

SINGAPORE

MICA (P) 136/03/2013



RED CROSS

NEWS

ISSUE FOUR 2013



EDITORIAL

'Tis the season to be jolly! The Singapore Red Cross (SRC) has won the prestigious Charity Governance Award, testament to our good governance practices. We thank you for walking the journey with us.

'Tis the season for giving! This issue, we cast the spotlight on our generous 'givers' and their wonderful 'gifts'.

From NTUC Fairprice Foundation, we received the gift of a transporter (page 8) and from the organisers and donors of Fashion for Humanity, we raised over S\$130,000 for our humanitarian efforts (page 9).

SRC Academy continues to impart the gift of first aid knowledge with the launch of first aid workshops for caregivers of the elderly, as well as stroke and diabetic patients on World First Aid Day 2013 (details on page 4 and 5). Sign up for it!

We are very proud to have co-hosted the Southeast Asia Launch of the 2013 World Disasters Report with the IFRC. The gift of technology is key in facilitating citizen participation, empowerment and resilience in disaster preparedness and response (page 22 and 23).

Now you can give us a gift too – at just S\$2! Buy a charity draw ticket and stand to win exciting prizes (page 8), all generously gifted by our kind sponsors.

Beyond our shores, our volunteers and staff members have done us proud, rushing relief supplies in Bohol and Cebu islands for earthquake survivors (page 18 and 19).

In the same tune, join us as we celebrate #GivingTuesdaySG on 3 December and International Volunteers Day on 5 December.

Here's wishing you a very Jolly Christmas and a Happy New Year!

Editorial Committee
Singapore Red Cross News

PS: *Know of people in your midst whom we could speak to? Let us know! Email sondra.foo@redcross.org.sg*

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a **SNAP!** creative

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SRC & The Movement

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EMERGING TOPS AT Charity Governance Awards 2013



The Singapore Red Cross (SRC) was conferred the top honours at this year's Charity Governance Awards. The SRC received the award for the Medium Category.

On behalf of SRC, Chairman Mr Tee Tua Ba received a plaque and a cash prize of S\$10,000, from Mr Lawrence Wong, Acting Minister for Culture, Community and Youth, at the annual awards ceremony held on 18 October 2013.

Organised by the Charity Council in partnership with the Asia Centre for Social Entrepreneurship and Philanthropy (ACSEP) of the National University of Singapore (NUS) Business School, the annual Charity Governance Awards aims to honour charities that have adopted the highest standards of governance and implemented best practices to ensure sustained effectiveness.

The Charity Council had received 35 nominations this year. SRC was picked for its sound processes and protocols, including rigorous audit checks and clear benchmarking for their different services.

SRC embraces these governance practices

Focus on good governance

The Constitution of SRC and the fundamental principles embraced by the Red Cross and Red Crescent Movement lay the foundation of good governance. By instilling the importance of exemplary governance in our staff, we garner the public's trust and confidence in our ability to provide services to the local and international community in an efficient and trustworthy manner.

Effective leadership

The Corporate Governance and Nominations Committee relies on inputs from the Centre

for Non-profit Leadership to identify board members who bear credentials and dispositions that are valuable and in line with the SRC's vision. All positions in the Council and the various standing Committees carry term limits, thereby ensuring there is regular rotation of personnel. An annual self evaluation process is undertaken within the Council and the Board to ensure each member's commitment and effectiveness. An internal audit process, carried out by an external vendor, Shared Services evaluates processes in the Board.

Ethics and conflict of interest

The 'Conflict of Interest Policy', 'Gift Acceptance Policy', and 'Whistle Blowing Policy' are established to address conflicts of interest and other ethical matters on SRC's work and operations. Ethical conduct is promoted amongst staff in employee handbooks and appropriate human resource management and amongst volunteers in the Volunteer Handbook.

Benchmarking

Extensive reviews on the needs of the community and the services offered by other Voluntary Welfare Organisations are carried out. An annual strategic planning process is undertaken to evaluate our services and set the directions and targets for the year ahead. The Council then debates and endorses the directions and targets so that the Management can proceed to implement them.

Gathering public feedback

Annual General Meetings are held yearly. The Annual Report and Financial Statements are posted on our website for public scrutiny. SRC's Corporate Communications and Marketing department (CCM) conducts daily monitoring of the media and general enquiries to detect any positive or negative feedback. A brand

perception survey was conducted to gather public's feedback on SRC. CCM keeps the Council apprised of developments regularly through e-circulars and newsletters.

Training and upgrading

All new Council Members undergo an orientation programme and are encouraged to undertake the governance courses organised by the Social Service Training Institute (SSTI). An annual staff training budget is provided for staff members to receive continuous training on specific skills development. We have also instituted a monitoring and review process that provides post-learning evaluation as part of our developmental plan.

"The Charity Governance Award is a powerful recognition of our commitment to upholding public trust through sound governance practices and a testament to the Singapore Red Cross' 65 years of enduring service to humanity. We are proud, yet humbled, to be trusted by diverse beneficiaries, donors, volunteers and supporters. Rest assured, we will press on to ensure the efficient delivery of critical services to the vulnerable locally and abroad,"

Mr Benjamin William, SRC Secretary General.

¹ Charities or Institutions of a Public Character (IPCs) with gross annual receipts of between \$1 million and \$10 million are classified under the Medium Category.

Empowering caregivers with first aid skills

By ABHISHEK CHAUHAN, Volunteer, Singapore Red Cross
Photos by KARTINI SAAT, Corporate Communications and Marketing



Singapore Red Cross Academy launches nationwide training programme for caregivers of vulnerable people

“My late grandma fell down the stairs and fainted. I did not know what to do” was Koh Yu Qi’s reply when asked about her motivation to take up the ‘Caregivers First Aid’ course. If you can relate to this sentiment, then this course is for you!

In conjunction with World First Aid Day, Singapore Red Cross (SRC) launched a series of Caregivers’ First Aid courses for vulnerable persons – elderly, stroke patients and diabetics on 14 September 2013 at the SRC Academy. The Guest-of-Honour for the event was Member of Parliament for Marine Parade GRC and Deputy Chairman for the Government Parliamentary Committee for Health, Associate Professor Fatimah Abdul Lateef.

