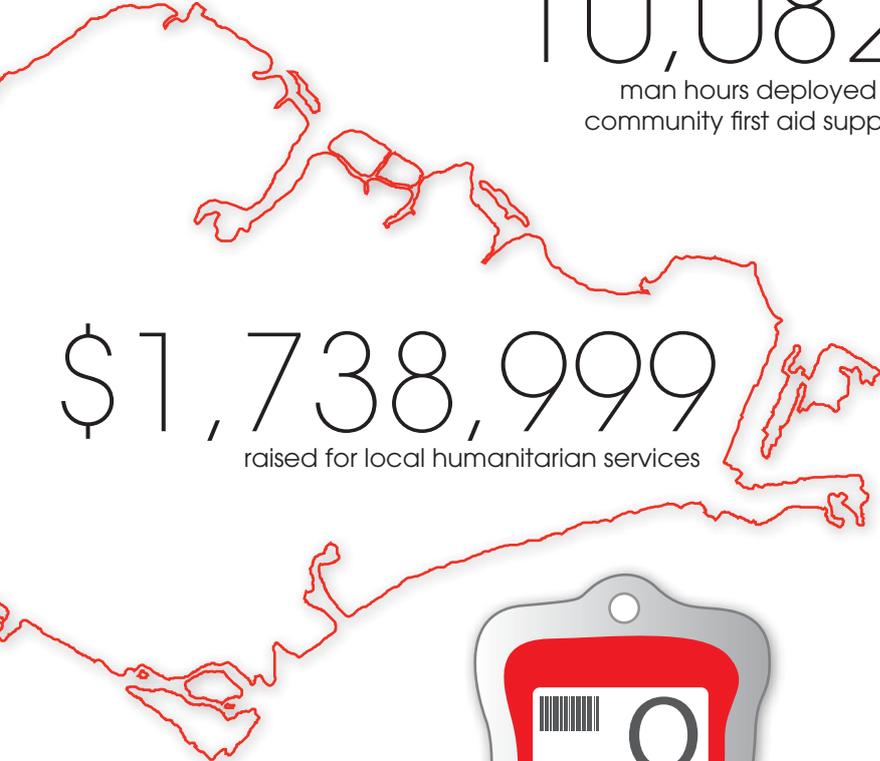
people trained in First Aid

434

First Aid Courses

\$1,738,999

raised for local humanitarian services

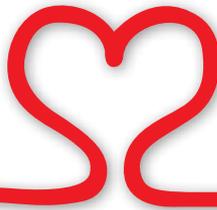


108,593

blood donations

70,855

blood donors



# Significant Events in 2012



## January

- 13** First aid support for Jade Buddha Exhibition
- 15** National Resuscitation Council – National Life Saving Day
- 16-17** Asia Pacific Fundraising Steering Group Meeting

## February

- 4** Red Cross Home for the Disabled (RCHD) CNY Celebrations organised by Red Cross Youth (RCY) – NTU Chapter
- 4** Launch of First Aider on Wheels (FAOW) programme at East Coast Park
- 11** SRC Flag Day 2012
- 12** First aid support for SilverHair Nite 2012
- 18** 4<sup>th</sup> International Humanitarian Law (IHL) Inter-School Debate Series
- 21** Study visit by Korean Red Cross Youth on EHL

## March

- 7-12** 10<sup>th</sup> Red Cross IHL Moot 2012 – Team SRC won second best speaker
- 9-11** First aid support for Y Camp Challenge
- 10** RCY First Aid Competition
- 12-13** Exploring Humanitarian Law (EHL) Train the Trainers workshop

## 17

Groundbreaking Ceremony of the Rikuzentakata Hall

## 18

Memorandum of Cooperation (MoC) signed for construction of Shichigahama Toyama Nursery School

## 19

MoC signed for construction of Soma City Community Hall in Fukushima Prefecture

## 18

First aid support for Metta Charity Walk cum Family Carnival 2012

## 24

First aid support for Straits Times School Pocket Money Fund Step-up Programme

## April

### 11-14

Representation at the EHL Education for Youth Regional Seminar, Jakarta

### 13

RCY Awards and Promotions Ceremony

### 14-21

Representation at the Jean-Pictet Competition 2012 in South Africa

### 21

RCY World Red Cross Day Celebrations – Community Service Project cum Enrolment Ceremony

### 28-29

First aid support for Vesak Day Celebration 2012

## May

### 1

First aid support for Istana Open House (Labour Day)

### 5

First aid support for SPH Life Matters event

## 9-22

Overseas Humanitarian Project in Cambodia, led by RCY – NUS Chapter

## 16-18

2<sup>nd</sup> Partnership Meeting for the Great East Japan Earthquake and Tsunami, and field trip to Miyagi Prefecture

## 19

RCY Linkamania Learning Carnival 2012

## 26-27

Vibrant Blood Drive organised by RCY – NTU Chapter

## June

### 1-3

First aid support for Camp with Medically Challenged Children

### 2

First aid support for Metta Charity Run 2012

### 6-8

16<sup>th</sup> Regional Disaster Management Committee Meeting

### 9-16

First aid support for Heritage Kampung

### 15-17

First aid support for Singapore Gymnastics National Championships

### 16

World Blood Donor Day Celebration

### 21

SRC Annual General Meeting

## July

### 3

Opening of RCHD Children's Dormitory

### 8

First aid support for Punggol East Emergency Preparedness Day 2012



- 11** MoC signed with Myanmar Red Cross (MRCS) for six humanitarian projects
- 21** RCY Current Affairs Competition and Red Cross Youth Recognition Day
- August**
- 3** Nurses Day Celebrations
- 9** National Day Parade – First aid support and RCY marching contingent
- 12-13** Red Cross Relief Mission – Typhoon Saola, Philippines
- 19** First aid support for Istana Open House (Hari Raya Puasa)
- 25-28** RCY National Camp
- 28** SRC Strategic Planning Retreat
- 29** MoC signed with Maldivian Red Crescent Society to expand its Commercial First Aid Programme and its Ambulance Services
- 31** First aid support for Ullambana Festival 2012
- 31-2 Sept** First aid support for Y Camp Challenge
- September**
- 14-16** Red Cross Relief Mission – Yunnan Earthquake, China
- 25** MoC signed with Habitat for Humanity to fund 30 permanent houses and three communal-use water points for Santo Core

- 25** Home Community in Leogane, Haiti
- 25** MoC signed with The Secretary of Synod of the Diocese of Singapore to construct 184 houses in 18 villages and a health care centre in Pakistan
- 29** First aid support for Silver Infocomm Day
- October**
- 3** MoC signed with Philippine Red Cross to construct 303 houses in Philippines for Typhoon Ketsana-affected families in Zambales Province
- 8-14** Disaster Response Team Induction Course conducted by IFRC
- 11** Opening of SRC Academy @ Atrium
- 15-18** Partnership Agreements signed with the Red Cross Society of China, Sichuan Provincial People's Association for Friendship with Foreign Countries (SIFA), SALT Initiatives Ltd, Ministry of Foreign Affairs of the PRC and Beijing Foreign Studies University on a series of humanitarian projects
- 20-21** Youth Favourites Blood Drive organised by Youth Donor Club
- 21** Singapore Red Cross International Bazaar

- November**
- 4** First aid support for Project Happy Feet Slipper Race 2012
- 17** First Aid Seminar 2012
- 17** First Aid Support for Christmas on a Great Street 2012 Light-Up Ceremony
- 30** MoC signed with Sichuan Provincial Orthopedics Hospital and Medisolution Pte Ltd to provide rehabilitation equipment to Sichuan Orthopedics Hospital
- December**
- 5-8** IHL Inter-School Debate winners' visit to the Philippines
- 6-9, 14-16** Magical Christmas Blood Drive organised by RCY – SMU Chapter
- 10-23** Overseas Humanitarian Project in Myanmar, led by RCY – NTU Chapter
- 13-16** First aid support for RCY Challenge Camp
- 17-18** First Psychosocial Support Programme conducted at SRCA
- 20** SRC Annual D&D Christmas Celebrations
- 22** First aid support for Shuilu Festival

# Forward Locally

Pursuant to its mission, the Singapore Red Cross (SRC) continued to identify service gaps in the community, review the impact of its services, and innovate to meet critical needs. It took strides forward with the rebranding of the Red Cross Training Centre to the Singapore Red Cross Academy, the Non-Emergency Ambulance Service to TransportAid, and First Aid Public Duties to Community FirstAid, and it deepened its reach in advocacy on blood donation and first aid.

### Community FirstAid

For decades, the Singapore Red Cross has been giving first aid coverage at major events that bring together the community. These included national events as well as grassroots and even sporting events. In 2012, the Society focused on serving national and community

*“It is a privilege to be able to provide first aid to someone in need and we can all be part of a caring and active community.”*

*Mdm Halimah Yacob, Speaker of Parliament*

events with a view of being there for the most vulnerable. These range from spectator first aid and emergency response standby at the National Day Parade and Istana Open House, to first aid support at community events, such as charity bazaars, that benefit the underprivileged.

The Singapore Red Cross launched the First Aider on Wheels programme in February 2012, mobilising over 200 volunteers to be trained and certified in first aid, so as to serve as First Aiders

on Wheels. They were deployed to ply a popular stretch of East Coast Park on bicycles every weekend to render first aid to the injured. The programme allowed first aiders to gain more experience and develop their competencies while building up SRC’s pool of skilled first aiders. It was warmly received, with over 1,000 people receiving first aid from our volunteers in less than a year.

10,082

No. of man hours deployed for Community First Aid

43

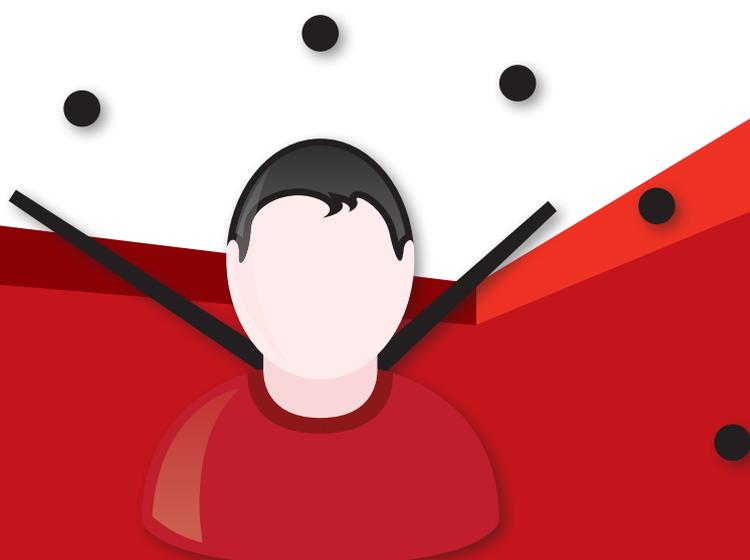
No. of events covered



FIRST AIDER ON WHEELS

10 people treated a day

for abrasions, sprains, cuts and bruises





## Commitment and Passion

*Sarah Fonseka, 23, embodies the Red Cross core values. She is also committed, skilled and enthusiastic.*

Sarah volunteers with the First Aider on Wheels (FAOW) programme almost every weekend, cycling up and down East Coast Park to attend to park visitors who require first aid.

Sarah first picked up first aid in 2011 when she attended a course in school, but soon realised that she was forgetting certain things over time as she was not putting her skills into practice. To counter this, she started volunteering with FAOW as she found it a rather unique programme where she got to “cycle at a beach and refresh my first aid skills”.

Committing one’s time so regularly, especially on weekends, is no mean feat, but Sarah simply makes time.

“I would schedule my time accordingly. It wasn’t easy initially; I had to reschedule many things but I got used to the routine eventually. I also made friends in FAOW, so I’m killing two birds with one stone,” she explains.

Volunteering is not a thankless task; while it does require a commitment on the part of

the volunteer, Sarah finds ample repayment in helping others.

“I feel good when helping others in need; it is a nice feeling when a casualty thanks you after you have treated their injuries,”

“Choose something you are passionate about and volunteering will not be boring or seen as a hassle,” she advises.

**TransportAid**

In 2012, the Singapore Red Cross Non-Emergency Ambulance Service was rebranded as SRC TransportAid. The fleet was expanded to include transporters that were retrofitted with wheelchair clamps to take on more cases.

TransportAid helps the vulnerable by transporting those suffering from chronic illnesses and financial difficulties to and from their medical appointments and treatment. A total of 3,941 trips were made, serving 210 beneficiaries in 2012. A majority of these trips, 196 per month, are for beneficiaries who need to make regular trips for dialysis.



3,941  
No. of life sustaining trips



## Service with a Heart

Chen Jun Liang, 27, was just like any other regular person. He grew up, graduated and started working, contributing to his family like most young adults. Unfortunately, in 2009, tragedy struck. He started feeling weak and lethargic constantly, but doctors were unable to find out what was wrong. His condition deteriorated to the point that he had to stop working in 2010, but it wasn't until 2011 that he was finally diagnosed with Wilson's Disease, a disorder that prevents the body from getting rid of excess copper.

By this point, Jun Liang had lost the ability to walk, talk or care for himself, and was confined to a wheelchair. His mother, Madam Lee Kim Lian, initially ferried him to and from medical appointments via taxi, but found it troublesome and even discouraging as the taxi drivers were generally unhelpful.

Thankfully, a social worker then referred Jun Liang to the Singapore Red Cross (SRC) TransportAid in March 2012. Madam Lee now pays \$25 per round trip with SRC

TransportAid compared to around \$18 each way by taxi previously. While this does not constitute huge savings in monetary terms, she is most heartened by the interaction her son now has with the ambulance responder, who praises Jun Liang for every improvement in his condition – it provides great encouragement for both mother and son.

