



SINGAPORE

Annual Report **2010**

Mobilising the
power of humanity





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 The SRC is dedicated to protecting human life and dignity, relieving human suffering and responding to emergencies.

Our Humanitarian Services

- Red Cross Home for the Disabled
- Red Cross Non-Emergency Ambulance Service
- National Blood Donor Recruitment Programme
- Disaster Preparedness & Management
- First Aid Training & Coverage
- Youth Volunteerism
- International Relief

FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT

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

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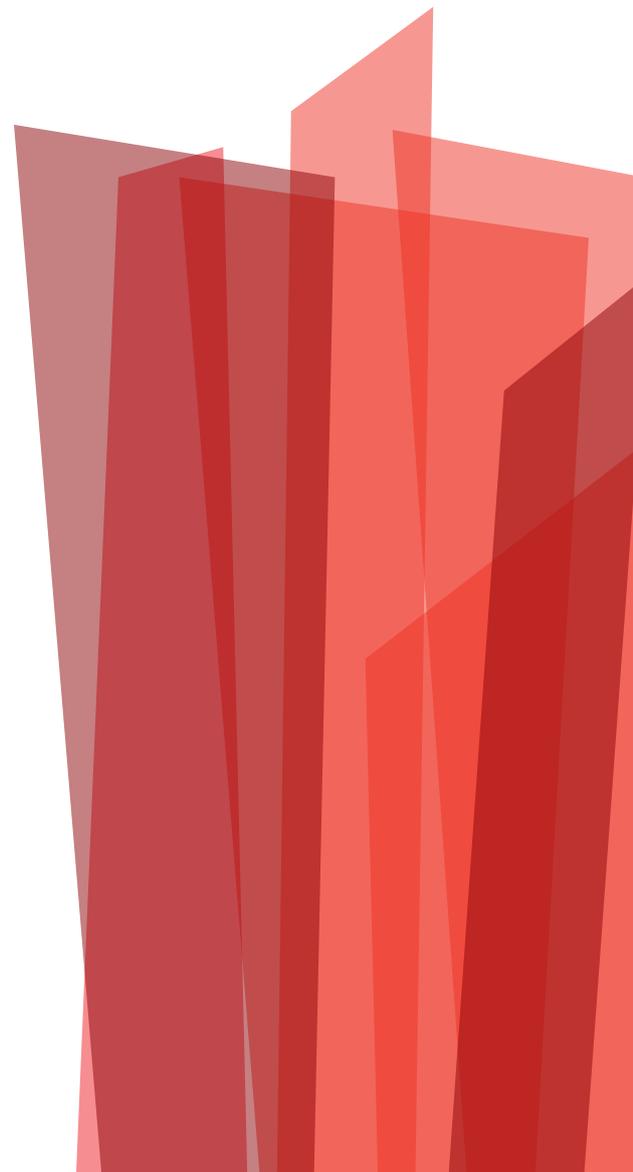
Power button on cover page

This familiar symbol, used to represent the power button on many devices, represents the collective strength of all the people behind our work. When called upon, the button is pushed, activating and mobilising the power of humanity.

Layers motif

Seven layers interact with each other to create a stronger statement than they could standing alone, echoing our message of collective strength, reflecting flexibility and adaptability.

The Singapore Red Cross thanks all volunteer photographers for the use of their works in this publication.





A year in review

Chairman's Message

2010 was an eventful year for the Singapore Red Cross.

The Singapore Red Cross in pursuant of our Mission continued to dedicate our service to humanity and meet the needs of the most vulnerable at home and abroad.

During the year in review, many activities and exciting events were organised which showcased the myriad services that we have to offer to the community.

Some of the key highlights for 2010 include:

- Training and certifying 7,198 individuals and active volunteers in various first aid courses;
- Rendering first aid coverage at more than 100 national and community events through our adult volunteers, reinforcing our unique position as a life-skill provider and lifesaver;
- Providing over 3,000 non-emergency ambulance services to the elderly and the disadvantaged in Singapore, thereby easing their transportation challenges to and from the hospitals;
- Relocating the Red Cross Home for the Disabled to larger premises at Family Link @ Lengkok Bahru, which increased our capacity to care for almost 100 residents;
- Organising a successful blood donor recruitment campaign which identified three of Singapore's largest blood donor families in Singapore. The programme also collected 99,357 units of blood in 2010, an increase of 3.8% from 2009, to meet the national blood transfusion needs;
- Contributing more than 100,000 kg of rice to over 20,000 beneficiaries in our community outreach programme by our youth volunteers.

On the regional front, the SRC wrapped the final projects funded by the Tidal Waves Asia Fund with the handover of Meulaboh General Hospital in Indonesia and the Sri Lanka-Singapore Friendship College in Sri Lanka.

With the successful completion of 68 projects which I am confident have positively benefited communities in our

neighbouring countries, we have further strengthened our position as the leading humanitarian organisation that effectively harnesses the resources of diverse individuals and institutions to serve humanity.

Towards the next 60 years of humanity...

The SRC will continue to push the boundaries and cascade the call to do things differently. We have to move forth as an agile and innovative team to chart new growth paths.

An example is our uniformed group – the Red Cross Youth. It offers ample opportunities to outstanding and potential cadets to stretch their fullest potential and take bold strides. They are groomed and placed in leadership roles, in our effort to nurture future leaders who embody Red Cross' humanitarian principles and as part of our plans for succession and leadership renewal. I am happy to share the case of cadet turned volunteer-instructor turned taskforce-chair. At 23, Mohammad Zaidi is the youngest on our Council, and is already making good progress.

Remaining steadfast to employee development and talent retention, we initiated an extensive human resource re-engineering programme, which included a climate survey, job evaluation and career and succession planning. We are also sharpening our procedures in monetary and in-kind donations – this is an ongoing process which we take a strong mandate in. It is important to us that your contribution is safeguarded and channeled appropriately to meet the needs of the most vulnerable.

In closing, I wish to thank all our volunteers, blood donors, supporters and sponsors whose generous support and voluntary spirit continue to make our work to the community meaningful and impactful. To my fellow Council Members and the SRC staff, your commitment and dedication spur me to achieve even greater success in the years ahead.

Thank you.



Mr Tee Tua Ba
Chairman

Governance

Formation and Incorporation

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 Society (SRC).

Governance

The SRC adopts a three level organisational structure to govern the Society – the Council, the Executive Committee and the Secretariat.

- **The Council** is responsible for pursuing SRC's objectives as laid down by the Act of Parliament and its Constitution. It comprises up to 33 members and includes the Chairman, members elected from the Annual General Meeting, appointed representatives from SRC's divisions, co-opted members (invited to serve on account of their special skills or knowledge) and appointed members who represent various government ministries.

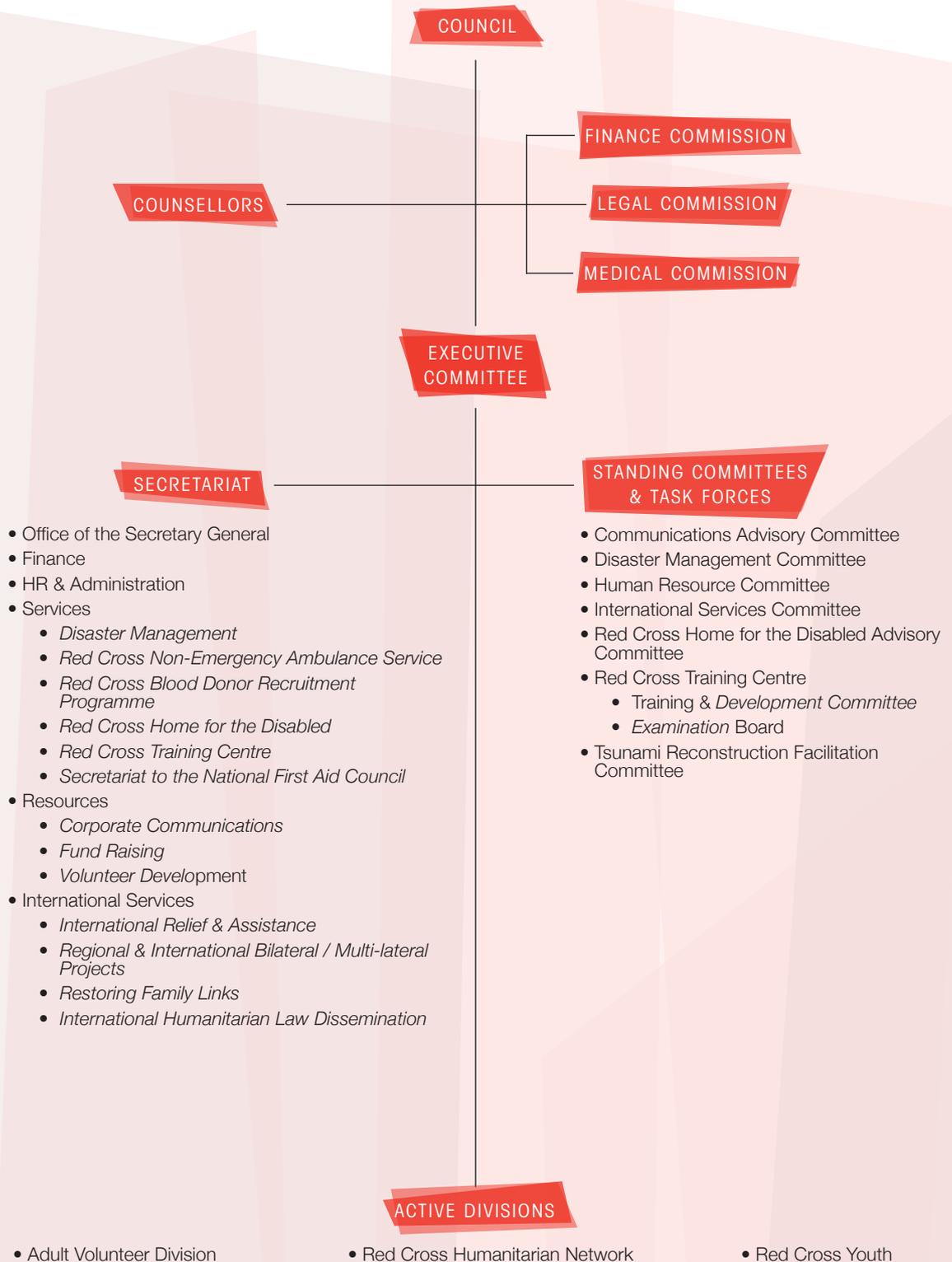
Working closely together with the Council are three commissions:

- the Finance Commission which oversees the financial functions of the SRC, including investment of SRC's funds. It reviews the accounting policies and procedures, annual budget, performs quarterly reviews of SRC's financial performance and advises the Council on financial matters.
- the Legal Commission which looks into both local and international legal matters.
- the Medical Commission which looks into matters pertaining to the relief of sickness, suffering or distress and the improvement of health.

The Chairman is appointed by the President of the Republic of Singapore.

- **The Executive Committee** is also headed by the Chairman and carries out the policies laid down by the Council. This Committee is responsible to the Council for the Society's general management, with the operational responsibilities vested in the active divisions – the Adult Volunteer Division (AVD), the Red Cross Humanitarian Network (RCHN), the Red Cross Youth (RCY) and all the various Standing Committees, Task Forces and Resource Panels.
- **The Secretariat** is headed by the Secretary General who is appointed by the Council and is the Chief Executive Officer (CEO) of the Society. He is delegated with the responsibilities of the management and administrative aspects of the SRC and is responsible for implementing the policies and directives laid down by the Council. Activities and programmes of the SRC are organised and implemented by the Secretariat and its volunteers.

Organisation Chart



Leadership



PATRON

His Excellency,
The President of the Republic of Singapore
Mr S R Nathan

COUNCIL

Chairman

Mr Tee Tua Ba

Vice Chairmen

Mr Axel Chan (from 23 Jun 2010)
Mr Jeffrey Chan Wah Teck
Mr Lim Neo Chian
Assoc Prof Lim Meng Kin
(up to 22 Jun 2010)

Honorary Treasurer

Mr Chris Liew (from 1 Jan 2010)

MEMBERS

Mr Mohammad Zaidi Bin Ariffin
(from 23 Jun 2010)
Mr Axel Chan (up to 22 Jun 2010)
Mr Calvin Cheng
Assoc Prof (Dr) David Chew

Mr Eric Chia Soong Liang
(from 23 Jun 2010)
Assoc Prof (Dr) Goh Lee Gan
Mr Han Eng Juan (from 23 Jun 2010)
Mr Paul Ho Yeok Chew
Mr Kwan Kwok Wah (from 23 Jun 2010)

Mr Walter Lee Rui Han
Mr Patrick Lim Kiak Cheong
(up to 22 June 2010)
Mr Ling Khoon Chow
Dr Low Cheng Ooi (up to 22 Jun 2010)
Mr Charles Ng



From left: Mr Han Eng Juan, Assoc Prof (Dr) David Chew, Mr Mohammad Zaidi Bin Ariffin, Mr Chris Liew, Mr N Sreenivasan, Mr Walter Lee, Assoc Prof (Dr) Goh Lee Gan, Mr Tee Tua Ba, Mr Axel Chan, Mr Lim Neo Chian, Mr Charles Ng, Ms Rose Tan, Assoc Prof (Dr) Phua Kai Hong, Ms Esther Tay (Photo by Irvin Tan/Meese Studios)

Assoc Prof (Dr) Phua Kai Hong
 (from 23 Jun 2010)
 Mr Stephen Quick (up to 22 Jun 2010)
 Mr N Sreenivasan
 Dr Patrick Tan Tong Nam
 (up to 22 Jun 2010)
 Mrs Tan Sin Yen (from 23 Jun 2010)
 Ms Rose Tan
 Mdm Tan Wee King (up to 22 Jun 2010)
 Mr Tang Chun Tuck (up to 22 Jun 2010)
 Ms Esther Tay Yan Peng
 Mr Toh Hock Ghim (up to 22 Jun 2010)
 Mr Andy Yeo (up to 22 Jun 2010)

Mr Ngiam Shih Chun (up to 31 Aug 2010)
 Ms Charlene Chang (from 1 Sept 2010)
 Representative, Ministry of Community
 Development, Youth and Sports

COL Roland Ng
 Representative, Ministry of Defence

Mrs Edelweis Neo (up to 22 Jun 2010)
 Mrs Ou-Yang Geok Cheng (from 23 Jun 2010)
 Representative, Ministry of Education

Ms Lim Kheng Hua
 Representative, Ministry of Foreign Affairs

Dr Lim Ghee Hian
 Representative, Ministry of Health

LTC Francis Ng How Juah
 Representative, Ministry of Home Affairs

Secretary General
 Mr Christopher Chua (Ex-Officio)

COUNSELLORS
 Mr Chan Kai Yau
 Dr W R Rasanayagam
 Dr Yeo Khee Quan

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

Key Achievements in 2010

Strengthening our position as the leading humanitarian organisation that effectively harnesses the resources of diverse individuals and institutions to serve humanity, particularly the vulnerable in our communities.

