

# SINGAPORE RED CROSS SOCIETY



SERVING HUMANITY, SAVING LIVES





## PARTNERSHIPS FOR HUMANITY

















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

# 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  |
|---|--|
|  <p><b>Elderly</b><br/>Passionate about helping the elderly? We welcome committed volunteers to <b>visit</b> and <b>interact</b> with elderly persons staying on their own, to provide assistance and a listening ear.</p>  | <p><b>Service-based</b><br/>From <b>administration</b>, <b>befriending</b>, <b>sales</b>, to <b>logistics</b> support, you can play an important role in ensuring our operations run smoothly.</p>   |
|  <p><b>Persons with Disabilities</b><br/>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 - <b>feeding</b> our residents, providing <b>haircuts</b>, leading simple <b>arts &amp; crafts sessions</b>, and more!</p> | <p><b>Skills-based</b><br/>If you are a seasoned <b>lawyer</b>, an experienced <b>hair stylist</b>, a veteran <b>educator</b>, a passionate <b>career coach</b> or a budding <b>photographer</b> looking to volunteer your professional skills to enhance our humanitarian work, we welcome you to join our family! Alternatively, if you have <b>medical</b> or <b>nursing training</b>, be part of our Community Health on Wheels (CHoW) or Medical Chaperone &amp; Transport (MCT) teams to bring essential aid to those who need it.</p> |
|  <p><b>Families &amp; Children</b><br/>Keen to uplift vulnerable children and their families from disadvantaged backgrounds? From <b>reading</b>, organising <b>enjoyable outings</b>, distributing <b>food vouchers</b> to providing <b>general assistance</b>, you can help families get back on their feet!</p>  | <p><b>Event-based</b><br/>With more than 30 annual physical and digital events including online fundraisers, SRC &amp; Volunteer Awards Ceremony, Humanitarian Conference, First Aid outreach events, webinars, e-concerts, etc. your <b>time</b> or <b>event management skills</b> can make all the difference to bringing our plans to life - online and onsite!</p>   |

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

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

|                  |  |
|------------------|--|
| <b>Quarter 1</b> | <p><b>Get to know our elderly, children and families</b><br/>(bi-weekly, monthly or at any frequency that works for you)</p> <p>Befriend a grandparent, read to a young child, deliver food vouchers to a family in need</p> |
| <b>Quarter 2</b> | <p><b>Join us at the Red Cross Home for the Disabled</b><br/>(one-off, fortnightly, monthly or at any frequency that works for you)</p> <p>Feed and interact with our residents</p>  |
| <b>Quarter 3</b> | <p><b>Gain event experience</b><br/>(participate in end-to-end planning or show up on the actual day to lend a hand)</p> <p>Project planning and counsel or provide onsite event support</p>                                 |
| <b>Quarter 4</b> | <p><b>Be a retail shop assistant for Shop+!</b><br/>(bi-weekly, monthly or at any frequency that works for you)</p> <p>Inventory stocktaking, attending to customer enquiries</p>  |



\* 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 children and families in need with Family LifeAid via food vouchers, tuition programmes and more.

MAKE A DIFFERENCE, MAKE A DONATION!

Monetary

Pledge **monetary** support to our local causes to enjoy a 250 percent tax deduction! This includes **third-party fundraising** (setting 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. Your donation can go the extra mile to support those in need.

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



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

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 transfusions, as well as 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](https://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! Keen to sponsor an elderly or a disabled resident to keep their blues at bay? Or take a child under your wings and be his/her mentor? 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 in 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 will go towards sustaining local programmes for the vulnerable community. Maximise your charity footprint with us!



| BUILDING CAPACITY & STRENGTHENING RESILIENCE FOR OUR COMMUNITY |  |  |
|--|--|--|
| CAUSES   |  <b>Elderly</b>                         | Join or organise <b>volunteer programmes</b> to help care for beneficiaries or vulnerable families in the long run.  |
|  |  <b>Disabled</b>                        | <b>Befriending, mentoring and organising bonding outings</b> are great ways to put a smile on their faces!   |
|  |  <b>Children &amp; Families in need</b> | Extend job opportunities to the unemployed/ underemployed in our care (or) participants of SRC's Centre for Occupational Learning and Employment   |
| SOCIAL ENTERPRISES   |   | <b>Engage Singapore Red Cross Academy (SRCA)</b> for your employee training and team-building exercises! The Academy offers (physical and psychological) first aid training and other humanitarian awareness education.  |
|  |                                        | <p><b>Include HoME+</b> as part of your corporate staff benefit scheme for employees with elderly family members.</p> <p>At only \$600 a year for each staff, our 24/7 home monitoring eldercare device will gift employees the peace of mind that their elderly loved ones are well-cared for while they are at work.</p> <p>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.</p> |
|  |                                       | <b>Engage our scalable pop-up Shop+</b> at your premises for a period of your choice - over lunch break, a day or even a week. Or choose to go virtual, encourage your circle to shop at Redcrossmall.sg.  |
|  |                                       | Secure your corporate events by engaging us for <b>first aid coverage!</b> We have provided first aid coverage more than 300 events over the past five years. You can count on us to keep your participants safe!  |



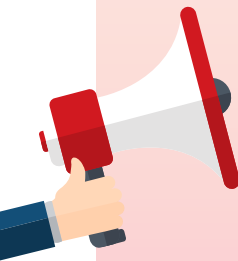
ADVOCATE

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 to serve the most vulnerable. If you are keen to champion a certain cause, we can create digital campaigns to maximise awareness and encourage actions (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 |  <div>Elderly</div>  | You can help <b>raise public awareness</b> for the lonely and single <b>Elderly</b> in our community, and play a part in reducing isolation risks.   |
|               |  <div>Disabled</div>   | Help the Red Cross to <b>raise funds</b> for the <b>Disabled</b> Home, to provide long-term and sustainable care for the residents.  |
|               |  <div>Children &amp; Families in need</div>                  | Use your voice to <b>generate awareness and support</b> to uplift vulnerable <b>Children and Families</b> who need a leg-up in life!   |
| CAUSES        |  <div>Wellness<br/>(Befriending, Psychosocial Support)</div> | An advocate for mental health? Help us to <b>grow mental health awareness</b> to build a resilient and inclusive society!  |
|               |  <div>First Aid</div>  | <b>Support the national goal of having a first aider in every home!</b> Nearly one out of three deaths in Singapore is due to heart diseases or stroke. Getting trained in CPR and basic first aid can help save lives.<br><br>Want to go further with your first aid know-how? Register to become a First Aider on Wheels and patrol East Coast Park and Pulau Ubin to give aid to park goers.      |
|               |  <div>Blood Donation</div>                                  | Every day in Singapore, 400 units of blood are needed to save lives. Join us in rallying the community to <b>donate blood for the nation’s transfusion needs.</b>  |
|               |  <div>Youth Development</div>                              | The Red Cross Youth (RCY) <b>educates, enables and empowers young people</b> to learn, serve and become humanitarian leaders of tomorrow.<br><br>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! |
|               |  <div>Global</div>   | Building capacity and saving lives, the SRC helps international communities to <b>build resilience</b> during peacetime, and to <b>recover and rebuild</b> 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 the inter-generational 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 deductions of 2.5 times on all donations 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 of the 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, while raising awareness and funds to sustain our work.

Every hour of every 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, partner us for a meaningful journey!

We are proud of the work that we do, to uplift the lives of the vulnerable communities, 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.







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