“Having received this level of service from SRC, we will never go to any other service provider,” declared Madam Lee in Mandarin.

### Singapore Red Cross Academy

The Singapore Red Cross Academy (SRCA), formerly known as the Red Cross Training Centre (RCTC), expanded its scope of expertise and began offering courses beyond first aid in 2012. The name change reflected this, as well as its vision to be the leading training provider in first aid and volunteerism needs.

A key milestone for the SRCA in 2012 was the opening of the new SRCA @ Atrium, which enhances its first aid training capacity and is expected to contribute as many as 15,000 more first aiders in Singapore by end-2014.

This will bring it a step towards the national goal of a first aider in every home.

Located at Atrium@Orchard, the Academy will host first aid classes for working professionals to address the growing interest in first aid and workplace safety. It will also be used to conduct programmes in humanitarian interventions and international humanitarian law for the public. It is further envisaged that the Academy will host visiting delegates from other Red Cross and Red Crescent National Societies, as well as our Red Cross Youth members and other students for workshops and talks.

### Achievements

SRCA trained and certified a total of 8,249 people in 434 first aid courses in 2012, and conducted 32 first aid talks for corporations and the community. Additionally, SRCA participated in various events to promote first aid and its awareness. Some of these events included:

- National Resuscitation Council – National Life Savings Day on 15 January 2012
- Community Talk at WINGS organisation
- First Aid Awareness School Talks at Jiemin, Elias and Sembawang Primary Schools and Whitley and St Margaret’s Secondary Schools
- First Aid Street Exhibition at the Health & Youth Exhibition 2012
- Corporate first aid programmes at Hermes, Google, ExxonMobil, Singapore Workforce Development Agency and Bayer

SRCA also set up awareness booths at various MRT stations on World First Aid Day to advocate the importance of learning first aid.

### Collaborations

SRCA worked very closely with the Ministry of Health to develop the framework for the First Responder programme, and with the Health Promotion Board to develop the e-learning module in First Responders for young children.



The launch of the Singapore Red Cross Academy @ Atrium bears testament to the collective power of humanity. Barclays staff volunteers managed the project and mobilised its partners to give close to \$300,000 worth of donations in-kind to develop the space, making our vision a reality.

“Our supporters like Temasek Foundation and Barclays were instrumental in making this possible. This endeavour is truly by the community, for the community,” said Mr Benjamin William, Secretary General of the Singapore Red Cross.

“Our vendor partners have been as committed as we have in creating this space. We are very proud of the result and to have provided a lasting legacy for the Singapore Red Cross,” said Mr Chris Tidy, Head Capital Projects for Asia Pacific and Middle East, Barclays Corporate Real Estate Services.



### New Courses

- **Psycho Social Support Level I** for 20 volunteers and staff conducted for volunteers in collaboration with a private psychologist clinic, *Promises*
- **Train-the-Trainer** for RCY teachers and Volunteer Instructors
- **First Aid Tool Awareness Programme** for first aid volunteers



### Red Cross Home for the Disabled

The Red Cross Home for the Disabled (RCHD) is Singapore's only residential home for the severely disabled. It embodies the SRC's commitment to serving the most vulnerable in society, providing a safe and conducive environment for more than 100 residents with severe and multiple disabilities.

The residents' many and varied conditions, such as cerebral palsy, neuro-muscular disabilities and mental disabilities, mean that they require constant care. As most of the residents are not mobile, RCHD strives to

bring as much of the outside in by engaging volunteers to participate in enhancing the lives of the residents.

Moving forward, RCHD aims to increase the number of clients for the Day Activity Centre (DAC). The DAC offers respite care; it allows caregivers to drop their charges off for the day to be looked after, letting them go to work, run errands, or just simply have some time off for themselves while having the peace of mind to know that their loved ones are receiving professional care.

## A Caregiver's Story

As one of RCHD's longest-serving staff, 32-year-old healthcare aide Weligamage Silva Subhani Damayanthi (above) – or Subhani – is a big sister whom new staff look up to. Subhani hails from Chilaw in Sri Lanka, and has enjoyed every day she's been with RCHD.

"I like taking care of the disadvantaged and vulnerable, especially the elderly. I find joy in knowing that everything I do contributes to making a difference in their lives. The

residents at RCHD are mentally and physically disabled, so I truly feel that they need our help most. I love taking care of the residents," said Subhani.

"An incident that I will never forget is when a resident almost choked on his meal and I played a part in helping him recover. That made me realise just how vulnerable our residents are and how much they rely on us to care for them. It was an emotional day that increased my dedication to serve the

residents and provide them with the best care that I can," she recounted.

Subhani concludes: "Although there are times I miss my family in Sri Lanka, I am happy to be here because not only am I earning my keep, I am also contributing to society. I also have made a lot of friends here and I hope that I can continue to be part of RCHD as it has become my second family away from home."

## Improving the Lives of the Disabled

When 12-year-old Sim Jia Wei first arrived at the Red Cross Home for the Disabled, he was frail and sullen, with deep sunken eyes and a pale, grave complexion. He was weak and tired, and barely moved about.

Jia Wei suffers from Global Developmental Delay (GDD) as well as autism with behavioural problems; his grandparents cared for him after his father passed away from lung cancer and his mother moved back to Malaysia, rarely keeping in contact. Unfortunately there were complications after he was prescribed a drug, and Jia Wei became a shadow of his former self. Shortly after, he was admitted to RCHD as his ailing grandparents could no longer take care of him.

Today, however, it is a completely different Jia Wei you will see. A silent, almost lifeless child is now a bright, energetic youth who calls upon people to entertain him, laughs, smiles and even breaks into a dance sometimes. His grandfather, Mr Sim Tiang Huat, shared that he is delighted with the care rendered to his grandson, and is now able to have peace of mind knowing that Jia Wei will be well taken care of even after his main caregivers are no longer around.



## An Unlikely Friendship

Mohamed Radi Mohamed Anwari, 26, started volunteering at RCHD after his fiancée, who works at RCHD, roped him in to provide audio technical support for an event. Prior to that, his trips to the Home were only to pick her up after work, and he had never thought about interacting with the residents. His only experiences with the residents were through the stories his fiancée shared.

One in particular, Christopher Sng, intrigued Radi as Christopher was able to correctly identify which day any given date fell on. Seeing Christopher in action amazed Radi, and a brief acquaintance soon grew into a budding friendship. Christopher often asks for Radi now, telling the nurses that he misses him, so Radi tries to visit whenever he can. Each time he visits, Radi not only

interacts with the residents but also cleans wheelchairs and helps with other errands.

“My experience at the Home has been a humbling one. I watch as residents remain happy and optimistic despite their disabilities. It’s amazing to see how a simple hello can elicit a bright smile, how the simple gesture of bringing them some goodies to eat can make their day. I admire how they appreciate everyone for the things that they do,” reflected Radi.





**Blood Donor Recruitment Programme**

The Singapore Red Cross is the national blood donor recruiter, and its Blood Donor Recruitment Programme (BDRP) is faced with the challenges of constant education and engagement of the public, as well as re-engagement of our current donors and our community partners to continue to accept blood donation as an integral humanitarian act which requires regular participation. Utilisation of blood does not cease even on public holidays; blood collection and ensuring a steady supply of blood during festive seasons is challenging.

In 2012, BDRP achieved 108,593 donations. This was 101.5% of the target of 107,000 units of blood collected. BDRP mobilised a total of 70,855 donors, of whom 21,306 were first-time donors and 22,451 were youth donors. There were 376 bloodmobile organisers, of which 68 were new. These bloodmobile organisers were responsible for a total of 630 blood drives all across Singapore.

An important milestone was the opening of the new blood collection centre at Dhoby Ghaut

*“Located at the heart of Orchard Road - where many people work, study and play - the Bloodbank@Dhoby Ghaut serves as an excellent base where more people, young and old, can get into the positive habit of donating blood regularly.”*

*Mr Gan Kim Yong, Minister for Health*

Xchange. Since its opening, it has steadily collected an average of around 1,200 units of blood per month, averaging 50 units per collection day. Managed in partnership with the Health Sciences Authority, the national blood service, the new centre is targeted at those working in the nearby offices, shoppers as well as students from the surrounding education institutions. It is a key part of our joint effort to increase the number of youth donors (aged 16 to 25) to 35% of total blood donors by 2014.

Going forward, SRC is planning a donor recruitment campaign to actively recruit younger blood donors. With Bloodbank@ Dhoby Ghaut being close to several educational

institutions, SRC plans to collaborate with these youth groups to organise school talks and roadshows to attract more youth donors and raise the awareness of blood donation. The BDRP also launched a new digital educational tool, the blood donation e-guide. Co-developed with Coca-Cola Singapore, the e-guide is now shown at outreach activities to share the importance of regular giving, the blood donation process, and how blood is used. Youth volunteers are also deployed at the Volunteer Meet-and-Greet Service of the blood bank to cater to the younger profile of donors in the area.



*“The frequent top-up of blood or platelets helped to stabilise my condition, thereby enabling me to continue with treatment. Blood donors turn lives around, not just for patients, but for their families and the community at large as well.”*

*Leukaemia survivor Sulaiman Bin Suradi  
Diagnosed with the blood disorder  
at 10 years old*

**1,644** donors were awarded at the World Blood Donor Day in 2012, including 42 Champion of Champions donors and nine Medal for Life winners. A total of 36 Bloodmobile Organisers were awarded for organising blood drives collecting more than 100 units of blood.

More than 100,000 units of blood are needed to meet the transfusion needs of patients every year, equivalent to more than 350 units of blood a day. Blood goes to those having medical emergencies such as accident survivors; individuals undergoing major surgeries such as organ transplants; patients with cancers and blood disorders like leukaemia and lymphomas or severe anaemia; and even newborns with conditions. With an ageing population, more advanced life-saving medical procedures, and new hospitals being established, more blood will be needed every year.



*“What the world needs are everyday heroes who are willing to come forward to save lives and to make that difference. It is indeed humbling to know that my blood will go towards helping someone and I hope to be able to do this for as long as my body allows me to do so.”*

*Ms Angie Al-Johary (left)  
125-time donor in 30 years  
Women make up about one third  
of blood donors in Singapore.*

# Forward Internationally

International Services oversees the Society's projects and engagements with other National Societies, IFRC (International Federation of Red Cross and Red Crescent Societies) and ICRC (International Committee of the Red Cross). This includes responding to overseas humanitarian crises, assisting and collaborating with National Societies in bilateral and multilateral programs/projects and representing SRC in international conferences and promoting humanitarian values locally.

## Advocacy

International Humanitarian Law (IHL) – also known as the Laws of War – has its roots in the Geneva Conventions and their additional Protocols. It is part of the body of international

laws that governs relations between States and defines the boundaries of behaviour in conflict situations. In essence, IHL aims to limit the effects of armed conflicts by protecting certain categories of people and restricting the methods and means of warfare.

- For secondary school students: Exploring Humanitarian Law (EHL) curriculum
- For post secondary students: Annual inter-school IHL debate co-organised with Debate Association (Singapore)
- For law undergraduates: Funding for Singapore teams at international IHL competitions
- For the general public: IHL talks and seminars

SRC organised and participated in the following IHL/EHL activities:

- The 4<sup>th</sup> IHL Inter-School Debate Series 2012 Final (18 Feb 2012)
- 10<sup>th</sup> Red Cross IHL Moot 2012 (7-12 Mar 2012)
  - » Ms Vani Nair from Team Singapore emerged as the second best speaker in the entire competition
- EHL Education for Youth Regional Seminar (11-14 Apr 2012)
- Jean-Pictet Competition 2012 (14-21 Apr 2012)
- IHL Inter-School Debate winners visit to Philippines (5-8 Dec 2012)



## Disaster Response

In line with our mission, the Singapore Red Cross has been actively providing humanitarian assistance and relief to survivors of natural disasters around the world. The form of assistance is varied to respond to the nature of the crisis, and its impact on the affected communities. In 2012, SRC responded to the following disasters:

- Typhoon Haima and Nockten, Laos (Jan 2012)  
Contributed US\$100,000
- Typhoon Saola, Philippines (Aug 2012)  
Contributed \$100,000 worth of relief items
- Yunnan earthquake, China (Sept 2012)  
Contributed \$200,000 worth of rice
- Typhoon Bopha, Philippines (Dec 2012)  
Contributed \$150,000 worth of relief items



1 Emergency supplies, comprising food items (canned and fresh foods) and family kits (kitchen utensils, toiletries), directly assisted the communities affected by floods in Manila, the Philippines

2 SRC's donation helped provide food and other essential supplies to the farmers and those affected by the floods in the Southern province of Champasak, Laos

3 \$150,000 worth of relief supplies, comprising collapsible water containers, blankets and rice, were distributed by a team of Red Cross volunteers to survivors living in shelters, in the aftermath of Typhoon Bopha in the Philippines

4 SRC disaster response team handed over almost 200 tonnes of rice to residents in temporary evacuation centres in Yunnan





### International Collaboration

Beyond disaster response, from early to longer-term recovery of disaster-affected communities, SRC also contributes to programmes run by IFRC and/or the National Society of the country in a wide spectrum of areas. These include health care and first aid, education, water and sanitation, livelihoods, and blood donation management. These projects in peacetime, and long after the disaster response phase, will contribute to longer term recovery of the communities affected by or vulnerable to natural disasters.

