

SINGAPORE RED CROSS SOCIETY



SERVING HUMANITY, SAVING LIVES



PARTNERSHIPS FOR HUMANITY















Thank you for choosing the Singapore Red Cross (SRC) as your charity of choice!

With your help, we can uplift thousands who need help, in Singapore and beyond our shores. Here are some ways you can get onboard a partnership for humanity!

VOLUNTEER • DONATE • ENGAGE • ADVOCATE

Choose a cause or two from each category to customise your own CSR plan for the year!



SUPPORT	VOLUNTEER	DONATE	ENGAGE	ADVOCATE			
BENEFICIARIES	 <p>Help Our Elderly; befriend and provide assistance on a regular basis</p>	 <p>Financial support sustains our operations and programmes for vulnerable persons and communities in Singapore.</p> <p>Enjoy 250% tax deduction on your local donation value.</p>	<p>Sponsor social or lunch outings for our Elderly.</p>	<p>To raise awareness of the needs of Elderly living on their own.</p>			
	 <p>Support Our Disabled; help out with daily operations at the Red Cross Home for the Disabled & the Day Activity Centre</p>				<p>Adopt a Disabled resident and sponsor his / her development and daily needs.</p>	<p>To provide sustainable care for our Disabled in the community and at the Red Cross Home for the Disabled.</p>	
	 <p>Uplift Families & Children / Youth; provide a listening ear and a helping hand to encourage families to strive for a better tomorrow</p>				<p>Sponsor or host recreational activities for low-income Families & Children.</p>	<p>To generate support for vulnerable Families & Children.</p>	
CAUSES	 <p>Service-based, play an important role in supporting our operations</p>	 <p>In-kind donations or sponsorships translate to cost savings for the Red Cross, and provides beneficiaries with essentials.</p>	 <p>Learn First Aid or Psychological First Aid as a social or team building exercise</p>	<p>Break down barriers against mental health wellness (Befriending, Psychological First Aid, Psychosocial Support).</p> <p>First Aid (First Aid courses, Community First Aid; FAOW). Learn essential life-saving skills to save lives</p>			
	 <p>Skills-based, volunteer your professional skills for our humanitarian work</p>				 <p>Donate Blood, to keep our community strong and resilient.</p>	 <p>Integrate HoME+ as part of your company's staff benefits, or as sponsorship to the elderly community</p>	<p>Rally the community to keep our blood stocks healthy</p>
	 <p>Event-based, general or event-expertise support can make all the difference</p>				 <p>Host a charity pop-up sale in your premises to fundraise for a good cause, or organise a decluttering drive and donate saleable items to Shop+</p>	<p>Invest in youth development to nurture the next generation of humanitarian leaders</p>	
				<p>Deliver aid and build resilience across global communities</p>			

VOLUNTEER

Volunteers are the backbone of Singapore Red Cross (SRC), carrying out humanitarian work on the ground. We welcome all individuals, groups, and professionals to join us, to enhance and further the work of the Red Cross.

Are you all set to give your time or share your skills? Grab your colleagues and friends or go solo, and choose a cause that you are passionate about!

SMALL ACTIONS, GREAT IMPACT

To champion, and to care for

Lend your time / skills for a greater cause

Elderly

Passionate about helping the elderly? We welcome committed volunteers to **visit** and **interact** with elderly persons staying on their own, to provide assistance and a helping hand.



Disabled

SRC operates the Red Cross Home for the Disabled (RCHD), our country's only residential home for the severely disabled. With some 100 residents at the RCHD and the Day Activity Centre (DAC), we welcome assistance in all ways - **feeding** our residents, providing **haircuts**, leading simple **arts & crafts sessions**, and more!



Families & Children

Keen to uplift vulnerable children and their families from disadvantaged backgrounds? From **reading**, organising **fun outings**, distributing **food vouchers** to providing **general assistance**, you can help families to get back on their feet!



Service-based

From **administration**, **befriending**, **sales**, to **logistics support**, you will play an important role in ensuring our operations run smoothly.

Skills-based

If you are a seasoned **lawyer**, an experienced **hair stylist**, a veteran **educator**, or a budding **photographer** looking to volunteer your professional skills to enhance our humanitarian work, we welcome you to join our family! Alternatively, if you have **medical** or **nursing training**, be part of our Community Health on Wheels (CHoW) or Medical Chaperone & Transport (MCT) teams to bring essential aid to those who need it.

