



SINGAPORE RED CROSS
Annual Report 2013



Serving Humanity, Saving Lives

Impact Report 2013
SINGAPORE RED CROSS



Vision

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

Mission

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

SEVEN FUNDAMENTAL PRINCIPLES

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

CORE VALUES

COMPASION

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

PASSION

Giving our heart and soul selflessly in all that we do

PROFESSIONALISM

Achieving excellence in our service delivery with integrity and transparency



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CHAIRMAN'S REPORT

On behalf of the Council, I am pleased to present the Singapore Red Cross' (SRC) annual report for the year ended 31 December 2013.

Following a year of transformation in 2012, the Singapore Red Cross focused on fortifying its services, structures and systems in 2013. We dedicated ourselves to strengthening fundamentals so as to sustain relevance, with the purpose of better serving the vulnerable and meeting their needs, both locally and abroad.

A DISTINCTIVELY LOCAL MANDATE

One of our top priorities for 2013 was to help those who have fallen through the cracks of social service. To ensure the relevance of SRC's local humanitarian services in the community, we undertook a comprehensive needs analysis

"We dedicated ourselves to strengthening fundamentals so as to sustain relevance, with the purpose of better serving the underserved and meeting unmet needs, both locally and abroad."

to identify the gaps in the needs of the most vulnerable groups in our community – the elderly, the disabled, the skipped-generation families, the single-parent families, and the working poor. This resulted in an expansion of our services to address these gaps in a sustainable manner.

I am glad to share the following achievements:

- Introduction of an inclusive FoodAid programme that provides a package of essential grocery for the less privileged, particularly those who receive minimal or no public assistance. The programme takes into account the need for these families to have a healthy diet, which may otherwise be unaffordable to them. Many on this programme are the "skipped generation" families – grandparents taking care of grand children.
- Activation of a new campaign "Release the Hero Within You" so as to reach out to an important group of blood donors – Youths. As part of this campaign, SRC released its first microsite as well as a mobile application to augment its engagement with the youth.
- Launch of a series of new first aid courses for specific group of vulnerable persons and their caregivers – Basic First Aid for the Elderly, First Aid for the Diabetics and First Aid for the Stroke Patients. All these courses were provided at subsidised rates with funding from the Agency for Integrated Care (AIC).
- Expansion of the TransportAid to provide transportation for the vulnerable. Made over 6,700 trips to help the elderly and disabled from low-income homes get to and from facilities to receive lifesaving services, including medical, dialysis and therapy. This represents almost twice the number of trips made in 2012.
- Mobilisation of volunteers for Community FirstAid, to cover more than 60 national and community events. This amounted to almost 12,000 hours of volunteer hours of service by our volunteers.

To support these and other ongoing local humanitarian services, we managed to raise over \$2,520,000 up from \$1,739,000 in 2012. We also managed to generate almost \$2.8 million media value, increasing mindshare and support for our work.

CONNECTED TO THE WORLD, RESPONDING INTERNATIONALLY

Besides helping the local community, SRC has remained steadfast in extending assistance beyond our shores in times of need.

In 2013, SRC responded to the following disasters:

- Ya'an Earthquake, China (April 2013): \$150,000 in relief aid
- Tropical Storms in South East Asia (October 2013): \$90,000 in relief aid to Laos, Vietnam and Cambodia (\$30,000 respectively)
- Bohol Earthquake, Philippines (October 2013): \$100,000 in relief aid to Philippines, three medical missions
 - Typhoon Haiyan, Philippines (November 2013): \$734,000 for emergency response including three medical missions

SRC stepped up its international aid and response at the end of 2013 when Philippines was hit with a double whammy – Bohol Earthquake and Typhoon Haiyan. Immediately after Bohol earthquake struck, SRC deployed its advance team to Bohol and Cebu Islands on 18 October. Two other medical relief teams were subsequently

dispatched to aid the affected populations. Sadly, less than three weeks later, Typhoon Haiyan made landfall in Philippines, compounding the impact and challenges faced by the local communities. On November 14, SRC sent its advance team to assess the ground situation and deliver food and non-food aid to the locals. This was followed by three medical teams to render assistance to the affected communities.

In November 2013, we also welcomed the visit of the President of the International Committee of the Red Cross (ICRC), Dr Peter Maurer. Besides visiting the Red Cross House where he met with the staff and volunteers of the SRC, Dr Maurer also delivered a public lecture entitled, "Global Humanitarian Action Today – the Red Cross Perspective". This public lecture, which SRC co-organised with the Centre for International Law and the Ministry of Foreign Affairs, served as a precursor for the Singapore Red Cross Humanitarian Lecture Series which would be launched in 2014.

HUMANITY IN ACTION

After a forward-looking Annual Report in 2012, we have themed this year's report 'Humanity in Action' to highlight the impact that SRC has made on the lives and communities that we serve.

In recent years, SRC has embarked on some landmark changes, such as the Constitutional Review in 2012, to strengthen the Society's practices and operations. While these newly implemented systems and projects gradually consolidate and take shape, their impact on the Society and its stakeholders are gradually emerging and becoming more apparent. Winning the 2013 Charity Governance Awards, for example, was a testament to the hallmark governance SRC works hard to maintain.

We continue to engage corporate partners to fund and expand our TransportAid fleet so as to help more beneficiaries to get to and from their healthcare service facilities and medical appointments. We are cognizant that many depend solely on us to access their life-sustaining treatments, so it is a responsibility we will work hard to continue to discharge.

Our First Aider on Wheels service at East Coast Park has been immensely popular with park users and volunteers since the launch in February 2012. With the growing demand, we have extended the service to cover public holidays, in addition to our original weekend coverage. In 2014, we will engage the National Parks Board regarding the service expansion to cover more areas and park users in Singapore.

Moving forward, our key priority will be to strengthen our three primary services – Community FirstAid, FoodAid and TransportAid, and at the same time broaden their outreach, thereby touching more lives amongst the vulnerable in our community.

YOUTH AND VOLUNTEERS

There has been a deliberate move by the Government to strengthen engagement with the Youth and to build a greater sense of responsibility and community spirit amongst the Youth as evidenced in part by the establishment of the Youth Corps Singapore. Likewise, SRC will continue its emphasis on building a strong Youth Movement. In this regard, the integrated Red Cross Youth (RCY) has reviewed their activities and syllabus. We wish to build a RCY that is not only relevant to meeting the needs of the community, but also serves to foster leadership skills and strengthen a sense of responsibility towards the community amongst all its members.

We also continue to pay close attention to the development of our volunteer corps. The volunteer career pathway, introduced in 2013, seeks not only to equip all volunteers with the necessary skills and knowledge in a systematic manner, but also maps out a longer-term volunteer journey with the SRC. The aim is to have a strong and motivated volunteer force that allows for a sustainable impact on the community through the humanitarian services of the SRC.

Recognising the importance of the work of the youth and the volunteers in fulfilling the mission of the SRC, we launched the annual Singapore Red Cross Awards. The awards serve to recognise the important contributions made by our long-serving volunteers and our fervent supporters and donors. Our Patron, President Tony Tan visited the Red Cross House (the first visit by our Patron and President of Singapore in many decades) and officiated the awards ceremony. This occasion marked another important milestone in the journey of the SRC.

CONCLUSION

In closing, I thank all our volunteers, donors and blood donors, supporters and partners for joining us in our mission to serve humanity and save lives. To my fellow Council Members and SRC staff, your commitment and dedication to the Society are a constant inspiration and motivation. I hereby call on all of you to continue your support to the critical mission of providing hope, empowering lives, rebuilding communities, sustaining human dignity and saving lives.



Tee Tua Ba
Chairman



主席报告

我谨代表理事会，很荣幸地提呈截至2013年12月31日的新加坡红十字会年度报告。

继2012年转型之后，新加坡红十字会在2013年专注于强化其服务，结构及系统。我们致力于强化基本面，紧跟时代的步伐，以期更好地服务本地及海外的弱势群体，满足他们的需求。

以深耕本地为首要任务

我们在2013年的首要任务之一就是帮助那些身处社会服务边缘的群体。为了确保新加坡红十字会为社区提供的人道服务能够切合实际，我们专门做了一项全面的需求分析，确认我们目前的社会服务体系中，存在着以下缺口——老人、残疾人，隔代家庭，单亲家庭，以及低收入的工作人员。这使得我们更进一步地扩展服务，从而以长远性的方式覆盖到这些领域。

在此，我很高兴地与您分享以下成果：

- 创设了一项涵盖广泛的粮食援助(FoodAid)项目。该项目为弱势社群，特别是那些只能得到很少甚至没有公共援助的人们，提供基本的食品配套。另外由于这些家庭只能顾及温饱，根本无心考虑饮食健康的问题，所以该项目也照顾到了这方面的需求。这个项目的受益者很多都是「隔代家庭」——相依为命的祖孙两代。
- 启动了一项名为「Release the Hero Within You」的活动专案，本专案是针对青少年设计的，他们是无偿献血者当中的一个重要的族群。此专案包括了新加坡红十字会发布的首款微网站和智能手机应用程序，以增强青少年的参与和互动。
- 推出了一系列全新的急救课程，针对特定的弱势群体及其照顾者。课程包括乐龄人士的基本急救，糖尿病患者急救以及中风病人的急救。这些课程由Agency for Integrated Care (AIC) 补助，均以补贴价格提供给社会大众。
- 扩大了护送服务(TransportAid)，为弱势族群提供接送服务。全年使用量超过6,700人次，帮助低收入家庭的乐龄和残疾人士往返于住家及医疗院所，以接受包括医疗，洗肾和理疗等生命攸关的服务。这个数字与2012年相比几乎成长了一倍。
- 动员了大量志愿者提供社区急救服务，参与了60多项全国性或社区性的活动，这相当于我们的志愿者提供了近12,000小时的志愿服务。

为了提供上述及其他项目的人道服务，我们成功筹措的善款从2012年的173.9万元提高到了2013年的252万元。此外，我们经新闻报导得到了近280万元的媒体价值，大大提高了品牌知名度以及民众对我们的支持。

连接世界，响应全球

除了帮助本地社区，新加坡红十字会也一直在其他国家和地区有需要的时候及时伸出援手，远涉重洋，救助灾民。

2013年，新加坡红十字会为以下灾难提供救灾服务：

- 中国雅安地震（2013年4月）：15万元的救灾援助
- 东南亚热带风暴（2013年10月）：9万元救灾援助(寮国，越南和柬埔寨各3万元)
- 菲律宾保和地震（2013年10月）：10万元的救灾援助，三次医疗任务
- 菲律宾海燕台风（2013年11月）：73.4万元紧急救灾，包括三次医疗任务

当菲律宾在2013年年尾遭受保和地震和海燕台风的双重灾难打击时，新加坡红十字会立即挺身而出，加强了我们的国际救灾援助。就在保和地震发生之后，新加坡红十字会随即于10月18日部署了医疗先遣队前往保和岛和宿务岛。另外两个医疗救援队也随后出动，帮助受灾民众。很不幸的是，就在不到三个星期后，海燕台风登陆菲律宾，造成强大的土石流，使得当地社区遭受的影响和面临的挑战更加严重。11月14日，新加坡红十字会再度派出先遣队评估当地情况，并为灾民带去了食品和非食品的补品。随后，又有三支医疗队前往灾区提供救援。

另一方面在2013年11月，我们接待了红十字国际委员会主席彼得·毛雷尔博士的来访。除了在红十字会总部会见了员工和志愿者，毛雷尔博士也发表了公开演讲，题为「今日的国际人道主义行动——红十字会的视角」。此次公开讲座，是由新加坡红十字会与国际法中心及外交部合办，这也是将在2014年推出的新加坡红十字会人道主义系列讲座的前导。

人道在于行动

继2012年前瞻性的年度报告之后，我们将今年的报告主题定为「人道在于行动」，以彰显新加坡红十字会对其服务的人们和社区的影响。

近年来，为了强化本会的工作和营运，新加坡红十字会已经作出了一些具有里程碑意义的改革，如2012年的章程重审。随着这些新实施的系统和项目逐步巩固和初具规模，这些改革对本会的影响正在逐步显现，并越来越明显。比如，赢得2013慈善治理专项奖，便是对新加坡红十字会努力维持的指标性的管理制度的强而有力的证明。

我们继续与企业合作募款，来扩大我们的护送服务(TransportAid)的车队，进而帮助更多的受益者前往医疗服务中心进行医疗保健或就诊。我们知道对许多人来说，这个护送服务，是他们能够前往医疗院所接受生命攸关的医疗服务，唯一的依赖。所以为了他们，我们一定视此服务为己任，努力坚持下去。

我们在东海岸提供的流动急救服务(First Aider On Wheels)服务自2012年2月以来，一直广受公园使用者和志愿者的支持。随着需求不断增长，我们已经将服务时间从原本的周末，扩展至涵盖公众假期。在2014年，我们将与国家公园局合作，将服务范围扩大到新加坡更多的地区，以帮助更多的公园使用者。

展望未来，我们的首要目标是强化我们的三项主要服务——社区急救(Community FirstAid)，粮食援助(FoodAid)和护送服务(TransportAid)，并同时扩大外延，让社区中更多的弱势群体受益。

青少年和志愿者

新加坡政府十分鼓励年轻人更多更深入地参与各项社会活动，建立他们更强烈的责任感，并培养他们的社区精神，其中一个有力的证据就是建立了Youth Corps Singapore。同样地，新加坡红十字会将继续不遗余力地推广青年运动。在这方面，整合后的红十字会青年会已重新审阅了他们的活动内容及指导大纲。我们希望红十字会青年会不仅要做到满足社会的需求，同时也能起到在会员之间促进领导能力和强化社会责任感的作

用。我们也一直密切关注着我们的志愿者的发展。在2013年推出的志愿者事业规划，目的不仅是为了让所有志愿者具备所须的技能和知识，同时也为他们铺就一条与新加坡红

十字会长期合作之路。这也是为了培养有一支强大并积极进取的志愿者队伍，让他们通过新加坡红十字会的人道服务，为社区带来长远性的影响。

为了彰显青少年和志愿者在新加坡红十字会的工作中起到的重要作用，我们推出了多项年度新加坡红十字会奖。该奖项是为表彰长期服务的志愿者和热情的支持者和捐款人，所作出的重要贡献。我们的赞助人，陈庆炎总统参观了红十字会总部（这是几十年来新加坡总统的首次访问），并主持了颁奖仪式。这标志着新加坡红十字会又跨过了一个重要的里程碑。

结语

最后，我要感谢所有的志愿者，捐款人和献血者，支持者和合作伙伴，感谢你们的加入，和我们一起，为人道主义服务，拯救生命。致诸理事和新加坡红十字会的工作人员，你们的奉献和付出为本会提供了源源不断的灵感和动力。我在此向大家呼吁，希望你们继续支持我们的各项工作，重建我们的社区，维护我们的尊严，拯救更多的生命，让希望的曙光更加明亮，让生命的光彩更加辉煌！

郑大岩
主席

LAPORAN PENGERUSI

Saya, mewakili pihak Lembaga, berbesar hati menyampaikan Laporan Tahunan Palang Merah Singapura (SRC) bagi tahun yang berakhir 31 Disember 2013.

Menyusuli arus perubahan pada 2012, SRC menumpukan perhatian terhadap memperkuh barisan khidmat, struktur dan sistem pada 2013. Kami melabur segenap tenaga terhadap usaha memperkuh asas demi mengekalkan kerelevanan, dengan niat berkhidmat kepada mereka yang lemah, di sini dan luar negara, serta memenuhi keperluan mereka.

MANDAT BERTERASKAN KEPERLUAN SETEMPAT

Antara keutamaan kami pada 2013 ialah membantu mereka yang tidak dicukupi lingkungan bantuan khidmat sosial. Demi memastikan kerelevanan khidmat kemanusiaan setempat SRC dalam masyarakat, kami melaksanakan analisis keperluan yang teliti untuk mengenal pasti jurang keperluan golongan lemah dalam masyarakat – warga emas, orang kurang upaya (OKU), keluarga lat generasi atau keluarga memiliki anak-anak dijaga datuk dan nenek tanpa kehadiran ibu bapa sang anak (skipped-generation

families), keluarga ibu atau bapa tunggal, dan golongan miskin yang bekerja.

Justeru itu, barisan khidmat kami telah diperluas demi memenuhi jurang tersebut pada jangka masa lama.