In 2012, we activated collaborations with various partners on these programmes:

- Construction of the Shichigahama Toyama Nursery School, Japan
- Six direct-impact projects with Myanmar Red Cross (MRCS)

- Expansion of Commercial First Aid Programme and Ambulance Services with Maldivian Red Crescent
- Construction of 30 houses and three water points in Haiti
- Construction of 184 houses in 18 villages and a health care centre in Pakistan
- Construction of 303 houses in Philippines for Typhoon Ketsana affected families
- \$8 million worth of projects to benefit the Sichuan earthquake survivors in Sichuan, Yunnan, Ningxia, Shanxi, Chongqing, Gansu Provinces of China
- Delivered \$12,000 worth of medical items donated by Gleneagles Hospital to Luang Prabang Provincial Hospital, Laos

- Provided rehabilitation equipment and treatment to 500 needy patients and rehabilitation training to doctors, therapists and nursing staff of the hospitals in cooperation with Sichuan Provincial Orthopaedic Hospital and Medisolution Pte Ltd

The SRC is equally concerned with contributing towards the longer-term recovery efforts of disaster-affected communities. For many years, SRC has been channelling resources towards projects/programmes in collaboration with National Societies, IFRC and/or international NGOs. Such overseas humanitarian projects (OHPs) are planned to make a measurable, and hopefully lasting, impact to the target communities.

In 2012, two OHPs were completed:

- OHP in Cambodia, led by Red Cross Youth – NUS Chapter (May 2012)
  - » Built 10 wells, 21 toilets, conducted English lessons and first aid classes to the villagers
- OHP in Myanmar, led by Red Cross Youth – NTU Chapter (December 2012)
  - » Built a multi-purpose hardcourt, a library and a community hall with solar lighting system
  - » Conducted basic healthcare and English language programme

## INTERNATIONAL SERVICES

# Impacting lives across the region

Many partnerships and memoranda of agreement were signed in 2012, bringing the SRC's humanitarian mission across the shores to countries such as Myanmar and China.

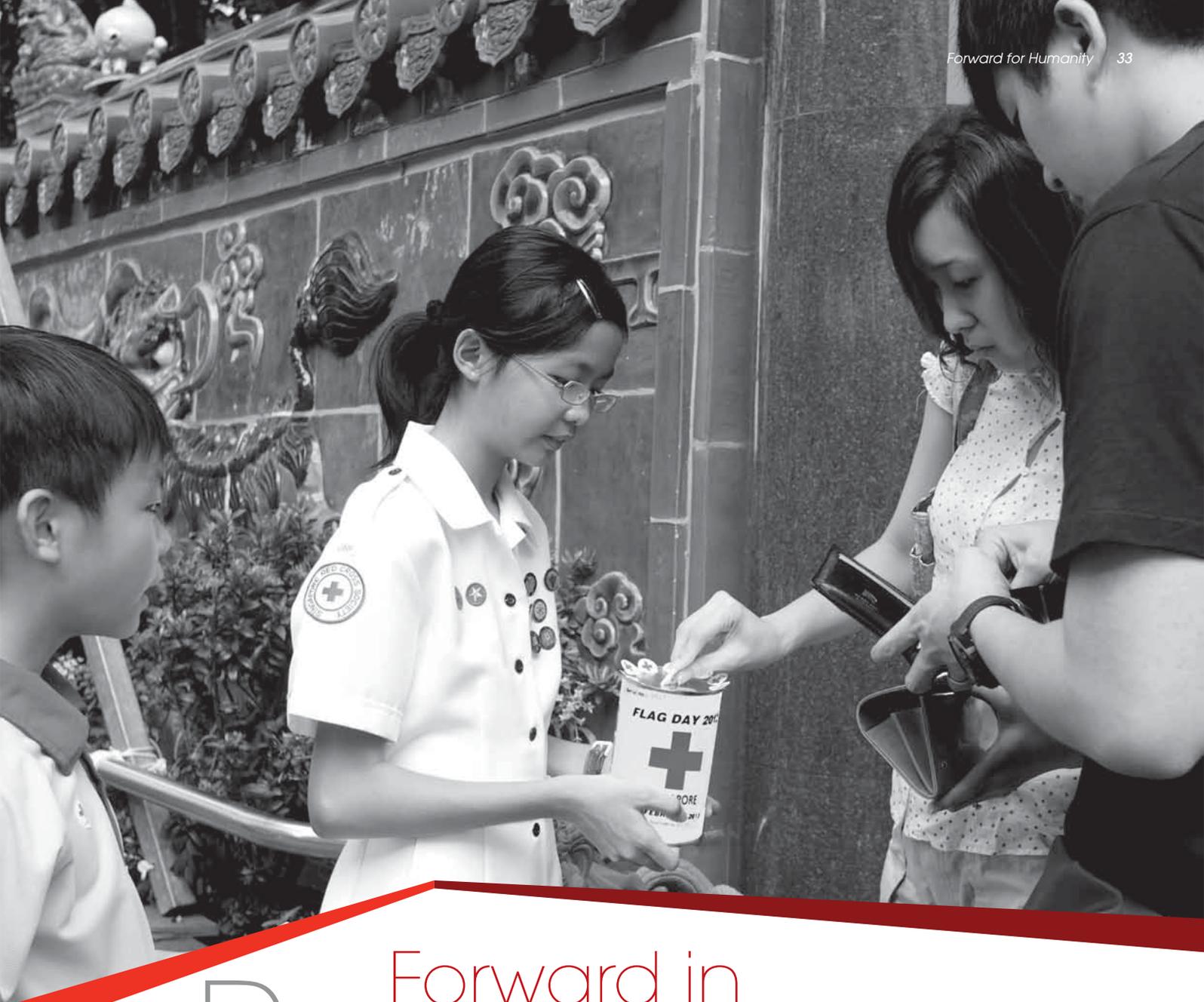
In Myanmar, six direct-impact projects worth a total of \$2.5 million were supported; these included enhancing digital connectivity for seamless relief coordination; restarting an emergency ambulance service; rolling out a first aid and safety campaign for community

leaders; lending support to an emergency management fund; shelters and student kits for Internally Displaced People (IDPs); and a series of construction projects.

Agreements were also signed in China, including five worth a combined \$8 million that were signed in September and October that will see improvements to public infrastructure in dozens of rural communities, the provision of educational opportunities

to disadvantaged students as well as physiotherapy to needy patients. These plans were expected to benefit hundreds of thousands of people.

All overseas developments undertaken by SRC were funded by donations from the people of Singapore.



# Forward in Resource Mobilisation



Apart from executing major fundraising events such as the SRC Flag Day 2012 and the Red Cross International Bazaar, the Fundraising Department also built strengths in social enterprises, e-donation platforms and donor relations.

The SRC raised a total of \$1,738,999 for its local humanitarian services through the following efforts:

#### **Flag Day 2012**

The SRC Flag Day on 11 February 2012 was a joint effort amongst several departments

and a committee of dedicated volunteers. Co-chaired by Mr Tang Chun Tuck, the activity was warmly received, displaying the true spirit of volunteerism from both young and old. The yield was in excess of \$350,000, setting an all time record for the SRC Flag Day.

#### **International Bazaar 2012**

A signature fundraiser, the Singapore Red Cross International Bazaar made its return in 2012 after a two-year hiatus. Based on principles adopted by the Red Cross globally, and aptly themed "One World United in Humanity", this event was made possible by



a committee of dedicated volunteers, chaired by Mrs Genevieve Peggy Jeffs. The SRC International Bazaar, held at \*SCAPE on 21 October 2012 was graced by President Tony Tan Keng Yam as Guest-of-Honour, and drew a crowd of almost 3,000. The diplomatic community in Singapore, together with local businesses, united for humanity in Singapore's largest bazaar, raising almost \$185,000.

**e-Donations and iNets**

A new e-donation channel was established in mid-2012 with NETS Singapore, adding some 100 additional touchpoints through iNets kiosks island-wide, on top of other channels such as the SRC website, AXS machines and SG Gives.

**SRC Social Enterprise**

Much attention was focused on enhancing the fundraising capabilities of the SRC through social enterprise in 2012. The FR department harnessed the power of social media effectively, by the sale of SRC-Sasha teddy bears – 197 bears were sold within 48 hours via Groupon, an online sales portal.

Our thrift shop, Shop@REDCROSS, continued to be successful. Located at the SRC Training Campsite in the east of Singapore, it is wholly run and managed by a group of committed volunteers. The FR department rode on its success by opening a complementary "donation corner" at the new SRC Academy@ Atrium, as well as introducing the Sunday Sale at Red Cross House.

The Sunday Sale event brought the same fun of bargain hunting for new and pre-loved items

to shoppers in the city. These items include apparels, accessories, electrical, electronic and household goods, which are generously donated by members of the public and corporate donors.

**Third-party fundraisers and corporate donor partners**

Corporate partners such as ComfortDelGro, Hui Master International Geomancy, the Republic of Singapore Air Force, Singapore Island Country Club, SMRT and Tahiti Dance and Fitness continued to contribute generously in monetary and in-kind donations.

The FR department also partnered esteemed organisations such as Bank of Tokyo Mitsubishi, CapitaMalls Asia, Georg Jensen, Google, Hide & Seek, JC Trading & Consultancy LLP, Johnson & Johnson, Mizuho Corporate Bank and PayPal & eBay for third-party fundraising.



# Forward in Community Engagement

The Corporate Communications department enlarged its scope to include marketing in 2012, becoming the Corporate Communications and Marketing (CCM) department. It went beyond engaging the public via the media to reaching out directly to them. 11 road shows were rolled out in the heartlands over the course of the year to bring the message of serving humanity and saving lives to even more people than before.

### Digital Growth

SRC moved ahead in the digital realm, with very strong growth in social media presence. The number of Facebook fans tripled to almost 23,700 from 7,200 in 2011. Meanwhile, the number of followers on Twitter almost doubled to 1,800 from 1,000 the year before. These increases meant that the SRC was able to engage more people more effectively online, reaching out to people even when they're on the move.

community capsules on 938LIVE between October and December.

### Unmask Your Heroes

To celebrate those who make a difference to our lives, the SRC encouraged people to be part of a year-long campaign to honour their heroes on its Facebook Page. Themed "Unmask Your Heroes", it built on the overall global campaign theme by recognising that the simple act of giving blood goes beyond qualifications and social status, and can be viewed from both a donor as well as a perspective of a recipient. In doing so, by turning donors into heroes, the theme raised the perceived importance of donation in a way that would be easy for everyone to understand. It was a cross-platform campaign, with news reports and advertisements featuring it across traditional media sources on print and over broadcast.

### Exposure in Mainstream Media

CCM communicated its needs by pitching stories to traditional media outlets across television, radio, newspapers, periodicals and online news outlets. This resulted in SRC garnering 260 stories across print, broadcast and online platforms worth a combined total of more than \$1.5 million in media value. There was regular exposure such as monthly columns in Tamil Murasu, and weekly



去年增6%达6万7310人  
**本地捐血人数稳健上升**

卫生科学局数据显  
示，捐血者人数  
在过去几年中  
稳步上升。去年  
捐血者人数有  
6万7310人，比前  
年的6万3794人  
多出约6%。实际  
捐血次数也增加  
，从2009年的  
6万4000次增  
至去年的11万  
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# Forward in People Development



While Singapore may now be more affluent than before, there are still many vulnerable people whose needs go unseen and unfulfilled. Our society still needs committed volunteers to give their time and talents regularly in order to meet these needs of our community.

Therefore, one of the core focuses of the Volunteer and Youth Development (VYD) department of the Singapore Red Cross (SRC) is supporting volunteers and giving them the tools and resources they need to meet the demands and expectations placed on them. Another core focus is the retention and maximising the social and economic value of the volunteers.

To better meet these focuses, VYD underwent a structural review and remodelling in 2012 to enhance sustainability and community

relevance. A re-engineering of the volunteer management system took place, with all SRC volunteers organised into one unified structure according to skill sets and the programmes of the SRC. This facilitates mobilisation and enables the Society to be aware of the resources at its disposal and what is needed.

A new Volunteer Career Pathway was instituted to address existing and future challenges, together with new volunteering development activities which included an improved volunteer training framework and a well-defined scope of work for volunteers. To communicate the new Pathway to existing volunteers, five town hall meetings were conducted to share the details and answer queries.

There were also two Learning Journeys organised for new volunteers, who were

brought to the Red Cross Home for the Disabled and Bloodbank@HSA to acquaint them with some of the activities SRC volunteers do.

This development of volunteers is a means of providing people with the ability to make a difference in their community and to improve the lives of the most vulnerable. To further consolidate and better manage the volunteer database, VYD started working with a developer to build a Red Cross Integrated System.

In addition, VYD recruited 197 Life members and 255 Subscribing members in 2012.



### Red Cross Youth

The Red Cross Youth membership has grown consistently to 5,000 strong. Keenly aware of the challenge to stay relevant and continually attract young members, the Red Cross Youth embarked on a more consultative and engaging approach in reviewing and evolving its curriculum, focusing more on character and leadership development, and management skills, through experiential learning.

Beyond undergoing the rigour of a structured curriculum in character and leadership development, Red Cross Youth in primary schools learn lifesaving first aid and interact with the elderly and disabled homes; in secondary schools undergo the 'Exploring Humanitarian Law' programme, learn about the importance of giving blood; and in tertiary institutions provide first aid coverage in school

and community events, organise public blood drives, mass fundraisers and community initiatives such as Project R.I.C.E and Overseas Humanitarian Projects to transform lives.