\$1,289,464

raised for local humanitarian services



x 100,000

\$700,000

worth of free man hours by volunteers in Singapore



Project R.I.C.E collected

100,000kg

of rice for 20,000 beneficiaries

7,198

individuals trained in first aid
16% are active volunteers



111

first aid coverages at national and community events

92

 first aid talks for

2,718

people



3,005

trips for elderly and disadvantaged patients on Red Cross non-Emergency Ambulances in 2010

\$5,293,448

raised through international disaster appeals, for critical relief efforts

96



residents received quality care in Red Cross Home for the Disabled

68

projects planned and executed for Tidal Waves Asia Fund



99,357

blood donations

63,796

blood donors

Profiled

362

times over print, broadcast and online media

2,494

supporters on FaceBook

504

followers on Twitter



13.1

million active volunteers worldwide



x 1,000,000

30

 million

survivors of disasters worldwide and many more vulnerable people on a daily basis helped by the Red Cross Movement



Focus for 2011/2012

Fortify core competencies

- To **deliver value to local community** by innovating and improving our services, and embarking on quality community projects
- To **improve our response and support to sister National Societies** in times of disasters, by establishing a disaster response fund
- To **strengthen disaster and emergency services** by ensuring continued focus on execution excellence for relief missions
- To **increase blood donations** by enhancing donation experience through volunteer services at collection sites, and to develop an education programme targeted at all uniformed groups in Singapore
- To **profile Red Cross Youth as the leading uniformed group** for humanitarian work, by nurturing them in leadership and character development, and opening new school units through partnership with primary and/or niche schools and through Link-Cadet opportunities
- To **enhance our position as the training and resource hub** by collaborating with the IFRC and ICRC
- To **forge bilateral/multilateral partnerships** with medical/logistic groups, NGOs and the corporate sector to improve the lives of the vulnerable

Optimise resources for sustainable growth

- To continually **tighten internal processes** and **safeguard public contributions**
- To **maximise talent development** and knowledge sharing
- To **explore opportunities** in non-traditional fundraising and **create value through synergistic and multi-pronged collaborations** with diverse partners
- To **develop volunteers holistically**, through a progressive volunteer development and management system that attracts volunteers and inspires them to do more, and do better
- To leverage the Red Cross brand equity **to enhance presence in communities**, by profiling volunteers and connecting with the technologically savvy but lapsed givers
- To rejuvenate the public's interest in our work, and to safeguard the public's trust so as to strengthen our **position as a leading humanitarian organisation** and an employer of choice

Financial Overview

Unrestricted Funds

The SRC's incoming resources for unrestricted funds amounted to \$7,204,832. 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 \$6,502,439 including depreciation of \$307,507. 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

Through the strong support and generosity of the public and corporate sector for our local humanitarian services, the SRC was able to achieve a surplus of \$702,393 for the year.

SRC's unrestricted reserves as at the year end stood at \$11,595,263 (equivalent to 1.8 years' annual operating expenditure at its current level of expenditure).

Restricted Funds

The SRC's restricted funds comprised the following:

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 \$5,293,448. The disbursements pertaining to all the relief funds for the year amounted to \$7,291,912. At the year end, the total balances of all relief funds inclusive interest of \$51,376 and net of support costs of \$127,000 stood at \$ 31,481,475. Details of these funds are listed on page 54.

Tidal Waves Asia Fund

Donations to this fund since its inception amounted to \$89,189,303. Disbursements from this fund are for expenses and progress payments for projects which had been approved by the Tsunami Reconstruction Facilitation Committee. As at year end, a total of \$ 81,898,164 was committed to 68 rehabilitation, economic and general recovery projects in Indonesia, Sri Lanka and the Maldives. The funds drawn down for the year was \$ 6,414,268 leaving a balance of \$9,005,279 inclusive of interest earned for the year amounting to \$34,116.

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.

Investment Policy and Objectives

The Finance Commission 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 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 Commission.

Annual Audit

The accounts for the year were audited by KPMG, Public Accountants and Certified Public Accountants. The financial statements of the SRC for the year ended 31 December 2010 are prepared in accordance with the Singapore Financial Reporting Standards.

🔌 Significant Events in 2010



JANUARY

- 29 Red Cross Youth Officers' Sharing Session 1
- 30, 31 Project R.I.C.E

FEBRUARY

- 2 - 7 Singapore Airshow 2010 Disaster Site Management and Coordination (DSMC) standby
- 6-7 Project R.I.C.E
- 20 Chinese New Year Celebration at Red Cross Home for the Disabled (RCHD), organised by RCHN Chapter
- 27 Singapore Red Cross Flag Day 2010

MARCH

- 27 RCHD relocates to Family Link@Lengkok Bahru
- 6 National Footdrill Competition (RCY)
- 29-1Apr Myanmar Red Cross Partnership Meeting, Bangkok

APRIL

- 3 Red Cross Youth Arts Festival (Finals)
- 9 Flag Day Volunteer Appreciation Ceremony
- 16 Red Cross Youth Awards and Promotions Ceremony
- 17-25 Rebuilding Communities Programme in Sri Lanka (AVD)
- 21-22 United Nations Disaster Assessment and Coordination (UNDAC) Simulation Exercise (DM)
- 23 Red Cross Youth World Red Cross Day Celebrations cum Enrolment Ceremony
- 25-30 Asia Pacific Fundraisers' Network Hui in New Zealand

MAY

- 1 First Aid Cover at The Istana
- 8 World Red Cross Day
- 15-16 National Disaster Response Team Training (NDRT) Level 1, 2nd Run (DM)
- 22 Linkamania (Link Camp)
- 22 RCHN First Aid Competition
- 22-23 Vibrant Blood 2010 @ Orchard Central (RCHN-NTU Chapter)
- Successfully launched the new Occupational First Aid with AED module (RCTC)

JUNE

- 11-14 RCY Unit Leaders' Programme (Camp)
- 12 World Blood Donor Day
- 12-14 RCY Unit Officers' Programme
- 26 Youth Ambassadors Programme – Train-the-Trainers Session (RCY)

JULY

- 2 Handover of Meulaboh General Hospital (TWAF)
- 3 Singapore Youth Festival Opening Ceremony (RCY)
- 17 Current Affairs Competition and RCY Recognition Day
- 19 Disaster Preparedness Talk (DM)
- 20 – 23 SEA RCRC Secretaries General Forum & Leaders Meeting, Jakarta
- 25 Handover of Sri Lanka-Singapore Friendship College (TWAF)
- 28 Emergency Exercise (DM)



AUGUST

- 6 Nurses Day Celebration at RCHD
- 9 DSMC Standby & First Aid Cover for National Day Parade
- 21 Outreach at Mei Ling Street (AVD)
- 16-18 Hosting of JRCY members from Kinki District, Japan
- 12-26 DSMC Standby & First Aid Support for Youth Olympic Village, YOG
Attained accreditation as the approved training provider for the Workplace First Aid under the WSQ framework by WDA

SEPTEMBER

- 4 First Aid Competition
- 11 World First Aid Day
- 17-21 Handover of relief items to Pakistan Red Crescent Society
- 20-24 South East Asian Red Cross and Red Crescent Youth Directors' Meeting
- 22 Emergency Exercise (DM)
- 24-26 Spectator First Aid Cover and Sale of Survivor Kits at F1 Singapore Grand Prix

OCTOBER

- 9 - 17 Asia Pacific Red Cross and Red Crescent Youth Leaders Summit
- 15-22 Asia Pacific Conference of the International Federation of Red Cross and Red Crescent Societies, Jordan
- 17 President's Star Charity
- 27 SRCS Charity Golf

- 30 Someone in my Family is a Blood Donor (BDRP)
- 31-2Nov Meeting with Chairman and Secretary General of Indonesian Red Cross, Jakarta

NOVEMBER

- 7 -13 Asia Pacific Emergency Health Training
- 14 Remembrance Day Ceremony (RCY)
- 15 - 19 Asia Pacific Communications Forum, Nepal
- 18 Emergency Exercise (DM)
- 19 Project Hope 2 by Suria
- 20-22 RCY Unit Instructors' Programme (Camp)
- 27 Community Outreach at Mei Ling Street (AVD)
- 28 Run aCross `10
- 12 - 24 International Youth Exchange Programme and Meeting to Japan

DECEMBER

- 5 First Aid Cover for International Volunteer Day & Singapore Marathon
- 6-8 Exploring Humanitarian Law Train-the-Trainers Session
- 10-12 Truly Magical Christmas at *SCAPE (RCHN-SMU Chapter)
- 10-13 Volunteer Instructors' Programme Camp (RCY)
- 11 Christmas Celebration at RCHD
- 17-20 Red Cross Youth Challenge
- 18 Project Red Cross Love (RCY)
- 24-28 Asia Pacific Red Cross and Red Crescent Youth Leaders' Forum

“There have been so many happy moments. Everytime I visit, I feel happy.”

“I’m always touched as soon as I enter the Home...”

“Pauline shrieks with laughter when she sees our small group walk through the doors. Agnes and Mei Mei are eagerly waiting and broad grins appear across their faces. They love my chicken curry and if it’s not hot enough for them, they have their own extra chilli supply! They don’t miss a trick.”

Sharon White is an English teacher who spends every Friday afternoon at the Red Cross Home for the Disabled, teaching English to the nursing staff and spending time with the residents. The 54 year old has been volunteering actively with Red Cross since 2008 – helping with feeding, reading stories, playing puzzles and often singing songs along with other volunteers.

“I enjoy the relationship I have developed with the nursing aides and seeing how their English has improved is fantastic. They are very appreciative. I have also become very close to some of the residents by getting to know them as people. They all have different personalities, and it’s great revealing their sense of humour. They like to do different things – some like being read to, others draw or play puzzles. They all love being communicated with and just hearing the friendly chatter amongst the volunteers for example, brightens their day. We have a good laugh together.”

“It is the highlight of my week! It’s amazing because we can see the joy on their faces when somebody is interacting with them and it gives us so much joy too”.



Caring for the Community

Red Cross Home for the Disabled

On 27 March 2010, Singapore's only residential home for the severely disabled moved to larger premises at Family Link @ Lengkok Bahru, to cater to increasing demand. The move affirmed the Singapore Red Cross' commitment to serve the most vulnerable in the community.

The new 5,500 square-metre purpose-built facility with open wards and isolation rooms increases the Home's overall capacity by more than 50 per cent to 100 adults and 30 children, from its residency of 76 adults and 8 children at Elizabeth Drive.

The Home occupies the fourth to eighth floors at Family Link @ Lengkok Bahru, and will open a daycare centre for 50 clients in the first quarter of 2011.

Since 1989, the Home has provided quality long-term residential care and short-term respite services to individuals with severe and multiple disabilities, such as neuro-muscular disabilities and mental disabilities.

Residents Christopher Sng and Lim Bee Lian were prominently featured at the President's Star Charity show on 17 October 2010, in an onstage performance and a heart-warming video story of a beneficiary-volunteer friendship. The Home was one of 37 charities supported by the President's Challenge 2010.

As of 31 December 2010, the RCHD was home to 85 adults and 11 children.



Caring for nearly
100
severely disabled
residents, thanks to
more than 400
volunteers

A Thoughtful Gift of Mobility

Long-time corporate partner Courts (Singapore) Pte Ltd raised \$120,000 through a golf fundraiser, to buy and remodel a special-needs vehicle to transport residents who suffer from multiple disabilities.



To celebrate the arrival of the vehicle, Courts organised a Day Out for 10 residents to experience the new vehicle and to enjoy a tour of the handicapped-friendly Courts Megastore.

"Our CSR policy is to give back to the society that we trade in, not only in monetary contribution but adding value in helping to deliver operational improvement. We hope, the new vehicle will help ease the transportation needs and provide the residents of the Red Cross Home for the Disabled a more convenient means to get around," said Mr Terry O'Connor, Chief Executive Officer of Courts.

Bee Lian

Abandoned when she was six months old, Bee Lian never had a place she could call home. After her adoptive parents passed away, she was cared for at a



foster home until old age robbed Bee Lian of her foster mother. Now 49, Bee Lian resides at the Red Cross Home for the Disabled. The Home gave Bee Lian the opportunity to make many friends, including fellow residents and volunteers. One such volunteer is Mr Richard Tay, 60, who shared, "What they (residents) appreciate most really, is your time... you know, being a friend."

Red Cross Non-Emergency Ambulance Service

The Red Cross Non-Emergency Ambulance Service delivers on one promise – to ease transport needs for patients in old age and poverty, so they can reach life-sustaining treatments that they may otherwise be unable to get to.

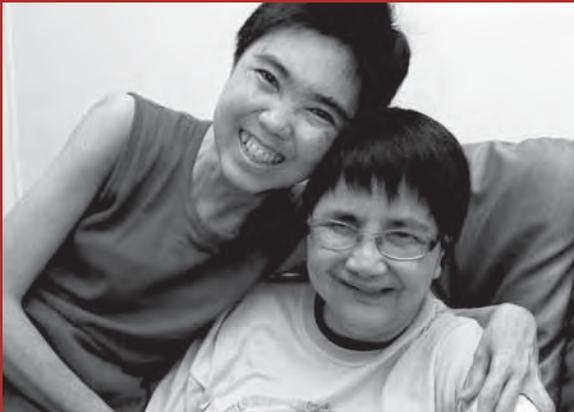
The Ambulance Service in 2010 provided 215 needy and elderly patients with regular transportation to and from their medical appointments. This translated to over 3,000 life-saving journeys, of which 99.9% were subsidised by public donations to the Singapore Red Cross.

Haemodialysis and hospital appointments made up the majority of the cases, which were mostly referred by medical social officers from public hospitals and welfare homes.

3,000
trips for the elderly
and needy



As part of the Ministry of Health's national emergency medical plan, the Red Cross Non-Emergency Ambulance Service supplements the Singapore Civil Defence Force's fleet of ambulances in the event of a mass casualty situation. Accordingly, the team was on standby and ready for mobilisation at events such as the Singapore Airshow 2010, the National Day Parade and Rehearsal, and the Singapore 2010 Youth Olympic Games Opening and Closing Ceremonies. At the 2010 Formula 1 Singapore Grand Prix, two ambulances were involved in evacuating casualties from the spectator stands.



Going the extra mile

Smilingly, Choo Peck See beckoned them in. Upon seeing the 'men-in-white,' Mdm Teo Choon Kim's eyes twinkled and she flashed a toothy welcome from her wheelchair. It was a once-in-three-month reunion.

Six years of journeying to and fro their home and hospitals on the Red Cross Non-Emergency Ambulance Service has developed warm ties amongst the mother-daughter pair, and the ambulance responders and drivers.

While Mdm Teo and Peck See do not know their names, they remember every reassuring smile and friendly joke.

The Red Cross ambulance team knows that it is not just transportation they provide, but the priceless gift of friendship. Laughter alleviates pain, and conversations helps the beneficiaries take their minds off their worries. The team treats every patient with respect and good humour, be it a 30-minute ride or a 5-minute interaction at the door.

At 16, when Peck See and her classmates were busy preparing for their 'O' levels, Mdm Teo came down with a stroke. Overnight, Peck See and her father became Mdm Teo's caretakers.

Unfortunately, within the year, Peck See was diagnosed with kidney failure. Dialysis took its toll, and after a renal transplant in 1992, the anti-rejection medication slowed down healing after minor knocks and cuts, resulting in large bruises on Peck See's limbs. The only child then lost her father when she turned 28.

Today, Mdm Teo, 62, has diabetics and stroke, and relies on Peck See, 42, as her only caretaker. They do not have an income, relying solely on gifts from their relatives. Amid the visits to the hospital or eye centre for routine check-ups and blood tests, they maintain an optimistic outlook and are grateful for all they have received.

In fact, so spirited and feisty is Mdm Teo that on her trips to the hospital, she would stop her wheelchair in front of the stairs to climb up on her own. Only when she feels tired would she allow the ambulance responder and driver to hoist her, together with her wheelchair, up and down the flight of stairs. While this is all in a day's work for the ambulance team, the ladies are deeply appreciative.

Peck See shared, "Red Cross is known for its disaster relief but its impact is much closer home for us. The Ambulance Service enables my mother to get to her medical appointments largely subsidised. I hope Singaporeans will continue to give generously to local causes."

And as if on cue, the mother-daughter pair chorused "Thank you!" - Mdm Teo, with a thumbs-up.