Saya gembira dapat berkongsi pencapaian berikut:

- Mengenalkan program FoodAid yang tidak mengetepikan sesiapa (inclusive). Program ini menyediakan pakej makanan asas kepada golongan kurang bernasib baik, terutama sekali mereka yang kurang atau tidak menerima bantuan awam. Di samping itu, gaya pemakanan keluarga tersebut dijaga. Ramai yang memanfaatkan program ini merupakan keluarga "lat generasi" – datuk dan nenek yang menjaga cucu-cucu mereka.
- Memulakan kempen baru "Release the Hero Within You" demi mendekati kumpulan penderma darah penting – golongan belia. Di bawah kempen ini, SRC melancarkan laman mikro dan aplikasi alat mudah alih untuk melengkapi pendekatannya kepada golongan ini.
- Pelancaran siri kursus bantuan kecemasan baru bagi golongan lemah dan penjaga mereka – Bantuan Kecemasan Asas bagi Warga Emas, Bantuan

Kecemasan bagi Pesakit Kencing Manis dan Bantuan Kecemasan bagi Pesakit Angin Ahmar. Semua kursus itu disediakan pada harga lebih rendah, di samping suntikan dana dari Agensi Penjagaan Bersepadu (AIC).

- Perluasan program TransportAid yang bertujuan menyediakan pengangkutan buat golongan lemah. Pada 2013, sebanyak 6,700 perjalanan telah dilakukan untuk membantu warga emas dan OKU daripada keluarga berpendapatan rendah pergi ke pusat-pusat khidmat, seperti perubatan, dialisis dan terapi. Jumlah tersebut hampir seganda lebih tinggi berbanding 2012.
- Kerahan relawan ke lebih 60 acara bantuan kecemasan peringkat masyarakat dan kebangsaan. Secara keseluruhannya, para relawan melaburkan tenaga selama 12,000 jam.

Demi menyokong kegiatan-kegiatan tersebut serta khidmat kemanusiaan setempat yang lain, kami berjaya mengumpul dana melebihi \$2,520,000, berbanding \$1,739,000 pada 2012. Bahkan, kami berupaya menjana nilai media mencecah \$2.8 juta, justeru meningkatkan kesedaran pengguna dan sekali gus sokongan bagi kerja-kerja yang kami lakukan.

TERJALIN IKATAN KE SELURUH DUNIA, BERTINDAK PUN PADA PERINGKAT ANTARABANGSA

Selain membantu masyarakat setempat, SRC kekal menyediakan bantuan melepasi sempadan negara dalam keadaan memerlukan.

Pada 2013, SRC menghulurkan bantuan kepada mangsa bencana berikut:

- Gempa Ya'an, China (April 2013): Bantuan mencecah \$150,000.
- Taufan-taufan yang melanda Asia Tenggara (Oktober 2013): Bantuan mencecah \$90,000 dan dikirimkan ke Laos, Vietnam and Kemboja (setiap negara menerima \$30,000)
- Gempa Bohol, Philippines (Oktober 2013): Bantuan mencecah \$100,000 buat Philippines berserta tiga rombongan perubatan (medical missions)
- Taufan Haiyan, Philippines (November 2013): Bantuan mencecah \$734,000 untuk bantuan kecemasan termasuk tiga rombongan perubatan

SRC bertindak memperkukuh bantuan yang dihulurkan apabila Philippines dilanda dua bencana pada akhir 2013 – Gempa Bohol dan Taufan Haiyan. Sejurus berlakunya gempa Bohol, SRC mengerahkan pasukan terdahulu ke Bohol dan kepulauan Cebu pada 18 Oktober. Dua pasukan bantuan perubatan kemudian dikerahkan membantu masyarakat yang terjejas. Sedihnya, kurang tiga minggu kemudian, Taufan Haiyan pula memusnahkan Philippines, menjadikan cabaran yang sedia kala dihadapi warganya lebih besar lagi. Pada 14 November, SRC sekali lagi mengirinkan pasukan terdahulu untuk menilai keadaan serta menyampaikan kedua-dua bantuan makanan dan

bukan makanan kepada warga sana. Pasukan itu disusuli tiga pasukan perubatan.

Pada bulan yang sama, kami dikunjungi Presiden Jawatankuasa Antarabangsa Palang Merah (ICRC), Dr Peter Maurer. Selain mengunjungi Red Cross House dan menemui para kakitangan dan relawan SRC, Dr Maurer menyampaikan ceramah awam bertajuk "Global Humanitarian Action Today – the Red Cross Perspective". Ceramah awam ini, yang dianjurkan bersama oleh SRC, Pusat Undang-Undang Antarabangsa dan Kementerian Ehwat Luar (MFA), merupakan pengenalan Siri Ceramah Kemanusiaan SRC yang akan dilancarkan pada 2014.

KEMANUSIAAN DILAKSANAKAN

Jika Laporan Tahunan pada 2012 berteraskan visi memandang ke depan, kami memberikan tema 'Kemanusiaan Dilaksanakan' pula kepada laporan tahun ini supaya kesan SRC terhadap kehidupan dan masyarakat yang dibantu dapat ditampilkan.

Sejak beberapa tahun lalu, SRC telah menjalani perubahan besar, umpamanya Kajian Semula Perlembagaan pada 2012 demi memperkukuh amalan dan operasi Persatuan. Sedang sistem-sistem dan projek baru mula dikendalikan, kesannya ke atas Persatuan dan pemegang amanahnya semakin ketara. Misalnya, memenangi Anugerah Urus Tadbir Badan Amal 2013 menjadi bukti ketelusan urus tadbir SRC yang diusahakan sebaik mungkin.

Dalam pada itu, kami akan terus mendekati rakan sekutu korporat untuk mendapatkan biaya serta menambah jumlah pengangkutan TransportAid agar lebih ramai penerima dapat berulang-alik ke pusat-pusat penjagaan kesihatan dan memenuhi janji temu kesihatan masing-masing.

Kami sedar ramai yang bergantung sepenuhnya pada kami untuk mendapatkan rawatan-rawatan perubatan sedemikian, justeru ini tanggungjawab yang akan kami usahakan sedaya upaya.

Khidmat 'First Aider on Wheels' di Taman East Coast pula sangat popular dalam kalangan pengunjung taman dan relawan sejak dikenalkan pada Februari 2012. Dengan kadar permintaan yang kian meningkat, kami telah menambah masa khidmat yang kini disediakan juga pada hari cuti umum. Ini di samping tempoh hujung minggu yang lazim diadakan. Pada 2014, kami akan berbincang dengan Lembaga Taman Negara (NParks) untuk memperluas khidmat ini ke lebih banyak taman dan pengunjungnya di Singapura.

Memandang ke hadapan, keutamaan kami ialah memperkukuh tiga khidmat teras – Community FirstAid, FoodAid and TransportAid, dan pada masa yang sama, memperluas capaiannya lalu menyentuh lebih banyak jiwa dalam kalangan mereka yang memerlukan dalam masyarakat.

BELIA DAN RELAWAN

Pihak pemerintah telah mengorak langkah memperkukuh pendekatan mereka terhadap golongan belia lalu menjana rasa tanggungjawab yang lebih besar serta semangat kemasyarakatan dalam diri mereka dengan tertubuhnya Kor Belia Singapura.

Sejajar kemajuan itu, SRC juga akan terus menumpukan perhatian terhadap usaha membina gerakan belia yang kuat. Dalam hal ini, Belia Palang Merah (RCY) bersepadu telah menilai semula kegiatan dan sukatan pelajaran. Kami ingin membina pasukan RCY yang bukan sahaja relevan dalam memenuhi keperluan masyarakat, malah memupuk sifat kepimpinan dan memperkuat rasa tanggungjawab dalam diri setiap anggota.

Di samping itu, kami akan terus meneliti kemajuan kor relawan. Laluan kerjaya relawan, yang dikenalkan pada 2013, melengkapi para relawan dengan kemahiran serta ilmu yang penting menerusi kaedah ber sistem, selain mencartakan perjalanan jangka masa panjang mereka bersama SRC. Tujuannya ialah membangunkan gerakan relawan yang kuat dan bermotivasi yang dapat memberi kesan berpanjangan kepada masyarakat menerusi khidmat-khidmat kemanusiaan SRC.

Menyadari kepentingannya merakam penghargaan para belia dan relawan dalam membantu SRC mencapai misinya, kami telah melancarkan Anugerah SRC Tahunan. Anugerah tersebut mengiktiraf sumbangan penting relawan yang sudah lama berkhidmat dan penyokong

serta penderma lain. Penaung kami, Presiden Tony Tan, mengunjungi Red Cross House (juga lawatan sulung Penanung dan Presiden Singapura dalam beberapa dekad) dan merasmikan majlis penganugerahan tersebut. Acraa itu menandakan satu lagi titik penting dalam sejarah SRC.

KESIMPULAN

Akhirnya, saya ingin mengucapkan terima kasih kepada para relawan, penderma dan penderma darah, penyokong dan rakan-rakan sekutu, kerana sudi menyertai misi kami berkhidmat kepada manusia dan menyelamatkan nyawa. Kepada anggota Lembaga dan kakitangan SRC, ilfizam dan dedikasi anda kepada Persatuan sentiasa menjadi inspirasi dan dorongan. Saya berharap anda semua dapat terus menyokong misi kritikal kami dalam memberi harapan, memperkasa kehidupan orang lain, membina semula masyarakat, memelihara maruah manusia dan menyelamatkan nyawa.

Tee Tua Ba

Pengerusi

தலைவரின் அறிக்கை

2013 டிசம்பர் 31-ஆம் தேதி முடிவடைந்த ஆண்டுக்கான, சிங்கப்பூர் செஞ்சிலுவைச் சங்கத்தின் வருடாந்தர அறிக்கையை, மன்றத்தின் சார்பாக அளிப்பதில் மகிழ்ச்சி அடைகிறேன்.

2012-ஆம் ஆண்டு சிங்கப்பூர் செஞ்சிலுவைச் சங்கம் நுட்பமாற்றம் கண்டது. அதனைத் தொடர்ந்து 2013-ஆம் ஆண்டு, சங்கம் அதன் சேவைகள், கட்டமைப்பு, திட்டங்கள் ஆகியவற்றை வலுப்படுத்துவதில் கவனம் செலுத்தியது. அடிப்படைக் கோட்பாடுகளை பலப்படுத்துவதற்கு, எங்களுடைய நாங்கள் அர்ப்பணித்துக்கொண்டோம். அது பொருத்தம்தன்மையுடன், அடித்து இருப்பதற்கு உதவியது. மேலும் உள்ளாட்சியும் வெளிநாட்டிலும், பாதிப்புக்கு உள்ளாவோருக்குச் சேவையாற்றி, அவர்களது தேவைகளைப் பூர்த்தி செய்யவேண்டும் என்ற எங்கள் குறிக்கோளை எட்டவும் அது வழிசெய்தது.

உள்ளூர்வாசிகளுக்கான தனித்துவம்வாய்ந்த ஆணை

2013-ஆம் ஆண்டுக்கான எங்கள் முன்னுரிமைகளில், சமூக சேவையின்மூலம் உதவி கிடைக்காமல் போனவர்களுக்கு உதவுவதும் ஒன்றாக இருந்தது. மனிதநேய அடிப்படையில், சமூகத்தில் உள்ளவர்களுக்கு, சிங்கப்பூர் செஞ்சிலுவைச் சங்கத்தின் சேவைகள் முறையாகச் சென்று சேர்கிறதா என்பதை நாங்கள் உறுதிசெய்துகொள்ள விரும்பினோம். அதற்காக தேவைகள் குறித்த ஒட்டுமொத்தப் பகுப்பாய்வு ஒன்றை மேற்கொண்டோம். சமூகத்தில், எளிதில் பாதிப்புக்கு உள்ளாகக் கூடிய குழுக்களின் தேவைகளில், பூர்த்தி செய்யமுடியாமல்

போகும் இடைவெளிகளை கண்டறிவதற்காக, அந்த ஆய்வு மேற்கொள்ளப்பட்டது. எளிதில் பாதிப்புக்கு உள்ளாகக்கூடிய குழுக்களில், மூத்தோர், உடற்குறையுடையோர், பெற்றோரின்றி தாத்தா பாட்டியால் பிள்ளைகள் வளர்க்கப்படும் நிலை உள்ள குடும்பங்கள், ஒற்றைப் பெற்றோர் குடும்பங்கள், வேலைக்குச் செல்லும் வசதி குறைந்தோர் ஆகியோர் அடங்குவர். அந்த இடைவெளியை நிரப்ப ஒரு நீடித்த தீர்வுவேண்டும் என்பதற்காக, எங்கள் சேவைகளை விரிவாக்கம் செய்தோம்.

கீழ்க்கண்ட எங்கள் சாதனைகளைப் பகிர்ந்துகொள்வதில் மகிழ்ச்சி அடைகிறேன்:

- அனைத்தையும் உள்ளடக்கிய உணவு உதவித் திட்டத்தை அறிமுகம் செய்தோம். குறைந்த வசதி கொண்டவர்களுக்கு, குறிப்பாக, பொதுச்சேவைகளின்மூலம் உதவிபெறாதவர்கள் அல்லது பொதுச்சேவை உதவியை மிகக் குறைவாகப் பெறுபவர்களுக்கு, பலசர்க்குப் பொட்டலங்களை வழங்கும் திட்டம் அது. அந்தக் குடும்பங்கள் ஆரோக்கியமான உணவை எடுத்துக்கொள்வது அவசியம். ஆனால் அது அவர்களுக்குக் கட்டுபடியாகாத ஒன்று. அதைத் திட்டம் கருத்தில் கொள்கிறது. அந்தத் திட்டத்தின்மூலம் பயன்பெறும் பெரும்பாலானோர், "விடுபட்ட தலைமுறை" குடும்பங்களைச் சேர்ந்தவர்கள். அதாவது, தாத்தா பாட்டி, பேர்ப் பிள்ளைகளைக் கவனித்துக் கொள்ளும் நிலை உள்ள குடும்பங்கள்.
- "உங்களுக்குள் இருக்கும் வீரினை வெளிக்கொண்டு வாருங்கள்" எனும் புதிய இயக்கம் செயல்பாட்டுக்கு வந்தது. ரத்த தானம் வழங்கும் முக்கிய பிரிவினான இணையர்களை, இயக்கத்தின்மூலம் சென்றடைவது இலக்கு. அந்த இயக்கத்தின் ஒரு பகுதியாக, சங்கம் அதன் முதல் துணை இணையத்தந்தத்தையும், கைபேசிச்

செயலியையும் வெளியிட்டது. இளையர்களுடன் சங்கத்துள்ள ஈடுபாட்டை அதிகரிக்க, அந்த முயற்சிகள் மேற்கொள்ளப்பட்டன.

- எளிதில் பாதிப்புக்கு உள்ளாக்கக்கூடிய ஒரு குறிப்பிட்ட பிரிவைச் சேர்ந்தவர்களுக்கும், அவர்களது பராமரிப்பாளர்களுக்கும், முதல்தலி தொடர்பான பயிற்சித் தொகுப்பு ஒன்று அறிமுகப்படுத்தப்பட்டது - மூத்தோருக்கான அடிப்படை முதல்தலி, நிர்மல நோயால் பாதிக்கப்பட்டோருக்கான முதல்தலி மற்றும் பக்கவாத நோயாளிகளுக்கான முதல்தலி. ஒருங்கிணைந்த பராமரிப்புச் சேவை நிலையத்தின் நிதி உதவியுடன், இந்தப் பயிற்சிகள் அனைத்தும் குறைந்த கட்டணத்தில் வழங்கப்பட்டன.
- குறைந்த வசதி கொண்டவர்களின் போக்குவரத்துக்கு உதவ, போக்குவரத்து உதவித் திட்டத்தின் விரிவாக்கம் திட்டத்தின் மூலம் மூத்தோருக்கும், குறைந்த வருவாய் ஈட்டும் குடும்பங்களைச் சேர்ந்த உடற்குறை உள்ளவர்களுக்கும், 6,700-றுக்கும் அதிகமான பயணச் சேவைகள் வழங்கப்பட்டன. அவர்களுக்குரிய உயிர் காக்கும் மருத்துவச் சேவைகளான, ரத்த சத்திக்ரிப்புச் சேவைகள், சிகிச்சைகள் ஆகியவற்றைப் பெறவதற்கு, அவர்கள் சில நிலையங்களுக்குச் செல்லவேண்டும். அந்த நிலையங்களுக்கான இருவழிப் பயணங்களை மேற்கொள்ள அந்தச் சேவை உதவியது. 2012-ஆம் ஆண்டு மேற்கொள்ளப்பட்ட பயணங்களைக் காட்டிலும், அது கிட்டத்தட்ட, ஒரு மடங்கு அதிகம்.
- 60-க்கும் மேற்பட்ட தேசிய, சமூக நிகழ்வுகளில், முதல்தலி புரிய, தொண்டியுயர்களை ஒன்றுதிரட்டி, ஆயத்தம் செய்யும் பணி. எங்கள் தொண்டியுயர்கள் அதன்மூலம், கிட்டத்தட்ட 12,000 மணி ரே தொண்டியுயச் சேவையை வழங்கமுடிந்தது.