Some of these activities in 2012 included Linkamania on 21 May 2012 and the Red Cross Youth Challenge held from 13-16 December 2012. Two RCY Chapters from NUS and NTU embarked on Overseas Humanitarian Projects to Cambodia and Myanmar respectively to build facilities for villagers and conduct basic English lessons. These programmes enable the youth to aid the community whilst creating the positive ripple effect of community bonding.

From a uniformed group in primary and secondary schools, the Red Cross Youth has merged with the former Red Cross Humanitarian Network in post-secondary institutions to offer student volunteers a seamless transition as they progress in their education. Going forward a train-the-trainers programme will be implemented to equip youth volunteers to serve effectively in school units, and cadets will have more opportunities to represent Singapore in regional and international youth workshops to expose them to the work of the International Red Cross and Red Crescent Movement.

### Maximising Human Capital

A new staff performance appraisal system was implemented, moving to the new Employee Development Review (EDR) system, which helps align the Society values' system with the expected values system of its staff. This better attunes the staff to the Society's principles and values.

To retain talent and to minimise turnover, HR increased staff engagement. A Total Learning Plan (TLP) for the SRC has been developed for all levels of staff. The TLP will be fully implemented in the year 2013. The Total Learning Plan comprises a Staff Induction Program, a Core Competency Skill & Knowledge component and a Functional Skill component.

### Streamlining for better performance

In January 2012, SRC conducted an organisation restructuring exercise. As part of its review, the functions in the former Human Resource & Administration department were

separated – HR remained as a department while Administration & IT became a section. A review of the overall functions within the Administration & IT Section surfaced for the need for the organisation to have a formalised administration department to perform services to improve workplace productivity and efficiency in the organisation. The Administration office was thus formalised as a full fledged department in September 2012.

The mandate of the Administration Department includes:

- General Office Management
- IT Management
- Asset Management
- Facilities Management
- Vehicle Management
- Security & Safety Management
- Procurement

The fledgling department oversaw the re-configuring of offices as well as maintenance work to Red Cross House for greater work efficiency. Major cost savings were also achieved with the substitution of office equipment; in the case of photocopier machines, the cost savings amounted to some \$27,396.00 (46%).

The HR department also oversaw some major changes. One of them was to take over the primary function of payroll processing from the Finance Department in August 2012. Separate roles were clearly defined between the HR and Finance Departments, with HR being responsible for preparing the monthly payroll and Finance being responsible for verifying and paying out of the monthly payroll. These changes help to ensure that a proper system of checks and balances is in place.



# Financial Statements

Year ended 31 December 2012

Unique Entity Number S86CC0370E  
Registered under the Charities Act, Chapter 37



## Singapore Red Cross Society

Corporate Information

Year ended 31 December 2012

### Registration

Singapore Red Cross Society (the "Society") was constituted as a body corporate by the Singapore Red Cross Society (Incorporation) Act, Chapter 304. The Society is registered as a charity under the Charities Act, Chapter 37 (Unique Entity Number S86CC0370E).

### Registered Address

15 Penang Lane  
Red Cross House  
Singapore 238486

### Council Members 2012

The composition of the Council of the Singapore Red Cross Society was changed when the amendments to the Constitution were implemented from the date of the Annual General Meeting held on 21 June 2012.

#### **Council Members 1 January to 21 June 2012**

##### **Chairman**

Mr Tee Tua Ba, *Chairman, Porticullis Trust (Singapore) Ltd*

##### **Vice Chairman**

Mr Axel Chan, *Director, Attorneys Inc LLC*  
Mr Lim Neo Chian, *Executive Director, Singbridge International Singapore Pte Ltd*

##### **Honorary Treasurer**

Mr Chris Liew, *Chairman, RSM Ethos Pte Ltd*

##### **Members**

LTC Abdul Razak Bin Abdul Raheem  
Dr Caroline Brassard  
Mrs Susan Chan  
Ms Charlene Chang,  
Mr Chew Hai Chwee  
Ms Annie Gay  
Assoc Prof (Dr) Goh Lee Gan  
Mr Han Eng Juan  
Mr Paul Ho Yeok Chew  
Mr Kwan Kwok Wah  
Mr Walter Lee Rui Han  
Ms Lim Choon Noi  
Ms Lim Kheng Hua (*up to 29 Feb 2012*)  
Dr Lim Ghee Hian  
Mr Ling Khoon Chow  
Mr Mohammad Zaidi Bin Ariffin  
Mr Charles Ng  
Mrs Ou-Yang Geok Cheng,  
Assoc Prof (Dr) Phua Kai Hong  
Mr N Sreenivasan  
Mr James Tan  
Mr Tan Kai Hoe  
Mrs Tan Sin Yen  
Ms Rose Tan  
SLTC Tan Ying Kiat  
Ms Esther Tay Yan Peng  
Ms Catherine Wong (*from 1 Mar 2012*)  
Mr Zulkifli Baharuddin

##### **Secretary General**

Mr Christopher Chua (Ex-Officio) – *up to 28 February 2012*  
Mr Benjamin William (Ex-Officio) – *from 1 March 2012*

#### **Council Members 22 June to 31 December 2012**

##### **Chairman**

Mr Tee Tua Ba, *Chairman, Porticullis Trust (Singapore) Ltd*

##### **Vice Chairman**

Mr Axel Chan, *Director, Attorneys Inc LLC*  
Ms Rose Tan, *Chairman, Intergrated Marketing Solutions Group Pte Ltd*

##### **Chairman, Finance and Investment Committee**

Mr Chris Liew, *Chairman, RSM Ethos Pte Ltd*

##### **Secretary General/Chief Executive Officer**

Mr Benjamin William

##### **Members**

Dr Caroline Brassard  
Mrs Susan Chan  
Mr Chew Hai Chwee  
Mr Han Eng Juan  
Mr Paul Ho Yeok Chew  
Ms Lim Choon Noi  
Dr Lim Ghee Hian  
Mr Winston Milner  
Mr Mohammad Zaidi Bin Ariffin  
Assoc Prof (Dr) Phua Kai Hong  
Mr N Sreenivasan  
Mr Tan Kai Hoe  
Mr Zulkifli Baharuddin

**Auditors**

KPMG LLP  
16 Raffles Quay #22-00  
Hong Leong Building  
Singapore 048581

**Bankers**

The HongKong and Shanghai Banking Corporation  
60A Orchard Road  
#01-02 The Atrium @ Orchard  
Singapore 238890

United Overseas Bank Ltd  
80 Raffles Place  
UOB Plaza 1, #11-00  
Singapore 048624

Overseas-Chinese Banking Corporation  
63 Chulia Street  
OCBC Centre East #05-00  
Singapore 049514

The Development Bank of Singapore  
6 Shenton Way  
DBS Building, Tower One  
Singapore 068809

Hong Leong Finance Ltd  
16 Raffles Quay  
#01-05, Hong Leong Building  
Singapore 048581

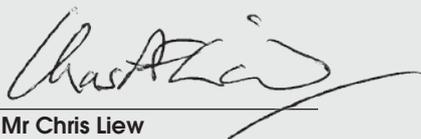
Credit Industriel et Commercial  
Singapore Branch  
63 Market Street, #15-01  
Singapore 048942

**Statement by Management Committee**  
(for the year ended 31 December 2012)

In our opinion, the financial statements set out on pages 44 to 65 present fairly the state of affairs of the Society as at 31 December 2012 and the results, changes in funds and cash flows of the Society for the year ended on that date in accordance with the provisions of the Charities Act (Chapter 37) and Singapore Financial Reporting Standards.

The Council (Management Committee) has authorised these financial statements for issue on the date of this statement.

On behalf of the Council



**Mr Chris Liew**  
*Chairman, Finance and Investment Committee*



**Mr Benjamin William Jeyaraj**  
*Secretary General*

16 May 2013

## Independent Auditor's Report

Members of Singapore Red Cross Society  
(Registered under the Charities Act, Chapter 37)

### Report on the financial statements

We have audited the accompanying financial statements of Singapore Red Cross Society (the "Society"), which comprise the statement of financial position as at 31 December 2012, the statement of financial activities/income statement, statement of comprehensive income, statement of changes in funds and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information, as set out on pages 44 to 65.

### Management's responsibility for the financial statements

The Society's management is responsible for the preparation and fair presentation of these financial statements in accordance with the provisions of the Charities Act (Chapter 37) (the "Act") and Singapore Financial Reporting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditors' responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Singapore Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial statements present fairly, in all material respects, the state of affairs of the Society as at 31 December 2012 and the results, changes in funds and cash flows of the Society for the year then ended in accordance with the provisions of the Act and Singapore Financial Reporting Standards.

### Report on other legal and regulatory requirements

During the course of our audit, nothing has come to our attention that causes us to believe that during the year:

- a. the use of the donation moneys was not in accordance with the objectives of the Society as required under Regulation 16 of the Charities (Institutions of a Public Character) Regulations; and
- b. the Society has not complied with the requirements of Regulation 15 (fund-raising expenses) of the Charities (Institutions of a Public Character) Regulations.



### KPMG LLP

Public Accountants and  
Certified Public Accountants

Singapore  
16 May 2013

**Statement of financial position**

As at 31 December 2012

	Note	2012 \$	2011 \$
<b>Non-current Assets</b>			
Property, plant and equipment	3	896,200	1,165,776
Investment securities	4	6,035,365	5,992,740
		<u>6,931,565</u>	<u>7,158,516</u>
<b>Current Assets</b>			
Inventories		–	24,431
Other receivables, deposits and prepayments	5	939,903	1,490,250
Fixed deposits with financial institutions	6	5,751,000	5,238,566
Cash at bank and in hand	6	2,422,685	1,319,329
		<u>9,113,588</u>	<u>8,072,576</u>
<b>Total Assets</b>		<b><u>16,045,153</u></b>	<b><u>15,231,092</u></b>
<b>Current Liabilities</b>			
Other payables and accruals	7	2,575,282	1,631,791
<b>Total Liabilities</b>		<u>2,575,282</u>	<u>1,631,791</u>
<b>Funds of the Society:</b>			
Unrestricted Funds:			
General Funds		13,032,956	13,202,461
Fair Value Reserves	11	436,915	396,840
<b>Total Funds</b>		<u>13,469,871</u>	<u>13,599,301</u>
<b>Total Liabilities and Funds</b>		<b><u>16,045,153</u></b>	<b><u>15,231,092</u></b>

The accompanying notes form an integral part of these financial statements.

## Statement of Financial Activities/Income Statement

Year ended 31 December 2012

	Note	2012 \$	2011 \$
<b>Incoming Resources</b>			
<b><i>Incoming resources from generated funds</i></b>			
Voluntary income:			
Donations - General	12	563,965	934,289
Membership subscriptions		10,113	2,299
Activities for generating income: Fundraising events	12	1,320,602	2,037,895
Investment and interest Income		239,380	243,993
		2,134,060	3,218,476
<b><i>Charitable activities</i></b>			
Red Cross Training Centre fees		1,058,036	1,190,421
Ambulance Services:			
Programme Fees		46,149	34,000
Funding from Tote Board		162,684	157,986
Blood Donor Recruitment Programme subsidy from Health Science Authority		1,666,060	1,611,215
Red Cross Home for the Disabled:			
Residents' contribution		202,396	219,848
Grant from Ministry of Community Development, Youth and Sports		1,618,653	1,369,344
Deferred capital grants		196,568	148,189
Government grants:			
Ministry of Education (Volunteer Development - Red Cross Youth)		96,724	117,460
		5,047,270	4,848,463
<b>Other incoming resources</b>			
Miscellaneous		48,980	99,223
Programme Support Recovery – International Relief and Assistance	13	297,296	544,089
<b>Total incoming resources</b>		<b>7,527,606</b>	<b>8,710,251</b>

The accompanying notes form an integral part of these financial statements.

**Statement of Financial Activities/Income Statement**

Year ended 31 December 2012

	Note	2012 \$	2011 \$
<b>Resources expended</b>			
<b>Cost of generating funds</b>			
Fundraising cost	14	548,633	496,419
<b>Chaitable activities – local</b>			
Volunteer development		708,651	556,054
Services and disaster management		254,682	166,521
Red Cross Training Centre		711,204	734,932
Ambulance services		367,012	333,365
Blood Donor Recruitment Programme		1,705,610	1,611,215
Red Cross Home for the Disabled		1,732,466	1,564,086
International services		609,363	549,431
	15	6,088,988	5,515,604
Governance	16	490,202	442,073
Corporate communications	17	448,586	375,648
Contribution to International Federation of Red Cross and Red Crescent Societies		120,702	168,769
Contribution to International Committee of the Red Cross		–	10,000
Total resources expended		7,697,111	7,008,513
Net (outgoing)/incoming resources	19	(169,505)	1,701,738

The accompanying notes form an integral part of these financial statements.

**Statement of comprehensive income**

Year ended 31 December 2012

	Note	2012 \$	2011 \$
Net (outgoing)/incoming resources		(169,505)	1,701,738
<b>Other comprehensive income</b>			
Net change in fair value of available-for-sale financial assets		55,915	302,300
Fair value of available-for-sale financial assets reclassified to income statement upon disposal		(15,840)	-
<b>Other comprehensive income for the year</b>		<u>40,075</u>	<u>302,300</u>
<b>Total comprehensive income for the year</b>		<u><b>(129,430)</b></u>	<u><b>2,004,038</b></u>

The accompanying notes form an integral part of these financial statements.