Project R.I.C.E by Red Cross Humanitarian Network

In its second year, Project R.I.C.E on 6 and 7 February 2010 brought together more than 1,200 youths from various chapters of the Red Cross Humanitarian Network (RCHN), to raise 'grains of love' for less fortunate families. The project saw volunteers soliciting rice grains from 75,000 households, in Singapore.

For the first time, Project R.I.C.E partnered Sheng Siong supermarket to sell rice vouchers at its various outlets. Each voucher represented a public donation of 5kg of rice, at a special price subsidised by Sheng Siong Supermarket. Sheng Siong Supermarket went an extra mile to donate an additional 500g of rice for every kg of rice purchased. A total of 40,000kg of rice was collected through this initiative.

Mr Lim Hock Chee, Managing Director of Sheng Siong Supermarket enthused, "We are honoured to be invited to play a part in Project R.I.C.E 2010 and would like to thank all our valued customers for their strong support in this meaningful cause."

In all, the two-day event reaped a bountiful harvest of 100,000kg of rice in aid of 20,000 beneficiaries - doubling 2009's harvest of 40,000kg of rice for 6,400 beneficiaries.

Project Red Cross Love by Red Cross Youth

Since its initiation thirteen years ago, Project Red Cross Love has warmed the hearts of many less-privileged senior citizens locally, and inspired thousands of youths to give back to society.

On 18 December 2010, more than 150 students and volunteers from link and cadet units organised an informative and fun day-out for 200 senior citizens from Bukit Merah View, Mei Ling Street, Bendemeer and Ang Mo Kio Centers, with the objective of inspiring them to achieve a better quality of life through regular exercise and healthy eating. The youths accompanied the elders on a tour of the Health Promotion Board health zone, and set up a lucky draw, an Indian dance performance and a chair aerobics session. The event concluded with the distribution of goodie bags with basic necessities donated by 25 Red Cross Youth schools.

"This is my second time participating in Project Red Cross Love," said 15 year-old Zhang Ruoxi, from Raffles Girls' School, "It is very meaningful and fun to interact with the elderly. I would love to do it again!"

An elderly couple, Ali Hussain and Nafsiah Kidah shared heartily, "We enjoyed today's programme. The volunteers did such a great job! They even cared to help us to the washroom."

Community Outreach at Mei Ling Street by Adult Volunteer Division

40 members of the Adult Volunteer Division lit the homes at Mei Ling Street on 27 November 2010, with ration drop and hot meals delivery to its residents. The community outreach programme was a pilot test which received warm response. Over the year, the adult volunteers also gathered for quarterly blood donations and for twice-monthly visits to the Red Cross Home for the Disabled to befriend, feed and entertain the residents, and to clean the fans.



International Relief – emergency response
Haiti and Chile Earthquakes

Earlier in the year, the Singapore Red Cross launched public appeals for earthquakes in Haiti and Chile, which raised \$2,345,796 and \$275,941 respectively. The donations were swiftly channelled to the International Federation of Red Cross and Red Crescent Societies for emergency relief in these countries.

Pakistan Floods

On 2 August 2010, the Singapore Red Cross was amongst the first National Societies to respond with an initial donation of US\$100,000 (or SGD \$136,623), for emergency relief efforts in Pakistan's flood-ravaged northwest.

The humanitarian society launched a public appeal shortly after, which raised \$1,686,769. Part of that went

to the purchase of 260 tonnes of family food packs, for distribution to survivors through the International Federation of Red Cross and Red Crescent Societies. Each family food pack comprised wheat flour, rice, lentil, cooking oil / ghee, sugar, tea and salt, good for a family of seven for a month. The Singapore Red Cross also bought 8,000 pieces of high quality tarpaulin sheets, which were used as temporary shelters by the survivors whose homes have been washed away by the torrents. Christopher Chua and Lim Theam Poh, respectively Secretary General and Director of Operations of Singapore Red Cross, visited Pakistan in September 2010 to handover these items to the flood survivors via Pakistan Red Crescent Society.

South East Asia Tropical Storm

Tens of thousands of tonnes of food stocks and seed were lost following heavy rains in Vietnam since 14 October 2010. In response to the urgent shortfall of rice, the Singapore Red Cross earmarked US\$30,000 worth of rice grains to survivors of the floods. Mr Lim Theam Poh, Director of Operations & Head of International Services, Singapore Red Cross visited the Vietnam Red Cross between 3 to 5 November to handover some 50 tonnes of rice for the Vietnamese affected by the floods.

\$1.6 million
Raised through the Singapore Red Cross Pakistan Floods appeal



The Singapore Red Cross also earmarked US\$50,000 for emergency relief efforts in the aftermath of the Cyclone Giri, which hit the coast of Myanmar's Rakhine state on 22 October 2010. The Myanmar Red Cross took a lead role in the response, with local branches providing food, water and shelter.

Indonesia Tsunami and Volcanic Eruption

In response to the volcanic eruptions at Mount Merapi, the Singapore Red Cross freighted 1 million face masks to the Indonesian Red Cross (Palang Merah Indonesia - PMI) for the survivors and relief workers. The 3-ply nano face mask protected them against bacteria, dust, air-borne diseases and viruses.

Mr Christopher Chua, Secretary General of the Singapore Red Cross shared, "When I visited the Mentawai Islands to assess the impact of the disaster, and to discuss the immediate needs for the twin disasters with the Chairman of the Indonesian Red Cross, Pak Jusuff Kalla, the face mask was identified as a crucial need, as the survivors and relief workers were falling ill just breathing the air."

The Singapore Red Cross also earmarked US\$100,000 for the purchase of family kits, hygiene kits and medical

supplies for the survivors of the Mentawai Island tsunami disaster. In addition, the Singapore Red Cross pledged its support for the next phase which involved the reconstruction of 500 houses for the survivors.



1,000,000
face masks donated for survivors and relief workers at Mount Merapi

“It is a very meaningful gift to present to someone in need and a wonderful way to celebrate the special occasion.”

“Like me, my children aged 26, 24 and 20, are committed blood donors. My youngest one, who just turned 15, will make his first blood donation on his 16th birthday. It is a very meaningful gift to present to someone in need and a wonderful way to celebrate the special occasion.”

49-year-old Mrs Lalitha Pillai is a blood recipient-turned-donor and bloodmobile organiser. After receiving two units of blood during a blood transfusion in 2000, Mrs Pillai confessed to feeling like a “giant mosquito.”

“I felt awful - I did not know what I did to receive, when I have never made an attempt to give!” she shared “So I donated

my very first unit of blood in 2004. Then I thought, it was no fun just doing it myself. I decided to get a couple of friends and family members to join in the fun of giving. Today, I am part of the committee that organises bloodmobile drives for Amriteswari Society on a monthly basis.”

Thankful for her second lease of life, Mrs Pillai is living a full life and takes extra care in keeping her iron-level up by eating lots of greens, reducing coffee and tea intake, so as to make regular blood donations.

“Kudos to the Singapore Red Cross for giving people like us a platform to serve others.”



Protecting and Saving Lives



Blood Donor Recruitment Programme

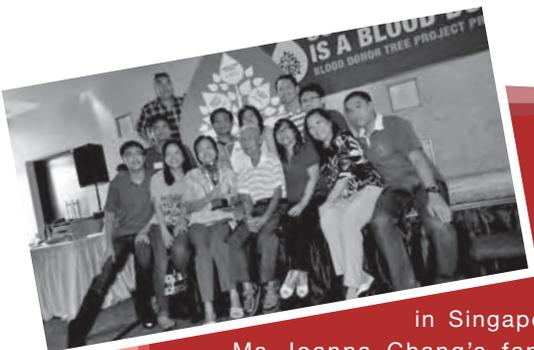
As the National Blood Donor Recruiter, the Singapore Red Cross is unwavering in our commitment to both blood donors and blood recipients. We continue to execute strategic and innovative programmes to attract and retain donors and bloodmobile organisers, and to increase public awareness on the importance of blood donation.

The Blood Donor Recruitment Programme achieved 99,357 blood donations in 2010 - an increase of 3.8% from 2009. 63,796 donors gave the gift of life, of whom 18,989 were first-time donors and 22,642 were youth donors between 16 to 25 years old.

Under the National Blood Programme, the Singapore Red Cross works closely with the Blood Services Group of the Health Sciences Authority to ensure a constant and safe blood supply for patients whose lives depend on it. 2010 marks its ninth year of partnership.

In inculcating a lifestyle of giving and enabling donors to donate blood conveniently in their places or work, worship or play, we work with various corporations, grassroots and religious organisations to organise bloodmobile drives in the community. An enhancement to these mobile drives is the development of fixed mobile sites, to provide ease and accessibility for blood donors. The Singapore Red Cross has successfully enlisted the support of organisations such as the National Library Board, Singapore Turf Club and Amriteswari Society to host regular fixed blood drives at their premises to further its public outreach. In 2010, 626 bloodmobile drives contributed 39% of the total amount of whole blood collected.

The 2010 national blood donor recruitment campaign 'Someone in My Family is a Blood Donor' was met with much enthusiasm and media interest. The key activity, 'Blood Donor Tree Project' was the first of its kind in Singapore, involving a four-month long search for the largest blood donor family in



On 30 October 2010, the three largest families of blood donors in Singapore were crowned.

Ms Joanna Chang's family of 11 donors comprises her father, siblings and cousins who have together donated 385 units over the years. Four of her family members are also champion donors, having donated blood more than 25 times each. The

2nd and 3rd places were presented to Mr Kamaroli Abdullah's family with 280 donations, and 22 year-old Miss Tay Mulan's family with 27 donations respectively.

"We are delighted to have identified the top three families who have contributed so much to saving lives in Singapore, and to be able to recognise them for the way they have championed blood donation through their families," said Ms Cecilia Tan, Director of the Blood Donor Recruitment Programme.

Collected over
99,000
blood donations



An average
12 blood drives
around the island
per week.

More than
63,000
donors



Singapore. Blood donors were encouraged to log on to www.blooddonortree.sg where they can plant their own family tree online. The project was aimed at reaching out to the community to track blood donors in their family, and to celebrate their legacies in helping to save lives. > See box story on page 21.

Blood donors in Singapore celebrated World Blood Donor Day on 12 June 2010, and witnessed the presentation of over 1,500 awards to exceptionally committed individuals and

corporate/community groups for their support to the National Blood Programme. Held at Clifford Square, the celebrations also included a fun-filled carnival and a special run of the Fullerton Heritage Quest.

Mr Heng Chee How, Minister of State (Prime Minister's Office), Mr Matthias Yao, Mayor for South East CDC and Ms Indranee Rajah, Deputy Speaker of Parliament, graced the event and presented the awards to the champion donors at three recognition ceremonies.

Three individuals were conferred the Medals for Life; a female was crowned Champion of Champion; and three females were presented with the Diamond awards. Medal of Life recipient, Mr Augustus Chan, who comes from a family of seven brothers all of whom have donated blood, said, "Knowing that my blood is extending someone's life and giving hope to his or her family members is rewarding.

First Aid Coverage

The Singapore Red Cross provides first aid coverage (better known to its volunteers as 'first aid public duties') as part of our mission to respond to emergencies and to protect human life.

In 2010, volunteers and staff performed 111 first aid coverages at national and community events. These included international events such as the Singapore Airshow 2010, the 2010 Formula 1 Singapore Grand Prix, the Singapore 2010 Youth Olympic Games (SYOG), and key local events like the National Day Parade 2010 and Singapore Marathon 2010.

Public duties provide an adept platform for volunteers to put their first aid skills to practice and give back to the community. This platform is expanded in times of crises when our teams are deployed to disaster afflicted areas to render first aid support and assist in the relief efforts.



At the inaugural Singapore 2010 Youth Olympic Games, a total of 256 Red Cross volunteers, partners and staff provided spectator first aid coverage islandwide.

Forming an integral part of the SYOG workforce, the Red Cross team comprised staff and members of the Disaster Management Working Group, Adult Volunteer Division, Red Cross Humanitarian Network and Red Cross Youth, as well as partner, Ngee Ann Polytechnic's School of Health Sciences.

Together, they devoted nearly 5,630 manhours towards first aid coverage at 20 out of 31 events held.

“First aid is my passion.
I am proud to volunteer
with the Red Cross.”

Simply because it can save lives

20-year old Ong Wee Chee is a qualified first aider who volunteers with the Adult Volunteer Division for first aid public duties.

He is known to his friends as 'Mr First Aid' as he carries his first aid kit with him everywhere he goes. This endearing habit has proven useful time and again.

A few weeks after he completed a first aid course, Wee Chee witnessed a road accident at the junction between Marine Parade and Joo Chiat roads.

“I saw two children with smashed glass on their faces, a distressed car driver, and a motorcyclist who was throwing up blood amongst the wreck.” He calmly introduced himself as a first aider to the police and started work immediately.

“After prioritising the casualties, I removed the cyclist’s helmet with the help of other passersby. I then tilted his head to drain blood, and used my first aid supplies to treat the other casualties.”

He shared, “If no one helped the cyclist, it is very likely that he would have choked on his own blood.”

When the SCDF ambulance arrived, Wee Chee volunteered to assess the children and report the situation to SCDF, saving precious time. This dramatic incident, amongst others, cemented his conviction to continue giving aid to those in need.



Building Resilience, Empowering Lives



Teaching first aid

The Singapore Red Cross believes that teaching basic first-aid skills to individuals and communities is the right way to protect them, for when faced with a road accident or a heart attack, the ability to act quickly and appropriately is crucial.

Recognising the importance of making first aid available to all, and not only to those who can afford it, the Red Cross Training Centre (RCTC) subsidises first aid and CPR training to the public, charging only a nominal fee, for the benefit of the community.

In 2010, the RCTC trained and certified 6,023 people in first aid through 411 courses. The RCTC was also contracted by groups to give 81 first aid awareness talks, customised for their specific industries. These talks benefited more than 2,400 people.

The RCTC extended free first aid training to 1,175 active volunteers, to prepare the community for emergencies and disasters. The RCTC also conducted 11 free first aid awareness talks and demonstrations in schools, community centres and companies, benefiting about 310 people.

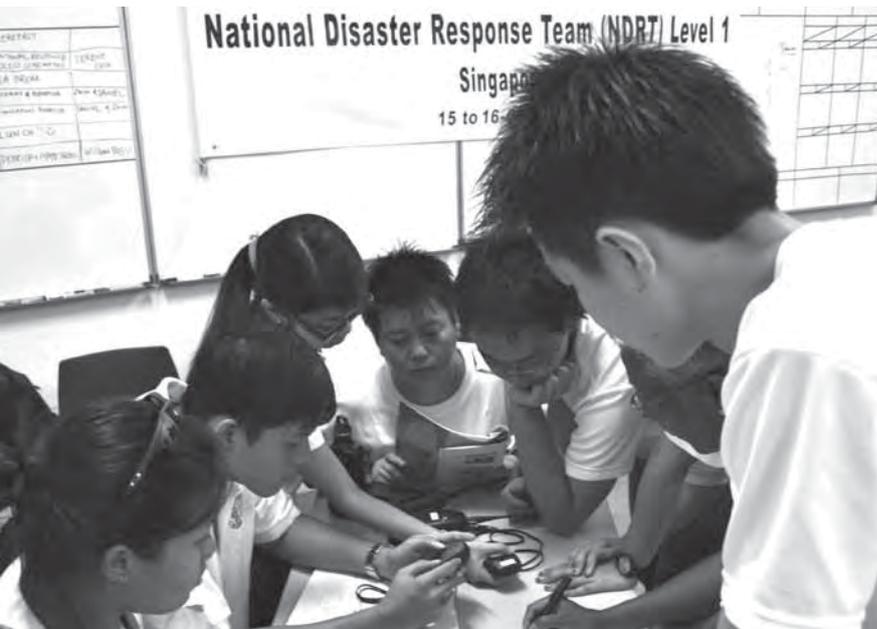
Committed to doing better and reaching further in first aid and CPR, the Singapore Red Cross volunteers and staff conducted first aid demonstrations from 13 to 26 August 2010, at the Youth Olympic Village which housed over 5,000 athletes and team officials.