இவற்றுக்கும், செயல்பட்டுக்கொண்டு இருக்கும், மனிதநேய அடிப்படையிலான மற்ற உள்ளஞ்ச் சேவைகளுக்கும் உதவ, \$2,520,000-க்கும் அதிகமான தொகையை நன்கொடையாகத் திரட்டினோம். 2012-ஆம் ஆண்டு நாங்கள் திரட்டிய \$1,739,000-ஐயக் காட்டிலும் அது அதிகம். எங்கள் மனிதநேயக் ஆதரவைப் பெருக்கவும், பயனிட்டாளர் விழிப்புணர்வை அதிகரிக்கவும், ஊடக மதிப்பில் கிட்டத்தட்ட \$2.8 மில்லியனுக்குச் சமமான தொகையையும் எங்களால் உருவாக்க முடிந்தது.

அனைத்துலக அளவில் சேவையாற்றி உலகுடன் இணைந்திருந்தோம்.

உள்ளஞ்ச் சமூகத்துக்கு உதவுவதைத் தாண்டி, தேவை ஏற்படும் சமயங்களில், நம் எல்லையைக் கடந்து உதவிக் கரம் நீட்ட, சிங்கப்பூர் செஞ்சிலுவைச் சங்கம் தொடர்ந்து உறுதியாக இருந்து வந்திருக்கிறது.

2013-ஆம் ஆண்டு கீழ்க்கண்ட பேரிடர்களுக்குச் சங்கம் உதவியிருக்கிறது:

- யா ஆன் நிலநடுக்கம், சீனா (ஏப்ரல் 2013): \$150,000 உதவி நிதி
- தென்கிழக்காசியாவில் ஏற்பட்ட, புயல் காற்று (அக்டோபர், 2013): லாவோஸ், வியட்நாம், கம்போடியா ஆகிய நாடுகளுக்கு \$90,000 உதவி நிதி. (ஒரு நாட்டுக்கு \$30,000)
- ஃபிலிப்பீன்சில் நிகழ்ந்த போஹோஸ் நிலநடுக்கம் (அக்டோபர், 2013): ஃபிலிப்பீன்சுக்கு \$100,000 உதவி நிதி, மூன்று மருத்துவப் பணிக்குழு.
- ஃபிலிப்பீன்சில் நிகழ்ந்த ஹாயான் துறாவளி நவம்பர் 2013): \$734,000 அவசரகால உடனடி உதவி நிதி, மூன்று மருத்துவப் பணிக்குழுக்கள் உட்பட..

2013-ஆம் ஆண்டின் முடிவில், ஃபிலிப்பீன்ஸ் இரு தொடர் பின்னடைவுகளைச் சந்தித்தபோது, சிங்கப்பூர் செஞ்சிலுவைச் சங்கம் தனது அனைத்துலக உதவியை மேலும் முன்னெடுத்துச் சென்றது. ஃபிலிப்பீன்சை போஹோஸ் நிலநடுக்கமும், ஹாயான் துறாவளியும் அடுத்தடுத்துத் தாக்கின. போஹோஸ் நிலநடுக்கம் தாக்கியவுடன், உடனடியாக அக்டோபர் மாதம் 18-ஆம் தேதி, சங்கம் தனது மேம்பட்ட குழுவை, உடனடியாக

போஹோஸிலும் சிபுத் தீவுகளிலும் பணியில் ஈடுபடுத்தியது. அதனைத் தொடர்ந்து, பாதிக்கப்பட்ட மக்களுக்கு உதவ, இரு மருத்துவக் குழுக்கள் அனுப்பப்பட்டன. அது நடந்த மூன்று வாரங்களுக்குள்ளாகவே மற்றொரு துயரச் சம்பவமான, ஹாயான் துறாவளி ஃபிலிப்பீன்சைத் தாக்கியது. மக்கள் ஏற்கனவே சந்தித்துக் கொண்டிருந்த விளைவுகளையும் சவால்களையும், துறாவளி அதிகப்படுத்தியது. நவம்பர் மாதம் 14-ஆம் தேதி அங்குள்ள நிலைமையை மதிப்பிட்டும், துறாவளி பாதித்த இடங்களில் இருந்த மக்களுக்கு, உணவு மற்றும் உணவல்லாத மற்ற உதவிகள் வழங்கவும், சங்கம் தனது மேம்பட்ட குழுவை அனுப்பியது. அதனைத் தொடர்ந்து பாதிக்கப்பட்டோருக்கு உதவ, மூன்று மருத்துவக் குழுக்கள் அனுப்பப்பட்டன.

2013-ஆம் ஆண்டு நவம்பர் மாதம், அனைத்துலகச் செஞ்சிலுவைக் குழுவின் தலைவரான டாக்டர் பீட்டர் மாார் வருகை அளித்தார். அவருக்கு நல்வரவேற்பு அளிக்கப்பட்டது. செஞ்சிலுவை இல்லத்திலே அவர் சங்கத்தின் ஊழியர்களையும், தொண்டியுயர்களையும் சந்தித்தார். அதுமட்டுமின்றி, "செஞ்சிலுவையின் பார்வையில் - தற்சமயம் உள்ள அனைத்துலக மனிதநேய நடவடிக்கைகள்" என்ற தலைப்பில் டாக்டர் மாார் பொது விரிவுரை ஒன்றையும் நடத்தினார். அந்தப் பொது விரிவுரையை, சங்கம், அனைத்துலகச் சட்டங்களுக்கான நிலையத்துடனும், வெளியுறவு அமைச்சுடனும் இணைந்து நடத்தியது. அந்த விரிவுரை, 2014-ஆம் ஆண்டு அறிமுகம் காணவிருக்கும் "சிங்கப்பூர் செஞ்சிலுவை மனிதநேய விரிவுரைத் தொகுப்புக்கு" முன்னோடியாகத் திகழ்ந்தது.

செயல்பாட்டில் மனிதநேயம்

2012-ஆம் ஆண்டு வெளியிடப்பட்ட ஆண்டறிக்கை, முன்னோக்கிச் செல்வதற்கான பாதையை எடுத்துரைத்தது. அதனைத் தொடர்ந்து இந்த வருடத்தின் ஆண்டறிக்கைக்குச், "செயல்பாட்டில் மனிதநேயம்" என்ற கருப்பொருளை அளித்திருக்கிறோம். நாங்கள் சேவையாற்றும் சமூகத்திலும், மனிதர்களிலும் சங்கம் எந்தெகைய தாக்கத்தை ஏற்படுத்தியிருக்கிறது என்பதை எடுத்துக்கூறும் விதத்தில், அந்தக் கருப்பொருள் அமைந்துள்ளது.

அண்மைய ஆண்டுகளில், சங்கம் சில குறிப்பிடத்தக்க மாற்றங்களைச் சந்தித்திருக்கிறது. அமைப்பின் நடவடிக்கைகளையும் செயல்பாடுகளையும் வலுப்படுத்த, 2012-ஆம் ஆண்டு கொண்டுவரப்பட்ட, அமைப்புத்தியான மறுஆய்வுகளும், அதில் அடங்கும், புதிதாக செயல்படுத்தப்பட்ட, இந்தத் திட்டங்களும், அமைப்புகளும், படிப்படியாக ஒன்றிணைந்து, முழுமையும் எடுத்துக்கொண்டிருக்கின்றன. இந்த வேளையில், அவை சமுதாயத்தின் மீதும், சம்பந்தப்பட்ட தரப்புகள் மீதும் ஏற்படுத்தும் தாக்கம் படிப்படியாக வெளிப்பட்டு, மேலும் தெளிவாகத் தெரியத் தொடங்கியுள்ளன. உதாரணமாக, 2013-ஆம் ஆண்டுக்கான அறநெறி நிர்வாக விருதுகளை சங்கம் வென்றது, சங்கம் அரும்பாடுபட்டு நிலையாக வைத்துக்கொண்டிருக்கும் நிர்வாகத் தரநிலைகளுக்கு அது ஒரு நற்சான்று.

எங்கள் போக்குவரத்து உதவிக் குழுவை விரிவாக்கம் செய்யவும், அதற்கு நிதி உதவி பெறவும், எங்கள் நிறுவனப் பாங்காளிகளைத் தொடர்ந்து ஈடுபடுத்தி வருகிறோம். தங்கள் சுகாதாரப் பராமரிப்புச் சேவை வசதிகள், மருத்துவச் சோதனைகள் ஆகியவற்றுக்குச் செல்லவும், அங்கிருந்து இல்லம் திரும்பவும், மேலும் அதிகமானோருக்கு உதவுவதற்கு, அது வகைசெய்கிறது. வாழ்க்கையை நீட்டிக்கும் சிகிச்சைகளைச் செய்துகொள்ள, பலர் எங்களை மட்டுமே நம்பி இருக்கின்றனர் என்பதை நாங்கள் நன்கு உணர்ந்திருக்கிறோம். எனவே கடுமையாக உழைத்து, நாங்கள் தொடர்ந்து மேற்கொள்ளவேண்டிய பொறுப்பான பணி அது.

கிழக்குக் கடற்கரைப் பூங்காவில் இருக்கும் எங்கள் நடமாடும் முதல்தலிச் சேவை, 2012-ஆம் ஆண்டு ஃபிப்ரவரி மாதம் அறிமுகம் கண்ட, நான் முதல், பூங்காவைப் பயன்படுத்துவோர், தொண்டியுயர்கள் ஆகியோருக்கு, இடையே அது மிகவும் பிரபலமாக இருந்துவருகிறது. வாரியாறுதி நாட்களில் மட்டுமே அந்தச் சேவை வழங்கப்பட்டு வந்தது. அதன் தேவை அதிகரித்துவருவதை முன்னிட்டு, அந்தச் சேவையைப் பொது விடுமுறை நாட்களிலும் நீட்டித்துள்ளோம். 2014-ஆம் ஆண்டு, தேசிய பூங்கா வாரியத்துடன் இணைந்து, அந்தச்

சேவையை மேலும் அதிகமான இடங்களில், சிங்கப்பூரில் பூங்காவைப் பயன்படுத்தும் மேலும் அதிகமானோருக்குக் கொண்டுசேர்க்கவிருக்கிறோம்.

முன்னோக்கிச் செல்லும் பணியில், எங்கள் சேவைகளில் முக்கியமான மூன்றை வலுப்படுத்துவதே முன்னுரிமையாக இருக்கும் - சமூக முதல்தலி, உணவு உதவி மற்றும் போக்குவரத்து உதவி. அதேசமயம், அவை சென்றடையும் இலக்கையும் விரிவாக்க, நாங்கள் எண்ணம் கொண்டிருக்கிறோம். அதன்மூலம், நமது சமூகத்தில் உதவி தேவைப்படுபவர்களில் மேலும் அதிகமானோரின் வாழ்க்கையை மேம்படுத்த முடியும்.

இளையர்களும் தொண்டியுயர்களும்

இளையர்களின் ஈடுபாட்டை, வலுப்படுத்தும் நோக்கில் அரசாங்கம் பல நடவடிக்கைகளை மேற்கொண்டுவருகிறது. இளையர்களிடம் பொறுப்புகளையும் சமூக உணர்வையும் வளர்க்கவும் அது எண்ணம் கொண்டுள்ளது. சிங்கப்பூர் தேசிய இளையர் படைையை அமைத்திருப்பது அதற்கு ஒரு நல்ல சான்று. அதுதொடரவே, சிங்கப்பூர் செஞ்சிலுவைச் சங்கம், வலுவான ஓர் இளைஞர் இயக்கத்தை மேம்படுத்த தொடர்ந்து முயற்சிகள் எடுக்கும். அதன் பொருட்டு, ஒருங்கிணைந்த செஞ்சிலுவை இளையர் அமைப்பு தனது நடவடிக்கைகளையும், திட்டங்களையும் மறுஆய்வு செய்துவருகிறது. அந்த அமைப்பு சமுதாயத்தின் தேவைகளை ஈடுகட்டுவதற்குப், பொருத்தமான ஓர் அமைப்பாக மட்டும் இல்லாமல், தலைமைத்துவத் திறன்களை வளர்க்கவும், சமூகத்திலுள்ள அனைத்து உறுப்பினர்களுக்கும் சேவையாற்றத் தேவையான பொறுப்புணர்வை வலுப்படுத்தும் ஓர் அமைப்பாகவும் இருக்கவேண்டும் என்று விரும்புகிறோம்.

எங்கள் தொண்டியுயப் படையை மேம்படுத்துவதிலும் நாங்கள் தொடர்ந்து கவனம் செலுத்திவருகிறோம். 2013-ஆம் ஆண்டு தொண்டியுயர்களுக்கான வாழ்க்கைப்பணித் தடம் அறிமுகம் செய்யப்பட்டது. அதன்மூலம், தொண்டியுயர்கள் தங்களுக்குத் தேவையான அனைத்து ஆற்றல்களையும், திறன்களையும் முறையான வகையில் தெரிந்துவைத்துக்கொள்ளும்படி கேட்டுக்கொள்ளப்படுகின்றனர். அது மட்டுமின்றி, சங்கத்துடன் ஒரு நண்பகாலத் தொண்டியுயப் பயணத்தை மேற்கொள்ள, வழிமுறைகளும் வழங்கப்படுகின்றன. வலுவான, ஊக்கமும் செயல் நோக்கமும் நிறைந்த தொண்டியுயப் படையை உருவாக்குவதே நோக்கம். அது, சங்கத்தின் மனிதநேயச் சேவைகளின் மூலம், சமூகத்தின்மீது நிகழ்த தாக்கத்தை ஏற்படுத்தவேண்டும்.

சங்கத்தின் குறிக்கோளை நிறைவேற்றப் பாடுபடும் இளையர்கள், தொண்டியுயர்கள் ஆகியோரது பணிகளின் முக்கியத்துவத்தை அங்கீகரிக்கும் வகையில், வருடாந்திர சிங்கப்பூர் செஞ்சிலுவை விருதுகளை அறிமுகம் செய்தோம். நண்ட, காலச் சேவையாற்றும் எங்கள் தொண்டியுயர்கள், உணர்வுபூர்வமாக எங்களுக்கு ஆதரவு தருபவர்கள், நிதியுதவி வழங்குபவர்கள் ஆகியோரின் முக்கிய பங்களிப்பை, அந்த விருதுகள் அங்கீகரிக்கின்றன. எங்கள் புரவலர், அதிபர் டோனி பான் கேங் யாம், செஞ்சிலுவை இல்லத்துக்கு வருகை அளித்தார். பல ஆண்டு காலத்தில், எங்கள் புரவலர், சிங்கப்பூர் அதிபர் மேற்கொள்ளும் முதல் வருகை! அவர் விருது வழங்கும் நிகழ்ச்சியை அதிகாரபூர்வமாகத் தொடங்கி வைத்தார். சிங்கப்பூர் செஞ்சிலுவைச் சங்கத்தின் பயணத்தில், அந்த நிகழ்வு மற்றொரு மைல்கல்லாக அமைந்தது.

முடிவுரை

இறுதியாக, உயிர்களைக் காக்கவும், மனித இனத்துக்குச் சேவை செய்யவும் நாங்கள் ஆற்றும் பணிக்கு உறுதுணையாக இருக்கும் எங்கள் தொண்டியுயர்கள், நன்கொடையாளர்கள், ரத்த தானம் செய்பவர்கள், ஆதரவாளர்கள், பங்களிிகள் அனைவருக்கும் எனது நன்றியைத் தெரிவித்துக்கொள்கிறேன். எனது சக மன்ற உறுப்பினர்கள், சங்கத்தின் ஊழியர்கள் ஆகியோரது கடப்பாடும், சமூகத்துக்கு அவர்கள் ஆற்றும் அர்ப்பணிப்புமிக் பணியும், தொடர்ந்து ஊக்குவிப்பையும் ஆர்வத்தையும் தருகிறது. நம்பிக்கை அளித்து, உயிர்களுக்கு மறுவாழ்வுகொடுத்து, சமூகங்களை மீண்டும் உருவாக்கி, மனித மதிப்பைத் தொடர்ந்து நீட்டித்து, உயிர்களைக் காக்கும் எங்கள் உன்னதப் பணிக்கு, தொடர்ந்து ஆதரவு நல்கும்படி, உங்கள் அனைவருக்கும் இந்தத் தருணத்தில் அழைப்புவிடுக்கிறேன்.