## Statement of changes in funds

Year ended 31 December 2012

	General funds \$	Fair value reserves \$	Total \$
<b>At 1 January 2011</b>	<b>11,500,723</b>	<b>94,540</b>	<b>11,595,263</b>
<b>Total comprehensive income for the year</b>			
Net incoming resources	1,701,738	–	1,701,738
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	302,300	302,300
Total other comprehensive income	–	302,300	302,300
Total comprehensive income for the year	1,701,738	302,300	2,004,038
<b>At 31 December 2011</b>	<b>13,202,461</b>	<b>396,840</b>	<b>13,599,301</b>
<b>At 1 January 2012</b>	<b>13,202,461</b>	<b>396,840</b>	<b>13,599,301</b>
<b>Total comprehensive income for the year</b>			
Net outgoing resources	(169,505)	–	(169,505)
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	55,915	55,915
Fair value of available-for-sale financial assets reclassified to income statement upon disposal	–	(15,840)	(15,840)
<b>Total other comprehensive income</b>	<b>–</b>	<b>40,075</b>	<b>40,075</b>
Total comprehensive income for the year	(169,505)	40,075	(129,430)
<b>At 31 December 2012</b>	<b>13,032,956</b>	<b>436,915</b>	<b>13,469,871</b>

The accompanying notes form an integral part of these financial statements.

**Statement of cash flows**

Year ended 31 December 2012

	Note	2012 \$	2011 \$
<b>Operating activities</b>			
Net (outgoing)/incoming resources for the year		(169,505)	1,701,738
Adjustments for:			
Depreciation of property, plant and equipment		388,323	324,978
Loss on disposal of property, plant and equipment		1	–
Loss on disposal of investment securities		3,300	–
Investment and interest income		(239,380)	(243,993)
<b>Operating profit before working capital changes</b>		(17,261)	1,782,733
Inventories		24,431	18,901
Other receivables, deposits and prepayments		546,148	(10,811)
Other payables and accruals		943,491	(63,974)
<b>Cash flows from operating activities</b>		1,496,809	1,726,839
<b>Investing activities</b>			
Interest received		91,079	89,923
Dividends received		152,500	152,500
Purchase of property, plant and equipment		(118,748)	(471,325)
Purchase of investment securities		(605,850)	–
Disposal of investment securities		600,000	–
<b>Cash flows from/(used in) investing activities</b>		118,981	(228,902)
<b>Net increase in cash and cash equivalents</b>		1,615,790	1,497,937
Cash and cash equivalents at the beginning of year		6,557,895	5,059,958
<b>Cash and cash equivalents at end of year</b>	6	8,173,685	6,557,895

The accompanying notes form an integral part of these financial statements.

## Notes to the financial statements

Year ended 31 December 2012

These notes form an integral part of the financial statements.

The financial statements were authorised for issue by the Council (Management Committee) of Singapore Red Cross Society on 16 May 2013.

### 1 Domicile and activities

Singapore Red Cross Society (the "Society" or "SRC") was constituted as a body corporate by the Singapore Red Cross Society (Incorporation) Act, Chapter 304. The Society is registered as a charity under the Charities Act, Chapter 37 (Unique Entity Number S86CC0370E).

The registered office of the Society is at 15 Penang Lane, Red Cross House, Singapore 238486.

The principal objectives of the Society, which is registered in the Republic of Singapore, are to provide assistance in relief operations in times of disaster and auxiliary health and welfare services to the sick, the handicapped, the aged and the poor without any distinction on grounds of race, nationality, religion or political opinions, and to furnish voluntary aid to the sick and wounded in times of war and to non-belligerents, prisoners of war and civilian sufferers from the effects of war.

In pursuance of the Society's objectives, the general policy adopted by the Society is the provision of relief to financially needy persons irrespective of race or religion.

The Society's assets are held for purposes of meeting its charitable objectives. The Society's future plans are also to provide relief to persons needing financial support.

### 2 Summary of significant accounting policies

#### 2.1 Basis of preparation

The financial statements are prepared in accordance with Singapore Financial Reporting Standards (FRS).

The financial statements are presented in Singapore dollars, and are prepared on the historical cost basis except for available-for-sale securities measured at fair value as described in note 2.5 below.

The preparation of financial statements in conformity with FRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised, and in any future periods affected.

The accounting policies used by the Society have been applied consistently to all periods presented in these financial statements.

#### 2.2 Functional currency

The functional currency of the Society is the Singapore dollar. As donations and expenses are denominated primarily in Singapore dollars, the Council is of the opinion that the Singapore dollar reflects the economic substance of the underlying events and circumstances relevant to the Society.

#### 2.3 Funds structure

The general funds are available for use at the discretion of the Council in furtherance of the Society's objects.

Relief funds are those donated for a particular cause, the use of which is restricted to that cause. Such donations are held in custody of the Society and are principally for international relief and assistance (see notes 8, 9 and 10).

## 2.4 Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses. Property, plant and equipment obtained through donations that can be reliably measured are recognised at their fair value. Property, plant and equipment obtained through donations which cannot be reliably measured are taken into the financial statements at a nominal value of \$1 for each item.

Depreciation on property, plant and equipment is provided on a straight-line basis so as to write off the items over their estimated useful lives as follows:

Motor vehicles	5 years
Furniture and fittings	5 years
Medical equipment	3 to 5 years
Office equipment	3 to 5 years
Building and renovation	3 to 10 years

The useful lives and residual values are reassessed annually.

## 2.5 Financial instruments

### **Non-derivative financial assets**

The Society initially recognises loans and receivables and deposits on the date that they are originated. All other financial assets are recognised initially on the trade date, which is the date that the Society becomes a party to the contractual provisions of the instrument.

The Society derecognises a financial asset when the contractual rights to the cash flows from the asset expire, or it transfers the rights to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risks and rewards of ownership of the financial asset are transferred. Any interest in transferred financial assets that is created or retained by the Society is recognised as a separate asset or liability.

The Society classifies non-derivative financial assets into the following categories: loans and receivables and available-for-sale financial assets.

#### *Loans and receivables*

Loans and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, loans and receivables are measured at amortised cost using the effective interest method, less any impairment losses. Loans and receivables comprise other receivables, deposits and prepayments, fixed deposits with financial institutions and cash in bank and on hand.

#### *Available-for-sale financial assets*

Available-for-sale financial assets are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, they are measured at fair value and changes therein, other than impairment losses on available-for-sale debt instruments, are recognised in other comprehensive income and presented in the fair value reserve in equity. When an investment is derecognised, the gain or loss accumulated in equity is reclassified to income statement.

## Notes to the financial statements *(continued)*

Year ended 31 December 2012

### **Non-derivative financial liabilities**

The Society initially recognises financial liabilities on the trade date, which is the date that the Society becomes a party to the contractual provisions of the instrument. The Society derecognises a financial liability when its contractual obligations are discharged, cancelled or expire.

The Society classifies non-derivative financial liabilities into the other financial liabilities category. Such financial liabilities are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, these financial liabilities are measured at amortised cost using the effective interest method. Other financial liabilities comprise other payables.

### **Impairment of non-derivative financial assets**

A financial asset not carried at fair value through profit or loss is assessed at the end of each reporting period to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event has a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

#### *Loans and receivables*

The Society considers evidence of impairment for loans and receivables at both a specific asset and collective level. All individually significant loans and receivables are assessed for specific impairment. All individually significant receivables found not to be specifically impaired are then collectively assessed for any impairment that has been incurred but not yet identified. Loans and receivables that are not individually significant are collectively assessed for impairment by grouping together loans and receivables with similar risk characteristics.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows, discounted at the asset's original effective interest rate. Losses are recognised in income statement and reflected in an allowance account against loans and receivables. Interest on the impaired asset continues to be recognised. When a subsequent event (e.g. repayment by a debtor) causes the amount of impairment loss to decrease, the decrease in impairment loss is reversed through income statement.

#### *Available-for-sale financial assets*

Impairment losses on available-for-sale financial assets are recognised by reclassifying the losses accumulated in the fair value reserve in equity to income statement. The cumulative loss that is reclassified from equity to income statement is the difference between the acquisition cost, net of any principal repayment and amortisation, and the current fair value, less any impairment loss recognised previously in income statement. Changes in cumulative impairment provisions attributable to application of the effective interest method are reflected as a component of interest income. If, in a subsequent period, the fair value of an impaired available-for-sale debt security increases and the increase can be related objectively to an event occurring after the impairment loss was recognised, then the impairment loss is reversed. The amount of the reversal is recognised in income statement. However, any subsequent recovery in the fair value of an impaired available-for-sale equity security is recognised in other comprehensive income.

## **2.6 Impairment – non-financial assets**

The carrying amounts of the Society's non-financial assets, other than inventories, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, the assets' recoverable amounts are estimated. An impairment loss is recognised if the carrying amount of an asset or its related cash-generating unit (CGU) exceeds its estimated recoverable amount.

The recoverable amount of an asset or CGU is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a discount rate that reflects current market assessments of the time value of money and the risks specific to the asset or CGU.

Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists for all assets. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

## 2.7 Inventories

Inventories consisting of badges, buttons, flashes, stripes and belts are valued at the lower of cost and net realisable value. Cost is determined on a first-in, first-out basis.

## 2.8 Employee benefits

Obligations for contributions to defined contribution plans are recognised as an expense in the income statement as incurred.

## 2.9 Incoming resources

- (i) Donations and income from fund raising projects are recognised as and when the Society's entitlement to such income is established with certainty and the amount can be measured with sufficient reliability. This normally coincides with the receipt of the donation and income from the fund raising project. Donations received in advance for future fund raising projects are deferred and recognised as incoming resources as and when the fund raising projects are held.
- (ii) Grants and subsidies are recognised as income to match the related expenditure.
- (iii) Interest income on operating funds is recognised on an accrual basis on an effective interest basis.
- (iv) All other income including membership subscriptions are recognised on an accrual basis.
- (v) Revenue from rendering of services is recognised when the services are performed.
- (vi) Programme support recovery income is recognised upon receipt and disbursement of solicited and unsolicited donations for international relief and assistance (see note 13).

## 2.10 Resources expended

All expenditure is accounted for on an accrual basis and has been classified under headings that aggregate all costs related to that activity. Cost comprises direct expenditure, including direct staff costs attributable to the activity. Where costs cannot be wholly attributed to an activity, they have been apportioned on a basis consistent with the use of resources. These include overheads like utilities, amortisation of renovations and support costs.

- (i) **Allocation of support costs**  
Support costs are staff costs relating to general management, human resource and administration, budgeting, accounting and finance functions and have been allocated to fundraising, charitable activities, governance and corporate communications based on the estimated amount of time spent on each activity.
- (ii) **Costs of generating funds**  
The costs of generating funds are those costs attributable to generating income for the Society, other than those costs incurred in undertaking charitable activities or the costs incurred in undertaking trading activities in furtherance of the Society's objects.
- (iii) **Charitable activities**  
Costs of charitable activities comprise all costs incurred in the pursuit of the charitable objects of the Society. Those costs, which are not wholly attributable, are apportioned between the categories of charitable expenditure. The total costs of each category of charitable expenditure therefore include an apportionment of support costs.

**Notes to the financial statements (continued)**

Year ended 31 December 2012

**(iv) Governance costs**

Governance costs comprise all costs attributable to the general running of the Society, in providing the governance infrastructure and in ensuring public accountability. These costs include costs related to constitutional and statutory requirements, and an apportionment of overhead and support costs.

**(v) Corporate communications costs**

Corporate communications costs comprise costs incurred in informing the Society's supporters and general public, as well as volunteers, about its activities.

**2.11 Government grants**

Capital-based grants received for the purchase of property, plant and equipment are deferred and amortised over the useful lives of the related assets.

Revenue-based grants are credited to income in the same period in which the expenditure to which they relate is charged.

Cash grants received from the government in relation to the Jobs Credit Scheme are recognised upon receipt. Such grants are provided to defray the wage costs incurred by the Society and are offset against the staff costs in the financial statements.

**3 Property, plant and equipment**

	<b>Motor vehicles</b>	<b>Furniture and fittings</b>	<b>Medical equipment</b>	<b>Office equipment</b>	<b>Building and renovation</b>	<b>Total</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>Cost</b>						
At 1 January 2011	85,628	368,897	174,937	287,788	1,642,283	2,559,533
Additions	206,977	–	164,495	68,528	31,325	471,325
Disposals	–	–	–	(17,012)	–	(17,012)
At 31 December 2011	292,605	368,897	339,432	339,304	1,673,608	3,013,846
Additions	50,643	–	–	32,085	36,020	118,748
Disposals	(1)	–	–	–	–	(1)
At 31 December 2012	343,247	368,897	339,432	371,389	1,709,628	3,132,593
<b>Accumulated depreciation</b>						
At 1 January 2011	30,669	87,200	136,890	158,371	1,126,974	1,540,104
Depreciation for the year	24,087	63,263	24,837	60,800	151,991	324,978
Disposals	–	–	–	(17,012)	–	(17,012)
At 31 December 2011	54,756	150,463	161,727	202,159	1,278,965	1,848,070
Depreciation for the year	57,666	72,811	42,659	55,861	159,326	388,323
Disposals	–	–	–	–	–	–
At 31 December 2012	112,422	223,274	204,386	258,020	1,438,291	2,236,393
<b>Carrying amount</b>						
At 1 January 2011	54,959	281,697	38,047	129,417	515,309	1,019,429
At 31 December 2011	237,849	218,434	177,705	137,145	394,643	1,165,776
At 31 December 2012	230,825	145,623	135,046	113,369	271,337	896,200

In addition to the above property, plant and equipment, the Society occupies two land and buildings with lease terms of 30 years each commencing from 1 April 1989 and 9 December 1988, respectively, on a rent-free basis till the end of the lease terms.