The Singapore Red Cross marked World First Aid Day with a community event themed 'First Aid Begins @ Home', a first aid competition for Red Cross Youth and a series of live talkshows on TV and radio in the weeks leading up to 11 September. These were done to raise awareness of the importance of knowing first aid, at home and in everyday situations, impart useful knowledge and skills, acknowledge the efforts of lifesavers and profile SRC as a leading provider of first aid cover and training.

In the same month, the Singapore Red Cross launched the 'Workplace First Aid' course for professionals in the service industry – the first of its kind under the Singapore Workforce Skills Qualifications (WSQ) framework and accredited by Singapore Workforce Development Agency (WDA).

Disaster preparedness and management

Our volunteers, particularly those deployed for overseas humanitarian missions, are known by the community for their calibre. Singapore Red Cross takes pride in grooming these volunteers for such missions – from the careful identification and selection of volunteers who possess special skills and passion, to providing rigorous and comprehensive training to prepare them physically and mentally, and honing their soft skills such as language and interpersonal qualities – with one outcome in mind, to give beneficiaries not just food and first aid, but hope and confidence.



Trained
38,000
first aiders in the
past five years

138 times a week,
a person receives Red Cross
first aid training that can
save lives

In 2010, the Disaster Management team hosted three disaster management trainings, gave first aid support for three international events and supported two national emergency exercises.

Training

Volunteers and staff of the Disaster Management team planned and executed a simulation exercise during the United Nations Disaster Assessment and Coordination Team training, which was met with warm response.

Through a series of practical lessons conducted by volunteers in Disaster Management, 18 volunteers from the Red Cross Youth, Red Cross Humanitarian Network and Adult Volunteer Division learnt about GPS navigation, our local disaster equipment, and the roles and responsibilities of all members in the P3 team. They successfully passed the National Disaster Response Team (NDRT) Level 1 training.

We are also proud to host training for representatives from the International Federation of Red Cross and Red Crescent Societies (IFRC) for the Asia Pacific Emergency Health Training in November. Candidates from the various national societies gathered at the Red Cross campsite to learn about the Emergency Health assessment, the importance of having the right mindset in the field, and the IFRC's approach to disaster health assessment through a series of interesting lectures and practical sessions.

Corporate Communications staff Kartini Saat, who role-played at the simulation exercise, shared, "It's a practical experience that equipped me with a better understanding of how a real disaster would be like. It is good for the community to partake in such exercises for a keener awareness of how to react when called to respond."

Civil Emergency Exercises

Participating in local civil emergency exercises and managing P3 casualties keep our disaster management volunteers at high readiness continually. To ensure sufficient support in times of need, the Singapore Red Cross signs up new and veteran volunteers for such exercises. This year, we supported the Ministry of Health in three civil emergency exercises with a volunteer strength of 25.

"The exercise exposed me to conditions of an actual emergency, and gave me practical tips so I could overcome initial nervousness, to render help in a disciplined manner. Now I am more confident to serve as a volunteer in any emergency situation!" quipped Ashrafal Islam Mahmud, a new disaster management volunteer.

The Red Cross Non-Emergency Ambulance team, which comprises drivers and responders, also supports the Singapore Civil Defence Force (SCDF) and the Ministry of Health (MOH) in times of disasters or civil emergency exercises.



"In bandaging the wounded and treating the sick, we relieved suffering. In restoring family links, we united and strengthened families which were separated. In rebuilding villages and communities, we restored a sense of belonging and ownership. Steadily, we shifted our emphasis from saving lives to helping survivors return life to normalcy, in respect to their way of life and in helping them achieve self-sustainability in their livelihoods."

Mr Tee Tua Ba, Chairman,
Singapore Red Cross, at the
Handover Ceremony of RSUD Cut
Nyak Dhién, Meulaboh General
Hospital



International Relief – recovery and restoration

Post-disaster, every effort in the recovery process requires meticulous planning to ensure that aid goes beyond getting the survivors back on their feet again. The Singapore Red Cross believes in going the distance to ensure the recovery efforts have empowered the survivors and the community to be self-sustainable.

Rebuilding Communities Programme

Four members of the Adult Volunteer Division went on a medical mission trip to Batticaloa, Sri Lanka between 17 and 25 April 2010. They served as first aiders whose primary responsibilities were triage, wound dressing and medicine dispensing.

Project Kasih

Organised by the Red Cross Humanitarian Network – NTU Chapter, Project Kasih 2010 from 24 May to 4 June was an iteration of Project Kasih 2009 in Pulau Nias, Indonesia, with the primary objectives of assisting with farming and

construction work of the Farmers Training Centre (FTC), educating the orphans and refurbishing the playground at the New Community Home (NCH). Kasih is the abbreviation of 'Kindness And Salvation In Humanity' which aptly summed up the humanitarian spirit warmly embraced by the RCHN – NTU Chapter in the 11-day mission.

Meulaboh General Hospital

On 2 July 2010, Mr George Yeo, Minister for Foreign Affairs, handed over the \$12 million Meulaboh General Hospital to the Indonesian health authorities in a ceremony attended by 500 guests in Indonesia.

The Meulaboh General Hospital was a collaborative effort by the Singapore Red Cross (SRC), Temasek Holdings and the Government of Singapore. The community hospital is the main referral hospital serving a population of more than 200,000 in South and West Aceh, and was rebuilt and refurbished at its original site spanning two hectares. The



“Education is a means of developing our abilities and when fulfilled, our personal hopes and dreams can be translated into benefit for those in our communities. We are happy to be able to contribute and invest in a well-rounded education for the young, so as to build their character, inculcate strong values and open doors to career opportunities and growth,”

Mr Tee, at the Handover Ceremony of Sri Lanka – Singapore Friendship College

enhanced facilities and increased capacity are expected to meet the growing needs of Acehnese for quality healthcare.

Said Mr Tee Tua Ba, Chairman of the Singapore Red Cross, “The success of this project is a testament to the tenacity and ingenuity of our people, and is an excellent demonstration of international collaboration.”

Sri Lanka-Singapore Friendship College

The first Singaporean team to complete a reconstruction project after the 2004 Tsunami wrapped the final project funded by Singapore’s Tidal Waves Asia Fund on 25 July 2010. Mr Tee Tua Ba handed over the \$2.78 million Sri Lanka-Singapore Friendship College to Sri Lankan President Mahinda Rajapaksa at a special ceremony.

The Sri Lanka-Singapore Friendship College heralds a new beginning for 1,200 females aged 13 to 18 years old in the district of Hambantota. It was the fifth milestone project between the long time partners, Singapore Red Cross and

the Singapore Sinhala Association. Prior to this, the two organisations collaborated on a series of projects aimed to restore normalcy. These included the construction of close to 200 houses; a barber shop and an internet café to spur livelihoods; community centres to strengthen social fabric; and schools to nurture the future.

Ms Rashmila Kavidi, a teacher in the school who specialises in English and also a traditional Sri Lankan dance known as the “Kulu Natuma”, otherwise known as the Harvest dance, said, “It is very touching to know that the people of Singapore have done so much to help my people and make sure that the children of Sri Lanka are given a proper education.”

The handover of the Meulaboh General Hospital and Sri Lanka-Singapore Friendship College marked the closure of the Tidal Waves Asia Fund, which the Singapore Red Cross and its Tsunami Reconstruction Facilitation Committee (TRFC) have managed since January 2005.

The Singapore Red Cross established the Tidal Waves Asia Fund (TWAF) as the designated fund to help provide humanitarian relief and rehabilitation to the survivors of the 2004 Tsunami Disaster.

The government and people of Singapore contributed \$89 million to the Tidal Waves Asia Fund, of which \$4.23 million was used during the emergency phase, to provide relief assistance and to deploy medical teams to Aceh and Sri Lanka.

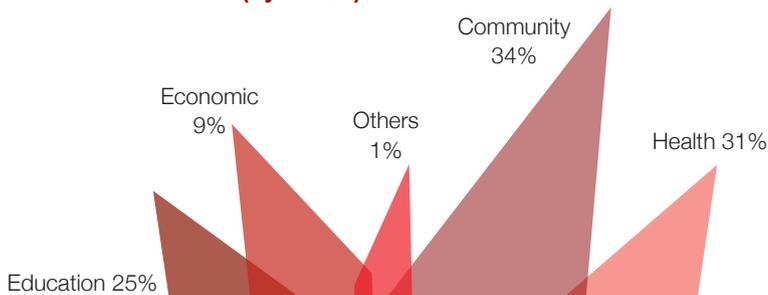
The remaining funds were designated for reconstruction and rehabilitation efforts, and were managed by the Tsunami Reconstruction Facilitation Committee (TRFC). The TRFC was chaired by the Chairman of the Singapore Red Cross, and was responsible for ensuring that the funds are effectively and efficiently used.

As of December 2010, 68 projects have been successfully implemented in Indonesia, Sri Lanka and the Maldives, by Singapore-based NGOs and VWOs. These projects focused on long-term sustainability, in the following areas:

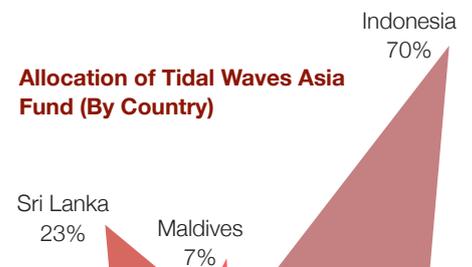
- Healthcare
- Education
- Housing and Community
- Economic Recovery and Livelihood

Mr Tee Tua Ba, Chairman of the Singapore Red Cross and the TRFC shared, "It's been more than five years since the initiation of our first project. I believe we have not only brought the survivors hope and comfort, but also given them the opportunity to improve their lives and livelihoods. Our partnership with other Singapore NGOs and VWOs in these projects makes the Tidal Waves Asia Fund a truly Team Singapore undertaking."

Allocation of Tidal Waves Asia Fund (By Sector)



Allocation of Tidal Waves Asia Fund (By Country)



Approved Projects By Country & Sectors	Community	Health	Education	Economic	Others	Total
No. of Project	25	12	15	13	3	68
Indonesia	15,436,884	25,729,748	8,023,942	7,508,614	415,836	57,115,025
Sri Lanka	12,105,123	-	6,449,345	-	-	18,554,468
Maldives	324,583	-	5,543,818	43,324	-	5,911,725
Multi Countries	140,000	-	176,946	-	-	316,946
	28,006,590	25,729,748	20,194,052	7,551,938	415,836	81,898,164

Ⓢ Leveraging Expertise, Harnessing Potential



In mobilising the power of humanity to help the vulnerable in the community, the Singapore Red Cross places strong emphasis on continual donor/ partner/ volunteer cultivation to create win-win collaborations that value-add to all parties. In return, we are gifted by expertise, passion and innovative approaches that maximise the impact of our aid.

Flag Day 2010

The public responded warmly to the Singapore Red Cross annual flag day on 27 February 2010 with \$226,320 in donations. More than 6,700 enthusiastic volunteers and employees were involved in the one-day islandwide street collection.

2010 Formula 1 Singapore Grand Prix

114 volunteers and employees came together at F1 SGP to sell 'survivor kits' at five gates over three days, raising \$72,690 for our local humanitarian efforts.

SRCS Charity Golf 2010

The SRCS Charity Golf on 27 October 2010 drew an unprecedented sum of \$205,021, much thanks to the organising committee who dug deep into their own pockets and rallied friends and associates to support our cause. Held at the Sime Course of Singapore Island Country Club, the tournament attracted local celebrities such as Zheng

Geping, Hong Huifang, Ye Shipin, Chen Tianwen and Calvin Soh. Project Superstars Chen Diya and Carrie Yang Jiaying performed hits at the dinner.

Beneficiary of Heartwarming Fundraisers

The Red Cross Home for the Disabled (RCHD) was adopted as official charity by several third party fundraisers in 2010. 'Steve's 100 Challenge' was one. Held on 2 October, Stephan Huang, a big-hearted youth, ran 100 rounds at Bedok Stadium, to raise \$10,000 for the RCHD. He was inspired to help after a visit to the Home, and rallied his friends and family to give toward the cause.

The Student Representative Council of the University of London (Singapore Institute of Management) organised 'Run aCross '10, Step Out With A Cause' on 28 November at the Bedok Reservoir. Participants paid admission to conquer the race track by foot, and the fees (\$3,000) were donated to the RCHD.

MediaCorp TV SURIA designated the Singapore Red Cross as one of two beneficiaries for a live TV charity show to raise funds for the twin disasters in Indonesia. Project Hope 2 on 19 November raised \$680,000, of which half was channeled to relief efforts by the Red Cross.

“Since I was young, I have always liked to help people. Now I can do it professionally, with the Singapore Red Cross.”



“It began with a personal satisfaction to have helped another. Then it grew into a sense of responsibility... Helping the vulnerable became part of my life.”

26-year old Mohammad Kamal Bin Mohamed Ibrahim Khalid, had dreams of becoming an engineer. He studied Higher Nitec in Electrical Engineering, but changed his mind after a period of self reflection during his National Service.

Just four months after he received his first aid certificate, Kamal had to put his new skills to use. He was on a bus when he saw a teenage girl lying unconscious by the roadside.

Kamal alighted and immediately performed cardiopulmonary resuscitation (CPR) on the casualty. He managed to revive her and she was later taken to hospital by an ambulance.

He was so taken by the experience that he went on to become an ambulance responder with the Singapore Red Cross. He explained, “I knew then I wanted a career through which I can help others, and hopefully save lives.”

By then he had spent 10 years volunteering with the Red Cross, which included a relief mission deployment to Aceh after the 2004 Tsunami.

Perhaps it was a calling. Scouting in Secondary School opened his eyes to beneficiaries at orphanages, disabled homes and elderly homes. He participated actively in charity events organised by his school, and up to today, he is a proud Bedok South Secondary School alumni volunteer.

Developing People, Empowering Youths

Developing People Staff

The Singapore Red Cross recognises its people as a core asset, and is committed to growing their capabilities and capacities.

To lead the organisation into future phases of growth, the Singapore Red Cross adopts a holistic approach towards its Human Resources Management strategies that include attracting, developing, motivating and retaining employees, and aligning the team with a common set of core values to influence behavior and shape the corporate culture.

The HR re-engineering project (Phase I) was initiated from June 2010 to November 2010, with a staff climate survey, career and succession planning, job evaluation and performance management.

Management and key executives were trained in the areas of performance management, objective setting, employee development review, amongst others.

A new performance management system will be implemented in 2011 to recognise personal performance that contributes to the overall success of the humanitarian organisation. Phase II of the HR re-engineering project will commence in the second half of 2011, with a study on Total Compensation & Rewards system which includes aligning existing pay structure, introducing a flexible benefits scheme and performance based reward system. This is part of the Talent Retention strategy.

The Society will continue to review and refine current policies and programmes to reinforce its position as an employer of choice.

Learning & Development

A Society-wide organisational climate survey was conducted in June 2010 to garner employee feedback, as the Society seeks to identify areas for continuous improvement. To enhance training and development for employees, the Human Resource team implemented the training needs analysis and training plan, while making training programme details available online for convenient access. These increased the average training days per employee per year to three days in 2010 from two days in 2009. The Society received government funding of \$26,912 in 2010.