16 இவா பா

தலைவர்

OUR GOVERNANCE



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

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

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

In 2013, SRC won the Charity Governance Award, which honours charities that have adopted the highest standards of governance and implemented best practices to ensure sustained effectiveness.



Scan to view video



ORGANISATIONAL STRUCTURE



COUNCIL



PATRON

Dr Tony Tan
His Excellency
The President of the Republic of Singapore

CHAIRMAN

Mr Tee Tua Ba

VICE CHAIRMEN

Mr Axel Chan
Ms Rose Tan

SECRETARY GENERAL/CEO

Mr Benjamin William

MEMBERS

Dr Caroline Brassard
Dr Chan Soon Keng (from 20 June 2013)
Mrs Susan Chan
Mr Chew Hai Chwee
Mr Han Eng Juan
Mr Paul Ho Yeok Chew (up to 19 June 2013)
Dr Mark Hon (from 20 June 2013)
Mr Chris Liew
Ms Lim Choon Noi
Dr Lim Ghee Hian
Mr Winston Milner
Mr Mohammad Zaidi bin Ariffin
Assoc Prof (Dr) Phua Kai Hong
Mr N Sreenivasan (up to 19 June 2013)
Mr Tan Kai Hoe
Mr Zulkifli Baharuddin



From left to right

Seated: **Ms Lim Choon Noi, Mr Axel Chan, Ms Rose Tan, Mr Tee Tua Ba, Mr Chew Hai Chwee, Mr Chris Liew**

Standing: **Mr Tan Kai Hoe, Mr Mohammad Zaidi bin Ariffin, Mr Zulkifli Baharuddin, Dr Mark Hon, Mr Han Eng Juan, Mr Benjamin William, Dr Caroline Brassard**

Not present

Dr Chan Soon Keng

Mrs Susan Chan

Dr Lim Ghee Hian

Mr Winston Milner

Assoc Prof (Dr) Phua Kai Hong

FINANCIAL OVERVIEW

UNRESTRICTED FUNDS

The SRC's incoming resources for unrestricted funds amounted to S\$8,846,624. Principal funding sources for unrestricted income are as follows:

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

Total resources expended for the year amounted to S\$8,130,974 including depreciation of S\$435,312. The funds of the SRC were allocated for the following services and programmes:

- Red Cross Home for the Disabled
- Singapore Red Cross Academy
- Red Cross Blood Donor Recruitment Programme
- Community FirstAid
- TransportAid
- International Relief and Assistance
- Red Cross Youth activities
- Other community-based services

Through the strong support and generosity of the public and corporate sector for our local humanitarian service, the SRC was able to achieve a surplus of S\$715,650 for the year.

SRC's unrestricted reserves as at the year end stood at S\$13,805,739 (equivalent to 1.7 years' annual operating expenditure at its current level of expenditure).

INTERNATIONAL RELIEF FUNDS

These funds are made up of donations from the public in response to appeals for international relief efforts in disaster and crisis stricken countries. The funds received were used for emergency relief and development work specified in the public appeal. The total collection for the year amounted to S\$10,832,764. The disbursements pertaining to all the relief funds for the year amounted to S\$6,391,201. At the year end, the total balances of all relief funds inclusive interest of S\$98,023 and net of support costs of S\$367,585 stood at S\$45,980,145. A sum of S\$5,000,000 was transferred to the Disaster Response Emergency Fund during last year. The International Relief Funds were collected for specific relief purposes and hence, were not recognised as incoming resources of SRC. Details of these funds are listed on page 58.

DISASTER RESPONSE EMERGENCY FUND

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

As at year end, the Society had disbursed S\$135,287 leaving a balance of S\$4,647,092 after deducting support costs of S\$2,706.

INVESTMENT POLICY AND OBJECTIVES

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

GOVERNANCE

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

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

ANNUAL AUDIT

The accounts for the year were audited by KPMG LLP, Public Accountants and Chartered Accountants. The financial statements of the SRC for the year ended 31 December 2013 are prepared in accordance with the Singapore Financial Reporting Standards.

QUICK LOOK AT OUR ACHIEVEMENTS

In 2013, we consolidated our efforts to help the most vulnerable in our community by harnessing the power of humanity: to serve humanity and save lives.



40,733
Facebook fans



2,972
Twitter followers



\$2,783,695
Generated in media coverage



1,094

People helped by First Aiders on Wheels



6,792

Life-sustaining trips on TransportAid



12,090

Man hours in
Community FirstAid



5,275

Active volunteers

83,120

Volunteer man hours



8,182

First aid Trainees

502

First aid courses

\$2,520,552

Raised for local humanitarian services



31

Families helped through
FoodAid 'Meals with Love'

111,813kg

Rice collected for beneficiaries
of Project R.I.C.E



111,626

Achieved whole blood donations

70,824

Recruited blood donors



114

Red Cross
Home for
the Disabled
and Day
Activity
Centre
beneficiaries

SIGNIFICANT EVENTS



JANUARY

- 12, 13 & 20
19 Publicity for Project R.I.C.E 2013
Door-to-door publicity for Project R.I.C.E 2013
- 25 Red Cross Youth 60th Anniversary Dinner
- 26 SRC Flag Day 2013
- 31 Love for Humanity (Fundraiser)

FEBRUARY

- 2 Project R.I.C.E door-to-door collection of rice
- 3 Project R.I.C.E's rice distribution to beneficiaries
- 11 First aid support for Istana Open House (Chinese New Year)
- 21-23 First aid support for Chingay Parade Singapore 2013
- 25 [Resilience] Opening Ceremony of highway First Aid Post connecting Yangon and Naypyidaw, Myanmar

MARCH

- 2-9 Participation in at the Jean-Pictet Competition in Thailand
- 12-13 Exploring Humanitarian Law (EHL) Train-the-Trainer workshop
- 14-16 Participation in 11th Red Cross International Humanitarian Law (IHL) Moot 2013 in Hong Kong
- 16 Red Cross Youth First Aid Competition (Finals)
- 23-24 Shop@REDCROSS Weekend Sale
- 27 International Disaster Response (IDR) training
11th Blood Mobile Organiser Seminar

APRIL

- 6 Red Cross Youth Enrolment Ceremony cum Recognition Day
- 7 Shop@REDCROSS Sunday Mini Bazaar
- 7-11 Participation in SIF Water for Life (Yangon) project in Myanmar
- 12 Red Cross Youth Awards and Promotion Ceremony
- 15 MoC Signing with Humanitarian Assistance Network for Disasters (HAND) for Standard First Aid Training in Jakarta and Surabaya
- 24-28 Red Cross Relief Mission to Sichuan Earthquake, China
- 27-28 Shop@REDCROSS Weekend Sales
- 28 [Resilience] Opening Ceremony of Station Hospital at Poe Laung, Myanmar

MAY

- 2-3 [Rebuilding] Opening Ceremony of the Shichigahama Nursery School, Japan
- 11 Launched FoodAid and delivered first 'Meals with Love'
- 11-12 Jointly organised Basic Psychosocial Support Skills for Art Therapists with with The Red Pencil
- 22 SRC Awards Ceremony
- 28 [Rebuilding] Official handover of donated equipment to the Sichuan Orthopedic Hospital, China

JUNE

- 1 First aid support for 8th Special Olympics Singapore National Games 2013
- 6 First aid support for YMCA Y Camp Challenge
- 6-13 Disaster Response Training at the Sunshine Home at Mallu Village in Tongji Town, Sichuan
- 8 World Blood Donor Day and Champion Donor Recognition Ceremony
- 8 First aid support for Singapore Open Gymnastics Championships 2013
- 14-16 Operasi Bhakti (medical / dental mission) in Pulau Sembur, Batam, Indonesia
- 16 First aid support for Assisi Hospice Charity Fun Day 2013
- 18-23 Overseas Humanitarian Project (OHP) at the Sunshine Home at Mallu Village in Tongji Town, Sichuan - Led by Red Cross Youth
- 20 SRC Annual General Meeting
- 26 First aid support for ING for Something Better in Asia - Run for Unicef 2013!
- 27 Opening ceremony of the International Involvement Hub (IHub)
- 28 First International Humanitarian Law (IHL) seminar in Singapore: "International Humanitarian Law Does Make a Difference"



JULY

- 6-7 Shop@REDCROSS Weekend Sale
- 13 [Rebuilding] Opening Ceremony of the Isobe Community Centre in Soma City, Fukushima Prefecture, Japan
- 13-16 Visit to the Cow Bank Project at Dien Bien Province, Vietnam
- 20 Red Cross Youth Current Affairs Competition
- 21 First aid support for Race Against Cancer
- 24 MoC Signing with Indonesian Red Cross for Disaster Management projects

AUGUST

- 3 & 9 Disaster Site Medical Command (DSMC) standby for National Day Parade
- 18 First aid support for Istana Open House (Hari Raya Puasa)
- 24 Nurses Day Celebration at Red Cross Home for the Disabled
- 29 Fashion for Humanity (Fundraiser)
- 30 First aid support for at Lianhe Zaobao's 90th Anniversary
- 31 First aid support for Youth Crime Prevention Awareness Day
- 31 5th International Humanitarian Law (IHL) Inter School Debate Series 2013

SEPTEMBER

- 14 World First Aid Day
- Launch of Caregivers Courses: Basic First Aid for the Elderly, First Aid for the Diabetics and First Aid for the Stroke Patients
- 28 First aid support for Family Sports Day
- 28-29 Shop@REDCROSS Weekend Sales
- 30-6 Oct Hosted IFRC IT & Telecom + Digital Divide Initiative Toolkit Training for Asia Pacific
- OCTOBER
- 6-10 Overseas Humanitarian Project in Vietnam - Led by Red Cross Youth - NTU Chapter
- 12 Shop@REDCROSS Weekend Sale
- 16 Singapore Red Cross Charity Golf 2013
- 17 Southeast Asia Launch of World Disasters Report (WDR) 2013
- 18 Achieved Charity Governance Awards 2013
- 18-22 Red Cross Advance Team - Bohol Earthquake, Philippines
- 26-2 Nov Red Cross Medical Relief Team 1 - Bohol Earthquake, Philippines
- 27 Emergency Blood Exercise
- 31-8 Nov Red Cross Medical Relief Team 2 - Bohol Earthquake, Philippines

NOVEMBER

- 11 Launch of appeal for Typhoon Haiyan Relief
- 14-18 Red Cross Advance Team - Typhoon Haiyan, Philippines
- 16 First aid support for Angel Tree Run
- 20 Public lecture "Global Humanitarian Action Today: The Red Cross Perspective"
- 20-29 Nov Red Cross Medical Relief Team 1 - Typhoon Haiyan, Philippines
- 23 First aid support for Christmas on a Great Street Light-up Ceremony 2013
- 27-6 Dec Red Cross Medical Relief Team 2 - Typhoon Haiyan, Philippines

DECEMBER

- 3 Count Your Blessings' Charity Draw 2013
- 4-11 Red Cross Medical Relief Team 3 - Typhoon Haiyan, Philippines
- 5 International Volunteer Day 2013
- 7-19 Overseas Humanitarian Project in Philippines - Led by Red Cross Youth - NUS Chapter
- 8 Shop@REDCROSS Christmas Bazaar
- 12-15 Red Cross Youth Challenge

HUMANITY IN ACTION

Touching Lives

In our community

Since its inception in 1949, the Singapore Red Cross has been steadfast in its commitment to serve the vulnerable in the community.

In a promising year, the Singapore Red Cross has built on its fundamental services and broadened its community outreach, so as to continually meet beneficiaries' needs in the future.

It continues to mobilise the power of humanity while improving the lives of vulnerable people in Singapore and beyond.

FOODAID

The Singapore Red Cross in May 2013 launched 'Meals with Love', a programme that provides monthly rations of nutritious food to the disadvantaged in our society. It focuses on supporting those who may have fallen through the cracks of other welfare schemes, targeting those with per capita income of \$400 or less and belong to either skipped generation families, single-parent families or the working poor.

FoodAid



31 Families received 'Meals with Love' from FoodAid

Aside from \$250 worth of food each month, the programme also encourages volunteers to form bonds with the families and provide them with supplementary support. For example, many of our volunteers help the seniors with household chores or tutor the young children in the family.

"We survive by eating mainly instant noodles. Sometimes when Gerald wants a treat like a chicken wing, I skip a meal to buy it for him. He's a good boy and offers to share, but I always tell him I just ate and I'm full so that he can enjoy it himself."

Madam Tan, Meals with Love's beneficiary (not her real name).

"Project R.I.C.E 2013 is a really good initiative because it has a wide outreach and can help many people."

Ms Tan Lay Eng of Cheng Beng Buddhist Association, whose beneficiaries received aid from Project R.I.C.E 2013



Scan to view video

Another aspect of 'Meals with Love' that sets it apart from other food ration programme is that there is an emphasis on giving the beneficiaries nutritious food, as this is of great importance to target families - growing children need to eat well to help them realise their full potential; grandparents and the working poor need to eat proper food to remain healthy.

Since it started, over 30 families have benefited from the programme.

Themed 'Love In Every Grain' and led by the Red Cross Youth - SMU Chapter, Project R.I.C.E 2013 spread love and festive joy during the Lunar New Year this year by collecting a total of 111,813kg of rice for beneficiaries from 92 welfare organisations.

Sheng Siong Supermarket lent its support by enabling and encouraging the public to buy and donate rice vouchers across all outlets. Singapore Red Cross Goodwill Ambassador, Edmund Chen also made a special appearance at Sheng Siong Supermarket's Bedok outlet. Some 900 youth volunteers worked tirelessly, knocking on the doors of hundreds of households and encouraging residents to get involved by donating rice.

TRANSPORTAID

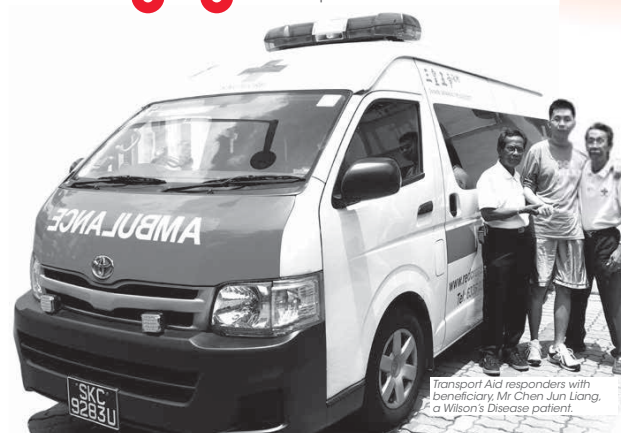
TransportAid helps the elderly and disabled from low-income homes get to and from their healthcare service facilities, such as medical treatments, rehabilitation and day activity centres. It is a vital service for many wheelchair-bound patients, especially those struggling financially. With TransportAid, these groups are able to access life-sustaining care and treatment, which they may otherwise be unable to get to.

After the Singapore Red Cross Non-Emergency Ambulance Service was rebranded as TransportAid in 2012, the service continued expanding and reaching out to more beneficiaries. In 2013, TransportAid served 310 beneficiaries and made a total of 6,792 trips, which is almost twice as many trips made in the previous year.



6,792

Life-sustaining trips on TransportAid



Transport Aid responders with beneficiary, Mr Chen Jun Liang, a Wilson's Disease patient.

Mr Ho Fook Onn, 53, could no longer speak, eat and move after an explosion that occurred during his role as a welder of a ship's boiler room.

The medical bills, nutritious drinks, specialised transport from privately operated suppliers took a toll on the family.

Fortunately for patients like Mr Ho, SRC's TransportAid connects the disabled and the elderly to and from their regular medical treatments, rehabilitation and day care centres. The elder Mr Ho has been using this service for two years to go for medical check-ups and physiotherapy once or twice a week.