In her address, Associate Professor Fatimah shared, “First Aid is an area close to my heart. As an emergency and trauma specialist, I know how initial and early care can make a difference to someone’s life. I am glad to note that the Singapore Red Cross has constantly innovated its first aid courses to meet specific societal needs, staying at the

forefront of national efforts to have a first aider in every home.”

“The launch of the targeted first aid programmes for the vulnerable groups of persons will definitely benefit families of those with a background history of chronic illnesses such as diabetes, Ischaemic heart disease and stroke. They can make a difference if they know what to do in an emergency. I hope everyone will take some time and learn these life-saving skills,” she added.

SRC Secretary General, Mr Benjamin William, emphasised in his speech that first aid skills could prove to be a gift more precious than any material gift, especially for those who have old parents, grandparents or elderly neighbours. He shared with the audience our national cardiac arrests statistics - around 1,400 people in Singapore suffer out-of-hospital heart attacks, annually. Out of this, only 20 percent receive timely CPR! These figures reflect the dire need for timely and accurate CPR. Being complacent, even in an urban setting like Singapore, is not an option!

“It is not good enough that we know to call 995. We should know what to do

immediately if our loved one sustains a fall or cut, or loses consciousness. Every caregiver should avail themselves of this training. Let’s do our part for our parents, and our grandparents,” underscored Mr William.

Participants who were keen to do their part for their parents and grandparents, went through an educational yet entertaining, six-hour training session where they learnt basic first aid techniques such as CPR, Heimlich manoeuvre and bandaging, as well as preventive first aid which imparts elderly-specific health, fitness



and safety tips on how to prevent strokes and falls. An animation video showcased a few real life examples of how knowledge of first aid can make the difference between life and death!

There was positive feedback from some of participants of the first cohort. Most of



Ms Christabel Heng, a staff participant, found it most useful that the course educated the participants on how to identify symptoms of possible health conditions. Another trainee, Mr Chiang Zhen Hao, resonated with the same sentiments. He felt that after this course, he would be able to recognise symptoms of stroke or diabetes.

them appreciated what they had learnt in the training and professed to recommend it to others.

One of the participants, Ms Cheryl Lim, commented, "My motivation to take up this course is to be better prepared to handle any unfortunate events since both my parents are reaching 65 years of age and are suffering from chronic illnesses."

Yet, it was the one-word reply from Ms Edlyana Tan that best summed up the course. When asked about why one should take this course, her reply was 'Necessity'. That really captures the underlying idea of having 'One first aider in every home' beautifully, since the best place to start to making Singapore a more caring place for our elderly, is our home!

To make first aid accessible to everyone, monthly Caregivers First Aid courses will be available to the public at a subsidised rate of only S\$10. To register for the Caregivers First Aid Course, visit <http://www.redcross.org.sg/articles/learn-first-aid> (Caregivers can apply for the subsidy under the Caregivers Training Grant administered by Agency for Integrated Care. The grant is capped at S\$200 per care recipient under your care each financial year. For more details on the grant, visit www.silverpages.sg/ctg. Participants also need to provide a photocopy of the identification of the senior person in their care.)



A Superman in our midst

By PAUL HO, Volunteer, Singapore Red Cross

direct members of the public to call for an ambulance, locate the AED kit and calm the casualty's wife. "The lady wasn't conversant in English and it took awhile for her to realise that I wasn't trying to hurt her husband", added Alvin. He also had to improvise a bandage for the man using his belt and some newspapers because the first aid kit did not arrive in time.

Most of us are no strangers to stories about ordinary people stepping forward and responding to the distress of others. I often wondered what goes through their minds in the moments just before they rose to the occasion, saved the day and became extraordinary.

"Two minutes", Alvin Ee said as we began our phone interview, "that was the longest time I ever took to muster enough courage, overcome the fear that paralysed me initially and approach the casualty". He was describing a horrific road accident he witnessed in 2007. One would have thought these things came naturally to a certified first aid instructor and registered nurse. I stood corrected. "Trying to revive someone

and keep them alive was nothing like performing first aid under practice settings", he explained. Alvin is a regular volunteer with the Singapore Red Cross and has participated in numerous flagship initiatives such as the First Aider On Wheels programme. Those experiences, he emphasised, were important as they provided opportunities for him to hone his skills and build up the confidence needed in times of crisis.

As Alvin went on to share about another recent encounter, I realised that administering first-aid in life-threatening situations demanded more than sheer competence. It took courage, quick thinking and good judgment. At a shopping centre, a man fainted while shopping and Alvin happened to be at the scene. Besides performing CPR, he had to

Before we concluded the session, I asked if he has ever received a note or call of appreciation from the 'casualties' he had attended to all these years. "They were usually unconscious, and wouldn't remember me when they regained their senses", Alvin said. He quickly added that his motto in life is to 'touch lives', and it was good enough to be able to offer what he could to someone who needed it.

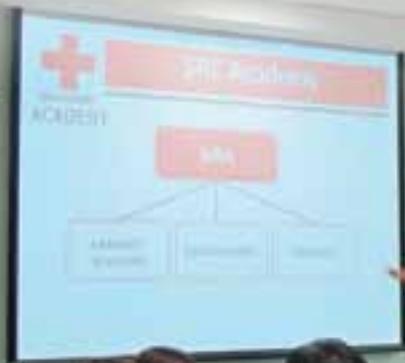
The "Superman" may be a figure of fiction. But I am heartened to know that we have amongst us valiant folks like Alvin who would not hesitate to step forward and make a difference in times of crisis – the way Kent Clark[^] did.

[^] Kent Clark is the civilian and secret identity of Superman

SRC's Strategic Planning Meeting

Photos by SONDR A FOO, Corporate Communications and Marketing

Singapore Red Cross (SRC) held its Strategic Planning Meeting on 5 September at the International Involvement Hub. Departments shared their strategic direction going forward.



Head of Singapore Red Cross Academy, Ms Faiszah Binte Abdul Hamid shares her plans



SRC Secretary General, Mr Benjamin William shares his view on the opportunities ahead

RCY's Visioning & Planning Retreat

Red Cross Youth (RCY) held its Visioning and Planning Retreat on 17 and 18 August in Malacca.

Besides charting the future direction, the 32-member team reviewed the working relationship for the past year since the integration of RCY and Red Cross Humanitarian Network.