Nurturing a healthy workforce

In line with the emphasis on a healthy workforce, employee well-being and workplace productivity, the Singapore Red Cross implemented the comprehensive Workplace Health Programme in May 2010. After the successful completion of the 12-month programme, the Singapore Red Cross would be eligible for the 'Singapore Health Award' recognition in 2012. The journey would eventually culminate in the 'Employer of Choice' award within the next three years.

Promoting Work-Life Balance

Riding on its commitment to a culture in where employees strike a balance between work and play, the Society stepped up its efforts to promote work-life harmony amongst employees through a series of recreational activities and workshops.

Building a cohesive team

Enhancing the employees' people management competencies would lead to a better appreciation of cultural and generation diversities, which will help the organisation achieve greater results. 77 employees across all levels attended the NTUC LearningHub's Build Team Relationship workshop in 2010, under the WSQ Leadership and People Management Module. The workshop integrated the Red Cross Movement's seven fundamental principles and SRC's core values through a series of exercises, games and activities.

Volunteers

Red Cross Youth Awards & Recognition

The RCY Awards recognises the Primary and Secondary School Units (Links and Cadets) which have achieved unit excellence, and the Volunteers and Youth Officers through promotion. The Ceremony also serves as a networking platform for schools and a Red Cross showcase to school leadership. In 2010, 72 Excellent Units Awards and 61 Community Service Awards were presented, and a total of 125 HQ Volunteers and 24 Officers were promoted.

The RCY also organised the 2010 Recognition Day, at which 12 Links and 31 Cadets were presented with the Director's Award, in recognition of their exemplary and outstanding contributions and achievements in their respective school units and RCY. The Director's Award badges are given annually to acknowledge the good work contributed by graduating members from the link and cadet units during their school term.



Adult Volunteer Division Appreciation & Promotion

On 18 September, AVD conducted a 'combined event', at which they appreciated past key appointment holders as well as volunteers deployed for the National Day Parade public duty. The session was fruitful for members and employees acquired new knowledge and skills, and strengthened their relations and communications. 97 members were promoted at the ceremony, which was graced by Mr Tee Tua Ba, Chairman of the Singapore Red Cross.

"We value our volunteers not only as service providers but enablers in their communities. Through mentorship, extending opportunities to hold appointments in committees and involving them in the development of operation plans, we grow our volunteers," shared Mr Christopher Chua, Secretary General, Singapore Red Cross.

Empowering Youths

Actively and constantly growing and cultivating its pool of talent is key to an organisation's sustainability. Together, the Red Cross Youth and Red Cross Humanitarian Network ensure that talented youths with high potential to excel are given the opportunities to be groomed and developed in leadership positions, through structured training programmes and experiential learning activities.

Red Cross Youth Challenge

In line with the Ministry of Education's vision to provide a challenging environment for the leaders of tomorrow, the Red Cross Youth Division organised the RCY Challenge for cadet members from 17 to 20 December 2010, for youths in Red Cross to share ideas and to challenge themselves beyond their limits.

Youth delegates from Hong Kong, Japan, Indonesia, Malaysia, Myanmar, Laos, Philippines, Singapore, Sri Lanka, Thailand and Vietnam participated in the Challenge themed "The RED Race" - "Ready, Excite, Discover!" which tested their outdoor survival skills and introduced them to Singapore's heritage. The Cultural Night and the Campfire Night held on 18 and 19 December were graced by Guests-of-Honour, Mr Christopher Chua, Secretary General of the Singapore Red Cross and Mr Ng Han Ming, Assistant Director (Uniformed Groups), Co-Curricular Activities Branch, Ministry of Education respectively.



Exploring Humanitarian Law Trainers Workshop

Exploring Humanitarian Law (EHL) is an international education programme for young people between the ages of 13 and 18. It was designed by the International Committee of the Red Cross (ICRC) in close association with Education Development Center, Inc. (EDC). The Red Cross Youth is reviewing the curriculum of the Exploring Humanitarian Law (EHL) modules, to update and localise it for implementation in our units. It set up a Curriculum Review Committee (CRC) to oversee the planning and implementation of the EHL into the RCY training curriculum, as it would empower students to understand, explore and critically challenge the complex issues related to war, human rights and protection of the people affected by the war. The Singapore Red Cross and the International Committee of the Red Cross jointly organised the first Exploring Humanitarian Law train-the-trainers for youth officers from 6 to 8 December.

Exchanges & Visits

Playing host to...

a) Japanese Red Cross Youth – Kinki District

A delegation of 6 teachers and 11 JRCY members from the Kinki District commonly known as the Kansai Region of Japan came for a bilateral exchange visit from 16 to 21 August 2010. Besides the Red Cross Home for the Disabled and the Bloodbank@HSA, they also visited Crescent Girls' School, one of Red Cross Youth's high achieving units. This visit not only inspired the youths to make a bigger impact in the community, but gave them the opportunity to forge lasting friendships across borders.

b) Millner Primary School, beneficiary of Australian Red Cross Red Cross Youth played host to a group of underprivileged children and their teachers from Millner Primary School, a beneficiary of the Australian Red Cross, during their visit to Singapore from 24 to 29 August 2010. The group visited Red Cross House on 27 August and were treated to traditional games, snacks and performances by cadets from Hougang Secondary School and Raffles Institution, who worked tirelessly to put up the programme.

Participating in...

c) ASEAN Jumbara 2010 PMI Batam in Indonesia

58 cadet members and 12 RCY officers represented the Singapore Red Cross at a youth friendship camp, "ASEAN JUMBARA 2010 PMI BATAM" organised in June 2010 to



mark Palang Merah Indonesia (PMI) Batam Branch's 20th anniversary. The cadets experienced batik and local souvenir making, as well as cultural performances staged by the various contingents which attended the camp. The cadets also choreographed and performed a traditional Malay and Indian dance, and taught a mass dance to the entire camp of 700 campers. The camp infused the "Kampong Spirit" camaraderie in the cadets, which bodes well for future collaboration on humanitarian projects.

d) International Youth Exchange Programme & Meeting in Japan Nur Hidayah Bte Mansoor, a Red Cross Youth leader, represented Singapore at an international youth exchange programme organised by the Japanese Red Cross Society, in Toyko, Japan in November 2010. She spoke on topics ranging from disaster management to the power of education in alleviating poverty.

e) Asia Pacific Youth Leaders' Forum in Hong Kong Red Cross Youth leaders Nur Huda Bte Ismail and Alvin Ee Zhan Quan represented Singapore at the regional Youth Leaders' Forum organised by Hong Kong Red Cross from 24 to 28 December 2010. 32 other National Societies were invited to participate in the programme, which included a series of workshops on humanitarian issues within the Asia Pacific region. Aimed to strengthen bonds of Red Cross youths within the region, the forum also gave Nur Huda and Alvin Ee the platform to share best practices and experiences on the Singapore Red Cross' humanitarian services with the other National Societies.

Youths in Blood Donor Recruitment

Blood donation is a lifestyle that can be cultivated from young. With this in mind, the Youth Donor Club (YDC), mentored by the Blood Donor Recruitment Programme of the Singapore Red Cross, organised three community outreach programmes in 2010 to increase the number of youth donors, currently at 35% of the total donor population:

a) Youth Ambassador Programme – In tandem with the global theme for World Blood Donor Day 2010 "New blood for the world", the Youth Donor Club kick-started the Youth Ambassador Programme, a new initiative to inform and educate secondary school students on the importance of voluntary blood donation. The youth-to-youth programme trains youths as ambassadors to conduct road shows

in schools to educate and increase awareness on the importance of blood donation among the students, enabling them to be ready and committed to donate blood when they turn 16.

b) Youth Favourites – Leveraging the hype of the F1 race season in September 2010, 'A Race to Save Lives' road show and blood drive drove home the importance of blood donation during peace time and in times of emergency. The youth volunteers also used the opportunity to showcase activities and efforts of the YDC in contribution towards the National Blood Programme.

c) YDC Training Camp 2010 – This annual camp from 25 to 28 December 2010 provided over 30 youths, including those from Myanmar and Vietnam, with the knowledge and skills to motivate and recruit blood donors, and for locals, the opportunity to serve in the national blood programme.

2010 saw the youths of Nanyang Technological University (NTU) and Singapore Management University (SMU) organising two road shows cum blood drives: Vibrant Blood and Magical Christmas. Distinct were the themes, but aligned were the objectives - to create awareness, educate and recruit youth blood donors in prime areas.

a) The NTU-RCHN Chapter organised Vibrant Blood 2010, a youth-centric road show and blood drive in May 2010, to the theme 'Can 1 be 3?' The catchy phrase sends a clear message to other youths that with relative ease, anyone can save three lives with one donation. The team was supported by volunteers from ITE College East RCHN Chapter.

b) The SMU-RCHN Chapter organised Magical Christmas 2010 road show and blood drive during the Christmas season, to the theme 'Gift of Life'. The large-scale drive helped in preventing year-end shortage to ensure that the national blood supply is kept at a safe level. Aimed to encourage donations from lapsed donors, the event also featured beneficiaries of blood transfusions as advocates, to inspire giving during the season of caring and sharing.

The youths from NTU, SMU and YDC collectively recruited 1,390 donors and their tireless efforts translated to 1,130 units of blood.

Nourishing Minds

An integral part of our work involves advocating and championing our causes, so that many more can be called to serve humanity. We lend our expertise by speaking at events and through the media, and by engaging the public through exhibitions and competitions.

Talks & Exhibitions

Amongst our many speaking engagements were ActivAid 2010, where Ms Serene Chia, Head of Services, spoke on volunteer deployment for international disaster response, at the Australian International School, where Mr Tang Chun Tuck, Honorary Secretary of Red Cross Youth spoke on Singapore Red Cross' humanitarian efforts, and with students from ISS International School, where Ms Carol Teo, Head of Corporate Communications, shared about humanitarian issues.

The Red Cross Training Centre in 2010 conducted 11 free first aid talks in schools, community centres and companies, to prepare the community for emergencies.

Under the Culture & Education Programme, the International Federation of Red Cross and Red Crescent Societies (IFRC), as well as Singapore Red Cross volunteers and staff, promoted our humanitarian principles and values, and conducted first aid demonstrations at the Youth Olympic Village, which housed over 5,000 athletes and team officials, from 13 to 26 August 2010.

Two outstanding youth leaders, Mr Loh Chien Chiam Clement and Mr Tan Hong Zhou Joe, represented the Singapore Red Cross in the "Coca Cola Journey of the Youth Olympic Flame VVO Torchbearer Programme". This six day torch relay kick-started the Pre-Game celebrations which led to the Official Opening Ceremony of the Games at the Float @ Marina.

Competitions

The Red Cross Youth Current Affairs Competition 2010 on 17 July saw the participation of 11 primary school units and 37 secondary school units, in the production of educational and interactive board games and brochures. Nine prizes were awarded to the entries that best depicted the importance of saving the environment - a new category for primary school units in line with the vision of representing RCY Cadets as ambassadors for the National Environment Agency, and of the International Red Cross Movement's humanitarian work, for secondary school units. The Current Affairs Competition showcased the cadets' confidence in their oratorical skills and knowledge of Red Cross affairs.

Organised to highlight the importance of first aid and to prepare Red Cross youths for emergencies, the First Aid Competition 2010 attracted more than 40 cadet and 25 link units. The top three finalist schools (cadet) were Singapore Chinese Girls School, Ang Mio Kio Secondary School and St Margaret's Secondary School respectively and the top three finalist schools (link) were Boon Lay Garden Primary School, Holy Innocents' Primary School and Peiying Primary School.

Media Appearances

The Corporate Communications Division generated substantial media value over the year, through print, broadcast and online coverage of its causes, volunteers and events. We achieved an average of one mention everyday across the various mediums.

Well-appointed volunteers and staff were invited to share their insights and experiences on a plethora of topics ranging from relief efforts in neighbouring countries to calls for blood donation and to learn first aid, on national live chat programmes on television and radio, as well as pre-recorded news analyses and features. These affirmed our brand and profile as the leading humanitarian organisation, and generated interest in and response to our causes.

Stakeholder E-Engagement

The Singapore Red Cross continued to leverage social media platforms such as FaceBook, Twitter and blogs to update supporters on our activities locally and internationally. We also connected with supporters over traditional favourites like the newsletter, bulletin boards and email broadcasts. We endeavour to explore more platforms to effectively reach out and forge partnerships with potential donors and volunteers, and strengthen our bonds with current donors and volunteers.



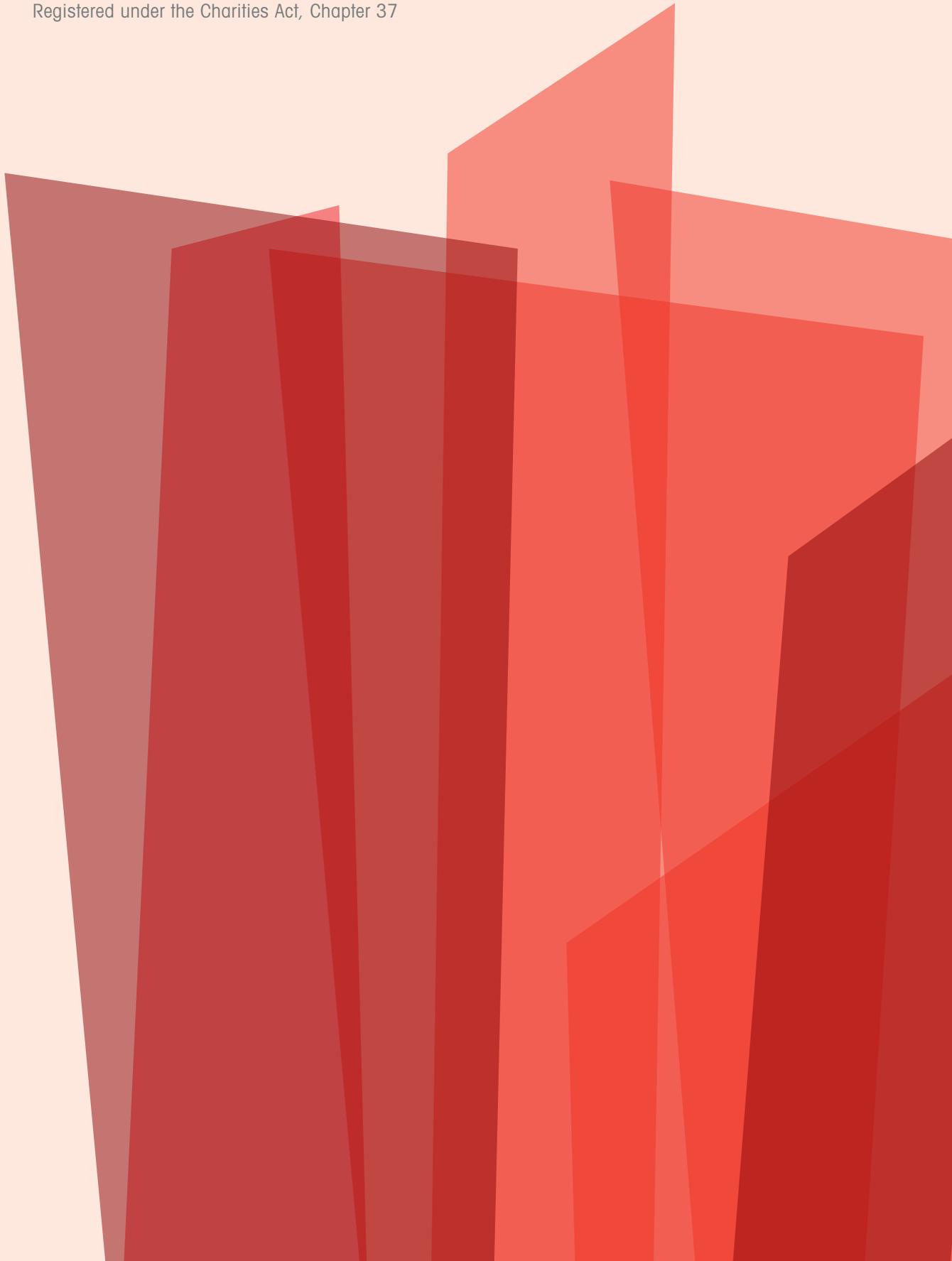
Financial Statements

Year ended 31 December 2010

Singapore Red Cross Society

Unique Entity Number S86CC0370E

Registered under the Charities Act, Chapter 37



Corporate Information

Year ended 31 December 2010

Registration

The 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

Chairman

Mr Tee Tua Ba

Vice Chairmen

Mr Axel Chan (From 23 June 2010)
Mr Jeffrey Chan Wah Teck, SC
Mr Lim Neo Chian
Assoc Prof Lim Meng Kin (Up to 22 June 2010)