"The staff is so friendly and helpful! When the elevator broke down, they even came up to my door to help carry my brother down by the stairs. They are also very warm and reliable; they will talk to my brother, encourage him to improve. It's really a relief for me to see him in such good hands"

Mr Ho Chin Weng, brother of Mr Ho Fook Onn



Scan to view video

COMMUNITY FIRSTAID

Providing first aid coverage to the community is an integral part of the Singapore Red Cross' commitment in responding to emergencies and protecting human life. Since the 1960s, the Society has been giving first aid coverage at national and community events.

In 2013, SRC's volunteers provided first aid at 62 events, including the National Day Parade, Chingay Parade, YMCA Y Camp Challenge and Singapore Gymnastics International Open. Committed to the safety of National Day Parade spectators, SRC deployed 29 volunteers and 10 staff for first aid and emergency response standby.

As part of Community FirstAid, First Aider on Wheels was introduced in 2012 to provide first aid coverage at East Coast Park. Patrolling the park on their bicycles, volunteers initially rendered first aid to park-goers every weekend. In March 2013, First Aiders on Wheels extended to include first aid coverage on public holidays due to its increasing popularity among volunteers and park-goers. A total of 180 volunteers signed up for the programme, helping 1,094 park-goers who suffered from injuries such as lacerations, bruises and sprains in 2013. To better serve users of the park, six new bicycles were added to the First Aiders on Wheels' fleet.

RED CROSS HOME FOR THE DISABLED

The Red Cross Home for the Disabled (RCHD) is a residential home for over 100 residents who suffer from severe and multiple disabilities. It also operates a Day Activity Centre (DAC) which provides day care services for nine disabled, giving their caregivers a temporary respite.

RCHD has a team of dedicated nursing and social work professionals, therapy and healthcare aides, physiotherapists as well as occupational and speech therapists who ensure a safe and conducive living environment for the beneficiaries.

In 2013, Singapore Red Cross' volunteers initiated a project that engaged the residents in the co-creation of 21 couture pieces that were eventually auctioned off on International Volunteer Day. Not only did the project raise funds for SRC's local humanitarian services, meaningful friendships and fun interactions between residents and volunteer designers spawned from it.

Moving forward, RCHD aims to introduce more services such as art, gardening and music therapy that can benefit residents physically, mentally and emotionally.

1,094

People treated by First Aiders on Wheels



12,090

Man hours deployed for community first aid support



Scan to view video



103 in Residential care

9 in Day Activity Centre

2 in Respite care



Scan to view video

Improving the Lives of the Disabled

Ms Siti Alloyah, 42, has physical and intellectual disabilities and occasional fits of epilepsy. Being wheelchair-bound, she is completely dependent on her elderly mother to care for her basic needs such as feeding and toileting.

When Ms Alloyah first joined the Day Activity Centre (DAC), the staff noticed that she was rather reserved and did not like being around people. Often, Ms Alloyah would be unresponsive, gazing around with a blank expression and showing no interest in visual or audio stimulation.

After being in the DAC for a few weeks, Mdm Mariam and her family noticed a marked improvement in her sister's personality.

"In the past, she used to be reticent when we brought her out. Since enrolling into the DAC, she is now a noticeably cheerful, smiley, bright-eyed individual who welcomes interaction and has a heightened sense of awareness. She is increasingly socially adept; she smiles upon hearing her name. She is also responsive to stimuli. She 'converses' with anyone who interacts with her by making noises," shared Mdm Mariam, her sister.



A Home Away from Home

Two years ago when he first arrived at the Red Cross Home for the Disabled (RCHD), 21-year old Mr Goh Quan Yao was a quiet boy who enjoyed writing when he was left alone. He suffers from Down Syndrome, Spastic quadriplegia, left sided paralysis, Talipes equinovarus, Bronchial asthma and mild pulmonary stenosis.

Quan Yao's father passed away in 2007, leaving his mother as his sole caregiver. When his mother went out to work, Quan Yao attended the Day Activity Centre. However, his mother eventually suffered from caregiver's stress and fatigue, having to juggle between work and caregiving demands. Furthermore, Quan Yao was growing bigger and stronger and his mother eventually found it more difficult to care for him. Quan Yao was then admitted into RCHD in May 2011.

Today, Quan Yao is a chatty and alert young man who loves interacting with volunteers. Step into the male dormitory of RCHD and he would be waving enthusiastically to catch your attention. He is also more active now and has since developed an interest in colouring and watching movies on his portable DVD player. His mother shared that she is now able to have a peace of mind knowing that he is well taken care of at the Home.



HUMANITY IN ACTION



Touching Lives

Beyond our shores

Disasters often occur with little or no notice. When it comes to disaster management, preparedness during peacetime is as important as response after the disaster hits.

Singapore Red Cross (SRC) helps communities recover from the impact of disasters and build resilience during peacetime. SRC goes beyond its shores to bring humanitarian aid to those in need.

RESPONDING TO DISASTERS

When a disaster strikes, SRC helps those affected with immediate relief assistance, early and medium-term recovery work as well as long-term rebuilding projects. Trained SRC volunteers and staff provide first aid, medical care, water and sanitation and psychosocial support.

SRC provided essential humanitarian aid to survivors of the following disasters in 2013:

- Ya'an Earthquake, China (April 2013): \$150,000 in relief aid
- Tropical Storms in South East Asia (October 2013): \$90,000 in relief aid to Laos, Vietnam and Cambodia (\$30,000 respectively)
- Bohol Earthquake, Philippines (October 2013): \$100,000 in relief aid to Philippines, three medical missions
- Typhoon Haiyan, Philippines (November 2013): \$734,000 for emergency response including three medical missions (pictured above)



Opening of the Shichigahama Toyama Nursery School, Japan

BEYOND EMERGENCIES: REBUILDING COMMUNITIES

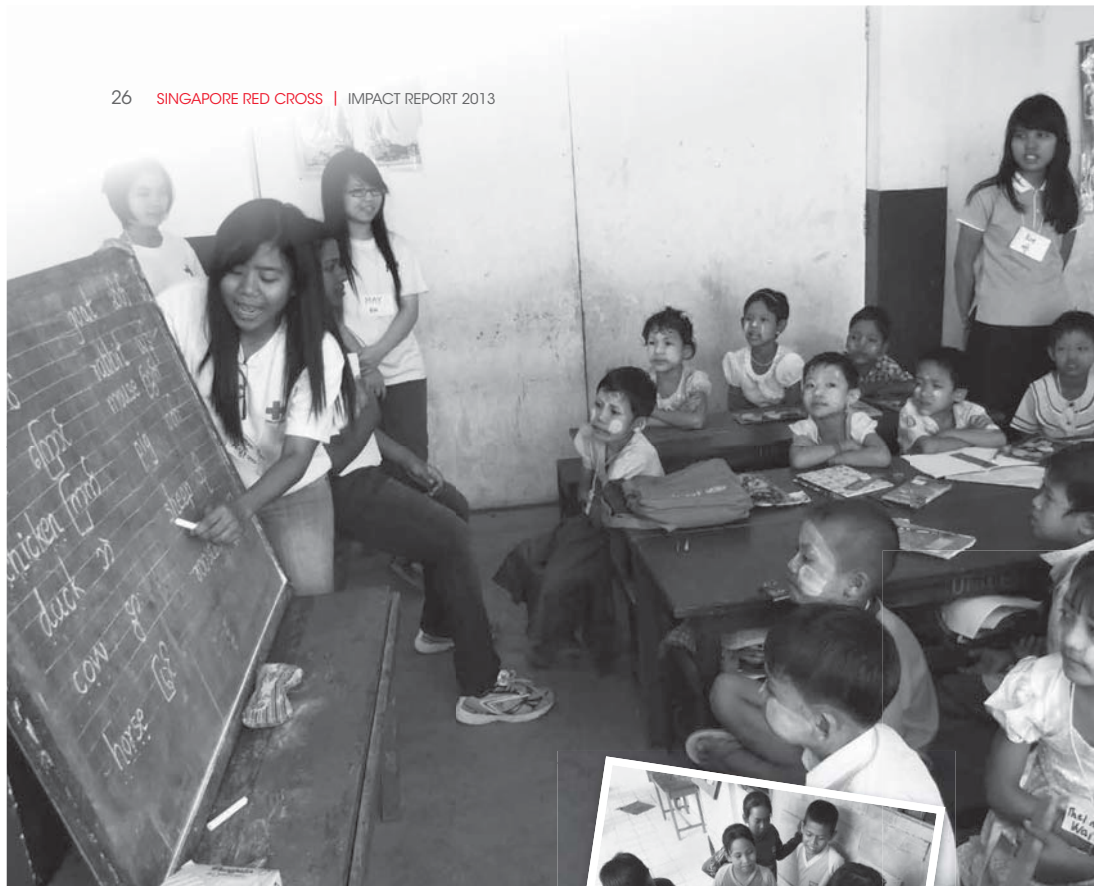
The impact of disasters often does not stop short at the emergency phase. Tens of thousands of lives continue to be affected even long after the onset of a disaster. The Singapore Red Cross is committed to helping affected communities rebuild their lives and re-establish sustainable livelihoods beyond the emergency phase. This year, SRC contributed to the longer-term recovery of the communities through these projects:

- Provided 1,350 food packages for more than eight villages of Malawi
- Provided clean water and hygiene kits to two villages in Kaw Hmu and Kungyangon, Myanmar
- Donated medical items to the Luang Prabang Provincial Hospital, Laos
- Provided first aid training courses and facilities to build local capacity and resilience in Kupang, Surabaya and Jakarta
- Rehabilitated two emergency warehouses in Central Java and South Kalimantan
- Constructed and renovated training centres in Yogyakarta and East Java with the Indonesian Red Cross' support
- Donated more than 7,000 blankets, 3,500 water containers and 300 pair of shoes to the survivors of Haiti disaster
- Distributed tarpaulins and student kits at the Internal Displaced Persons (IDP) Camps in Myanmar
- Constructed Poe Laung and Hlaing Phone hospitals in Myanmar
- Enhanced the facilities and resilience of a kindergarten in Hambantota, Sri Lanka
- Constructed the Shichigahama Toyama Nursery School, Japan (pictured above)
- Launched the construction of 47 houses for the survivors of Typhoon Bopha, Philippines



“We have lost many things due to the Great Eastern Japan Earthquake. However, it has also given us a wonderful opportunity to meet with people from Singapore and create a new bond between Shichigahama and Singapore. This is an irreplaceable treasure which gives us strength. For this debt of gratitude, we will do our utmost to nurture children who are the bearers of the future of Shichigahama and make Shichigahama a wonderful town.”

Mr Yoshio Watanabe,
Mayor of Shichigahama Town



To actively involve the younger generation in the meaningful effort of helping affected communities rebuild their lives, SRC organises Overseas Humanitarian Projects (OHPs) that aim to make measurable and lasting impact to the target communities.

In 2013, Singapore Red Cross Youth (RCY) and volunteers undertook the following OHPs:

- SRC-SIF Water for Life (Yangon) Project, Myanmar (7 to 11 April 2013)
- Operasi Bhakti – Medical & dental Mission, Batam Indonesia (15 to 16 June)
- Social & Agricultural Project, Chengdu China (6 to 11 June 2013 for first team; 18 to 23 June 2013 for second team)
- Building and Education Project, Davao Philippines (NUS Chapter) (12 to 22 December 2013)
- Construction and water Project, Lang Son Vietnam (NTU Chapter) (11 to 20 December 2013)



“We have received overwhelming response from the people of Singapore, whose compassion and solidarity have made a difference in the devastated communities and facilitated the rebuilding process.”

Mr Benjamin William,
Secretary General of Singapore Red Cross



A first-time volunteer with the Singapore Red Cross, Dr Meera Ravindran left for Loon on 31 October 2013 and was stationed for a week at the temporary tentage of Congressman Natalio P. Castillo Memorial Hospital. Dr Meera was part of SRC's medical missions deployed to Bohol after a 7.2-magnitude earthquake struck the province.

“There were many cases of fractures, puncture wounds that were infected. There were people with coughs, cold and those who require with simple wound dressing. What was unforgettable was that I helped to deliver a baby there. The mother travelled 45 minutes on a motorbike to get to the hospital while having labour pains. The mother was amazing. There was not a sound from her though she had contractions. All she did was grimace,” said Dr Meera.

All the patients were very thankful. “They said, ‘Thank you so much for coming to help us. We really appreciate it. Please take care and be careful,’” recounted Dr Meera.

Dr Meera encourages other doctors to seize such opportunities to help people. “We are very privileged in Singapore. We do not have disasters. We have a lot of equipment and drugs. There, things are different. You see people and illnesses differently.”



Strengthening community resilience

Ensuring a sustainable blood supply

BLOOD DONOR RECRUITMENT PROGRAMME

As the National Blood Donor Recruiter, the Singapore Red Cross works in partnership with the Blood Services Group of Health Sciences Authority (HSA) to ensure an adequate supply of safe blood to meet transfusion needs.

Blood saves lives in emergencies, and sustains patients with medical conditions such as leukemia, haemophilia, thalassaemia and bleeding disorders, as well as those undergoing major surgeries. The National Blood Programme needs to collect 400 units of blood daily to meet the country's blood needs.

Singapore Red Cross' Blood Donor Recruitment Programme plays the critical role of advocating regular, voluntary and

non-remunerated blood donation, recruiting new donors, and retaining and recognising existing ones.

Over the past decade, the total number of blood donations collected in Singapore has increased nearly two-fold from about 66,000 in 2001 to more than 121,300 in 2013. This achievement marked an increase of more than 2,700 blood donations compared to 2012.

Notably, 2013 saw more than 20,000 donors giving blood for the first time, and compared to 2012, a 6% increase in regular donors to 28,000. SRC worked with community partners to organise 621 bloodmobiles drives, which contributed to 31% of total whole blood collection in 2013.

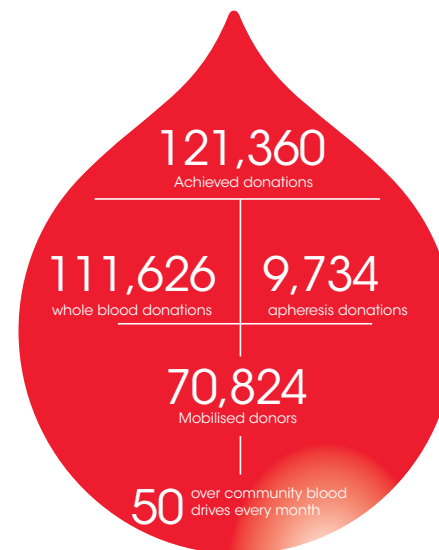
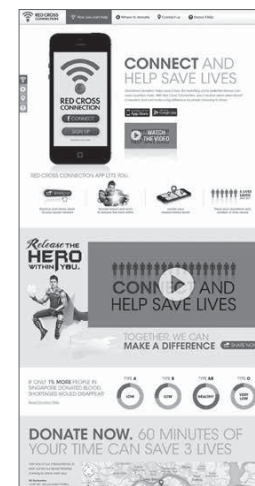


MOBILISING BLOOD DONORS IN AN EMERGENCY

Crises such as the Sphyras explosion and the Hotel New World collapse, which resulted in mass casualties, stress the need for preparedness and resilience in blood collection capabilities. Since 1986, Singapore has been conducting emergency blood collection exercises to test emergency readiness.

After the last exercise in 2006, Emergency Blood Exercise (EBE) 2013 charted improved processes and better capabilities to deal with crisis situations. The scenario set for EBE 2013 was an industrial accident that happened during peak hours, with many casualties in need of blood support.

The Singapore Red Cross played the crucial role of mobilising donors as well as deploying its volunteers to carry out triaging, donor care and crowd control during the exercise. Service partner HSA took care of blood collection, testing and processing. With the support of 270 staff members from SRC and the HSA and 100 volunteers from SRC, EBE 2013 received an overwhelming response from the general public - 1,746 donors came forward, resulting in a total of 1,298 bags of blood collected.



YOUTH OUTREACH CAMPAIGN: RELEASE THE HERO WITHIN YOU

Youth donors make up a significant part of the blood donor pool in Singapore. 31% of donors are youths below 25. To empower and encourage more youths to donate blood, the Singapore Red Cross launched the "Release the Hero Within You" campaign.

After polling close to 300 youths to find out what resonated most strongly with them, eight heroes were designed to be released throughout the campaign. Other than the Red Cross Connection microsite that provides information such as real-time updates on the blood bank's blood stock requirements and needs for specific blood types, SRC further ramped up its digital and youth engagement by launching the Red Cross Connection mobile application in December.

Touted as the world's first crowdsourcing app for blood donation, the mobile application harnesses the power of social media to encourage users to share the lifesaving act of donating blood with their friends through Facebook.