The team also took the opportunity to meet with the Malacca Chapter of Malaysian Red Crescent.



A ROYAL VISIT



Photo by KARTINI SAAT, Corporate Communications and Marketing

Singapore Red Cross (SRC) hosted a visit of the senior leadership of Saudi Red Crescent Authority (SRCA) on 29 August at Red Cross House. A presentation on SRC's local and international emergency and disaster response efforts followed.

From left: The six-person delegation led by HRH Prince Faisal bin Abdullah bin Abdulaziz, President of SRCA and HRH Prince Fahad Bin Mishari, Director of Media and Awareness of SRCA was welcomed by Vice Chairman of Singapore Red Cross, Mr Axel Chan and Secretary General of Singapore Red Cross, Mr Benjamin William.

Survival of the Most Persuasive

By CLIVE SIN, Volunteer,
Singapore Red Cross

Jointly organised by the Debate Association of Singapore (DAS) and the Singapore Red Cross (SRC), the finals of the 5th International Humanitarian Law (IHL) Inter-School Debate Series 2013 kicked off on a high note on 31 August 2013.

It was a day of heart-pumping adrenalin action as outstanding debaters from 16 schools pitted their minds and talents against one another at Anglo-Chinese Junior College. Open to all pre-university institutions, the debate was a test to determine the survival of the 'fittest' as only two out of 16 schools were able to establish their dominance and secure a place in the finals. Hwa Chong Institution (HCI) and NUS High emerged the two finalists of the debate.

While the teams were given an hour to prepare for the finals, SRC's Deputy Secretary General (Administration), Mr Lim Theam Poh

conveyed his heartfelt gratitude to all who had contributed to the success of the event.

The stage was then set for the finals to begin. The motion was "This house would prevent countries from breaching IHL when defending against aggression from rogue states." HCI took to the stage first and built their case on the fact that it is important for IHL to have certain degrees of flexibility so that countries can defend themselves against rogue states appropriately, thus minimising the loss of innocent lives. The first speaker spoke with passion and his strong stance convinced many in the audience.

NUS High opposed the motion and staunchly believed in the value of IHL. They believed

certain points of information from the opposition team. The debaters from NUS High responded with incredible energy so as to push forth their case and convince the judges of their credibility.

The competition ended with the Vice President of DAS, Mr Joshua Low, evaluating the performance of both teams and summing up the feedback from all the judges. As a judge for the previous IHL debate, he believed that the motion this year was more controversial and challenging. However, this helped push them to their limits and strengthened their understanding of the IHL concepts.

The judges eventually crowned HCI as the champions, with their debater Estuko Lim clinching the best speaker award.



From left: Mr Lim Theam Poh, Deputy Secretary General (Administration), Singapore Red Cross, Gerald Choa, Elvis Zhang, Seah Ying Ying, Kwek Jia Qi and Etsuko Lim of Hwa Chong Institution



From left: Gideon Lee, Sherilyn Chew and Dhamodaran Sai Simrita of NUS High School

that it was important that countries adopt the IHL to ensure consistency. If countries frequently breached these laws, it would undermine the credibility of such laws in the long run. The debaters from NUS High demonstrated resilience and commitment throughout and they made it difficult for both the audience and the judges to choose their winning team.

HCI debaters with great composure, presented their arguments confidently while taking in

This debate aims to forge a greater sense of awareness among students about IHL. With the recent cases of civil war and internal strife in many countries around the world, IHL is all the more relevant in today's context. As underscored by HCI debater Seah Ying Ying, IHL is a subject not commonly known by the public and "it has to be commonly accepted and at least trickled down so people will understand the conducts of war."



Gift of TransportAid

NTUC FairPrice Foundation announced the donation of a brand new transporter to Singapore Red Cross on 1 October during the re-launch of the renovated FairPrice supermarket at Bukit Merah. With one more transporter, Singapore

By SUMALATHA NAVANESAN, Corporate Communications and Marketing
Photos by KARTINI SAAT, Corporate Communications and Marketing

Red Cross' TransportAid can extend its reach to more elderly and disabled from low income homes, helping more to get to and from their crucial healthcare services and treatments.

Ms Tan Hwee Bin, Board Member of NTUC FairPrice and Director of NTUC FairPrice Foundation, said, "Transportation costs add a sizeable financial burden for VWOs and we hope that by providing these

vehicles, FairPrice Foundation can help free up some of the VWO's limited funds for other purposes to meet the increasing needs of their beneficiaries. This is in line with the mission of FairPrice Foundation to provide a better life for the community and we will continue to reach out to the less fortunate. We hope that this donation of vans will relieve immediate

transport needs and support them in their continuous good work for beneficiaries."

Singapore Red Cross was among six Voluntary Welfare Organisations (VWOs) that benefited from the foundation's generous giving, aimed at helping beneficiaries with limited mobility.



SRC's Secretary General, Mr Benjamin William received the donation of a retrofitted and customised transporter, which augments SRC's TransportAid fleet.

CHARITY LUCKY DRAW 2013

WIN \$8,888

stand a chance to win over \$25,000 in cash and prizes!

SUPPORT

CHARITY DRAW TICKETS AT

All proceeds go to Singapore Red Cross local humanitarian services:



Transport Aid

Provides subsidised transport for the disadvantaged, especially the elderly to get to and from their medical treatments and day care centres.

Food Aid

Provides monthly rations of nutritious food to the most disadvantaged in our society.

Red Cross Home for the Disabled

Provides long-term residential, respite and day care services for adults and children with severe and multiple disabilities.

Order your tickets from Singapore Red Cross

Tel: 6664 0500 | Email: charitydraw2013@redcross.org.sg

* Please contact Fundraising Department for collection of tickets.

Red Cross House, 15 Poring Lane | www.redcross.org.sg

Monday - Friday, 9am - 6pm (excluding Public Holidays)



Scan QR code for more details.