Event-based

With more than 30 annual physical and digital events including online fundraisers, SRC & Volunteer Awards Ceremony, Humanitarian Conference, First Aid outreach events, webinars, and e-concerts etc, your **time** or **event management skills** can make all the difference to bringing our plans to life - online and onsite!

VOLUNTEER WITH US FOR A YEAR AND LEARN USEFUL LIFE SKILLS!

A potential volunteer journey with the Red Cross, at your own pace

Quarter 1

Get to know our elderly, children and families

(bi-weekly, monthly or at any frequency that works for you)

Befriend a grandparent, read to a young child, deliver food vouchers to a family in need.

Quarter 2

Join us at the Red Cross Home for the Disabled

(one-off, fortnightly, monthly or at any frequency that works for you)

Feed and interact with our residents.

Quarter 3

Rack up event experience

(participate in end-to-end planning or show up on actual day to lend a hand)

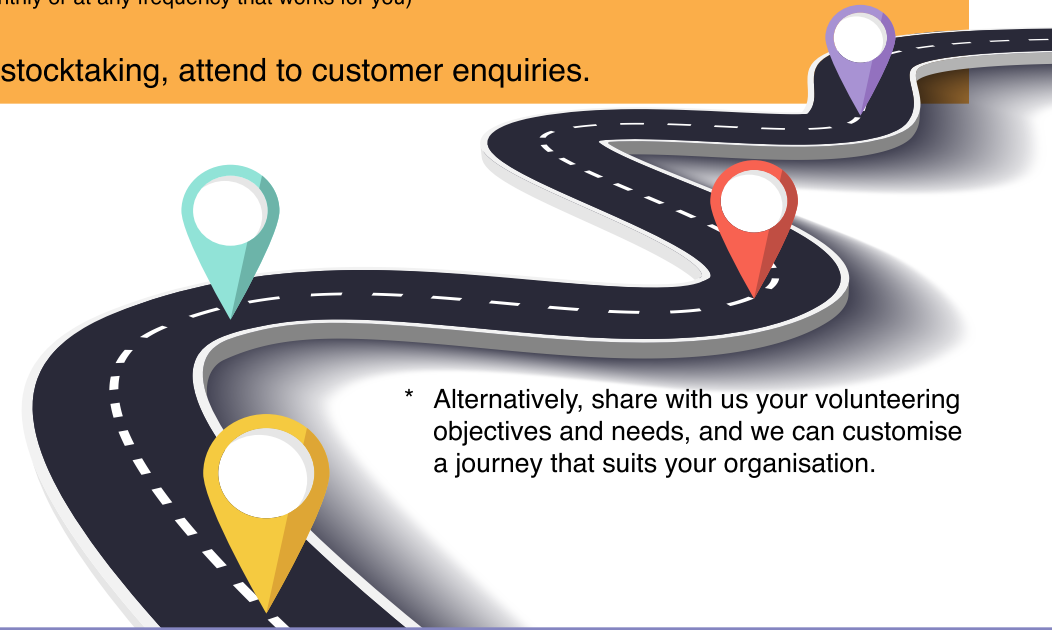
Project planning and counsel or provide onsite event support.

Quarter 4

Be a retail shop assistant for Shop+!

(bi-weekly, monthly or at any frequency that works for you)

Inventory stocktaking, attend to customer enquiries.



* Alternatively, share with us your volunteering objectives and needs, and we can customise a journey that suits your organisation.

DONATE

As a non-profit organisation, the **Singapore Red Cross (SRC)** relies on public donations to help the disadvantaged community with targeted assistance.

Donations go towards sustaining the day-to-day operations of the Red Cross Home for the Disabled - our country's only residential home for those with severe and multiple disabilities - and the **Day Activity Centre for the Disabled**, supporting elderly beneficiaries with TransportAid, ElderAid and befriending initiatives, and uplifting low-income families with Family LifeAid via food vouchers, tuition programmes and more.

The Red Cross is also the **national blood donor recruiter** since 2001. Our blood donation programme works 365 days a year, to rally blood donors to meet Singapore's transfusion needs at all times.



MAKE A DIFFERENCE, MAKE A DONATION!