**4 Investment securities – available-for-sale**

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Market value at beginning of year	5,992,740	5,690,440
Additions	605,850	–
Disposals	(619,140)	–
Fair value changes	55,915	302,300
Market value at end of year	<u>6,035,365</u>	<u>5,992,740</u>

The above investment securities, which represent investments in preference shares issued by Overseas-Chinese Banking Corporation Limited (OCBC) and United Overseas Bank Limited (UOB), and bonds issued by Keppel Corporation Limited, DBS Bank Limited (DBS), Land Transport Authority (LTA) and the Singapore Government, are listed on the Singapore Exchange Securities Trading Limited and are held primarily to provide an investment return for the Society.

**Credit quality**

An analysis of the credit quality of the maximum credit exposure of the investment securities based on rating agency, Standard and Poor's ratings, where applicable, is as follows:

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Government bonds rated AAA	2,236,000	2,777,140
Corporate bonds (BBB/unrated)	600,865	–
Equity securities rated A-	3,198,500	3,215,600
	<u>6,035,365</u>	<u>5,992,740</u>

The government bonds held are neither past due nor impaired.

**5 Other receivables, deposits and prepayments**

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Interest receivable	19,393	23,592
Blood Donor Recruitment Programme subsidy receivable from Health Sciences Authority	579,148	410,198
Recoverable from relief funds	1,720	15,513
Programme support recovery receivable	–	544,089
Funding receivable	87,178	328,908
Other receivables	22,899	52,186
Deposits	85,942	77,890
	<u>796,280</u>	<u>1,452,376</u>
Prepayments	143,623	37,874
	<u>939,903</u>	<u>1,490,250</u>

**6 Fixed deposits and cash at bank and in hand**

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Fixed deposits with financial institutions	5,751,000	5,238,566
Cash at bank and in hand	2,422,685	1,319,329
	<u>8,173,685</u>	<u>6,557,895</u>

**Notes to the financial statements** *(continued)*

Year ended 31 December 2012

**7 Other payables and accruals**

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Accrued operating expenses	587,258	459,150
Advance donations received (specific projects)	316,363	238,658
Advance donations received (Mobile Taipan)	858,082	–
Funding received in advance (Red Cross Home for the Disabled)	51,083	24,578
Deferred capital grant (Red Cross Home for the Disabled)	427,638	605,799
Deferred capital grant (Red Cross Youth Camp)	174,416	174,416
Foreign staff savings	–	8,250
Residents' deposits	33,410	30,970
Employee benefits – staff leave provision	127,032	89,970
	<u>2,575,282</u>	<u>1,631,791</u>

## 8 International Disaster Relief Funds

The Society receives donations from the public in response to international public appeals for relief efforts in disaster and crisis stricken countries. The funds received are in the custody of the Society and are disbursed to the International Federation of Red Cross and Red Crescent Societies (IFRC) and International Committee of the Red Cross (ICRC) and national societies of affected countries for specific relief cause and development work specified in the public appeal. These are not reflected in the statement of financial position and income statement of the Society.

Designated country/disaster	At		Disburse- ments	Interest earned*	Programme	At 31 December 2012
	1 January 2012	Collections			Support Recovery (note 13)	
	\$	\$	\$	\$	\$	\$
Africa	415,324	61,969	(383,157)	–	(9,522)	84,614
Brazil Relief Fund	4,850	–	–	–	–	4,850
North Korea	11,441	20,520	(19,552)	–	(1,007)	11,402
Turkey	75,628	–	–	–	–	75,628
New Zealand Relief Fund	1,730	–	–	–	–	1,730
Thailand	18,753	7,623	–	–	(229)	26,147
Italy Earthquake	3,835	–	–	–	–	3,835
Taiwan Typhoon	144,691	–	–	–	–	144,691
Chile Earthquake Relief	8,796	–	–	–	–	8,796
Qinghai Earthquake Relief	145,081	–	–	–	–	145,081
China Flood Relief	55,252	–	(5,066)	–	(101)	50,085
Yunnan Earthquake	–	67,656	–	–	(2,030)	65,626
Philippines Typhoon	298,023	459,771	(34,648)	–	(14,486)	708,660
Indonesia Operasi Bakti	103,522	12,000	(31,466)	–	(989)	83,067
Indonesia Twin Disaster	389,582	–	(3,254)	–	(65)	386,263
U.S. Relief Fund	–	8,093	–	–	(243)	7,850
Others (with balances of \$2,000 or less)	8,844	1,059	–	–	(30)	9,873
<b>Total miscellaneous funds</b>	<b>1,685,352</b>	<b>638,691</b>	<b>(477,143)</b>	<b>–</b>	<b>(28,702)</b>	<b>1,818,198</b>
Rwanda	115,415	–	–	536	–	115,951
Indonesia	569,341	–	(2,859)	2,629	(57)	569,054
Indonesia Disaster Relief	1,583,682	–	–	5,786	–	1,589,468
Iran	975,848	565	–	4,331	(17)	980,727
Iraq	586,887	–	–	2,689	–	589,576
China Earthquake	15,757,959	–	(1,883,043)	25,014	(37,661)	13,862,269
Myanmar Cyclone	5,275,444	7,193	(2,839,437)	5,276	(56,489)	2,391,987
Indonesia Padang Earthquake	155,139	–	–	561	–	155,700
Philippines Tropical Storm	1,012,936	–	(415,844)	3,624	(6,889)	593,827
Pakistan Flood	1,260,249	–	(226,088)	5,353	(4,522)	1,034,992
SEA Tropical Storm	76,166	–	(32,610)	240	(642)	43,154
Haiti Relief	1,250,496	–	(225,030)	2,843	(4,501)	1,023,808
SEA Flood Relief	280,122	26,273	(49,061)	1,233	(1,260)	257,307
Japan Disaster Relief	24,627,658	642,420	(8,380,466)	38,831	(146,317)	16,782,126
	<b>55,212,694</b>	<b>1,315,142</b>	<b>(14,531,581)</b>	<b>98,946</b>	<b>(287,057)</b>	<b>41,808,144</b>

**Notes to the financial statements** (continued)

Year ended 31 December 2012

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Represented by:		
- Fixed deposits with financial institutions	39,832,409	30,018,708
- Cash at bank and in hand	1,803,887	25,579,292
- Inventories (relief items)	141,085	141,085
- Programme support recovery/support costs payable to the Society	–	(544,089)
- Interest receivable	30,763	17,698
	<u>41,808,144</u>	<u>55,212,694</u>

\* Interest earned on International Disaster Relief Funds is recognised on an accrual basis and allocated based on the funds balance.

**Total miscellaneous funds** – These balances were either:

- (i) residual amounts or donations made after the planned relief efforts had been completed; or
- (ii) donations made for specific countries for which the Society had not made any appeals.

**Rwanda** – The Society is in touch with Rwanda Red Cross Society to disburse the balance sum of funds.

**Indonesia** – The Society is in discussion with the Palang Merah Indonesia (Indonesia Red Cross) to discuss the utilisation of funds.

**Indonesia Disaster** – The Society is in discussion with the Palang Merah Indonesia (Indonesia Red Cross) to discuss the utilisation of funds.

**Iran** – The funds will be disbursed to IFRC or ICRC for their ongoing operations.

**Iraq** – The Society is working with ICRC to support the ongoing operations in Iraq. ICRC will discuss their plan of action with the Society to utilise the funds.

**China Earthquake** – The Society contributed to various projects partnering with Sichuan Provincial People's Association for Friendship with Foreign Countries (SIFA), Ministry of Foreign Affairs – PRC, Beijing Foreign Studies University (BFSU) and BFSU Education Foundation, Red Cross China and Sichuan Provincial Orthopaedic Hospital amounting to approximately \$10 million.

**Myanmar Cyclone** – All funds have been earmarked for reconstruction projects.

**Indonesia Padang Earthquake** – The Society is in discussion with the Palang Merah Indonesia (Indonesia Red Cross) to utilise the balance funds.

**Philippines Tropical Storm** – The Society is working with Philippines Red Cross to complete a housing project to build 303 transitional houses in Botolan, Zambales, Philippines.

**Pakistan Flood** – The Society is collaborating with the Diocese of Singapore to build permanent houses for 184 families, a Health and Development Centre and purchase a vehicle.

**SEA Tropical Storm** – The Society will disburse the funds to the National Societies of Philippines, Thailand and Vietnam.

**Haiti Relief** – The balance of the fund will be used in collaboration with IFRC Camp Dadadou Resettlement and Relocation project benefiting 588 families affected by the Haiti Earthquake.

**SEA Flood Relief Fund** – The balance of the fund will be disbursed to National Societies of Cambodia, Laos, Philippines, Thailand and Vietnam.

**Japan Disaster Relief Fund** – Other than a provision of \$5m for project over-run, the balance had been committed to reconstruction projects in the affected areas.

## 9 Tidal Waves Asia Fund (TWAF)

The Tidal Waves Asia appeal raised a cumulative total of \$89,234,718 as at 31 December 2012 (2011: \$89,189,503) towards Singapore's efforts for the victims affected by the earthquake and tsunami which occurred on 26 December 2004. The funds received are in custody of the Society. All monies will go towards helping the victims of the tsunami disaster. These are not reflected in the statement of financial position and income statement of the Society. In 2012, the Society received approval from the Charities Unit (Ministry of Culture, Community and Youth) to transfer \$5,000,000 of the Tidal Wave Asia Fund to the Disaster Response Emergency Fund (see note 10).

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Balance at beginning of the year	8,276,225	9,005,279
Collections	45,215	200
Interest earned*	22,333	23,524
Transfer to DREF	(5,000,000)	–
Disbursements#	(221,544)	(752,778)
Program Support Recovery	(5,787)	–
Balance at end of the year	<u>3,116,442</u>	<u>8,276,225</u>

Represented by:

- Fixed deposits with financial institutions	3,079,216	7,829,922
- Cash at bank and in hand	34,851	443,876
- Interest receivable	2,375	2,427
	<u>3,116,442</u>	<u>8,276,225</u>

#Disbursements for the year were for the following items:

Administrative and fundraising costs	–	534
Secretariat and project management	3,298	4,703
Reconstruction projects	218,246	747,541
Total disbursements	<u>221,544</u>	<u>752,778</u>

\* Interest earned on Tidal Waves Asia Fund is recognised on an accrual basis.

The Society had set up the Tsunami Reconstruction Facilitation Committee (TRFC) to administer the Tidal Waves Asia Fund. The TRFC had approved funding for 69 (2011: 68) reconstruction projects to date, amounting to \$81,303,385 (2011: \$80,691,876). These include projects initiated by the Society, joint projects with the government and corporate sector and projects by Singapore-registered Voluntary Welfare Organisations (VWOs) and Non-Governmental Organisations (NGOs). A total of \$81,014,333 (2011: \$80,792,789) which comprised progress payments had been disbursed for reconstruction projects and project related costs as at 31 December 2012. All the projects except one had been completed.

A summary of approved projects is as follows:

	<b>Community</b>	<b>Health</b>	<b>Education</b>	<b>Economic</b>	<b>Others</b>	<b>Total</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>2012</b>						
Indonesia	15,436,884	25,083,645	7,881,353	7,530,549	415,836	56,348,267
Sri Lanka	12,182,018	–	5,931,815	–	–	18,113,833
Maldives	324,583	–	5,544,923	43,324	611,509	6,524,339
Multi countries	140,000	–	176,946	–	–	316,946
	<u>28,083,485</u>	<u>25,083,645</u>	<u>19,535,037</u>	<u>7,573,873</u>	<u>1,027,345</u>	<u>81,303,385</u>
Number of projects	<u>25</u>	<u>12</u>	<u>15</u>	<u>13</u>	<u>4</u>	<u>69</u>

**Notes to the financial statements (continued)**

Year ended 31 December 2012

	<b>Community</b>	<b>Health</b>	<b>Education</b>	<b>Economic</b>	<b>Others</b>	<b>Total</b>
	\$	\$	\$	\$	\$	\$
<b>2011</b>						
Indonesia	15,436,884	25,083,645	7,881,353	7,530,549	415,836	56,348,267
Sri Lanka	12,182,018	–	5,931,815	–	–	18,113,833
Maldives	324,583	–	5,544,923	43,324	–	5,912,830
Multi countries	140,000	–	176,946	–	–	316,946
	<u>28,083,485</u>	<u>25,083,645</u>	<u>19,535,037</u>	<u>7,573,873</u>	<u>415,836</u>	<u>80,691,876</u>
Number of projects	<u>25</u>	<u>12</u>	<u>15</u>	<u>13</u>	<u>3</u>	<u>68</u>

**10 Disaster Response Emergency Fund (DREF)**

The DREF was set up to enable the Society to provide assistance to disaster afflicted countries during acute emergency phases and recovery phases. The fund is administered in a similar manner as the Tidal Wave Asia Fund, and its use is restricted to disaster relief efforts undertaken by the Society or jointly with partners. The Society had set up the Committee for International Humanitarian Interventions (CIHI) to administer the DREF.

	<b>2012</b>	<b>2011</b>
	\$	\$
Balance at beginning of the year	–	–
Transfer from TWAF	5,000,000	–
Disbursements#	(222,581)	–
Program Support Recovery	(4,452)	–
Balance at end of the year	<u>4,772,967</u>	–
Represented by:		
- Fixed deposits with financial institutions	<u>4,772,967</u>	–
#Disbursements for the year were for the following items:		
Emergency aid projects	<u>222,581</u>	–
Total disbursements	<u>222,581</u>	–

**11 Fair value reserves**

The fair value reserves include the cumulative net change in the fair value of available-for-sale investments until the investments are derecognised.