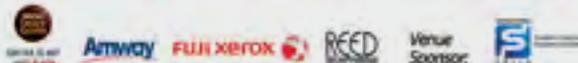


DATE OF DRAW:
3 DECEMBER 2013, 5PM

VENUE:
SINGAPORE POOLS BUILDING,
DRAW HALL



Organiser:



Fashion for Humanity Charity Dinner 2013

Photos by P.Y. CHIA, JACKIE NUM, MICHAEL MAH and WONG LEONG JEAM, Volunteers, Singapore Red Cross

200 members of high society reveled in fashion and charity at the Fashion for Humanity Red Cross Charity Dinner at Regent Hotel on 29 August, raising over S\$130,000 for Singapore Red Cross' humanitarian causes - TransportAid, FoodAid and The Red Cross Home for the Disabled. Highlights of the event include Indonesian designer Sapto Djokariko's Couture Fall Winter runway show, LaSalle College of the Arts students' energetic dance performances and an exciting raffle draw where guests stood to win exquisite and luxurious prizes.



Indonesian designer Sapto Djokariko with the Organising Committee members of the Fashion for Humanity Red Cross Charity Dinner

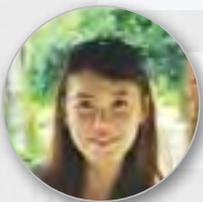


Festive Aspirations

As we approach the end of 2013, we take the opportunity to ask our friends what Christmas means to them and the New Year resolutions they have for 2014!

"To me, Christmas is a really special day. My parents have to work hard to provide a comfortable living for us so Christmas is one of the few days in a year where our whole family including our relatives can gather together and spend quality time together chatting and catching up with each other. The children have fun playing with toys and unwrapping gifts. I also enjoy my mom's cooking as she would prepare a feast for us. I hope to work harder and achieve better grades next year. I will behave well so as not to let my parents worry about me. I also hope to reflect and treat my friends and family members better."

👍 Tan Zhuan Jin, Red Cross Youth



"Christmas is a cozy time with my beloved. My New Year resolution is to have more money and happiness in my life and to travel and see the world."

👍 Isebel Ang, Staff

"Christmas is being with your family, friends and loved ones. My New Year resolution is to gain more confidence and start doing relative works in skydiving."

👍 Elaine Tham, Staff



"Christmas is a day to put the green monster (and all negativities) in shackles and bask in joy, warmth and happiness. My New Year resolution is to shed some weight, eat more, laugh more and see a new country."

👍 Narmin Tartila Banu, Volunteer

"Christmas is Happy Birthday to My Daughter Shena Ong as her birthday is on Christmas Day. We have a double celebration. My New Year resolution is to volunteer, volunteer, and again volunteer. I would like to influence as many friends and colleague to participate my Volunteer events and feel the joy and fun."

👍 Johnson Ong, Volunteer



"I think of Christmas as a time to wind down the year, to take stock and to meet friends. Time flies. It is nearly ten years since the Indian Ocean Tsunami. My New Year resolution is to visit Meulaboh, to see how we have all moved on."

👍 Chew Lip Heng, Volunteer



"Christmas means a lot to me because it gives me time to commemorate an event that my whole family would enjoy. My New Year resolution is to be more awesome in my studies."

👍 Jasmhin Claire, Red Cross Youth

"Christmas is about coming together with family and friends and having fun together. My New Year Resolution is to help others more in different ways and to be more caring and motivating."

👍 Sheikha Bamadhaj, Red Cross Youth

"Christmas is family time! My New Year resolution is to boost my GPA!"

👍 Wong Kin Hou, Red Cross Youth

"Christmas means giving and sharing. My New Year resolution is that I want to obey my parent."

👍 Cheryl-Ann Tan, Red Cross Youth

"Christmas means giving presents to my neighbours. My New Year Resolution is I want to give my all for all my PSLE subjects next year!"

👍 Lim Le Xuan, Red Cross Youth

"Christmas means Santa, deer, cookies and pumpkins. I want to pass my exams and make my mother happy."

👍 Batrisya, Red Cross Youth

"We think Christmas is a time to give the less fortunate kids Christmas presents, to spread the joy to them too and let them know that there are people who care for them. We want to start the New Year by turning over a new leaf and changing our bad habits and behaviour. We also hope to do more good deeds."

👍 Dilys Huang and Jiang Chen Xi, Red Cross Youth

Editor's Note: We thank everyone for your contributions. However due to overwhelming response, we were only able to include some comments.

2014 CHALLENGE



Blood Donor Recruitment Programme

Red Cross Home for the Disabled

Community FirstAid

International Services

Volunteer & Youth Development

Singapore Red Cross Academy

FoodAid

TransportAid

SINGAPORE RED CROSS

JANUARY

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1 Jan - New Year's Day
31 Jan - Chinese New Year

FEBRUARY

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1 Feb - Chinese New Year
15 Feb - Red Cross Flag Day

MARCH

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15 to 23 Mar - School Holiday
1 Mar - SFC Benefit Gala

APRIL

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18 Apr - Good Friday

MAY

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1 May - Labour Day / 13 May - Vesak Day
8 May - World Red Cross Day

JUNE

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31 May to 29 Jun - School Holiday
14 Jun - World Blood Donor Day

JULY

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28 Jul - Hari Raya Puasa

AUGUST

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9 Aug - National Day
19 Aug - World Humanitarian Day

SEPTEMBER

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6 to 14 Sep - School Holiday
8 Sep - World First Aid Day

OCTOBER

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5 Oct - Hari Raya Haji / 23 Oct - Deepavali

NOVEMBER

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22 to 30 Nov - School Holiday

DECEMBER

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25 Dec - Christmas Day
1 to 31 Dec - School Holiday
5 Dec - International Volunteers Day

Up Close & Personal

Transcribed by THOMAS SITU

Photo by KARTINI SAAT, Corporate Communications and Marketing



Photo From left: 1. Micah Mary Martinez Larin, Yio Chu Kang Secondary School; 2. Tisha Liu Hui Zi, Holy Innocents' Primary School; 3. Kaung Thant Naing, Yio Chu Kang Secondary School; 4. Phoebe Goh Rui Qi, Crescent Girls' School; 5. Gabrianna Sabatini, Jurong West Secondary School; 6. Madeline Lee, Holy Innocents' Primary School; 7. SRC Secretary General Mr Benjamin William; 8. Regine Tan, Holy Innocents' Primary School; 9. Cherylene Choy Yin Lin, Crescent Girls' School; 10. Murugappan Sivabalan, Yio Chu Kang Secondary School; 11. Peh Shu Xian, Jurong West Secondary School; 12. Tan Wan Yee Nicole, Crescent Girls' School.