Honorary Treasurer & Chairman, Finance Commission

Mr Chris Liew (From 1 January 2010)

Members

Mr Mohammad Zaidi Bin Ariffin (From 23 June 2010)
Mr Axel Chan (Up to 22 June 2010)
Mr Calvin Cheng
Assoc Prof (Dr) David Chew
Mr Eric Chia Soon Liang (From 23 June 2010)
Assoc Prof Goh Lee Gan
Mr Han Eng Juan (From 23 June 2010)
Mr Paul Ho Yeok Chew
Mr Kwan Kok Wah (From 23 June 2010)
Mr Walter Lee Rui Han
Dr Patrick Lim Kiak Cheong (Up to 22 June 2010)
Mr Ling Khoon Chow
Dr Low Cheng Ooi (Up to 22 June 2010)
Mr Charles Ng
Assoc Prof (Dr) Phua Kai Hong (From 23 June 2010)
Mr Stephen Quick (Up to 22 June 2010)
Mr N Sreenivasan
Mr Patrick Tan Tiong Nam (Up to 22 June 2010)
Mrs Tan Sin Yen (From 23 June 2010)
Ms Rose Tan
Mdm Tan Wee King (Up to 22 June 2010)
Mr Tang Chun Tuck (Up to 22 June 2010)
Ms Esther Tay Yan Peng
Mr Toh Hock Ghim (Up to 22 June 2010)
Mr Andy Yeo Ser Hui (Up to 22 June 2010)

Mr Ngiam Shih Chun (Up to 31 August 2010),
Ms Charlene Chang (From 1 September 2010)
*Representative, Ministry of Community Development,
Youth and Sports*

LTC Roland Ng Kian Huat
Representative, Ministry of Defence

Mrs Edelweis Neo (Up to 22 June 2010)
Mrs Ou-Yang Geok Cheng (From 23 June 2010),
Representative, Ministry of Education

Ms Lim Kheng Hua
Representative, Ministry of Foreign Affairs

Dr Lim Ghee Hian
Representative, Ministry of Health

LTC Francis Ng How Juah
Representative, Ministry of Home Affairs

Secretary General

Mr Christopher Chua (Ex-Officio)

Auditors

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

Bankers

The Hong Kong 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 2010)

In our opinion, the financial statements set out on pages 41 to 64 present fairly the state of affairs of the Society as at 31 December 2010 and the results, changes in unrestricted 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.

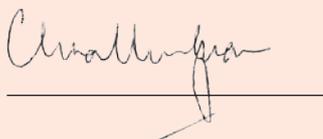
The Council (Management Committee) has authorised these financial statements for issue on the date of this statement.

On behalf of the Council



Mr Chris Liew

Honorary Treasurer



Mr Christopher Chua

Secretary-General

19 May 2011

Independent Auditor's Report

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

Report on the financial statements

We have audited the accompanying financial statements of the Singapore Red Cross Society (the "Society"), which comprise the balance sheet as at 31 December 2010, the statement of financial activities/income statement, statement of comprehensive income, statement of changes in unrestricted 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 41 to 64.

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 2010 and the results, changes in unrestricted 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.

Independent Auditor's Report

Year ended 31 December 2010

Report on other legal and regulatory requirements

In our opinion:

- a) the accounting and other records required by the regulations enacted under the Societies Act to be kept by the Society have been properly kept in accordance with those regulations; and
- b) the fund-raising appeals held during the year ended 31 December 2010 have been carried out in accordance with Regulation 6 of the Societies Regulations issued under the Societies Act (Chapter 311) and proper accounts and other records have been kept of the fund-raising appeals.

In our opinion, the accounting and other records required by the regulations enacted under the Charities Act to be kept by the Society have been properly kept in accordance with those regulations.

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

- a) the Society did not comply with the requirements of Regulation 15 (fund-raising expenses) in the Charities (Institutions of a Public Character) Regulations; and
- b) the donation monies have not been used in accordance with the objectives of the Society as an institution of a public character.



KPMG LLP

Public Accountants and
Certified Public Accountants

Singapore
19 May 2011

Balance Sheet

As of 31 December 2010

	Note	2010 \$	2009 \$
Non-current assets			
Property, plant and equipment	3	1,019,429	437,279
Investment securities	4	5,690,440	3,683,000
		6,709,869	4,120,276
Current assets			
Inventories		43,332	56,508
Other receivables, deposits and prepayments	5	1,334,684	895,333
Fixed deposits with financial institutions	6	43,003,648	52,114,235
Cash at bank and in hand	6	2,686,249	3,322,382
Total current assets		47,067,913	56,388,458
Total assets		53,777,782	60,508,734
Current liabilities			
Other payables and accruals	7	1,695,765	689,710
Relief Funds:			
International Disaster Relief Funds	8	31,481,475	33,555,563
Tidal Waves Asia Fund	9	9,005,279	15,385,431
Total liabilities		42,182,519	49,630,704
Funds of the Society:			
Unrestricted funds:			
General funds		11,500,723	10,798,330
Fair value reserves	10	94,540	79,700
Total unrestricted funds		11,595,263	10,878,030
Total liabilities and funds		53,777,782	60,508,734

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

Statement of financial activities/income statement

Year ended 31 December 2010

	Note	Unrestricted funds	
		2010 \$	2009 \$
Incoming resources			
<i>Incoming resources from generated funds</i>			
Voluntary income:			
Donations - General	11	1,311,142	807,004
Membership subscriptions		692	2,626
Activities for generating income: Fundraising events	11	1,289,464	1,310,624
Investment and interest Income		207,295	190,879
		2,808,593	2,311,133
<i>Charitable activities</i>			
Red Cross Training Centre fees		743,837	677,420
Ambulance Service:			
Programme fees		43,023	37,266
Funding from Tote Board		147,408	144,471
Funding from Ministry of Health		5,585	-
Blood Donor Recruitment Programme subsidy from Health Science Authority		1,826,187	1,579,881
Red Cross Home for the Disabled:			
Residents' contribution		211,742	218,715
Grant from Ministry of Community Development, Youth and Sports		1,032,351	992,770
Other subsidies		7,047	-
Deferred capital grants		154,609	-
Government grants:			
Ministry of Education (Volunteer Development - Red Cross Youth)		165,072	76,260
Contribution from hostelites		-	1,988
		4,336,861	3,728,771
Other incoming resources			
Miscellaneous		59,378	2,985
Total incoming resources		7,204,832	6,042,889

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

Statement of financial activities/income statement

Year ended 31 December 2010

	Note	Unrestricted funds	
		2010	2009
		\$	\$
Resources expended			
Cost of generating funds			
Fundraising cost	12	421,942	422,925
Charitable activities – local			
Volunteer development		625,274	617,299
Services and disaster management		175,433	166,260
Red Cross Training Centre		663,385	608,918
Ambulance services		344,984	294,637
Blood Donor Recruitment Programme		1,826,187	1,582,881
Red Cross Home for the Disabled		1,309,089	927,932
Red Cross Jurong Hostel		–	3,552
International services		248,729	226,196
	13	5,193,081	4,427,675
Governance	14	442,585	255,061
Corporate Communications	15	295,849	245,673
60 th Anniversary Celebrations		–	43,500
Contribution to International Federation of Red Cross and Red Crescent Societies		148,982	139,585
Contribution to International Committee of the Red Cross		–	10,000
Total resources expended		6,502,439	5,544,419
Total incoming resources	17	702,393	498,470

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

Statement of comprehensive income

Year ended 31 December 2010

	2010	2009
	\$	\$
Net incoming resources	702,393	498,470
Other comprehensive income		
Net change in fair value of available-for-sale financial assets	14,840	363,560
Other comprehensive income for the year	<u>14,840</u>	<u>363,560</u>
Total comprehensive income for the year	<u>717,233</u>	<u>862,030</u>

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

Statement of changes in unrestricted funds

Year ended 31 December 2010

	General funds \$	Fair value reserves \$	Total \$
At 1 January 2009	10,299,860	(283,860)	10,016,000
Total comprehensive income for the year			
Net incoming resources	498,470	–	498,470
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	363,560	363,560
Total other comprehensive income	–	363,560	363,560
Total comprehensive income for the year	498,470	363,560	862,030
At 31 December 2009	10,798,330	79,700	10,878,030
At 1 January 2010	10,798,330	79,700	10,878,030
Total comprehensive income for the year			
Net incoming resources	702,393	–	702,393
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	14,840	14,840
Total other comprehensive income	–	14,840	14,840
Total comprehensive income for the year	702,393	14,840	717,233
At 31 December 2010	11,500,723	94,540	11,595,263

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

Statement of cash flows

Year ended 31 December 2010

	Note	2010 \$	2009 \$
Operating activities			
Net incoming resources for the year		702,393	498,470
Adjustments for:			
Depreciation of property, plant and equipment		307,507	182,054
Loss on disposal of property, plant and equipment		–	2
Investment and interest income		(207,295)	(190,879)
Operating profit before working capital changes		802,605	489,647
Inventories		13,176	23,723
Other receivables, deposits and prepayments		(372,568)	(106,803)
Other payables and accruals		1,006,055	175,582
Cash flows from operating activities		1,449,268	582,149
Investing activities			
Interest received		36,229	39,333
Dividends received		152,500	152,500
Purchase of property, plant and equipment		(889,660)	(35,859)
Purchase of investment securities		(1,992,600)	–
Cash flows (used in)/from investing activities		(2,693,531)	155,974
Net (decrease)/increase in cash and cash equivalents		(1,244,263)	738,123
Cash and cash equivalents at the beginning of year		6,304,221	5,566,098
Cash and cash equivalents at end of year *		5,059,958	6,304,221
* Cash and cash equivalents comprise:			
Cash at bank and in hand	6	529,926	826,117
Fixed deposits with financial institutions	6	4,530,032	5,478,104
		5,059,958	6,304,221

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

Notes to the financial statements

Year ended 31 December 2010

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 19 May 2011.

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 as described in the accounting policies 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.

Notes to the financial statements (continued)

Year ended 31 December 2010

2.3 Funds structure

Unrestricted 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 and 9).

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 instruments

Non-derivative financial instruments comprise investments in equity and debt securities, other receivables, other payables and cash and cash equivalents.

Non-derivative financial instruments are recognised initially at fair value plus, for instruments not at fair value through profit or loss, any directly attributable transaction costs. Subsequent to initial recognition, non-derivative financial instruments are measured as described below.

A financial instrument is recognised if the Society becomes a party to the contractual provisions of the instrument. Financial assets are derecognised if the Society's contractual rights to the cash flows from the financial assets expire or if the Society transfers the financial asset to another party without retaining control or transfers substantially all the risks and rewards of the asset. Regular way purchases and sales of financial assets are accounted for at trade date, i.e., the date that the Society commits itself to purchase or sell the asset.

Cash and cash equivalents comprise cash balances and bank deposits.

For the purpose of the cash flow statement, cash and cash equivalents relate to that of the operating funds only.

Available-for-sale financial assets

The Society's investments in equity securities and debt securities are classified as available-for-sale financial assets. Subsequent to initial recognition, they are measured at fair value and changes therein, other than for impairment losses, are recognised in other comprehensive income and presented in fair value reserve within equity. When an investment is derecognised, the cumulative gain or loss in other comprehensive income is transferred to the income statement.

Others

Other non-derivative financial instruments are measured at amortised cost using the effective interest method, less any impairment losses.

Impairment of financial assets

A financial asset is assessed at each reporting date to determine whether there is any objective evidence that it is impaired. A financial asset is considered to be impaired if objective evidence indicates that one or more events have had a negative effect on the estimated future cash flows of that asset.

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 original effective interest rate. An impairment loss in respect of an available-for-sale financial asset is calculated by reference to its current fair value.

Individually significant financial assets are tested for impairment on an individual basis. The remaining financial assets are assessed collectively in groups that share similar credit risk characteristics.

All impairment losses are recognised in the income statement. Any cumulative loss in respect of an available-for-sale financial assets recognised previously in fair value reserve is transferred to the income statement.

Impairment losses in respect of financial assets measured at amortised cost and available-for-sale debt securities are reversed if the subsequent increase in fair value can be related objectively to an event occurring after the impairment loss was recognised.

Impairment losses once recognised in the income statement in respect of available-for-sale equity securities are not reversed through the income statement. Any subsequent increase in fair value of such assets is recognised directly in the statement of changes in unrestricted funds.

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 cash-generating unit exceeds its estimated recoverable amount. A cash-generating unit is the smallest identifiable asset group that generates cash flows that largely are independent from other assets and groups. Impairment losses are recognised in the income statement.

The recoverable amount of an asset or cash-generating unit 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 cash-generating unit.

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.

Notes to the financial statements (continued)

Year ended 31 December 2010

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. Donation 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 services is recognised when services are performed.

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.

(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 revenue 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

	Motor vehicles	Furniture and fittings	Medical equipment	Office equipment	Building and renovation	Total
	\$	\$	\$	\$	\$	\$
Cost						
At 1 January 2009	16,943	26,967	147,689	165,181	1,701,189	2,057,969
Additions	–	–	(100)	35,959	–	35,859
Disposals	(2)	(7,000)	–	(14,802)	–	(21,804)
At 31 December 2009	16,941	19,967	147,589	186,338	1,701,189	2,072,024
Additions	68,688	364,056	37,248	121,596	298,072	889,660
Disposals	(1)	(15,126)	(9,900)	(20,146)	(356,978)	(402,151)
At 31 December 2010	85,628	368,897	174,937	287,788	1,642,283	2,559,533
Accumulated depreciation						
At 1 January 2009	16,932	26,967	118,108	137,249	1,175,238	1,474,494
Depreciation for the year	–	–	10,311	21,977	149,766	182,054
Disposals	–	(7,000)	–	(14,800)	–	(21,800)
At 31 December 2009	16,932	19,967	128,419	144,426	1,325,004	1,634,748
Depreciation for the year	13,738	82,359	18,371	34,091	158,948	307,507
Disposals	(1)	(15,126)	(9,900)	(20,146)	(356,978)	(402,151)
At 31 December 2010	30,669	87,200	136,890	158,371	1,126,974	1,540,104
Carrying amount						
At 1 January 2009	11	–	29,581	27,932	525,951	583,475
At 31 December 2009	9	–	19,170	41,912	376,185	437,276
At 31 December 2010	54,959	281,697	38,047	129,417	515,309	1,019,429

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. The Society is in the process of returning the site at 72 Elizabeth Drive which has a lease term ending 8 December 2018 previously housing the Red Cross Home for the Disabled (the "Home"). The Home had been re-located to a purpose-built facility located at 8, Lengkok Bahru since 27 March 2010.