**12 Tax exempt receipts**

Included in donation income and fundraising income are donations for which tax-exempt receipts have been issued of \$1,662,730 (2011: \$1,596,173).

**13 Programme Support Recovery**

With effect from 1 January 2011, the Society has levied a Programme Support Recovery charge on all solicited and unsolicited donations for international relief and assistance at the following rates:

First \$5,000,000	5%
Next \$10,000,000	2%
Amounts above \$15,000,000	1%

60% of the Programme Support Recovery charge will be recognised upon collection of the funds whilst the remaining 40% will be recognised upon disbursement of the funds. The levy rates are reassessed annually.

**14 Fundraising costs**

	Note	2012 \$	2011 \$
Support costs	18	356,930	270,187
Fundraising events		145,569	186,672
Administrative and operating expenses		34,645	28,486
Depreciation		11,489	11,074
		548,633	496,419

Pursuant to Regulation 15 of the Charities (Institutions of a Public Character) Regulations, total fund raising and sponsorship expenses for the year shall not exceed 30% of total gross receipts from fundraising and sponsorships. The Society's total fundraising expenses represent approximately 29% (2011: 17%) of the total gross receipts from fundraising for the year.

**15 Charitable activities**

	Volunteer Development \$	Services and Disaster Management \$	Red Cross Training Centre \$	Ambulance Services \$	Blood Donor Recruitment Programme \$	Red Cross Home for the Disabled \$	Internation- al Services \$	Total 2012 \$	Total 2011 \$
Support costs									
(note 18)	284,926	210,049	556,158	295,232	611,358	1,055,884	527,454	3,541,061	3,098,296
Publicity and									
public education	-	-	-	-	370,690	-	-	370,690	324,371
Blood donor management	-	-	-	-	638,702	-	-	638,702	641,274
Administrative and									
operating expenses	227,394	33,637	119,198	35,682	84,860	454,592	13,799	969,162	953,386
Depreciation	18,689	10,576	35,848	36,098	-	221,990	4,382	327,583	273,011
<b>Projects/Programmes</b>									
Adult Volunteer	4,165	-	-	-	-	-	-	4,165	25,581
Red Cross Youth	173,477	-	-	-	-	-	11,319	184,796	126,717
Red Cross Humanitarian									
Network	-	-	-	-	-	-	10,682	10,682	12,997
Training, program and									
meeting expenses	-	420	-	-	-	-	41,727	42,147	59,971
	<b>708,651</b>	<b>254,682</b>	<b>711,204</b>	<b>367,012</b>	<b>1,705,610</b>	<b>1,732,466</b>	<b>609,363</b>	<b>6,088,988</b>	<b>5,515,604</b>

**16 Governance**

	Note	2012 \$	2011 \$
Support costs	18	144,836	94,596
Audit fees		64,000	55,240
Special Audit		24,717	47,300
Administrative and operating expenses		217,559	214,366
Depreciation		39,090	30,571
		490,202	442,073

**17 Corporate communications**

	Note	2012 \$	2011 \$
Support costs	18	291,441	267,492
Publicity and public education		121,673	66,606
Administrative and operating expenses		25,312	31,228
Depreciation		10,160	10,322
		448,586	375,648

**Notes to the financial statements (continued)**

Year ended 31 December 2012

**18 Support costs**

Note	Direct manpower cost	Support costs			Total 2012	Total 2011	
		HR administrative and finance	General management	Volunteer development			
	\$	\$	\$	\$	\$	\$	
Fundraising	14	244,325	80,464	22,989	9,152	356,930	270,187
Charitable activities – Local:							
Volunteer development	15	214,438	59,007	11,481	–	284,926	268,907
Services and disaster management	15	160,731	37,550	–	11,768	210,049	133,270
Red Cross Training Centre	15	485,248	64,372	–	6,538	556,158	420,158
Ambulance services	15	207,147	53,643	34,442	–	295,232	270,002
Blood Donor Recruitment Programme	15	454,620	150,200	–	6,538	611,358	564,333
Red Cross Home for the Disabled	15	860,817	177,021	11,508	6,538	1,055,884	964,740
International services	15	241,221	268,214	11,481	6,538	527,454	476,886
Governance	16	144,836	–	–	–	144,836	94,596
Corporate communications	17	253,891	37,550	–	–	291,441	267,492
		<b>3,267,274</b>	<b>928,021</b>	<b>91,901</b>	<b>47,072</b>	<b>4,334,268</b>	<b>3,730,571</b>

**19 Net (outgoing)/incoming resources**

Note	2012	2011	
	\$	\$	
These are stated after charging/(crediting):			
Depreciation of property, plant and equipment	3	388,323	324,978
Rental of premises *		31,455	31,455
Investment and interest income:			
- Fixed deposits and bank balance		13,639	9,513
- Investment securities		225,741	234,480
		<u>239,380</u>	<u>243,993</u>
Staff costs:			
- Salary expenses		3,148,337	2,780,804
- Bonus expense		351,811	379,658
- Contributions to defined contribution plans (CPF)		440,381	372,071
- Foreign worker levy		166,840	131,872
- Benefits		226,899	75,166
		<u>4,334,268</u>	<u>3,739,571</u>

\*Rental expenses do not include lease payments of \$187,164 (2011: \$180,000) incurred by the Society that were reimbursed by the Ministry of Education.

The Society received in-kind sponsorship for its fundraising events in the form of prizes, goodie bags and items for auction. It also received consumables and food items for its Red Cross Home for the Disabled. As part of its awareness building and publicity efforts, the Blood Donor Recruitment Programme undertaken by the Society also garners corporate and individual support for its publicity drives, exhibitions, road shows, and other activities to promote public awareness in blood donation. The Society does not recognise donations in-kind in the income statement.

**20 Employees remuneration**

The number of employees whose remuneration exceeded \$50,000 during the year was as follows:

	2012	2011
Number of employee in bands:		
\$50,001 to \$100,000	12	10
\$100,001 to \$150,000	1	1

The number of staff employed by the Society as at 31 December 2012 was 140 (2011: 122).

**21 Council members expense**

None of the members of the Council received remuneration for their contributions. The Society paid for the following expenses incurred by Council members for official events and meetings:

	2012	2011
	\$	\$
Travel and meeting expenses	20,808	9,294
Number of Officer Bearers	13	6

**22 Income tax expense**

The Society is an approved charity institution under the Charities Act, Chapter 37 and an institution of public character under the Income Tax Act, Chapter 134. No provision for tax has been made in the financial statements as the Society is exempt from income tax.

**23 Financial risk management**

Exposure to credit, interest rate and equity risks arises in the normal course of the Society's operations. The management of these risks is discussed below:

**Credit risk**

Management has a credit policy in place and the exposure to credit risk is monitored on an ongoing basis. Investments are only allowed in parties that are of high credit standing.

Fixed deposits and bank balances are placed with financial institutions of high credit standing and regulated.

At the reporting date, the maximum exposure to credit risk is represented by the carrying amount of each financial asset in the statement of financial position.

**Interest rate risk**

The Society's exposure to changes in interest rates relates primarily to the interest-earning fixed deposits and investment debt securities. The effective interest rates at the reporting date and the periods in which they mature or re-price (whichever is earlier) are as follows:

	Effective interest rate %	Within 1 year \$	1 to 5 years \$	Total \$
<b>2012</b>				
Fixed deposits with financial institutions	0.10 to 0.31	5,751,000	–	5,751,000
Investment securities	2.875 to 4.70	–	2,836,865	2,836,865
		5,751,000	2,836,865	8,587,865
<b>2011</b>				
Fixed deposits with financial institutions	0.13 to 0.22	5,238,566	–	5,238,566
Investment securities	2.875 to 4.08	–	2,777,140	2,777,140
		5,238,566	2,777,140	8,015,706

## Notes to the financial statements *(continued)*

Year ended 31 December 2012

At the reporting date, if market interest rate had been 10 basis points higher or lower, assuming no asymmetrical movement in yield curves and a constant balance for the 12 months after the reporting date, the Society's incoming resources would increase or decrease by approximately \$5,751 (2011: \$5,239). The Society's fair value reserve would increase or decrease by \$2,837 (2011: \$2,777).

### **Equity risk**

The Society's exposures to changes in equity prices relate primarily to the investment equity securities.

At the reporting date, if equity prices had declined by 10%, assuming no asymmetrical movement in yield curves and a constant balance for the 12 months after the reporting date, the fair value reserves of the Society would decrease by approximately \$319,850 (2011: \$321,560). An increase in 10% of the equity prices would have an equal but opposite effect.

### **Reserves management**

The reserves of the Society are the general funds available to the Society. It is the policy of the Society to achieve a level of general funds of approximately 3 years of its total annual operating expenditure to ensure that the Society's operational activities could continue during a period of unforeseen difficulty.

There were no changes in the Society's approach to reserves management during the year.

The Society is not subject to externally imposed reserves requirements.

### **Fair value**

Fair value represents the amount at which an asset could be exchanged, or a liability settled, between knowledgeable, willing parties in an arm's length transaction.

Although management has employed its best judgement in the estimation of fair values, there is inevitably a significant element of subjectivity involved in the calculations. Therefore, the fair value estimates are not necessarily indicative of the amount the Society could realise in a sale transaction as at 31 December 2012.

The carrying value of the financial assets (classified as loans and receivables) and liabilities is an approximation of the fair value because they are either (i) short-term in nature or reprice frequently or (ii) are receivable or payable on demand. The fair values of investment securities (classified as available-for-sale) are based on market values or brokers' price quotations at the reporting date. Where this information is not available, fair value has been estimated using quoted market prices for securities with similar credit, maturity and yield characteristics. The fair values of these instruments are disclosed in note 4.

### **Fair value hierarchy**

The Society measures fair values using the following fair value hierarchy that reflects the significance of the inputs used in making the measurements:

- Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities.
- Level 2: inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e., as prices) or indirectly (i.e., derived from prices).
- Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

At 31 December 2012, the Society only held investment securities (available-for-sale) amounting to \$6,060,917 (2011: \$5,992,740). The fair value measurement of these investment securities is categorised as Level 1 (2011: Level 1).

**24 Operating lease commitments**

At 31 December, the Society has commitments for future minimum lease payments under non-cancellable operating leases as follows:

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
Within 1 year	499,270	323,976
In 2 to 5 years	948,970	48,996
	<u>1,448,240</u>	<u>372,972</u>

Such lease payments are subsidised by the Ministry of Education (100%) and the Ministry of Community Development, Youth and Sports (90%).

**25 Related party transactions**

For the purposes of these financial statements, parties are considered to be related to the Society if the Society has the ability, directly or indirectly, to control the party or exercise significant influence over the party in making financial and operating decisions, or vice versa, or where the Society and the party are subject to common control or common significant influence. Related parties may be individuals or other entities.

The Society is governed by the Council which is the final authority and is overall responsible for the policy making and determination of all activities. The members of the Council are volunteers and receive no monetary remuneration for their contribution. This also applies to all volunteers of the Society. The expenses incurred by the Council members are disclosed in note 21.

**26 New accounting standards and interpretations not yet adopted**

New standards, amendments to standards and interpretations that are not yet effective for the year ended 31 December 2012 have not been applied in preparing these financial statements. None of these is expected to have a significant impact on the financial statements.

# Leadership

## Council and Committees Singapore Red Cross

### Chairman

Mr Tee Tua Ba

### Vice Chairman

Mr Axel Chan  
Ms Rose Tan

### Members

Dr Caroline Brassard  
Mrs Susan Chan  
Mr Chew Hai Chwee  
Mr Han Eng Juan  
Mr Paul Ho Yeok Chew  
Mr Chris Liew  
Ms Lim Choon Noi  
Dr Lim Ghee Hian  
Mr Winston Milner  
Mr Mohammad Zaidi Bin Ariffin  
Assoc Prof (Dr) Phua Kai Hong  
Mr N Sreenivasan  
Mr Tan Kai Hoe  
Mr Benjamin William  
Mr Zulkifli Baharuddin

### Panel of Government Advisers

Ms Charlene Chang – Ministry of Culture, Community and Youth *(from July 2012)*  
COL Tan Ying Kiat – Ministry of Defence *(from August 2012)*  
Ms Tan Lay Hong – Ministry of Education *(from September 2012)*  
Ms Catherine Wong – Ministry of Foreign Affairs *(from July 2012)*  
LTC Ling Young Ern – Ministry of Home Affairs *(from October 2012)*  
Dr Lim Ghee Hian – Ministry of Health *(from October 2012)*  
Mr Mark Tan – Ministry of Health *(Alternate Member) (from October 2012)*

### Oversight Committees

#### Finance and Investment Committee

##### Chairman

Mr Chris Liew

##### Members

Mr Axel Chan *(up to 22 November 2012)*  
Ms Rose Tan  
Ms Lim Choon Noi  
Assoc Prof (Dr) Phua Kai Hong  
LTC Abdul Razak Bin Abdul Raheem

#### Audit Committee

##### Chairman

Mr Han Eng Juan

##### Members

Mr N Sreenivasan  
Mr Chew Hai Chwee

Dr Mark Hon  
Mr Zulkifli Baharuddin

#### Corporate Governance and Nomination Committee

##### Chairman

Mr Tan Kai Hoe

##### Members

Mr Axel Chan  
Mr Chew Hai Chwee  
Mrs Susan Chan  
Assoc Prof (Dr) Phua Kai Hong