Eleven Red Cross Youth Links and Cadets engaged the Singapore Red Cross (SRC) Secretary General, Mr Benjamin William over an informal chat. Here are the extracts of the lively conversation.

Micah: What are the plans for the Singapore Red Cross in the near future?

Sec Gen: We have identified some areas that SRC can make a difference in – especially the elderly and the disabled.

Our TransportAid service provides subsidised transport for people who are not fully-mobile, to help them keep to their medical appointments.

We want to get more young people signing up as blood donors in our Blood Donor Recruitment Programme. We want to see

all of you being involved in our programmes and appreciate what we are doing for the community.

Madeline: Why should schools play a part in promoting first aid?

Sec Gen: Our goal is to have a first aider in every home in Singapore so it is essential that more people in Singapore understand first aid and know what to do in an emergency.

There are thousands of schools in Singapore so if every student shares the importance of learning first aid with their family and friends,

we will be able to achieve much more than what we are doing now. They in turn will tell their friends, family, maids or housekeepers that first aid is important. You should see yourself as an ambassador of the first aid message.

Regine: How can youths get more actively involved in Red Cross?

Sec Gen: Youths can be more actively involved by learning about what SRC as a whole is doing, beyond your unit. You can join Red Cross Youth as a cadet when you are in Secondary 1. When you reach Secondary 4, you will take a break as you

are studying very hard. We hope you can come back to us when you are in the junior college, polytechnic or university. When you start working, I hope you can still be with us. That is the best way to prepare yourself to do more in the society.

Tisha: After four years in Red Cross Youth (RCY), what values and qualities should a cadet have?

Sec Gen: See yourself as a Red Cross member with a purpose. Dedicate yourself to our cause; the mission of serving humanity and saving lives.

In Singapore, we try to promote graciousness and kindness. I urge all our volunteers to reflect upon these values and forget about co-curricular activities (CCA) requirements, uniform or badges. Look around you and see how you can make a difference in the lives of people who are less fortunate. Red Cross gives you a platform to serve humanity and save lives. I think that is what I want to see more of from the youths.

Shu Xian: Do you think discipline is important in RCY?

Sec Gen: Good discipline is critical. Say a first aider couldn't be bothered one day so they called in sick. This selfishness means others will suffer until a substitute is found. SRC depends on volunteers to provide an essential service to people who rely on us, so good discipline is critical. The foot drills that you have been taught are supposed to instill discipline.

Murugappan: How can RCY inculcate values among youth?

Sec Gen: Each of you can be an agent of positive change to spread the message of responsibility, discipline, kindness, graciousness, blood donation and first aid amongst your peers, community and family.

Micah: What was your most memorable event in SRC?

Sec Gen: After joining the organisation in 2011, following 30 years at the Ministry of Foreign Affairs, I quickly learnt the mission, goals and what SRC really did. I've now embraced these lessons and the thing that strikes me most is that we exist to help the vulnerable, less fortunate and needy in Singapore. We can make a difference. I think that inspires me to continue working here.

Cherylene: What is of utmost priority in your life?

Sec Gen: The guiding principle in my life is to maximise my potential and make the most of life. Growing up, I came from a very poor family, uncertain where our next meal was coming from.

My parents felt it was very important that I made the most of my life. In Laos, where I used to work, going to school was a privilege, never to be taken for granted. I grabbed every opportunity to study. It's about maximising your potential. Some of you will become doctors, lawyers, teachers or bankers. How can you maximise your potential? By looking back at the times when you were with the Singapore Red Cross, I hope you will think of how you have touched lives and made a difference.

Kaung: What's a typical day of a Secretary General?

Sec Gen: I wake up at 5.30am and normally reach the office by 6.45am. I spend my early mornings working on papers which require me to generate new ideas or thoughts. Between 9am and lunchtime, I will focus on operational issues. Lunchtime is spent networking to raise our profile and raise funds for the charity. As we are a volunteer-based organisation, many meetings take place in the evenings. If I don't have a meeting, I'll try to leave my office at 6 pm to spend time with my kids.

Phoebe: Which CCA were you from in your Secondary School? Is there anything you learnt which benefits you today?

Sec Gen: Everyone contributes differently. I was always the last person picked for

football. I excelled in things like community work, debating, I was very active in Literary Drama and Debate Society (LDDS). I was from the first batch in Catholic Junior College. I was one of 10 students put together by the principal to run the canteen, locker systems and bus passes in the school. I learnt that sometimes serving others meant that you have to make sacrifices and that you should never take a free ride. You must always see where you can contribute, and contribute within your means.

Nicole: As Sec Gen what do you find most rewarding about your job?

Sec Gen: I would say that the satisfaction comes from meeting people or knowing that somebody has benefited from what you are doing. A few months ago, we went to the Philippines to hand over houses that we'd build for slum dwellers who lost their homes to the floods. Each house is 25 square metres, about the size of the living room in your HDB flat. All of them were extremely happy to get the keys to their house. For many, this was the first time in their lives (and many of them were quite old) that they will have a postal address. It struck me how fortunate we are and how much a difference we can make in the lives of others even in little ways.

Cherylene: How do you handle problems and hiccups in life?

Sec Gen: In life, there will be ups and downs no matter how rich or how poor you are. The more you focus on yourself, the more difficult it is to recover from the disappointments. Wherever you are, in no matter how small a way, always try to make people around you your priority. No matter what disappointment comes your way, you will always be able to recover, because you are not the most important. Red Cross can help you to achieve some of this. I wish all of you a very meaningful journey with the Red Cross Movement.

Gabrianna: Would you like to pay our school's RCY unit a visit?

Sec Gen: Yes. My schedule is tight, but I will make time for you. Please tell me what you want me to talk about and I will come prepared. I would love to meet each one of you.



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SINGAPORE RED CROSS RELIEF MISSION IN BOHOL AND CEBU ISLANDS

By CHLOE TAN, Corporate Communications and Marketing
Photos by MUHAMMAD SHAFIQ RAJAB, Volunteer, Singapore Red Cross

Following the devastating 7.2 magnitude earthquake that struck Bohol last Tuesday, the Singapore Red Cross (SRC) dispatched an emergency response team to Bohol and Cebu Islands on 18 October 2013. The six-person response team included two members from the Singapore Red Cross' International Services department and four volunteers, of whom two were practising doctors.