Notes to the financial statements (continued)

Year ended 31 December 2010

4 Investment securities – available-for-sale

	2010	2009
	\$	\$
Market value at beginning of year	3,683,000	3,319,440
Additions	1,992,600	–
Fair value changes	14,840	363,560
Market value at end of year	<u>5,690,440</u>	<u>3,683,000</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 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:

	2010	2009
	\$	\$
Government bonds rated AAA	2,528,440	615,000
Equity securities rated A-	3,162,000	3,068,000
	<u>5,690,440</u>	<u>3,683,000</u>

The government bonds held are neither past due nor impaired.

5 Other receivables, deposits and prepayments

	2010	2009
	\$	\$
Interest receivable		
- Operating funds	22,022	3,456
- Relief funds	6,056	7,601
Blood Donor Recruitment Programme subsidy receivable from Health Sciences Authority	940,253	550,818
Funding receivable	209,401	36,118
Other receivables	107,712	2,218
Deposits	75,430	58,830
	<u>1,360,874</u>	<u>659,041</u>
Prepayments	49,858	236,292
	<u>1,410,732</u>	<u>895,333</u>
Less: Impairment loss	(76,048)	–
	<u>1,334,684</u>	<u>895,333</u>

6 Fixed deposits and cash at bank and in hand

	2010	2009
	\$	\$
Fixed deposits with financial institutions comprise:		
- Tidal Waves Asia Fund	8,506,382	14,500,570
- International Disaster Relief Funds	29,967,234	32,135,561
- Operating funds	4,530,032	5,478,104
	<u>43,003,648</u>	<u>52,114,235</u>
Cash at bank and in hand comprise:		
- Tidal Waves Asia Fund	518,508	942,143
- International Disaster Relief Funds	1,637,815	1,554,122
- Operating funds	529,926	826,117
	<u>2,686,249</u>	<u>3,322,382</u>

7 Other payables and accruals

	2010	2009
	\$	\$
Accrued operating expenses	237,014	203,708
Advance donations received (specific projects)	643,433	359,144
Deferred capital grant (Red Cross Home for the Disabled)	521,237	-
Deferred capital grant (Red Cross Youth Camp)	174,416	-
Foreign staff savings	13,500	14,500
GST payable	4,412	20,065
Residents' deposits	30,110	29,710
Employee benefits – staff leave provision	71,643	62,583
	<u>1,695,765</u>	<u>689,710</u>

Notes to the financial statements (continued)

Year ended 31 December 2010

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) for specific relief cause and development work specified in the public appeal. These are not reflected in the income statement of the Society.

Designated country/ disaster	At	Collections	Disburse- ments	Interest earned*	Support costs (note 16)	At 31
	1 January 2010					December 2010
	\$	\$	\$	\$	\$	\$
Africa	106,259	2,570	–	–	–	108,829
North Korea	44,367	5,000	–	–	–	49,367
Turkey	11,612	30	–	–	–	11,642
Thailand	15,750	–	–	–	–	15,750
Italy Earthquake	3,835	–	–	–	–	3,835
Taiwan Typhoon	144,691	–	–	–	–	144,691
Chile Earthquake Relief	–	275,941	(267,145)	–	–	8,796
Qinghai Earthquake Relief	–	145,091	(10)	–	–	145,081
China Flood Relief	–	53,288	–	–	–	53,288
Indonesia Twin Disaster	–	84,501	(975)	–	–	83,526
Others (with balances of \$2,000 or less)	5,396	1,050	–	–	–	6,446
Total miscellaneous funds	331,910	567,471	(268,130)	–	–	631,251
Rwanda	115,143	–	–	307	(300)	115,150
Indonesia	574,304	–	(1,132)	1,522	(1,500)	573,194
Indonesia Disaster Relief	1,691,758	–	(111,914)	4,397	(4,200)	1,580,041
Iran	973,519	–	–	2,585	(2,500)	973,604
Iraq	585,483	–	–	1,555	(1,500)	585,538
South Asia Earthquake	1,258,297	–	(1,136,477)	–	–	121,820
China Earthquake	17,250,359	2,103	(1,415,266)	25,983	(5,000)	15,858,179
Myanmar Cyclone	7,778,094	–	(646,044)	7,818	(24,000)	7,115,868
Ketsana Relief - Vietnam, Cambodia and Laos	398,340	480,588	(878,928)	–	–	–
Indonesia Padang Earthquake	1,265,690	34,270	(1,141,644)	1,466	(5,000)	154,782
Philippines Tropical Storm	1,332,666	56,662	(4,674)	3,633	(5,000)	1,383,287
Pakistan Flood	–	1,686,769	(582,093)	1,427	(35,000)	1,071,103
SEA Tropical Storm	–	119,789	(39,966)	683	(5,000)	75,506
Haiti Relief	–	2,345,796	(1,065,644)	–	(38,000)	1,242,152
	33,555,563	5,293,448	(7,291,912)	51,376	(127,000)	31,481,475

	Note	2010 \$	2010 \$
Represented by:			
- Fixed deposits with financial institutions	6	29,967,234	32,135,561
- Cash at bank and in hand	6	1,637,815	1,554,122
- Support costs payable to the Society		(127,000)	(137,000)
- Interest receivable		3,426	2,880
		31,481,475	33,555,563

* 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. The amounts will be remitted to IFRC or ICRC or the National Societies of the designated countries specified by the donors.

Rwanda – The balance was the residual fund for the Society sponsored warehouse project. The Society is in touch with Rwanda Red Cross Society in respect of additional funding required.

Indonesia – The amount is earmarked for ongoing bilateral projects, including water sanitation projects and various community projects in Indonesia.

Indonesia Disaster – The Society will be funding the reconstruction of two schools. The balance will be used to train and equip quick medical response teams for disasters in Indonesia.

Iran – Due to the unstable domestic situation in Iran, all plans are held in abeyance.

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

China Earthquake – A total of \$2.3 million had been utilised for the emergency and relief effort. The Society in collaboration with Habitat for Humanity (Singapore) had utilised \$2.2 million for the building of 785 houses at Penzhou City, Sichuan. The Society also collaborated with YMCA Singapore to fund a building for the learning/community centre in Dujiangyan, Sichuan at a cost of \$1.0 million. The Society is also working with China Red Cross Society to rebuild schools and village health stations/clinics in Sichuan, Gangsu and Shaanxi provinces at a cost of \$10.8 million.

Myanmar Cyclone – A total of \$1.5 million was utilised to date for the emergency and relief and reconstruction phase, and a total of \$9.2 million had been earmarked to 23 recovery and rehabilitation projects.

Ketsana Relief for Vietnam, Cambodia and Laos – All the funds had been utilised for the emergency and relief assistance to the Red Cross Societies of Vietnam, Cambodia and Laos based on their needs.

Indonesia Padang Earthquake – A total of \$1.14 million was utilised to purchase corrugated zinc sheets for rebuilding houses that were affected by the earthquake. The Society is in discussion with the Palang Merah Indonesia (Indonesia Red Cross) to utilise the balance of funds.

Philippines Tropical Storm – The balance funds had been earmarked for construction of houses for the victims. The Society is working with the Gawad Kalinga Hope Initiative (GKHI) on the housing project.

Pakistan Flood – A total of \$575,787 had been disbursed to IFRC for relief assistance, the purchase of 8,000 tarpaulin sheets and 2,000 family food packs that was distributed to the flood survivors. The Society is in discussion with the Pakistan Red Crescent to explore the possibility of building a school with the balance of funds.

SEA Tropical Storm – A total of \$39,966 had been utilised for the food relief distribution program in Ha Tinh Province, Vietnam. The balance funds would be used to assist survivors of the Tropical storm in the Philippines and Thailand.

Haiti Relief – A total of \$1.07 million had been contributed to the IFRC and ICRC relief operations in Haiti. The Society is in discussion with IFRC to disburse the remaining funds.

Notes to the financial statements (continued)

Year ended 31 December 2010

9 Tidal Waves Asia Fund

The Tidal Waves Asia Appeal raised a cumulative total of \$89,189,303 at 31 December 2010 (2009: \$89,189,303) 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 income statement of the Society.

	Note	2010	2009
		\$	\$
Balance at beginning of the year		15,385,431	26,682,423
Collections		–	1,140
Interest earned*		34,116	70,289
Disbursements		(6,414,268)	(11,368,421)
Balance at end of the year		<u>9,005,279</u>	<u>15,385,431</u>
Represented by:			
- Fixed deposits with financial institutions	6	8,506,382	14,500,570
- Cash at bank and in hand	6	518,508	942,143
- Support costs and other operating expenses payable to the Society		(22,240)	(62,003)
- Interest receivable		2,629	4,721
		<u>9,005,279</u>	<u>15,385,431</u>
Disbursement for the year were for the following items:			
Administrative and fundraising costs		2,729	91,080
Secretariat and project management		67,127	64,513
Support costs	16	20,000	62,000
Reconstruction projects		6,324,412	11,150,828
Total disbursement		<u>6,414,268</u>	<u>11,368,421</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 68 (2009: 69) reconstruction projects to date, amounting to \$81,898,164* (2009: \$82,034,816). 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 \$80,045,250 (2009: \$73,720,838) which comprised progress payments had been disbursed for reconstruction projects and project related costs as at 31 December 2010. All the projects had been completed.

* Figures were lower than last year's due to the withdrawal of one project and savings in some projects.

A summary of approved projects are listed below:

	Community	Health	Education	Economic	Others	Total
	\$	\$	\$	\$	\$	\$
2010						
Indonesia	15,436,884	25,729,748	8,023,943	7,508,614	415,836	57,115,025
Sri Lanka	12,105,123	–	6,449,345	–	–	18,554,468
Maldives	324,583	–	5,543,818	43,324	–	5,911,725
Multi countries	140,000	–	176,946	–	–	316,946
	<u>28,006,590</u>	<u>25,729,748</u>	<u>20,194,052</u>	<u>7,551,938</u>	<u>415,836</u>	<u>81,898,164</u>
Number of projects	<u>25</u>	<u>12</u>	<u>15</u>	<u>13</u>	<u>3</u>	<u>68</u>

	Community	Health	Education	Economic	Others	Total
	\$	\$	\$	\$	\$	\$
2009						
Indonesia	15,436,884	25,780,175	8,053,669	7,546,158	415,836	57,232,722
Sri Lanka	12,105,123	–	6,449,345	–	–	18,554,468
Maldives	324,583	–	5,562,773	43,324	–	5,930,680
Multi countries	140,000	–	176,946	–	–	316,946
	<u>28,006,590</u>	<u>25,780,175</u>	<u>20,242,733</u>	<u>7,589,482</u>	<u>415,836</u>	<u>82,034,816</u>
Number of projects	<u>25</u>	<u>13</u>	<u>15</u>	<u>13</u>	<u>3</u>	<u>69</u>

10 Fair value reserves

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

11 Tax exempt receipts

Included in donations income and fundraising income are donations for which tax-exempt receipts have been issued of \$1,973,402 (2009: \$1,530,130).

Notes to the financial statements (continued)

Year ended 31 December 2010

12 Fundraising costs

	Note	2010	2009
		\$	\$
Support cost	16	267,762	214,658
Fundraising events		116,589	174,987
Administrative and operating expenses		27,067	23,969
Depreciation		10,524	9,311
		<u>421,942</u>	<u>422,925</u>

13 Charitable activities

	Volunteer Development	Services and Disaster Manage- ment	Red Cross Training Centre	Ambulance Services	Blood Donor Recruit- ment Programme	Red Cross Home for the Disabled	Interna- tional Services	Total 2010	Total 2009
Support costs (note 16)	290,665	139,357	403,741	278,789	552,297	782,738	186,691	2,634,278	2,327,526
Publicity and public education	-	-	-	-	421,538	-	-	421,538	588,440
Blood donor	-	-	-	-	680,294	-	-	680,294	438,924
Administrative and operating expenses	77,996	17,822	225,458	56,758	172,058	353,686	11,318	915,096	671,908
Depreciation	24,297	10,474	34,186	9,437	-	172,665	6,031	257,090	131,939
Projects/Programmes									
Adult Volunteer	26,162	-	-	-	-	-	2,526	28,688	28,611
Red Cross Youth	185,852	-	-	-	-	-	3,007	188,859	167,156
Red Cross Humanitarian Network	20,302	-	-	-	-	-	-	20,302	29,329
Training, Programme and meeting expenses	-	7,780	-	-	-	-	39,156	46,936	43,842
	<u>625,274</u>	<u>175,433</u>	<u>663,385</u>	<u>344,984</u>	<u>1,826,187</u>	<u>1,309,089</u>	<u>248,729</u>	<u>5,193,081</u>	<u>4,427,675</u>

14 Governance

	Note	2010	2009
		\$	\$
Support costs	16	101,108	93,852
Audit fees		49,000	44,200
Special audit		25,000	–
Administrative and operating expenses		162,910	87,391
Provision for lost income		76,048	–
Depreciation		28,519	29,618
		<u>442,585</u>	<u>255,061</u>

15 Corporate communications

	Note	2010	2009
		\$	\$
Support costs	16	220,116	164,560
Publicity and public education		45,203	49,356
Administrative and operating expenses		19,156	20,567
Depreciation		11,374	11,190
		<u>295,849</u>	<u>245,673</u>

16 Support costs

◀ -----Support cost----- ▶

	Note	HR,				Total	Total
		Direct	Administrat-	General	Volunteer		
		Manpower	ive and	Management	Development	2010	2009
		Cost	Finance	\$	\$	\$	\$
		\$	\$	\$	\$	\$	\$
Fundraising	12	194,762	73,000	–	–	267,762	214,658
Charitable activities – Local:							
Volunteer Development	13	199,665	66,000	25,000	–	290,665	297,145
Services and Disaster Management	13	83,357	42,000	–	14,000	139,357	125,660
Red Cross Training Centre	13	344,741	45,000	6,000	8,000	403,741	355,861
Ambulance Services	13	221,789	35,000	22,000	–	278,789	252,029
Blood Donor Recruitment Programme	13	447,297	76,000	23,000	6,000	552,297	479,059
Red Cross Home for the Disabled	13	649,738	97,000	30,000	6,000	782,738	668,559
Red Cross Jurong Hostel	13	–	–	–	–	–	1,000
International Services	13	146,691	28,000	12,000	–	186,691	148,213
Governance	14	101,108	–	–	–	101,108	93,852
Corporate Communications	15	185,116	35,000	–	–	220,116	164,560
Charitable activities – Foreign:							
Disaster Relief and Assistance	8	38,000	83,000	–	6,000	127,000	137,000
Tsunami Relief and Recovery	9	4,000	10,000	6,000	–	20,000	62,000
		<u>2,616,264</u>	<u>590,000</u>	<u>124,000</u>	<u>40,000</u>	<u>3,370,264</u>	<u>2,999,596</u>

Notes to the financial statements (continued)

Year ended 31 December 2010

17 Net incoming resources

	Note	2010	2009
		\$	\$
These are stated after charging/(crediting):			
Depreciation of property, plant and equipment	3	307,507	182,054
Rental of premises *		24,498	1,150
		<hr/>	<hr/>
Investment and interest income:			
- Fixed deposits and bank balance		11,253	13,899
- Investment securities		196,042	176,980
		<hr/>	<hr/>
		207,295	190,879
		<hr/>	<hr/>
Staff costs:			
- Salary expenses		2,532,064	2,449,271
- Jobs credit		(42,982)	(218,314)
- Bonus expense		395,850	332,521
- Contributions to defined contribution plans (CPF)		321,570	304,637
- Foreign worker levy		94,595	82,963
- Benefits		69,168	48,518
		<hr/>	<hr/>
		3,370,265	2,999,596
		<hr/>	<hr/>

* Rental expenses do not include lease payments of \$180,000 (2009: \$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.