HUMANITY IN ACTION



Scan to view video



HONOURING DONORS FOR THEIR LIFESAVING GIFT

The National Blood Programme celebrated the tenth anniversary of World Blood Donor Day (WBDD) by recognising 1,473 individuals and 32 corporate/community Bloodmobile Organisers (BMOs) for their invaluable contributions. WBDD is a global annual event aimed at raising awareness of the need for regular donors to meet the increasing demand for blood and to honour those committed to donating altruistically and regularly.

15 'Medal for Life' awards were given out this year, up from nine winners in 2012, making it the highest number recorded since the programme started in 2001. Guest-of-Honour Minister of State, Ministry of Trade and Industry, and Mayor North East District, Mr Teo Ser Luck, presented the accolades to Champion donors and bloodmobile organisers.

Ms Liang Shumin had a close brush with death after developing complications following the delivery of her baby son, Shane.

Shumin had Amniotic Embolism after childbirth, a rare complication that prevents blood from coagulating. This is a complication seen once in ten years and only one in 10 mothers survive. After five hours, Shumin was eventually moved out of the operating theatre into intensive care. Thirty-seven bags of blood saved Shumin's life.

"We owe the Red Cross blood donors a huge debt. Had it not been for your generosity, effort and diligence in setting aside time to donate blood, we wouldn't be sitting here together as a happy and complete family. I wouldn't have my wife. I wouldn't know how to carry on. Thanks to your kindness and your time, Shane still has a mother and I still have a wife, said Mr Jeremy Nguee, Shumin's husband."



TEACHING LIFE-SAVING SKILLS

Singapore Red Cross Academy

The Singapore Red Cross Academy (SRCA) builds community resilience by empowering and equipping people with the necessary skills to respond to an emergency. It offers a wide range of standard and specialised first aid courses to suit the needs of the community. The courses range from general first aid that is suitable for public, homes, schools and offices to first aid courses that targets specific groups such as caregivers of infants or elderly.

Local achievements

This year, SRCA trained and certified a total of 8,182 people in 502 first aid courses. On top of that, the Academy conducted 45 first aid awareness talks that reached out to 1,643 participants.

In conjunction with World First Aid Day on 14 September, SRCA launched a series of first aid courses for caregivers of vulnerable persons - Basic First Aid for the Elderly, First Aid for the Diabetics and First Aid for the Stroke Patients. Guest-of-Honour Associate Professor Fatimah Abdul Lateef, Member of Parliament for Marine Parade GRC and Deputy Chairman for the Government Parliamentary Committee for Health officiated the launch and joined the first Eldercare First Aid course for caregivers.

The series of courses were subsidised at \$10 for those eligible for the caregivers' training grant administered by the Agency for Integrated Care. The monthly courses were well received by 38 caregivers within four months of the launch.

"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," said Associate

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.

Associate Professor Fatimah Abdul Lateef,
Member of Parliament for Marine Parade GRC
and Deputy Chairman for the Government Parliamentary Committee

Professor Fatimah Abdul Lateef at the launch of the inaugural Eldercare First Aid course for caregivers.

"It is known that after a cardiac arrest, with every minute of delay in getting care and CPR, the chance of survival drops between 10 to 12 per cent. Thus, if bystanders and family members know what to do, they can make a positive impact," she added.



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Scan to view video



8,182
First aid trainees

502
First Aid Courses

HUMANITY IN ACTION



"International Humanitarian Law Does Make a Difference" seminar



Launch of caregivers' first aid courses for vulnerable people

International collaboration

This year was significant as it marked SRC's foray in overseas first aid training. Some 75 volunteers and staff of the Humanitarian Assistance Network for Disasters attended SRC's series of training in Standard First Aid, Advanced First Aid and Train-the-Trainer Module in Jakarta, Surabaya and Kupang.

To help build capacity and resilience of sister national societies, SRC travelled to Maldives to train volunteers and staff of the Maldivian Red Crescent in Standard First Aid and Train-the-Trainer.

EDUCATION AND ADVOCACY

The SRC is at the forefront of the dissemination of International Humanitarian Law (IHL) and its principles.

The IHL is part of international law that governs relations between States and defines the boundaries of behaviour in conflict situations. It aims to limit the effects of armed conflicts by protecting certain categories of people and restricting the methods and means of warfare. With roots in the Geneva Conventions and their additional Protocols, IHL protects civilians, prisoners of war and wounded soldiers during an armed conflict.

On 28 June 2013, the SRC collaborated with the International Committee of the Red Cross (ICRC) to organise the first International Humanitarian Law (IHL) seminar in Singapore entitled "International Humanitarian Law Does Make a Difference" where ICRC Head of Regional Delegation Mr Jeremy England delivered the keynote speech at the event.

In promoting IHL and its principles, the SRC engaged each level of the community in the Laws of Wars through the following:

- Incorporating Exploring Humanitarian Law (EHL) into the curriculum of Red Cross Youth cadets in secondary schools
- Co-organising the annual inter-school IHL debate for post-secondary students with Debate Association (Singapore)
- Supporting law undergraduates of the Singapore teams that are participating in the international IHL competitions
- Holding IHL talks and seminars for the general public

In 2013, SRC organised and participated in the following IHL/EHL activities:

- Jean-Pictet Competition 2013 (2 to 9 March 2013)
- 11th Red Cross IHL Moot 2013 (14 to 16 March 2013)
- Singaporean mooters Sui Yi Siong and Chia Yaru emerged as 'Best Mooter' and 'Runner-up to Best Mooter' out of over 100 law students from renowned Asia-Pacific universities.
- 5th Annual IHL Inter-school Debate Series 2013 Final (31 August 2013)
- EHL Training-of-Trainers workshop (12-13 March 2013)



Engaging The Community

OUTREACH EFFORTS

To inspire support for its lifesaving cause, the Singapore Red Cross organised over 20 community roadshows, and produced quarterly newsletters and monthly e-news to keep thousands of stakeholders updated on its developments.

In social engagement, @sgredcross achieved 71% increase in Facebook fanbase to 40,451pax from 2012 and 63% increase in number of Twitter followers to 2,932 from 2012, directly resulting in higher mindshare amongst the young and young at heart. These successes also signal Society's ability to engage people even when they are on the move.

The Corporate Communications and Marketing team also achieved \$2,783,695 in media coverage on SRC's services and events, and secured a year-long media sponsorship from Reader's Digest, bolstering the Red Cross' outreach to the community.

INSPIRING GENERATIONS

SRC's patron, President Tony Tan Keng Yam, was the Guest-of-Honour at the inaugural SRC Awards ceremony that took place on 22 May at the Red Cross House. At this event, President Tan toured an experiential exhibition which showcased the various community services offered by the homegrown humanitarian organisation.

Together with Singapore International Foundation, Singapore Institute of International Affairs and Temasek Foundation, the Singapore Red Cross officially launched the International Involvement Hub (I²Hub) on 27 June 2013, at the Atrium@Orchard. The first of its kind in Singapore, I²Hub was a space created for Singaporean homegrown non-profits to network, share expertise and explore collaborations.

The opening ceremony was officiated by Guest-of-Honour Emeritus Senior Minister Goh Chok Tong, who opened the space and toured the SRC Academy to understand its work in training volunteers in first aid and disaster management.

HUMANITY IN ACTION

I am happy to see that SRC has redefined its humanitarian services to provide a greater focus on serving the needs of our local community. This allows SRC to stay relevant to the evolving needs in Singapore, and provides more avenues for Singaporeans to participate in its mission and make an impact on our community through volunteering, donations and partnerships.

President Tony Tan Keng Yam



Palang Merah S'pura biayai kos bangun semula tadika di Jepun



THOUGHT LEADERSHIP

The Singapore Red Cross on 17 October hosted the South East Asia launch of World Disasters Report (WDR) 2013 in partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC).

The report "Focus on Technology and the Future of Humanitarian Action" was written by 40 humanitarians and academics, and examines the profound impact of technological innovations on humanitarian action and the resulting risks and opportunities. An esteemed panel discussion on the role of technology in humanitarian actions ensued after a presentation of the report highlights to over 100 participants from diverse backgrounds.

Together with the Centre for International Law and the Ministry of Foreign Affairs, SRC co-organised the public lecture, "Global Humanitarian Action Today: The Red Cross Perspective" delivered by Dr Peter Maurer, President of ICRC and moderated by CIL Chairman Professor Tommy Koh.

Held on 20 November 2013, the lecture saw Dr Maurer outlining ICRC's role and activities, and sharing his insights on the current and future challenges of humanitarian missions to more than 120 participants.



Mobilising resources



Scan to view video

ENHANCING HUMAN CAPITAL

The Singapore Red Cross launched the Singapore Red Cross Awards on 22 May to recognise the contributions of volunteers and partners who have given selflessly of their time, expertise and resources to further SRC's mission.

Recognised for their contributions in furthering the cause of humanity were Lt Gen (Ret) Winston Choo and the Lee Foundation, both recipients of the prestigious SRC Humanitarian Award. Red Cross Youth (RCY) Tan Peng Sheng, Jo Jun Yeup and Ezra Cheyne Sereneo, were the first recipients of the SRC President's Youth Award, named after SRC Patron, President Tony Tan Keng Yam. Veterans Mr Tang Chun Tuck (SRC Outstanding Service Award), Mr Kek Siew Kok and Mr Wan Fook Kum (both SRC Commendation Award) were amongst the recipients of these awards.

"Our achievements over the past 64 years bear testament to the collective power of humanity. I regard volunteerism and partnerships as the cornerstones of our mission to serve humanity and save lives, and these awards are our way of saying 'Thank you'. I hope the accolades would go some way in inspiring others to join the Red Cross Movement," said Mr Tee Tua Ba, SRC Chairman and an avid volunteer himself.

Volunteers

Volunteers are the backbone of Singapore Red Cross' humanitarian services and community initiatives.

Recognising them as a core and critical asset to the organisation, the Singapore Red Cross is committed in developing its volunteers' capabilities and capacities as well as empowering them with the necessary skills to better serve humanity.

Following the structural review and remodelling that took place in 2012, SRC Volunteer and Youth Development (VYD) focused on capacity building in 2013. It incorporated the First Responder course into Basic Training after a pilot training session. The integration of the First Responder course ensures that volunteers are equipped with a set of basic skills and knowledge even before they start volunteering. This pre-training helps to build confidence, empowerment and even enthusiasm among volunteers.

In 2013, VYD saw the need to align its volunteering platforms with current trends that were affecting the local volunteerism scene. It welcomed volunteer-led initiatives by the youths that leveraged on their creativity, skills and talents to meet community needs. One such project was spearheaded by a group of young volunteers with fashion design backgrounds. Backed with their expertise and passion for giving back to the society, these volunteers co-created unique couture pieces with the residents of the Red Cross Home for the Disabled. With the support of VYD, the co-created pieces were showcased at an inaugural fashion runway show during SRC's celebration of the International Volunteer Day 2013.



HUMANITY IN ACTION



SRC's humanitarian services were supported by a total of 5,275 volunteers who contributed 83,120 man hours in 2013.

Red Cross Youth

Established as the Junior Red Cross in 1952 when Singapore was still a British colony, the Red Cross Youth (RCY) has come a long way to nurture humanitarian leaders of tomorrow.

Today, RCY has grown consistently to 5,000-strong. From a uniformed group in primary and secondary schools, it has merged with the former Red Cross Humanitarian Network in post-secondary institutions to offer student volunteers a seamless transition as they progress in their education. It continues to offer youth – the agents of change – a wholesome curriculum in character and leadership development, with the Red Cross ethos and service to humanity as a core focus.

Some of its key activities in 2013 included Red Cross Youth Challenge held from 12 to 15 December and the International Programmes participated by Cadets and Chapter Members.

The theme for the Red Cross Youth Challenge is "Challenge Oneself to Achieve", emphasising the importance of being a leader with a heart for serving the community. Through the camp activities - High Elements Course, Rope Confidence Course, Kayaking, Dragonboat, the youth members were encouraged to challenge themselves beyond their limits so as to feel the sense of achievement upon completion.

“As cadets engage in the wide array of activities offered by the Red Cross Youth, not only are their personal effectiveness enhanced, their character are also shaped as lifelong values are ingrained in them.”

Ms Sim Ann, Minister of State, Ministry of Education



In addition, they all turned Youth Blood Ambassadors by engaging and educating the public on the benefits of blood donation, and encouraging them to donate blood at the blood banks.

The Red Cross Youth Chapters are actively involved in organising blood drives, delivering FoodAid and volunteering as Community FirstAiders and as First Aiders on Wheels. Members from RCY Links, Cadets and Chapters also regularly visit the Red Cross Home for the Disabled to spread youthful cheer.

Said Ms Sim Ann, Minister of State for Education, at the RCY 60th Anniversary, "Such initiatives provide powerful learning experiences for our students. Through engaging in such activities and providing opportunities for reflection, students learn to see themselves as a part of the larger community and how they can make a meaningful difference regardless of their youth."

In 2013, RCY participated in three international camps and exchange programmes held in Ho Chi Minh City, Vietnam, Seoul, Korea and Kanagawa Prefecture, Japan. These regional and international youth programmes were well received by Cadets and Chapter Members as they were given the opportunity to represent Singapore and at the same time, be exposed to the work of the International Red Cross and Red Crescent Movement.

Going forward, RCY members would have more opportunities to participate in Overseas Humanitarian Projects to broaden their perspectives as global citizens and to align them to the Singapore Red Cross' local and international humanitarian work.

Employees

2013 saw a number of new initiatives undertaken by Human Resource that aim to maximise human capital and retain talent. These initiatives include the new Employee Development Review (staff appraisal); the Total Learning Plan; and performance-based reward system, where staff's annual increment and performance bonus was calculated based on performance.



43 RCY Presence in Primary Schools	11 RCY Presence in Tertiary Institutions
43 RCY Presence in Secondary Schools	
125 Volunteer Instructors	166 Teacher-Officers
42 Cadet	37 Cadet
11 Links	24 Links
Units received Excellence Unit Awards	Units received Community Service Awards

Also launched were the Secretary General's informal small-group meetings with staff, which were helpful in addressing issues and leading to shared values creation; quarterly townhalls with staff, which served as formal updates and bonding sessions; and monthly get-togethers at the new staff lounge.



HUMANITY IN ACTION



FUNDRAISING FOR A CAUSE

In its effort to continually establish sustainable and recurring income generation streams through systematic best practices, the fundraising team in 2013 achieved increased funding support to sustain the vital programmes and services of the Singapore Red Cross. Thanks to the generosity of the donor community, \$2,520,552 was raised for local humanitarian services through the following efforts:

1 Flag Day 2013

More than 7,000 donation tin bearers participated in the SRC Flag Day on 27 January 2013. Through the multi-pronged approach including internal collections, street collections, pledge cards and corporate support, Flag Day 2013 concluded a success, reaping a record \$368,872 in proceeds.

2 Shop@RedCross

The Singapore Red Cross thrift shop scaled new heights in 2013 with \$355,628 in total collection, greatly surpassing 2012's record of \$257,487.

A team of dedicated and passionate volunteers are behind the success of the thrift shop at the Red Cross Campsite in Jalan Khairuddin. Comprising 30 committed volunteer ladies headed by Mrs Gaw K.L and Mrs Lim L.H the team toils tirelessly every week to bring the best selection of pre-loved and new goods to the masses at low cost, all for a great cause. Additionally, the team



organises quarterly mini bazaars that offer more treasure buys in a bid to raise even more funds for SRC's local humanitarian work.

Riding on the popularity of the Thrift Shop, the fundraising department organised six Weekend Sale events at the Red Cross House so as to cater to big-hearted bargain hunters within the city area.

The success of Shop@RedCross is owed to SRC volunteers and generous donors - both individuals and corporates.

3 Singapore Red Cross Charity Golf 2013

On 16 October, over 140 golfers raised a total of \$285,873 for the Singapore Red Cross' local humanitarian services at the SRC Charity Golf. The evening dinner following the event was graced by Senior Minister of State, Minister of Home Affairs and Ministry of Foreign Affairs, Mr Masagos



Zulkifli Bin Masagos Mohamad as Guest of Honour. SRC would like to thank the golf committee members who contributed to the success of the SRC Charity Golf 2013.