Day 1, Cebu — packed hygiene supplies and distributed hot meals

upon arrival in Cebu on 18 October, the SRC response team joined the Philippine Red Cross' Cebu Chapter members in providing medical assistance, welfare services and packing more than 1,000 hygiene kits for the affected communities.

That evening, the SRC team augmented the Cebu Chapter's food programme, by

preparing and distributing 'hot meals' to 500 villagers at a coastal area in Cebu City.

Day 2, Bohol, Tagbilaran City — aided at temporary surgical ward

In the morning of 19 October, the SRC team took a ferry to Bohol. Unfortunately, the scheduled field trip to ground zero, Loon, was cancelled due to landslides. Determined to make each minute count, the team then re-routed to the Philippine Red Cross' Rubb Hall, a temporary surgical ward, set up at the main government hospital in Tagbilaran City, where they assisted the other volunteers in relief efforts. The temporary ward in a large tent was established by the Philippine Red Cross to accommodate the anticipated increase of surgical cases and patients who require medical assistance in the aftermath of the earthquake.

One of SRC's volunteers was Dr Ong Chin Siang, a cardiothoracic surgery resident. He shared, "Ninety percent of the patients

we see here in Bohol are orthopaedic patients, with fractures due to trauma from collapsed walls and buildings, or motor vehicle accidents that happened due to the earthquake."

On the same day, the team met with delegates from the International Federation of Red Cross and Red Crescent Societies (IFRC) as well as Mr Richard Gordon, Chairman of Philippine Red Cross.

Day 3, Bohol, Loon — attended to the injured at ground zero

on 20 October, the routes to Loon were cleared. Bringing medical relief supplies with them, the team travelled to Loon via boat and arrived at the advance medical post set up on the disaster site. At the medical post, the team disseminated the medical supplies and attended to patients.

Concurrently, SRC's International Services staff went on a field assessment to evaluate

the situations in three different areas – Loon, Sevilla and Loboc.

On the morning of 21 October, the team conducted a follow-up session with Loon patients who were sent to Tagbilaran Hospital yesterday. The team continued to help in packing relief supplies and attending to the patients before they left for Cebu in the late afternoon.

Following site assessments and recommendations by the first response team, a second medical response team was deployed to Bohol Island in the Philippines on 26 October. The eight-member team comprising volunteer doctors and nurses will join the Philippine Red Cross to help in manning a field hospital over the next nine days.

One of the hardest hit towns, Loon is home to two-thirds of the overall casualty, and its only hospital was crushed by the 7.2 magnitude earthquake. The community is now depending on a field hospital (in temporary tents). It is expected that walk-in cases would spike as the roads to this medical facility get cleared.

“The earthquake may have happened two weeks ago, but its impact is gradually becoming more visible. We are worried for those with long-term conditions such as respiratory illness and those who sustained injuries but have not yet been treated. These conditions will be exacerbated due to the lapse of treatment as medical services were affected by this disaster. They need urgent medical attention before their conditions deteriorate. With

challenging living conditions in temporary housings and evacuation centres, the risk of communicable disease is a real concern,” explained Mr Benjamin William, Secretary General of Singapore Red Cross.



The Singapore Red Cross (SRC) is leading relief efforts to Cambodia, Laos, Philippines and Vietnam following the widespread devastation caused by recent tropical storms and typhoons, and most recently, the earthquake in Bohol, Philippines.

The Singapore Red Cross sent a first tranche of relief items worth S\$100,000 for the earthquake survivors in the Philippines. The relief items include food, basic hygiene and medical supplies.

More than a million people have been affected by the storms and floods in Cambodia, Laos and Vietnam. Weather predictions indicate that there could be continued flooding in these countries as more major storms are expected to continue to deposit heavy rains across the region. The Singapore Red Cross provided S\$90,000 worth of relief items in daily essentials to Laos, Cambodia and Vietnam (S\$30,000 each) for the communities affected by the storms.

The Singapore Red Cross has launched a public appeal for the ‘Southeast Asia Emergencies’ and is receiving donations at its headquarters. Donations can be made via cash or cheque at the Red Cross House, via AXS stations, DBS iBanking or DBS/POSB ATM.



A patient with severe status asthmaticus had to be intubated and evacuated back to the Tagbilaran hospital as the district hospital was flattened by the earthquake.





An-nyung ha-se-yo

By KIMBERLY YOONG, Volunteer, Singapore Red Cross
Photos by AMBROSE LEE, Volunteer, Singapore Red Cross



From Left: Kim Kwang Kyu (RI RCY Cadet), Kimberly Yoong (RJC RCY Chapter), George Lin (RJC RCY Chapter), Ren Ying (RGS RCY Cadet) and Ambrose Lee (RCY Volunteer Officer)



Recipients of the Hope Award, from left - Ambrose Lee (Singapore), Youngzie Lee (Korea), Isara Iose (Samoa) and Don Rajitha Kaushalya (Sri Lanka)

“It was an opportunity to widen my network, collaborate with other National Societies, and broaden my perspectives on their points of view and how they function,” said Ambrose Lee.

From 1 to 9 Aug 2013, five representatives from the Singapore Red Cross (SRC), Ambrose Lee, George Lin, Ren Ying, Kim Kwang Kyu, and I embarked on a journey to Korea. From 1 to 5 Aug, we participated in the ‘2nd Model IFRC General Assembly (MIGA)’ held by the International Federation of Red Cross and Red Crescent Societies (IFRC). During the last four days, we attended the RCRC Youth Camp. It was a short but undeniably enriching experience that broadened our world view on the pertinent, yet often neglected topic of migratory issues. We also made many new friends from around the globe.

As Ren Ying has put it, “We had to learn the rules and procedures in an IFRC general assembly, and how to develop a single decision from countless statements, multiple drafts, and endless debates – all in just five days. Tiring as it was, it was worth it.”

Absolutely, as the Singaporean team bagged three awards at this MIGA – Ambrose’s delegation won the team Hope Award; Ren Ying’s delegation won the team Humanity Award; and Kwang Kyu won the individual Hope Award.