Monetary

Pledge **monetary** support to our local causes to enjoy a 250% tax deduction on your local donation value! This includes **3rd-party fundraising** (set up a campaign in your company's name!), **legacy giving** and **corporate dollar matching donations**. Every dollar makes a difference to our beneficiaries.

In-kind

Donating in-kind **retail** and **essential** items can help the Red Cross and its beneficiaries. Past season's retail items, stock overruns, and unredeemed lost-and-found items can be sold at Shop+, SRC's charity shop, with all proceeds supporting vulnerable families. Do you have adult diapers or cereals to donate? Your donation can go the extra mile to support the needy.

Corporates can also choose to set up a Shop+ collection box within premises, to encourage staff to donate preloved / new items to the Red Cross. Let us be how you maximise unused treasures for a great cause!

SUSTAIN LIVES WITH BLOOD DONATION

Organise A Blood Donation Drive

Donating blood together with your friends or colleagues can be a fun, enriching and fantastic bonding activity. Every day, 400 units of blood are needed and your contribution can go a long way to help those who need blood transfusion and to build resilience in our community.

Here are some ways to do your part for our community:

1) Group booking at a blood collection centre

- Gather a group of donors to make a group booking to donate blood at any blood bank or donation drive.
- Location and timing information is available at giveblood.sg/#where-to-donate

2) Organising a donation drive at your premises

- Prepare a well-lit, fairly quiet, air-conditioned room or space with 2-3 power outlets and easy access to a loading / unloading bay.
- Gather a minimum of 80 to 100 sign-ups prior to the donation drive.
- Share with colleagues and stakeholders about the donation drive through collaterals, emails, intranet, etc.

3) Publicity and advocacy for blood donation

- Support blood donation by putting up posters / flyers at your premises, or sending e-collaterals to your colleagues.
- Choose from a variety of assets that the Red Cross has produced - upcoming donation drive information (for your colleagues to donate at their convenience and preferred location), pre- and post-donation care tips, FAQ & mythbusters, blood donation and Singapore, etc.

Tips For Successful Corporate Donation Drives!

- Strong support from your organisation's leadership team (e.g by encouraging members / staff to support the drive, by giving time-off for staff to volunteer or participate in the drive, by promoting the drive internally ahead of time)
- Publicity in the lead-up to the drive (e.g publicity via email / newsletter / intranet, posters at high traffic areas in your premises, reminders for sign-up / event)
- A team of "champions" ready to help with logistical preparations, pre-publicity and mobilising donors / crowd control on the day of the drive

ENGAGE








Let the Singapore Red Cross (SRC) help you to do more, for social good! Want to sponsor an elderly or a disabled resident to keep their blues at bay? Take a child under your wings and be his / her mentor or journey with a family or an individual to offer them friendship? You can do all these and more with the SRC, as an individual or as a group.

Additionally, support **social procurement** and engage our **social enterprise initiatives** to generate positive social impact!** We have solutions for your mandatory staff training / team building needs, employee benefits, and better yet - retail therapy for the wellness of your colleagues!

**All proceeds go towards sustaining local programmes for the vulnerable community. Maximise your charity footprint with us!



BUILDING CAPACITY & STRENGTHENING RESILIENCE FOR OUR COMMUNITY

CAUSES	 Elderly	Join or organise volunteer programmes to help care for beneficiaries or vulnerable families in the long run. Befriending, mentoring and organising bonding outings are great ways to put a smile on their face!
	 Disabled	
	 Children & Families in need	
SOCIAL ENTERPRISES		Engage SRCA for your employee training and team building exercises! The Academy offers (physical and psychological) first aid training and other humanitarian awareness education
		Include HoME+ as part of your corporate staff benefit scheme for employees with elderly family members. At only \$600 a year for each staff, our 24/7 home monitoring elder care device will gift employees a peace of mind while they are committed at work. You can also consider sponsoring HoME+ on an annual basis (\$600) for an elderly living alone and in need of a wellness and safety solution.
		Engage our scalable pop-up Shop+ at your premises and for a period of your choice - over a lunch break, a day or even a week. Or choose to go virtual by encouraging your circle to shop at Redcrossmall.sg.
		Book our first aid coverage service for your corporate events! We have safeguarded 300+ events over the past 5 years. You can count on us to keep your participants safe.