4 Singapore Red Cross Charity Draw 2013

After a seven year hiatus, the Singapore Red Cross Charity Draw returned in 2013 receiving great support from various parties - donors who provided cash and prizes for the draw as well as schools and volunteers who helped to sell the tickets. A grand draw was held at the Singapore Pools on 3 Dec 2013, bringing the SRC Charity Draw 2013 to a close. \$85,429 was raised in a short period of three months through the SRC Charity Draw 2013. SRC would like to thank all donors and ticket sellers for their effort and hard work.

5 Third-party fundraisers, donors and corporate partners

One significant third-party fundraiser event this year was the Fashion for Humanity 2013, led by a staunch Red Cross fundraiser and advocate, Mrs Genevieve Peggy Jeffs (recipient of SRC Commendation Award 2013).

About 200 members of high society reveled in fashion and charity at the Fashion for Humanity Red Cross Charity Dinner held at Regent Hotel on 29 August 2013. Featuring Indonesian fashion designer, Sapto Djokarliko's Couture Fall/Winter 2013-2014 collection, the event raised over S\$126,250 for local humanitarian causes championed by the Singapore Red Cross.

One of the individual fundraisers, Mr Michael Redenbach, who was a former Trade Commissioner with the High Commission of Canada, organised a 14-day, 1,400km Capital-2-Capital Cycling Fundraiser from Ottawa to Washington D.C. to raise funds for SRC's local services. Despite facing obstacles such as torrential downpour and floods, Mr Redenbach's fundraiser still managed to exceed his initial fundraising target.

SRC's local humanitarian services also benefitted tremendously from the generous monetary and in-kind donations from other third-party fundraisers as well as corporate partners and donors such as Comfort Delgro, SMRT, SBS Transit, SingPost, Changi Airport Group, Bank of Tokyo-Mitsubishi, Mizuho Bank, Smiths Medical Singapore Pte Ltd, JC Trading and Consultancy LLP, Sumiya Japanese restaurant, the Pencil Heads band, Plum Village restaurant, Wong, Thomas & Leong, Blue Moon Engineering Pte Ltd, Sabana Real Estate Investment Management Pte Ltd and Singapore Island Country Club.

CORPORATE INFORMATION

Registration

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

Registered Address

15 Penang Lane
Red Cross House
Singapore 238486

Council Members 1 January to 31 December 2013

Chairman

Mr Tee Tua Ba
Singapore Ambassador to Switzerland (Non-Resident)

Vice Chairpersons

Mr Axel Chan
Director, Internal Audit and Risk Management, Health Sciences Authority

Ms Rose Tan
Chairman, Integrated Marketing Solutions Group Pte Ltd
Chairman, Crowd Pte Ltd

Chairman, Finance and Investment Committee

Mr Chris Liew (up to 31 December 2013)
Chairman, RSM Ethos Pte Ltd

Dr Mark Hon (from 1 January 2014)
Deputy Chairman, Business Angel Network South East Asia Ltd

Secretary General/Chief Executive Officer

Mr Jeyaraj Benjamin William

Members

Dr Caroline Brassard
Dr Chan Soon Keng (from 20 June 2013)
Mrs Susan Chan
Mr Chew Hai Chwee
Mr Han Eng Juan
Mr Paul Ho Yeok Chew (up to 19 June 2013)
Dr Mark Hon (from 20 June 2013)
Ms Lim Choon Noi
Dr Lim Ghee Hian
Mr Winston Milner
Mr Mohammad Zaidi Bin Ariffin
Assoc Prof (Dr) Phua Kai Hong
Mr N Sreenivasan (up to 19 June 2013)
Mr Tan Kai Hoe
Mr Zulkifli Baharuddin

CORPORATE INFORMATION

Auditors

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

Bankers

The HongKong and Shanghai Banking Corporation
68 Orchard Road
#B1-05 Plaza Singapura
Singapore 238839

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

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

DBS Bank Limited
6 Shenton Way
DBS Building, Tower One
Singapore 068809

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

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

STATEMENT BY MANAGEMENT COMMITTEE

(FOR THE YEAR ENDED 31 DECEMBER 2013)

In our opinion, the financial statements set out on pages 44 to 69 present fairly the state of affairs of the Society as at 31 December 2013 and the results, changes in funds and cash flows of the Society for the year ended on that date in accordance with the provisions of the Charities Act (Chapter 37) and Singapore Financial Reporting Standards.

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

On behalf of the Council



Dr Mark Hon
Chairman, Finance and Investment Committee



Mr Jeyaraj Benjamin William
Secretary General / CEO

22 May 2014

INDEPENDENT AUDITORS' REPORT

MEMBERS OF SINGAPORE RED CROSS SOCIETY
(REGISTERED UNDER THE CHARITIES ACT, CHAPTER 37)

Report on the financial statements

We have audited the accompanying financial statements of Singapore Red Cross Society (the "Society"), which comprise the statement of financial position as at 31 December 2013, the statement of financial activities/income statement, statement of comprehensive income, statement of changes in funds and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information, as set out on pages 44 to 69.

Management's responsibility for the financial statements

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

Auditors' responsibility

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

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

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

Opinion

In our opinion, the financial statements present fairly, in all material respects, the state of affairs of the Society as at 31 December 2013 and the results, changes in funds and cash flows of the Society for the year then ended in accordance with the provisions of the Act and Singapore Financial Reporting Standards.

Report on other legal and regulatory requirements

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

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



KPMG LLP
Public Accountants and
Chartered Accountants

Singapore
22 May 2014

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2013

	Note	2013 \$	2012 \$
Non-current assets			
Property, plant and equipment	3	868,182	896,200
Investment securities	4	5,159,208	6,035,365
		6,027,390	6,931,565
Current assets			
Other receivables, deposits and prepayments	5	1,702,382	939,903
Fixed deposits with financial institutions	6	5,557,389	5,751,000
Cash at bank and in hand	6	3,128,399	2,422,685
Total current assets		10,388,170	9,113,588
Total assets		16,415,560	16,045,153
Current liabilities			
Other payables and accruals	7	2,609,821	2,575,282
Total liabilities		2,609,821	2,575,282
Funds of the Society			
General funds		13,748,606	13,032,956
Fair value reserves	11	57,133	436,915
Total funds		13,805,739	13,469,871
Total liabilities and funds		16,415,560	16,045,153

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

STATEMENT OF FINANCIAL ACTIVITIES/INCOME STATEMENT

YEAR ENDED 31 DECEMBER 2013

	Note	2013 \$	2012 \$
Incoming resources			
Incoming resources from generated funds			
Voluntary income:			
Donations – General	12	1,276,000	786,891
Membership subscriptions		8,365	10,113
Activities for generating income: Fundraising events	12	1,378,752	1,097,676
Investment and interest income		256,258	239,380
		2,919,375	2,134,060
Charitable activities			
Red Cross Training Academy fees		1,091,354	1,058,036
Community Service – Transport Aid:			
Programme fees		47,235	46,149
Funding from Tote Board		167,649	162,684
Blood Donor Recruitment Programme subsidy from Health Science Authority		1,769,918	1,666,060
Red Cross Home for the Disabled:			
Residents' contribution		207,399	202,396
Grant from Ministry of Social and Family Development		1,908,861	1,618,653
Deferred capital grants		175,166	196,568
Government grants:			
Ministry of Education (Volunteer Development – Red Cross Youth)		116,523	96,724
		5,484,105	5,047,270
Other incoming resources			
Miscellaneous		70,092	48,980
Programme Support Recovery – International Relief and Assistance	13	373,052	297,296
Total incoming resources		8,846,624	7,527,606
Resources expended			
Cost of generating funds			
Fundraising costs	14	541,307	563,378
Charitable activities – local			
Services and disaster management		667,631	583,647
Red Cross Training Academy		1,124,232	965,805
Community Service – Transport Aid		464,184	422,024
Blood Donor Recruitment Programme		1,954,876	1,864,383
Red Cross Home for the Disabled		2,443,994	2,174,170
International Services		615,428	660,545
	15	7,270,345	6,670,574
Red Cross Youth		202,876	342,457
Contribution to International Federation of the Red Cross and Red Cross Crescent Societies		116,446	120,702
Total resources expended		8,130,974	7,697,111
Net incoming/(Outgoing) resources		715,650	(169,505)

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

STATEMENT OF COMPREHENSIVE INCOME

YEAR ENDED 31 DECEMBER 2013

	2013 \$	2012 \$
Net incoming/(outgoing) resources	715,650	(169,505)
Other comprehensive income		
<i>Items that are or may be reclassified subsequently to profit or loss:</i>		
Net change in fair value of available-for-sale financial assets	(333,282)	55,915
Fair value of available-for-sale financial assets reclassified to income statement upon disposal	(46,500)	(15,840)
Other comprehensive income for the year	(379,782)	40,075
Total comprehensive income for the year	335,868	(129,430)

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

STATEMENT OF CHANGES IN FUNDS

YEAR ENDED 31 DECEMBER 2013

	General funds \$	Fair value reserves \$	Total \$
At 1 January 2012	13,202,461	396,840	13,599,301
Total comprehensive income for the year			
Net outgoing resources	(169,505)	-	(169,505)
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	-	55,915	55,915
Fair value of available-for-sale financial assets reclassified to income statement upon disposal	-	(15,840)	(15,840)
Total other comprehensive income	-	40,075	40,075
Total comprehensive income for the year	(169,505)	40,075	(129,430)
At 31 December 2012	13,032,956	436,915	13,469,871
At 1 January 2013	13,032,956	436,915	13,469,871
Total comprehensive income for the year			
Net incoming resources	715,650	-	715,650
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	-	(333,282)	(333,282)
Fair value of available-for-sale financial assets reclassified to income statement upon disposal	-	(46,500)	(46,500)
Total other comprehensive income	-	(379,782)	(379,782)
Total comprehensive income for the year	715,650	(379,782)	335,868
At 31 December 2013	13,748,606	57,133	13,805,739

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

STATEMENT OF CASH FLOWS

YEAR ENDED 31 DECEMBER 2013

	Note	2013 \$	2012 \$
Operating activities			
Net incoming/(outgoing) resources for the year		715,650	(169,505)
Adjustments for:			
Depreciation of property, plant and equipment		435,312	388,323
Loss on disposal of property, plant and equipment		3	1
Loss on disposal of investment securities		-	3,300
Investment and interest income		(256,258)	(239,380)
Operating profit before working capital changes		894,707	(17,261)
Inventories		-	24,431
Other receivables, deposits and prepayments		(748,002)	546,148
Other payables and accruals		34,539	943,491
Cash flows from operating activities		181,244	1,496,809
Investing activities			
Interest received		89,281	91,079
Dividends received		152,500	152,500
Purchase of property, plant and equipment		(407,297)	(118,748)
Purchase of investment securities		(503,625)	(605,850)
Disposal of investment securities		1,000,000	600,000
Cash flows from investing activities		330,859	118,981
Net increase in cash and cash equivalents		512,103	1,615,790
Cash and cash equivalents at beginning of year		8,173,685	6,557,895
Cash and cash equivalents at end of year	6	8,685,788	8,173,685

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

NOTES TO THE FINANCIAL STATEMENTS

These notes form an integral part of the financial statements.

The financial statements were authorised for issue by the Council (Management Committee) of Singapore Red Cross Society on [date of signing].

1 Domicile and activities

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

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

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

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

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

2 Summary of significant accounting policies

2.1 Basis of preparation

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

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

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

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

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

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.2 Changes in accounting policies

Fair value measurement

FRS 113 *Fair Value Measurement* establishes a single framework for measuring fair value and making disclosures about fair value measurements, when such measurements are required or permitted by other FRSs. In particular, it unifies the definition of fair value as the price at which an orderly transaction to sell an asset or to transfer a liability would take place between market participants at the measurement date. It also replaces and expands the disclosure requirements about fair value measurements in other FRSs, including FRS 107 *Financial Instruments: Disclosures*.

From 1 January 2013, in accordance with the transitional provisions of FRS 113, the Society has applied the new fair value measurement guidance prospectively, and has not provided any comparative information for new disclosures. Notwithstanding the above, the change had no significant impact on the measurements of the Society's assets and liabilities.

Presentation of items of other comprehensive income

From 1 January 2013, as a result of the amendments to FRS 1 *Presentation of Financial Statements*, the Society has modified the presentation of items of other comprehensive income in its statement of comprehensive income, to present separately items that would be reclassified to profit or loss in the future from those that would never be. Comparative information has also been re-presented accordingly.

The adoption of the amendment to FRS 1 has no impact on the recognised assets, liabilities and comprehensive income of the Society.

2.3 Functional currency

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

2.4 Funds structure

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

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

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.5 Property, plant and equipment

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

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

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

The useful lives and residual values are reassessed annually.

2.6 Financial instruments

Non-derivative financial assets

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

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

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

Loans and receivables

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

Available-for-sale financial assets

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

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.6 Financial instruments (Continued)

Non-derivative financial liabilities

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

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

Impairment of non-derivative financial assets

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

Loans and receivables

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

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

Available-for-sale financial assets

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

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.7 Impairment – non-financial assets

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

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

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

2.8 Inventories

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

2.9 Employee benefits

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

2.10 Incoming resources

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

NOTES TO THE FINANCIAL STATEMENTS

2 Summary of significant accounting policies (Continued)

2.11 Resources expended

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

(i) Allocation of support costs

Support costs are staff costs relating to general management, human resource and administration, budgeting, accounting and finance functions and have been allocated to fundraising, charitable activities, governance and corporate communications based on the estimated amount of time spent on each activity.

(ii) Costs of generating funds

The costs of generating funds are those costs attributable to generating income for the Society, other than those costs incurred in undertaking charitable activities or the costs incurred in undertaking trading activities in furtherance of the Society's objects.

(iii) Charitable activities

Costs of charitable activities comprise all costs incurred in the pursuit of the charitable objects of the Society. Those costs, which are not wholly attributable, are apportioned between the categories of charitable expenditure. The total costs of each category of charitable expenditure therefore include an apportionment of support costs.

2.12 Government grants

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

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

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

NOTES TO THE FINANCIAL STATEMENTS

3 Property, plant and equipment

	Motor vehicles \$	Furniture and fittings \$	Medical equipment \$	Office equipment \$	Building and renovation \$	Total \$
Cost						
At 1 January 2012	292,605	368,897	339,432	339,304	1,673,608	3,013,846
Additions	50,643	-	-	32,085	36,020	118,748
Disposals	(1)	-	-	-	-	(1)
At 31 December 2012	343,247	368,897	339,432	371,389	1,709,628	3,132,593
Additions	128,167	-	23,505	2,700	252,925	407,297
Disposals	(3)	-	-	(10,527)	-	(10,530)
At 31 December 2013	471,411	368,897	362,937	363,562	1,962,553	3,529,360
Accumulated depreciation						
At 1 January 2012	54,756	150,463	161,727	202,159	1,278,965	1,848,070
Depreciation for the year	57,666	72,811	42,659	55,861	159,326	388,323
Disposals	-	-	-	-	-	-
At 31 December 2012	112,422	223,274	204,386	258,020	1,438,291	2,236,393
Depreciation for the year	70,568	72,811	43,497	56,599	191,837	435,312
Disposals	-	-	-	(10,527)	-	(10,527)
At 31 December 2013	182,990	296,085	247,883	304,092	1,630,128	2,661,178
Carrying amount						
At 1 January 2012	237,849	218,434	177,705	137,145	394,643	1,165,776
At 31 December 2012	230,825	145,623	135,046	113,369	271,337	896,200
At 31 December 2013	288,421	72,812	115,054	59,470	332,425	868,182

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

NOTES TO THE FINANCIAL STATEMENTS

4 Investment securities – available-for-sale

	2013	2012
	\$	\$
Market value at beginning of year	6,035,365	5,992,740
Additions	503,625	605,850
Disposals	(1,046,500)	(619,140)
Fair value changes	(333,282)	55,915
Market value at end of year	5,159,208	6,035,365

The above investment securities, representing investments in preference shares issued by Overseas-Chinese Banking Corporation Limited (OCBC), Housing & Development Board (HDB), Singapore Airlines Limited (SIA); and bonds issued by Keppel Corporation Limited, DBS Bank Limited (DBS), Land Transport Authority (LTA) and the Singapore Government, are listed on the Singapore Exchange Securities Trading Limited and are held primarily to provide an investment return for the Society.

Unrealised gains or losses on available-for-sale investment securities reflect the market movements of the investment securities but may not be significant as the gains or losses only crystallise upon de-recognition of the investment securities. For a bond that is held until maturity, the Society is entitled to redeem the bond at its face value in addition to the earned interest.