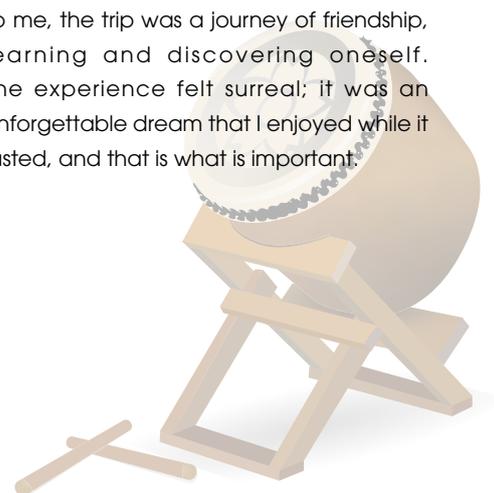
But looking past the glory of awards and beyond the technical lessons learnt, it was the friendships forged with 149 other delegates from 25 other National Societies that made the experience memorable.

After five days of intense debate, the RCRC Youth Camp could not have been any more different. The camp offered the participants

a chance to experience the Korean culture with local dinner and painting fans that they could bring home as mementos. The team also bonded over visits to local attractions and attempted to make noodles for the needy.

For Ambrose, the trip was heartwarming as he witnessed the interactions amongst so many youths, especially between the Cadets and Chapter members. The strong bonds forged between Cadets and Chapter members will serve them well for future transitions in Red Cross and in life.

To me, the trip was a journey of friendship, learning and discovering oneself. The experience felt surreal; it was an unforgettable dream that I enjoyed while it lasted, and that is what is important.



Disaster Response in just Six Hours

Photos by PAUL POH, International Services



Singapore Red Cross (SRC) has committed S\$2 million to help develop the regional warehouse and offices in Banjarmasin and Semarang, the Merapi POSKO Office (Command office) in Yogyakarta and the renovation of training centre facilities in Surabaya.

Targeted for completion in September 2014, these projects serve to enhance the disaster preparedness and response capabilities of Indonesian Red Cross Society (Palang Merah Indonesia (PMI)), to respond to emergencies within six hours of disasters.

The signing and ground-breaking ceremony was held on 16 September at Banjarmasin. SRC was represented by our Chairman, Mr Tee Tua Ba, Secretary General, Mr Benjamin William and the former Head of International Services, Mr Paul Poh.

Development of the regional warehouse

currently, PMI operates four regional warehouses, covering about 70 percent of disaster prone areas across the country. The development of the regional warehouse is a strategic effort to enhance the coverage across disaster-prone areas. The ideal situation is to have six regional warehouses in order to cover all disaster-prone areas.

To achieve that, PMI will continue its plan to build the fifth regional warehouse in Semarang, Central Java, which will

cover the Central Java, Yogyakarta and west part of East Java Province and the sixth regional warehouse in Banjarmasin, South Kalimantan, which will cover South Kalimantan, Central and East Kalimantan.

Renovation of training facilities in Gresik warehouse compound

The training facility of the PMI regional warehouse in Gresik/East Java has only one classroom and 10 accommodation rooms (one room per person) and facilities for outdoor activities currently. In the past, this training facility has often been used for non-

logistics training for about 30 participants. It is likely that usage of this training facility will increase in the years ahead.

The renovation of the PMI training facilities at PMI's regional warehouse in Gresik / East Java will enhance the accommodation capacity for additional accommodation space and necessary equipment. This training facility is designed to improve training service needs of the PMI. This will serve to maintain and enhance the quality of PMI training programmes in Indonesia.



Leveraging Technology for Humanity

By Sondra Foo, Corporate Communications and Marketing

With inputs from Katherine Roux, International Federation of Red Cross and Red Crescent Societies



Robust discussion on the role of technology in humanitarian action: (from left) Panelists Jagan Chapagain, Arther Thomas (A.T.) Ball, Victoria Leat, Dr Maya Ariei, Oliver Lacey-Hall and moderator Augustine Anthuvan

Singapore Red Cross and the International Federation of Red Cross and Red Crescent Societies (IFRC) co-presented the Southeast Asia Launch of the 2013 World Disasters Report on 17 October at the Fort Canning Lodge. The focus of this report is on 'technology and the future of humanitarian action'.

Sponsored by Microsoft, the launch brought together a range of experts across Asia Pacific from the field of humanitarian action and technology. Caroline Austin, Regional Beneficiary Communication Delegate for Southeast Asia, IFRC presented the key findings.

This was followed by a panel discussion by panelists Mr Arthur Thomas Ball, Asia Time Zone Lead, World Wide Public Safety and National Security, Microsoft, Mr Oliver Lacey-Hall, Head, Regional Office for Asia and the Pacific, United National Office for the Coordination of Humanitarian Affairs (OCHA), Victoria Leat, Southeast Asia Programme Advisor, Pacific Disaster Centre and Dr Maya Ariei, Assistant Professor, Department of Emergency Medicine, Keio

University School of Medicine and Associate Faculty, Harvard Humanitarian Initiative and Mr Jagan Chapagain, Director, Asia Pacific, IFRC. The event was moderated by Mr Augustine Anthuvan, Editor, International Desk of Channel NewsAsia.

The launch event was attended by 100 guests, diplomatic corps, National Societies and international delegates. The report was not only launched in Singapore, it was also launched globally on the same day.

About the World Disaster Report 2013 Information serves as a form of aid and technology may be the most important factor influencing humanitarian effectiveness over the next decade.

Increasingly, we see countries leveraging technology to their advantage in times of disasters. In his welcome address, SRC Chairman Mr Tee Tua Ba cited a case in the Philippines where radios and mobile phones were leveraged to provide early notifications to the people in advance of Cyclone Phailin which struck the Philippines in October 2013. While the super-cyclone in 1999 claimed

over 10,000 lives, the death toll from Cyclone Phailin was only 44. The fewer casualties have been attributed to the evacuation of more than one million people to safety, hours before the disaster.

This is just one of many examples of how technology could be harnessed to empower communities in times of disasters. More examples can be gleaned from the report.

Written by over 40 humanitarians and academics, the 2013 World Disasters Report highlights how technology can be harnessed to provide communities at risk with early notifications in advance of disasters using weather prediction software, satellite imagery and mass alert systems. Survivors can find out where and how to get to the evacuation centres, medical centres, relief camps, shelters, food and water. In the Philippines, survivors can also get cash transfer vouchers from their mobile phones through SMS and they can withdraw cash or goods at identified merchants in the area. Family members can search for their loved ones online or tap on the Restoring Family Links service provided by IFRC.