ADVOCATE









The Singapore Red Cross (SRC) is constantly on the lookout to onboard individuals or corporations who wield degrees of influence in their communities on specific platforms or professional networks.

If you are passionate about using your voice to help the vulnerable community in Singapore or to champion a humanitarian cause, we welcome you to join us to advocate for humanity!

Here's how to get involved and earn your humanitarian stripes:

- **Lend your voice towards a cause.** We run many local programmes cause, we can create digital campaigns to maximise awareness and encourage actions (e.g. donations, volunteerism, etc.)
- **Use your platform.** Does your brand have a social media presence or use an in-house communications tool? Do you own a podcast or an initiative? Share about the work of the Red Cross with your audience; use your platform to help magnify our messages to the masses! You might just inspire someone to come onboard and do good together!
- **Any other advocacy ideas?** Let's work together and tailor a strategy that works for everyone!

CHOOSE A CAUSE, ADVOCATE FOR THE RED CROSS

BENEFICIARIES	 Elderly	You can help raise public awareness for the lonely and single Elderly in our community, and play a part in reducing isolation risks.
	 Disabled	Help the Red Cross to raise funds for the Disabled Home, to provide long-term and sustainable care for the residents.
	 Children & Families in need	Use your voice to generate awareness and support to uplift vulnerable Families & Children who need a leg-up in life!
CAUSES	 Wellness (Befriending, Psychological First Aid, Psychosocial Support)	An advocate for mental health? Help us to grow mental health awareness to build a resilient and inclusive society!
	 First Aid	Support the national goal of having a first aider in every home! Nearly 1 out of 3 deaths in Singapore is due to heart diseases or stroke. Knowing CPR and basic first aid can help save lives. Want to go further with your first aid know-how? Register to become a First Aider on Wheels and patrol Sentosa, East Coast Park and Pulau Ubin to give aid to park-goers.
	 Blood Donation	Every day in Singapore, 400 units of blood are needed to save lives. Join us to rally the community to donate blood for the nation's transfusion needs.
	 Youth Development	The Red Cross Youth educates, enables and empowers young people to learn, serve and become humanitarian leaders of tomorrow. Be an advocate by investing in youth initiatives like thought leadership opportunities and fundraising activities, sharing your platforms to allow RCY to leverage your channels to maximise reach, or mentoring youths to develop their potential!
	 Global	Building capacity and saving lives, the SRC helps international communities to build resilience during peacetime, and to recover and rebuild after disasters.



THE SINGAPORE RED CROSS, YOUR CHARITY OF CHOICE



Established & Credible

For more than 70 years, we have supported the recovery of countless global communities. In Singapore, we provide essential social services to vulnerable individuals, families and disabled individuals to lift them out of intergenerational poverty cycle and empower them for a better tomorrow.



Strong Governance

Our Chairman is appointed by the President of the Republic of Singapore, who is our Patron. We have been conferred the Charity Governance Award and the Charity Transparency Awards.



Leaving a Legacy and Impact

Your donation is a reflection of your organisation's legacy and leaves a lasting impact. Your contribution will make a positive difference to our community and enable us to develop and sustain new programmes to help vulnerable Singaporeans.



Enjoy Tax Exemption Benefits

Singapore-resident individuals and corporations will enjoy tax deduction of 2.5 times on all donation to local causes.



Acknowledgement and Recognition

We acknowledge and thank our donors through various publicity channels. Major donors will be invited to a special appreciation ceremony, graced by our Patron.

START YOUR PARTNERSHIP WITH THE SINGAPORE RED CROSS

365 days a year, the work of the Red Cross goes on quietly and around the clock. Our volunteers, donors, partners and employees work behind the scenes to provide essential services to thousands of beneficiaries, and at same time, raise awareness and funds to sustain our work.

Every hour of the day, a beneficiary is receiving assistance from a Red Cross volunteer; a volunteer is training to become a qualified first aider; and

someone is receiving a blood transfusion that Red Cross has mobilised. When an organisation like yours is searching for opportunities to widen your charity footprint, we say let us be it!

We are proud of the work that we do to uplift the lives of the vulnerable communities and to revitalise and strengthen these groups in ways that set them up for a better tomorrow. Your contribution will empower us to uplift the lives of the less fortunate and enhance community resilience in our midst. Join us today!





SINGAPORE

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