18 Employees remuneration

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

	2010	2009
Number of employee in bands:		
\$50,001 to \$100,000	9	10
\$100,001 to \$150,000	1	1
	<hr/>	<hr/>

The number of staff employed by the Society as at 31 December 2010 was 115 (2009:108).

19 Council members expense

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

	2010	2009
	\$	\$
Travel and meeting expenses	17,093	13,063
Number of Officer Bearers	8	7
	<hr/>	<hr/>

20 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.

Notes to the financial statements (continued)

Year ended 31 December 2010

21 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 balance sheet date, the maximum exposure to credit risk is represented by the carrying amount of each financial asset in the balance sheet.

Interest rate risk

The Society's exposure to changes in interest rates relates primarily to the interest-bearing fixed deposits and investment debt securities. The effective interest rates at balance sheet 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 \$
2010				
Fixed deposits with financial institutions	0.055 to 0.4075	43,003,648	–	43,003,648
Investment securities	2.875 to 4.08	–	2,528,440	2,528,440
		43,003,648	2,528,440	45,532,088
2009				
Fixed deposits with financial institutions	0.025 to 0.875	52,114,235	–	52,114,235
Investment securities	4.08	–	615,000	615,000
		52,114,235	615,000	52,729,235

At the balance sheet date, if market interest rate had been 100 basis points higher or lower, assuming no asymmetrical movement in yield curves and a constant balance sheet position for the 12 months after balance sheet date, the Society's incoming resources would increase or decrease by approximately \$45,300 (2009: \$54,781) and \$11,253 (2009: \$13,899) respectively. The Society's fair value reserve would increase or decrease by \$25,284 (2009: \$6,150).

Equity risk

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

At the balance sheet date, if equity prices had declined by 10%, assuming no asymmetrical movement in yield curves and a constant balance sheet position for the 12 months after balance sheet date, the fair value reserves of the Society would decrease by approximately \$316,200 (2009: \$306,800). An increase in 10% of the equity prices would have an equal but opposite effect.

Reserves management

The reserves of the Society are the unrestricted funds available to the Society (also referred to as the "general funds"). It is the policy of the Society to maintain unrestricted funds at a level equal to approximately 3 years of its unrestricted total annual operating expenditure. Reserves are maintained at this level 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 2010.

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 balance sheet 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 2010, the Society only held investment securities (available-for-sale) amounting to \$5,690,440 (2009: \$3,683,000). The fair value measurement of these investment securities is categorised as Level 1 (2009: Level 1).

Notes to the financial statements (continued)

Year ended 31 December 2010

22 Operating lease commitments

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

	2010	2009
	\$	\$
Within 1 year	473,976	424,980
In 2 to 5 years	342,972	816,948
	<u>816,948</u>	<u>1,241,928</u>

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

23 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 19.

24 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 2010 have not been applied in preparing these financial statements. None of these is expected to have a significant impact on the financial statements.

Committees

Singapore Red Cross EXECUTIVE COMMITTEE

Chairman

Mr Tee Tua Ba

Vice Chairman

Mr Axel Chan (from 23 Jun 2010)
Mr Jeffrey Chan
Mr Lim Neo Chian
Assoc Prof Lim Meng Kin
(up to 22 Jun 2010)

Honorary Treasurer

Mr Chris Liew (from 1 Jan 2010)

Members

Mr Axel Chan (up to 22 Jun 2010)
Assoc Prof (Dr) Goh Lee Gan
Mr Paul Ho Yeok Chew
(from 23 Jun 2010)
Mr Walter Lee Rui Han
Mr Ling Khoon Chow
Mr Charles Ng
Mr N Sreenivasan (from 23 Jun 2010)
Ms Rose Tan (from 23 Jun 2010)
Mdm Tan Wee King (up to 22 Jun 2010)

FINANCE COMMISSION

Chairman

Mr Chris Liew (from 1 Jan 2010)

Members

Mr Lim Neo Chian
Mr Jeffrey Chan Wah Teck, SC
Assoc Prof Lim Meng Kin
(up to 23 Jun 2010)
Mr Axel Chan (from 23 Jun 2010)
Mr N Sreenivasan
Mr Charles Ng

LEGAL COMMISSION

Chairman

Mr Jeffrey Chan Wah Teck, S C

Members

Mr Axel Chan
Mr Stephen Quick (up to 22 Jun 2010)
Mr N Sreenivasan

MEDICAL COMMISSION

Chairman

Assoc Prof (Dr) Goh Lee Gan

Members

Dr Mark Leong (from 16 Dec 2010)
Dr Lim Ghee Hian (from 16 Dec 2010)
Assoc Prof Lim Meng Kin
(up to 22 Jun 2010)

Dr Edwin Low (from 16 Dec 2010)
Dr Patrick Tan (up to 22 Jun 2010)
Mdm Tan Wee King (up to 22 Jun 2010)

COMMUNICATIONS ADVISORY COMMITTEE

Chairman

Ms Rose Tan

Members

Mr Goh Chee Kong
Ms Elaine Koh
Ms Koh Juat Muay
Mr Jay Soo

HUMAN RESOURCE COMMITTEE

Chairman

Mr Charles Ng (from 23 Jun 2010)
Mr Ho Shee Ki (up to 22 Jun 2010)

Members

Ms Chek Lai Peng
Ms Nica Foo
Mr Ho Shee Ki (from 23 Jun 2010)
Mr Siew Heng Kwok (up to 22 Jun 2010)

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
Major Raymond Tang
Dr Lim Ghee Hian
Mr Michael Heng
Mr Vincent Kwek Chin Min
Ms Karen Perera

DISASTER MANAGEMENT COMMITTEE

Chairman

Assoc Prof Lim Meng Kin
(up to 22 Jun 2010)
Dr Mark Leong (from 23 Jun 2010)

Members

Dr Low Cheng Ooi
LTC Francis Ng How Juah
Dr Lee Cheng
LTC (Dr) Ng Wee Tiong
Mr Ee Cheng Huat
Dr Lim Ghee Hian
Mr Vincent Kwek
Mr Elisha Teo Soon Kwan
Mr Sahari Ani (up to Sep 2010)

INTERNATIONAL SERVICES COMMITTEE

Chairman

Assoc Prof Phua Kai Hong

Members

LTC Roland Ng Kian Huat
Ms Lim Kheng Hua
Mr Ling Khoon Chow
Mr Walter Lee Rui Han

Co-Opted

Ms Caroline Brassard

Tsunami Reconstruction Facilitation Committee

Chairman

Mr Tee Tua Ba

Vice Chairman

Assoc Prof Lim Meng Kin (up to Jun 2010)

Members

Mr Chew Hock Yong (up to Aug 2010)
Mr Ngiam Shih Chun (up to Aug 2010)
Mr Liak Teng Lit
Mr. T.K. Udairam
Mr Eric Teng
Ms Peggy Kek
Ms Ong Toon Hui (from Sep 2010)
Ms. Charlene Chang (from Sep 2010)

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

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

Adult Volunteer Division MANAGEMENT COMMITTEE

Director

Mr Walter Lee Rui Han

Deputy Director

Ms Esther Tay Yan Peng

Honorary Treasurer

Mr Kwan Kwok Wah

Assistant Directors

1st Assistant Director,
Personnel & Administration
Ms Esther Tay Yan Peng

2nd Assistant Director,
Personnel & Administration
Mr Kwan Kwok Wah

Operations and Public Duty/Training
Mr Yap Soon Ghee

Community Service/ Special Projects
Mr Lim Kiak Cheong Patrick
(up to Feb 2010)
Ms Pat Jeanisa Ng (from Feb 2010)

Logistics

Mr Lim Kiak Cheong Patrick

Training

Mr Kalaichelvam s/o Mariappan
(up to Mar 2010)

Red Cross Humanitarian Network STEERING COMMITTEE

Director

Mdm Tan Wee King (up to Jun 2010)

Deputy Director

Mdm Chan Soon Keng (up to Jun 2010)
Mr Paul Ho Yeok Chew (from Jun 2010)

Assistant Director

Mr C Prathivmohan (from Oct 2010)

Honorary Treasurer

Mr Desmond Wang Wei Xiang
(up to Jun 2010)

Honorary Secretary

Mr C Prathivmohan (up to Jun 2010)
Ms Sophie Nguyen (from Oct 2010)

Co-Opted Members

Mr Leong Kok Hou, NTU Chapter
(from Sep 2010)
Ms So Choon Leng, NUS Chapter
(from Sep 2010)
Mr Kenneth Yoong, SMU Chapter
(up to December 2010)

Chapters

Singapore Management University
National University of Singapore
Nanyang Technological University
Singapore Polytechnic
Ngee Ann Polytechnic
Republic Polytechnic
Anderson Junior College
Raffles Institution (Junior College)
Nanyang Junior College
ITE College East
Nanyang Academy of Fine Arts
United World College
Hwa Chung Institution

Red Cross Youth STEERING COMMITTEE

Director

Mr Ling Khoon Chow

Deputy Director

Mr Stephen Quick (up to Jun 2010)
Mrs Tan Sin Yen (from Jul 2010)

Honorary Secretary

Mr Tang Chun Tuck (up to Jun 2010)
Mr Simon Peter Lum (from Jul 2010)

Honorary Treasurer

Mrs Tan Sin Yen (up to Jun 2010)
Ms Chow Oi Ling (from Jul 2010)

Assistant Honorary Secretary

Ms Jorin Ng Xin Hui (up to Jun 2010)

Assistant Honorary Treasurer

Mr Edwin Seah Tian Rong
(up to Jun 2010)
Ms Evonne Chua Yu Er (from Jul 2010)

Senior Advisor

Mr Tang Chun Tuck (from Jul 2010)

Senior Assistant Director Policy

Mr Andrew Ong Kia Huat

Operations

Mr Andy Yeo Ser Hui

Schools

Mr Eric Chia Soong Liang

First Aid & Emergency Preparedness
Ms Pat Jeanisa Ng

Assistant Directors

Cadets
Mr Vincent Tan Kok Leong

First Aid & Emergency Preparedness
Mr Wilson Boey (from Jul 2010)

International Friendship

Mr Alfian Aluyi (from Jul 2010)

Links

Mr Wilson Boey (up to Jun 2010)
Mrs Annie Gay (from Jul 2010)

Manpower

Mr Edwin Seah Tian Rong

Membership

Mrs Doreen Tan Soek Chin

Operations

Ms Tay Rui Xian
Ms Loh Wai Min
Ms Jorin Ng Xin Hui

Policy

Mr Xiao Jianfu (from Jul 2010)

Special Projects

Mrs Annie Gay (up to Jun 2010)

Co-Opted Members

Ms Lee Hui Ling

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 Timah Primary School
 Bukit View Primary School
 Casuarina Primary School
 Chua Chu Kang Primary School
 Chongfu Primary School
 Chongzheng Primary School
 Compassvale Primary School
 Concord Primary School
 Coral Primary School
 De La Salle Primary School
 East View Primary School
 Eunos Primary School
 Fairfield Methodist School (Primary)
 Fengshan Primary School
 Fuhua Primary School
 Grace Orchard 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
 Northland Primary School
 Pei Tong Primary School
 Peiying Primary School
 Pioneer Primary School
 Princess Elizabeth Primary School

Queenstown Primary School
 River Valley Primary School
 Rivervale Primary School
 Sembawang Primary School
 St Anthony's Primary School
 St Stephen's Primary School
 Temasek Primary School
 Xin Min Primary School
 Xinghua Primary School
 Yuhua 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)
 Chong Boon Secondary School
 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
 Sembawang Secondary School
 Seng Kang Secondary School
 Serangoon Garden Secondary School
 Serangoon Secondary School
 Siglap Secondary School
 Singapore Chinese Girls' School
 St Gabriel's Secondary School
 St. Margaret's Secondary School
 Tanjong Katong Girls' School
 Tanjong Katong Secondary School
 Unity Secondary School
 Victoria School
 Woodgrove Secondary
 Yio Chu Kang Secondary School
 Zhenghua Secondary School



Secretariat

As at December 2010

Secretary General

Mr Christopher Chua (Ex-Officio)

Director, Operations & Head, International Services

Mr Lim Theam Poh

Head, Blood Donor Recruitment Programme

Ms Cecilia Tan

Head, Corporate Communications

Ms Carol Teo

Head, Finance

Ms Lim Ai Lee

Acting Head, Fund Raising

Ms Lee Siew Ping
 (up to March 2010)

Head, Volunteer Development

Mr Lim Kwang Keat (up to March 2010)

Head, Fundraising & Volunteer Development

Dr Benjie Ng (from March 2010)

Head, HR & Administration

Ms Rozie Ismail

Head, Red Cross Training Centre

Mr Lim Kah Seng (up to April 2010)
 Ms Faiszah Abdul Hamid
 (from April 2010)

Head, Services & Disaster Management

Ms Serene Chia

Administrator, Non-Emergency Ambulance Service

Mr Zainudin Ismail

Administrator, Red Cross Home for the Disabled

Ms Fauziah Jabil

Project Manager, Tsunami Reconstruction Facilitation Committee

Ms Fara Roslan

Get involved

Give a little of yourself for the greater cause!

Individual

MONEY

Give regularly via Giro or online at www.sggives.org/srcs. Your gift helps us help the vulnerable in our community.

TIME

Befriend residents at the Red Cross Home for the Disabled or volunteer at our fundraisers – lit up another's life by your gift of time.

SHARE YOUR PASSION

Be it video production, public speaking or journalism! Volunteer your expertise and be rewarded in ways you'd never imagine.

BLOOD

Donate regularly - you can save three lives with every blood donation. Call 6220 0183 to make an appointment today.

FIRST AID

Learn first aid at Red Cross to protect your loved ones and prepare for emergencies. Volunteer your first aid skills with us to benefit the community.

IN-KIND

Donate lightly 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+ at 62 Jalan Khairuddin, open on Tuesdays and Fridays (except Public Holidays) between 10.30am and 3.30pm!

ADVOCACY

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.

Organisation

MONEY

Designate Red Cross as a beneficiary of your CSR programme and serve humanity with us.

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 PASSION

Offer consultancy or design a project which allows us to leverage your expertise to benefit the community!

BLOOD

Organise a blood drive at your premises or make a date to donate blood at the blood bank as a group.

FIRST AID

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 Red Cross House.

IN-KIND

Designate Shop@REDCROSS+ as a beneficiary of overstocks of good quality wears and wares. Sponsor items and services for our society events or promotion efforts!

ADVOCACY

Value-add to an assembly or lunchtime by organising a talk on disaster management. Be inspired by real-life stories of volunteers and their experiences at overseas relief missions.

Call 6336 0269 or visit www.redcross.org.sg for more details.

Get in touch

Singapore Red Cross

Red Cross House
15 Penang Lane
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Tel: (65) 6336 0269
Fax: (65) 6337 4360
Email: enquiry@redcross.org.sg
Web: www.redcross.org.sg

Red Cross Non-Emergency Ambulance Service

Red Cross House
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Fax: (65) 6338 5599

Red Cross Training Centre

Red Cross House
15 Penang Lane
Singapore 238486
Tel: (65) 6336 0269
Fax: (65) 6337 6435

Red Cross Blood Donor Recruitment Programme

11 Outram Road, Bloodbank@HSA
Singapore 169078
Tel: (65) 6220 0183
Fax: (65) 6223 8508
Email: contact@donorweb.org
Web: www.donorweb.org

Red Cross Home for the Disabled

8 Lengkok Bahru
#04-01 Family Link@Lengkok Bahru
Singapore 159052
Tel: (65) 6762 1029
Fax: (65) 6474 1029

Red Cross Training Camp

62 Jalan Khairuddin
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