First level responders can learn about crisis mapping and crisis response mechanisms online to raise situational awareness of the disaster. Technology also facilitates disaster damage assessments, analysis, coordination, intervention and communication to match needs with relief assistance. Donors can donate to disasters via mobile phones, online platforms and ibanking.

Besides that, the report also focuses on the strides made by some countries in embracing new technology or social media. Indeed, the use of social media and technology is increasing at an exponential rate. For example, Indonesia is the third most active Twitter city globally. People in the Philippines send an average of 2 billion texts per day.

That said, there are challenges to overcome before we can maximise the full potential of technology to effectively benefit disaster-stricken communities. This was further highlighted in the panel discussion.

Lack of accessibility to technology

One of the challenges of technology is the digital divide. It is ironic, but the people with the least access to technology are also the most vulnerable to disasters.

Also, during the first critical hours after an emergency, most lives saved are actually saved by local people. Yet many of these first responders do not have access to basic life-saving information and tools, such as early warning systems and basic connectivity and network infrastructure.

In the panel discussion, Mr A.T. Ball displayed a photo from a group of villagers in Pakistan during the 2011 floods he met when arriving by helicopter to deliver aid when serving with the U.S. military. “These are the first responders we are talking about in the report,” he stated. “We came in to sustain the support they are already giving to their community. Now how great would it be if those people had better access to technology to improve their resilience?”

Bridging the technological divide

With this digital divide, there is a need to bridge this technological gap. This can

be done by engaging the private sector, humanitarian organisations, governments and local communities to work together to empower local communities with technology that could help them in times of disasters.

“The panel discussion also highlighted the importance of partnership between the government, private and public to make things happen. “Technology just provides the tools,” emphasized Victoria as she explains one system PDC launched in Indonesia called InAware. “Unless we partner to make that happen, it cannot benefit those who it should be serving,” said Ms Leat.

Not overlooking the value of traditional communication channels

Besides the digital divide, technological failure and threats to personal security also pose challenges. There is a need to develop ethical protocols, standards and practice guidelines on how new technologies can draw information that can be processed, used and stored.

While the panelists reinforced the need to invest in disaster risk reduction, the value of traditional means of communication should not be ignored. Dr Arie pointed out, “Most of the people in Japan were reading

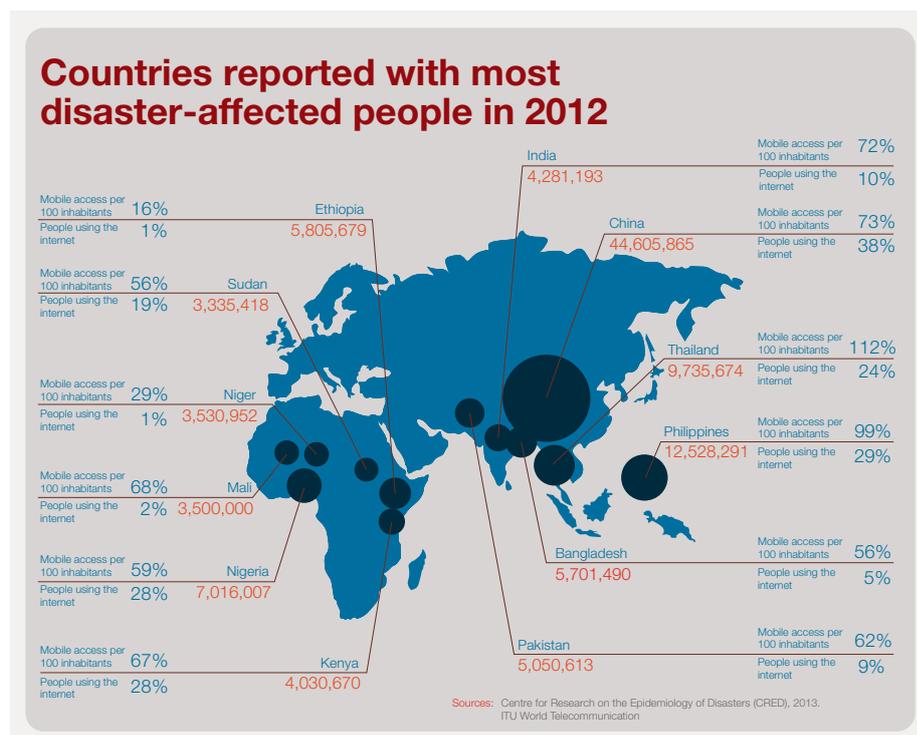
newspapers for information following the Great East Japan Earthquake.”

To conclude, there are many benefits and some challenges in the use of technology. But the responsible use of technology in humanitarian action offers enhancements to the effectiveness and accountability of assistance, reduces vulnerability and empowers people to build resilient communities.

Information and communication save lives, and are as necessary as food and water in an emergency response.



The World Disasters Report 2013 can be accessed at <http://worlddisastersreport.org/en/>



What's On

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November 16-17 Youth Favourites

Join us for a blood drive at the Bloodbank@Woodlands, at Woodlands Civic Centre from 10am to 5pm.



November 20 Red Cross Perspective on Global Humanitarian Action

Sign up to learn the Red Cross perspective on global humanitarian action at 10am-12pm at Antica Ballroom, Level 2, Orchard Parade Hotel. President of the International Committee of the Red Cross (ICRC), Dr Peter Maurer will offer the ICRC's perspective on some key regional and global challenges faced today and humanitarian response. To register, visit <http://cil.nus.edu.sg>.

December 5 International Volunteers Day

We recognise and appreciate the contributions of all our volunteers who have walked with us in our journey to serve humanity and save lives. You have made a difference! Thank you!

December 8 Weekend Sale

Check out our Weekend Sale from 10am to 3pm for clothes, accessories, toys and electronic devices at bargain prices! See you at Red Cross House, 15 Penang Lane, Singapore 238486! Proceeds will be channelled to our local humanitarian services!



Ongoing

Have a great idea on how to give back on #GivingTuesdaySG? Follow us on [@GivingTuesSG](https://twitter.com/GivingTuesSG), use the #GivingTuesdaySG and #GivingTuesdayHashtags. Like us on Facebook, and tell us your idea!

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