#### Human Resource and Compensation Committee

##### Chairman

Mr Winston Milner

##### Members

Ms Rose Tan  
Dr Caroline Brassard  
Mr Edwin Seah  
Ms Nica Foo  
Ms Ruth Chan

#### Management Committee

##### Chairman

Mr Benjamin William

##### Members

Mr Ling Khoon Chow  
Mr Andy Yeo  
Mr V Prathimohan  
Mr Lim Theam Poh  
Ms Cecilia Tan

#### Operational and Advisory Committees

##### Red Cross Home for the Disabled

##### Advisory Committee

##### Advisor

Dr W R Rasanayagam

##### Chairman

Dr Lim Ghee Hian

##### Members

Dr David Roy Paul  
Mr Malcolm Lim Kian Leng  
Mr Nelson Koh  
Major Raymond Tang  
Mr Michael Heng  
Ms Noribah Bte Abd Rahman  
Ms Noor Afiza Bte Mohd Ali

#### Marketing Communications Advisory Committee

##### Advisor

Ms Rose Tan

### Chairman

Mr Goh Chee Kong

### Members

Ms Koh Juat Muay  
Mr Jay Soo  
Mr David Shaw  
Ms Eleanor Slade  
Mr Jeffrey Tan  
Ms Tan Su Yuen

### Red Cross Youth

Steering Committee

### Director

Mr Ling Khoon Chow

### Assistant Secretary

Mr Amos Kow

### Treasurer

Ms Loh Wai Min

### Deputy Director, Operations

Mr Andy Yeo

### Deputy Director, Capabilities

Mr Prathivmohan Chandramohan

### Senior Assistant Director, Strategic Planning

Mr Edwin Seah

### Senior Assistant Director, Operations

Ms Jorin Ng

### Senior Assistant Director, Resources

Ms Doreen Tan

### Senior Assistant Director, Projects

Mr Jag Tanapal

### Senior Assistant Director, Institutions

Mrs Annie Gay

### Red Cross Youth Schools Link Units

Ang Mo Kio Primary School  
Bedok West Primary School  
Blangah Rise Primary School  
Boon Lay Garden Primary School  
Bukit Panjang Primary School  
Bukit View Primary School  
Cantonment Primary School  
Casuarina Primary School  
Chongfu Primary School  
Chua Chu Kang Primary School  
Compassvale Primary School  
Concord Primary School

Coral Primary School  
 Corporation Primary School  
 De La Salle School  
 East View Primary School  
 Eunos Primary School  
 Fairfield Methodist School (Primary)  
 Fengshan Primary School  
 Fuhua Primary School  
 Greendale Primary School  
 Griffiths Primary School  
 Haig Girls' School  
 Holy Innocents' Primary School  
 Innova Primary School  
 Jing Shan Primary  
 Kheng Cheng School  
 Mayflower Primary School  
 Naval Base Primary School  
 New Town Primary School  
 Northland Primary School  
 Peiyong Primary School  
 Pioneer Primary School  
 Queenstown Primary School  
 River Valley Primary School  
 Rivervale Primary School  
 Sembawang Primary School  
 St Stephen's School  
 Temasek Primary School  
 Xinghua Primary School  
 Xinmin Primary School

Yumin Primary School  
 Zhenghua Primary School  
**Cadet Units**  
 Admiralty Secondary School  
 Ang Mo Kio Secondary School  
 Assumption English School  
 Bartley Secondary School  
 Bendemeer Secondary School  
 Broadrick Secondary School  
 Cedar Girls' Secondary School  
 CHIJ Secondary (Toa Payoh)  
 Commonwealth Secondary School  
 Compassvale Secondary School  
 Coral Secondary School  
 Crescent Girls' School  
 Dunman Secondary School  
 Evergreen Secondary School  
 Fairfield Methodist School (Secondary)  
 Fuhua Secondary School  
 Greendale Secondary School  
 Guangyang Secondary School  
 Hougang Secondary School  
 Hua Yi Secondary School  
 Jurong Secondary School  
 Jurong West Secondary School  
 Marsiling Secondary School  
 Nan Chiau High School  
 Northbrooks Secondary School  
 Pasir Ris Secondary School

Punggol Secondary School  
 Queenstown Secondary School  
 Raffles Girls' School  
 Raffles Institution  
 Regent Secondary School  
 Seng Kang Secondary School  
 Serangoon Garden Secondary School  
 Serangoon Secondary School  
 Singapore Chinese Girls' School  
 St Gabriel's Secondary School  
 St. Margaret's Secondary School  
 Tanjong Katong Girls' School  
 Tanjong Katong Secondary School  
 Victoria School  
 Woodgrove Secondary  
 Yio Chu Kang Secondary School  
 Zhenghua Secondary School

### Chapters

Nanyang Technological University  
 National University of Singapore  
 Singapore Management University  
 Singapore Polytechnic  
 Ngee Ann Polytechnic  
 Anderson Junior College  
 Nanyang Junior College  
 Raffles Junior College  
 ITE College East  
 Singapore American School

## COMPOSITION OF THE COUNCIL AND COMMITTEES OF THE SINGAPORE RED CROSS SOCIETY BEFORE THE CONSTITUTIONAL CHANGES WERE IMPLEMENTED FROM THE DATE OF THE ANNUAL GENERAL MEETING HELD ON 21 JUNE 2012

### Council

#### Chairman

Mr Tee Tua Ba

#### Vice Chairman

Mr Axel Chan

Mr Lim Neo Chian

#### Honorary Treasurer

Mr Chris Liew

#### Members

LTC Abdul Razak Bin Abdul Raheem,  
*Representative, Ministry of Home Affairs*

Dr Caroline Brassard

Mrs Susan Chan

Ms Charlene Chang, *Representative, Ministry of  
 Community Development, Youth and Sports*

Mr Chew Hai Chwee

Ms Annie Gay

Assoc Prof (Dr) Goh Lee Gan

Mr Han Eng Juan

Mr Paul Ho Yeok Chew

Mr Kwan Kwok Wah

Mr Walter Lee Rui Han

Ms Lim Choon Noi

Ms Lim Kheng Hua, *Representative, Ministry of  
 Foreign Affairs – up to 29 February 2012*

Dr Lim Ghee Hian, *Representative, Ministry of Health*

Mr Ling Khoon Chow

Mr Mohammad Zaidi Bin Ariffin

Mr Charles Ng

Mrs Ou-Yang Geok Cheng, *Representative,  
 Ministry of Education*

Assoc Prof (Dr) Phua Kai Hong

Mr N Sreenivasan

Mr James Tan

Mr Tan Kai Hoe

Mrs Tan Sin Yen

Ms Rose Tan

SLTC Tan Ying Kiat,  
*Representative, Ministry of Defence*

Ms Esther Tay Yan Peng

Ms Catherine Wong, *Representative, Ministry of  
 Foreign Affairs – from 1 March 2012*

Mr Zulkifli Baharuddin

#### Secretary General

Mr Christopher Chua (Ex-Officio) –  
*up to 28 February 2012*

Mr Benjamin William (Ex-Officio) –  
*from 1 March 2012*

### Counsellors

Mr Chan Kai Yau

Dr W R Rasanayagam

Dr Yeo Khee Quan

### Committees

#### Singapore Red Cross Executive Committee

##### Chairman

Mr Tee Tua Ba

##### Vice Chairman

Mr Axel Chan

Mr Lim Neo Chian

##### Honorary Treasurer

Mr Chris Liew

##### Members

Assoc Prof (Dr) Goh Lee Gan

Mr Paul Ho Yeok Chew

Mr Walter Lee Rui Han

Mr Ling Khoon Chow

Mr Charles Ng

Mr N Sreenivasan

Ms Rose Tan

Mr Zulkifli Baharuddin

Mr James Tan

**Finance Commission**

**Chairman**

Mr Chris Liew

**Members**

Mr Lim Neo Chian  
Mr Axel Chan  
Mr Tan Kai Hoe  
Ms Lim Choon Noi

**Legal Commission**

**Chairman**

Mr Axel Chan

**Members**

Mr N Sreenivasan  
Mr Jeffrey Chan Wah Teck, S C

**Medical Commission**

**Chairman**

Assoc Prof (Dr) Goh Lee Gan

**Members**

Dr Mark Leong  
Dr Lim Ghee Hian

**Audit Committee**

**Chairman**

Mr Han Eng Juan

**Members**

Mr N Sreenivasan  
Mr Chew Hai Chwee  
Ms Rose Tan  
Dr Mark Hon

**Nomination Committee**

**Chairman**

Mr Lim Neo Chian

**Members**

Assoc Prof (Dr) Phua Kai Hong  
Mr Charles Ng

**Marketing Communications Advisory Committee**

**Advisor**

Ms Rose Tan

**Chairman**

Mr Goh Chee Kong

**Members**

Ms Koh Juat Muay  
Mr Jay Soo  
Mr David Shaw  
Ms Eleanor Slade  
Mr Jeffrey Tan  
Ms Tan Su Yuen

**Human Resource Committee**

**Chairman**

Mr Charles Ng

**Members**

Mrs Susan Chan  
Dr Caroline Brassard  
Ms Nica Foo  
Mr Winston Milner

**International Services Committee**

**Chairman**

Assoc Prof (Dr) Phua Kai Hong

**Members**

Mr Walter Lee  
Mr Ling Khoon Chow  
SLTC Tan Ying Kiat  
Ms Lim Kheng Hua

**Red Cross Home for the Disabled Advisory Committee**

**Chairman**

Dr W R Rasanayagam

**Members**

Dr David Roy Paul  
Mr Malcolm Lim Kian Leng  
Mr Nelson Koh  
Mr Raymond Tang  
Dr Lim Ghee Hian  
Mr Michael Heng  
Ms Karen Perera

**Disaster Management Committee**

**Chairman**

Dr Mark Leong

**Members**

Dr Lim Ghee Hian  
LTC Abdul Razak Bin Abdul Raheem  
Dr Lee Cheng  
Mr Ee Cheng Huat  
Mr Elisha Teo  
Mr Chew Lip Heng  
Mr Wilson Boey

**Red Cross Training Centre – Training & Development Committee**

**Advisor**

Assoc Prof Goh Lee Gan

**Chairman**

Dr Mark Leong

**Members**

Mr Frank Chang  
Mr Philip Ng  
Mr Danny Toh  
Mr Koh Yi Yang, Marcus

**Red Cross Training Centre – Examination Board**

**Advisor**

Assoc Prof Goh Lee Gan

**Chairman**

Dr Lum Wei Ming, Vincent

**Members**

Mr Kalaichelvam s/o Mariappan  
Mr Vincent Kwek  
Ms Tan Wee King  
Ms Chua Siew Hong  
Ms Kalai Selvi d/o Ramakrishna

# Get Involved

## Connect

- Connect with us on Facebook and Twitter and spread the word on our causes through your social networks. Stay in touch with us during disasters and support Red Cross' relief work. Advocate our cause.
- Value add to an assembly or lunchtime by organizing a talk on disaster management. Be inspired by real-life stories of volunteers and their experiences at overseas relief mission. Call 6664 0500 or visit [www.redcross.org.sg](http://www.redcross.org.sg) for more details.

## Volunteer

- Befriend residents at the Red Cross Home for the Disabled or volunteer at our fundraisers – light up another's life by your gift of time.
- Organise a group visit to the Home or a party for the residents. Or team up to raise funds on our flag day. Add new meaning to an anniversary, family day or teambuilding retreat!
- Share your talent and skills. Be it video production, public speaking or journalism!
- Offer consultancy or design a project which allows us to leverage your expertise to benefit the community.
- Volunteer your professional expertise and be rewarded in ways you'd never imagine.

## Learn First Aid

- Learn first aid at Red Cross to protect your loved ones and prepare for emergencies. Volunteer your first aid skill with us to benefit the community.
- Work with Red Cross to customise an in-house first aid and CPR workshop for your stakeholders, or appoint representatives to learn first aid at the Singapore Red Cross

## Give Blood

- Donate regularly – you can save three lives with every blood donation. Call 6220 0183 to make appointment today.
- Organise blood drive at your premises or make a date to donate blood at the blood bank as a group.

## Donate

- Give regularly via Giro or online at [www.sggives.org/srcs](http://www.sggives.org/srcs). Your gift helps us help the vulnerable in your community.
- Designate Red Cross as a beneficiary of your CSR programme and serve humanity with us.
- Donate hardly used apparels, books, toys and electronics to our thrift shop and help raise funds to sustain our local services! Support us with every purchase at [SHOP@REDCROSS+](mailto:SHOP@REDCROSS) at 62 Jalan Khairuddin, open on Tuesdays and Fridays (except Public Holidays) between 10:30am and 3:30pm!
- Designate [Shop@REDCROSS+](mailto:SHOP@REDCROSS) as a beneficiary of overstocks of good quality wears and wares. Sponsor items and services for our society events or promotion efforts!

# Contact Us

## Singapore Red Cross

15 Penang Lane, Singapore 238486  
Tel (65) 6664 0500 • Fax: (65) 6337 4360  
Email: [enquiry@redcross.org.sg](mailto:enquiry@redcross.org.sg)  
Website: [www.redcross.org.sg](http://www.redcross.org.sg)

Charity Registration S86CC0370E

## Singapore Red Cross Home for the Disabled

Tel: (65) 6762 1029

## Singapore Red Cross Blood Donor Recruitment Programme

Tel: (65) 6220 0183

## Singapore Red Cross TransportAid

Tel: (65) 6664 0556

## Singapore Red Cross Academy

Tel: (65) 6334 8163