Credit quality

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

	2013	2012
	\$	\$
Government bonds rated AAA	1,959,000	2,236,000
Corporate bonds (BBB/unrated)	1,070,208	600,865
Equity securities rated A-	2,130,000	3,198,500
	5,159,208	6,035,365

The government bonds held are neither past due nor impaired.

NOTES TO THE FINANCIAL STATEMENTS

5 Other receivables, deposits and prepayments

	2013	2012
	\$	\$
Interest receivable	33,870	19,393
Blood Donor Recruitment Programme subsidy receivable from Health Sciences Authority	919,817	579,148
Recoverable from relief funds	-	1,720
Programme support recovery receivable	213,429	-
Funding receivable	364,659	87,178
Other receivables	65,508	22,899
Deposits	89,272	85,942
	1,686,555	796,280
Prepayments	15,827	143,623
	1,702,382	939,903

6 Fixed deposits and cash at bank and in hand

	2013	2012
	\$	\$
Fixed deposits with financial institutions	5,557,389	5,751,000
Cash at bank and in hand	3,128,399	2,422,685
	8,685,788	8,173,685

7 Other payables and accruals

	2013	2012
	\$	\$
Accrued operating expenses	576,719	587,258
Advance donations received (specific projects)	814,249	316,363
Advance donations received (Mobile Taipan)	752,990	858,082
Funding received in advance (Red Cross Home for the Disabled)	15,395	51,083
Deferred capital grant (Red Cross Home for the Disabled)	252,472	427,638
Deferred capital grant (Red Cross Youth Camp)	-	174,416
Residents' deposits	32,160	33,410
Employee benefits – staff leave provision	165,836	127,032
	2,609,821	2,575,282

NOTES TO THE FINANCIAL STATEMENTS

8 International Disaster Relief Funds

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

Designated country/disaster	At 1 January 2013 \$	Collections \$	Disbursements \$	Interest earned* \$	Programme Support Recovery (note 13) \$	At 31 December 2013 \$
Africa	84,614	20,650	(42,025)	-	(1,460)	61,779
Brazil Relief Fund	4,850	-	-	-	-	4,850
North Korea	11,402	45,000	-	-	(1,350)	55,052
Turkey	75,628	-	-	-	-	75,628
New Zealand Relief Fund	1,730	-	-	-	-	1,730
Thailand	26,147	-	-	-	-	26,147
Italy Earthquake	3,835	-	-	-	-	3,835
Taiwan Typhoon	144,691	-	-	-	-	144,691
Chile Earthquake Relief	8,796	-	-	-	-	8,796
Qinghai Earthquake Relief	145,081	-	-	-	-	145,081
China Flood Relief	50,085	8,800	-	-	(264)	58,621
Yunnan Earthquake	65,626	700	-	-	(21)	66,305
Philippines Typhoon	708,660	141,479	(100,773)	-	(6,260)	743,106
Indonesia Operasi Bakti	83,067	-	(1,592)	-	(32)	81,443
Indonesia Twin Disaster	386,263	-	(47)	-	(1)	386,215
U.S. Relief Fund	7,850	4,325	(12,065)	-	(110)	-
Others (with balances of \$2,000 or less)	9,873	15,680	-	-	(470)	25,083
Total miscellaneous funds	1,818,198	236,634	(156,502)	-	(9,968)	1,888,362
Rwanda	115,951	-	-	536	-	116,487
Indonesia	569,054	-	(380,123)	1,683	(7,603)	183,011
Indonesia Disaster Relief	1,589,468	-	(87,685)	5,563	(1,754)	1,505,592
Iran	980,727	-	-	4,339	-	985,066
Iraq	589,576	-	-	2,693	-	592,269
China Earthquake	13,862,269	-	(1,670,415)	24,732	(33,553)	12,183,033
Myanmar Cyclone	2,391,987	25,000	(203,169)	3,879	(4,813)	2,212,884
Indonesia Padang Earthquake	155,700	-	-	562	-	156,262
Philippines Tropical Storm	593,827	-	(315,904)	1,957	(6,318)	273,562
Pakistan Flood	1,034,992	-	(374,326)	3,428	(7,486)	656,608
SEA Tropical Storm	43,154	-	-	199	-	43,353
Haiti Relief	1,023,808	61,975	(473,589)	3,300	(11,331)	604,163
SEA Flood Relief	257,307	-	(145,822)	579	(3,156)	108,908
Japan Disaster Relief	16,782,126	7,922	(1,612,213)	43,113	(32,482)	15,188,466
Sichuan Earthquake	-	409,614	(157,517)	584	(15,439)	237,242
SEA Emergencies	-	350,238	(211,765)	876	(14,742)	124,607
Haiyan Relief	-	9,741,381	(602,171)	-	(218,940)	8,920,270
	41,808,144	10,832,764	(6,391,201)	98,023	(367,585)	45,980,145

NOTES TO THE FINANCIAL STATEMENTS

8 International Disaster Relief Funds (Continued)

	2013 \$	2012 \$
Represented by:		
- Fixed deposits with financial institutions	35,130,029	39,832,409
- Cash at bank and in hand	11,056,273	1,803,887
- Inventories (relief items)	-	141,085
- Programme support recovery/support costs payable to the Society	(213,429)	-
- Interest receivable	7,272	30,763
	45,980,145	41,808,144

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

Total miscellaneous funds – These balances were either:

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

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

Indonesia and Indonesia Disaster – The Society has committed \$2 million to help Palang Merah Indonesia (Indonesia Red Cross) develop 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 to enhance the disaster preparedness and response capabilities of Palang Merah Indonesia to respond to emergencies.

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

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

China Earthquake – The Society will continue to support projects partnering with Sichuan Provincial People's Association for Friendship with Foreign Countries (SIFA), Ministry of Foreign Affairs – PRC, Beijing Foreign Studies University, Red Cross China and Sichuan Provincial Orthopaedics Hospital, totalling to the amount of about \$10 million. Till date, most projects mentioned above are ongoing, with an amount of about \$6.5 million committed to these operations.

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

NOTES TO THE FINANCIAL STATEMENTS

8 International Disaster Relief Funds (Continued)

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

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

Pakistan Flood – The Society has released the final disbursement for the collaboration with Diocese of Singapore to build permanent houses for 184 families, a Health and Development Centre and purchase a vehicle in January 2014. The Society is presently collaborating with Life! Community Development Limited to complete a water and irrigation project in Mankyal Village, Pakistan.

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

Haiti Relief – The Society is in discussion with IFRC to utilise the balance funds for a healthcare project.

SEA Flood Relief Fund – The Society is in touch with Vietnam Red Cross to disburse committed funds for a community water project.

Japan Disaster Relief Fund – The Society has pledged to collaborate with Japan Red Cross in its relief and recovery operations for the affected community, worth up to \$2 million. The Society is also funding an ongoing project in Rikuzentakata, Japan, which is projected to be completed by end of 2014. The rest of the funds will be committed to the expansion of existing reconstruction projects, as well as other rehabilitation programmes. Humanitarian missions have also been planned for the upcoming years, focusing on psychosocial support programmes.

Sichuan Earthquake – The Society had disbursed funds to the National Society of China during the acute phase and will scope and undertake new projects.

SEA Emergencies – The Society had disbursed funds to the National Societies of Cambodia, Laos, Vietnam and Philippines and will scope and undertake new projects.

Haiyan Relief – The Society disbursed funds to various implementing partners including Philippines Red Cross, IFRC and ICRC. Acute phase efforts are completed, reconstruction efforts are ongoing and the Society will continue to scope new projects to disburse the remaining of the fund.

NOTES TO THE FINANCIAL STATEMENTS

9 Tidal Waves Asia Fund (TWAF)

The Tidal Waves Asia appeal raised a cumulative total of \$89,234,718 as at 31 December 2013 (2012: \$89,234,718) towards Singapore's efforts for the victims affected by the earthquake and tsunami which occurred on 26 December 2004. The funds received are in custody of the Society. All monies will go towards helping the victims of the tsunami disaster. These are not reflected in the statement of financial position and income statement of the Society. In 2012, the Society received approval from the Charities Unit (Ministry of Culture, Community and Youth) to transfer \$5,000,000 of the Tidal Wave Asia Fund to the Disaster Response Emergency Fund (see note 10).

	2013 \$	2012 \$
Balance at beginning of the year	3,116,442	8,276,225
Collections	-	45,215
Interest earned*	8,523	22,333
Transfer to DREF	-	(5,000,000)
Disbursements*	(137,998)	(221,544)
Program Support Recovery	(2,760)	(5,787)
Balance at end of the year	2,984,207	3,116,442
Represented by:		
– Fixed deposits with financial institutions	2,217,546	3,079,216
– Cash at bank and in hand	764,515	34,851
– Interest receivable	2,146	2,375
	2,984,207	3,116,442
*Disbursements for the year were for the following items:		
Secretariat and project management	64	3,298
Reconstruction projects	137,934	218,246
Total disbursements	137,998	221,544

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

The Society had set up the Tsunami Reconstruction Facilitation Committee (TRFC) to administer the Tidal Waves Asia Fund. The TRFC had approved funding for 70 (2012: 69) reconstruction projects to date, amounting to \$81,441,319 (2012: \$81,303,385). These include projects initiated by the Society, joint projects with the government and corporate sector and projects by Singapore-registered Voluntary Welfare Organisations (VWOs) and Non-Governmental Organisations (NGOs). A total of \$81,152,331 (2012: \$81,014,333) which comprised progress payments had been disbursed for reconstruction projects and project related costs as at 31 December 2013. All the projects except one had been completed.

NOTES TO THE FINANCIAL STATEMENTS

9 Tidal Waves Asia Fund (TWAF) (Continued)

A summary of approved projects is as follows:

	Community \$	Health \$	Education \$	Economic \$	Others \$	Total \$
2013						
Indonesia	15,436,884	25,083,645	7,999,661	7,530,549	435,462	56,486,201
Sri Lanka	12,182,018	-	5,931,815	-	-	18,113,833
Maldives	324,583	-	5,544,923	43,324	611,509	6,524,339
Multi countries	140,000	-	176,946	-	-	316,946
	28,083,485	25,083,645	19,653,345	7,573,873	1,046,971	81,441,319
Number of projects	25	12	15	13	5	70
2012						
Indonesia	15,436,884	25,083,645	7,881,353	7,530,549	415,836	56,348,267
Sri Lanka	12,182,018	-	5,931,815	-	-	18,113,833
Maldives	324,583	-	5,544,923	43,324	611,509	6,524,339
Multi countries	140,000	-	176,946	-	-	316,946
	28,083,485	25,083,645	19,535,037	7,573,873	1,027,345	81,303,385
Number of projects	25	12	15	13	4	69

10 Disaster Response Emergency Fund (DREF)

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

	2013 \$	2012 \$
Balance at beginning of the year	4,772,967	-
Transfer from TWAF	-	5,000,000
Disbursements*	(135,287)	(222,581)
Interest earned	12,118	-
Program Support Recovery	(2,706)	(4,452)
Balance at end of the year	4,647,092	4,772,967
Represented by:		
- Fixed deposits with financial institutions	4,150,019	4,772,967
- Cash at hand and in bank	497,073	-
	4,647,092	4,772,967
* Disbursements for the year were for the following items:		
Emergency aid projects	135,287	222,581

NOTES TO THE FINANCIAL STATEMENTS

11 Fair value reserves

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

12 Tax and non-tax exempt receipts

Included in donation income and fundraising income are donations for which tax exempt and non-tax exempt receipts have been issued of \$1,489,481 (2012: \$1,662,730) and \$520,342 (2012: \$95,263), out of which \$639,226 (2012: \$588,152) of tax exempt receipts and \$430,460 (2012: \$89,191) of non-tax-exempt receipts were allocated to Red Cross Home for the Disabled by the Management Committee of the Society.

13 Programme Support Recovery

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

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

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

14 Fundraising costs

Note	2013 \$	2012 \$
Support costs	16	128,059
Manpower and operating costs		244,325
Fundraising events		134,201
Administrative and operating expenses		34,645
Depreciation		11,489
		541,307

Pursuant to Regulation 15 of the Charities (Institutions of a Public Character) Regulations, total fund raising and sponsorship expenses for the year shall not exceed 30% of total gross receipts from fundraising and sponsorships. The Society's total fundraising expenses represent approximately 20.4% (2012: 29.9%) of the total gross receipts from fundraising for the year.

NOTES TO THE FINANCIAL STATEMENTS

15 Charitable activities

Note	Service and disaster management	Red Cross Training Academy	Community Service - Transport Aid	Blood Donor Recruitment Programme	Red Cross Home for the Disabled	International Services	Total 2013	Total 2012
	\$	\$	\$	\$	\$	\$	\$	\$
Manpower and operating costs	316,642	733,067	293,472	1,626,668	1,535,103	247,870	4,752,822	4,316,993
Depreciation	17,757	40,963	41,783	-	218,491	4,816	323,810	308,895
Support costs	333,232	350,202	128,929	328,208	690,400	362,742	2,193,713	2,044,686
	<u>667,631</u>	<u>1,124,232</u>	<u>464,184</u>	<u>1,954,876</u>	<u>2,443,994</u>	<u>615,428</u>	<u>7,270,345</u>	<u>6,670,574</u>

16 Support costs

Note	Finance	Human Resource	Corporate Communications	Administration and Information Technology	Secretary General Office	Volunteer Youth Development	Red Cross Youth	Total 2013	Total 2012
	\$	\$	\$	\$	\$	\$	\$	\$	\$
Fundraising	14	19,774	10,955	18,121	32,671	18,082	17,778	10,678	128,059
Charitable activities - Local:									
- Service and disaster management	15	47,458	9,131	43,489	104,546	36,163	92,445	-	333,232
- Red Cross Training Academy	15	51,413	20,085	54,362	130,683	72,326	21,333	-	350,202
- Community service - Transport Aid	15	31,639	18,260	21,744	39,204	18,082	-	-	128,929
- Blood Donor Recruitment Programme	15	79,096	18,260	90,602	32,671	54,245	53,334	-	328,208
- Red Cross Home for the Disabled	15	106,780	98,603	79,730	215,626	72,326	117,335	-	690,400
- International services	15	59,322	7,304	54,362	98,012	90,408	53,334	-	362,742
		<u>395,482</u>	<u>182,598</u>	<u>362,410</u>	<u>653,413</u>	<u>361,632</u>	<u>355,559</u>	<u>10,678</u>	<u>2,321,772</u>
									<u>2,172,036</u>

NOTES TO THE FINANCIAL STATEMENTS

17 Net incoming/(outgoing) resources

Note	2013	2012
	\$	\$
These are stated after charging/(crediting):		
Depreciation of property, plant and equipment	3	435,312
Rental of premises *		388,323
	<u>56,488</u>	<u>31,455</u>
Investment and interest income:		
- Fixed deposits and bank balance	(11,323)	(13,639)
- Investment securities	(244,935)	(225,741)
	<u>(256,258)</u>	<u>(239,380)</u>
Staff costs:		
- Salary expenses	3,341,370	3,148,337
- Bonus expense	393,147	351,811
- Contributions to defined contribution plans (CPF)	452,241	440,381
- Foreign worker levy	214,817	166,840
- Benefits	239,711	226,899
	<u>4,641,286</u>	<u>4,334,268</u>
Audit fees	<u>60,000</u>	<u>64,000</u>

* Rental expenses do not include lease payments of \$187,164 (2012: \$187,164) incurred by the Society that were reimbursed by the Ministry of Education.

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

18 Employees remuneration

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

	2013	2012
Number of employee in bands:		
\$50,001 to \$100,000	9	12
\$100,001 to \$150,000	<u>2</u>	<u>1</u>

The number of staff employed by the Society as at 31 December 2013 was 142 (2012: 140).

NOTES TO THE FINANCIAL STATEMENTS

19 Council members expense

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

	2013 \$	2012 \$
Travel and meeting expenses	21,216	20,808
Number of Officer Bearers	3	13

20 Income tax expense

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

21 Financial risk management

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

Credit risk

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

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

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

NOTES TO THE FINANCIAL STATEMENTS

21 Financial risk management (Continued)

Interest rate risk

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

	Effective interest rate %	Within 1 year \$	1 to 5 years \$	Total \$
2013				
Fixed deposits with financial institutions	0.15 to 0.30	5,557,389	-	5,557,389
Investment securities	2.51 to 4.70	-	3,029,208	3,029,208
		5,557,389	3,029,208	8,586,597
2012				
Fixed deposits with financial institutions	0.10 to 0.31	5,751,000	-	5,751,000
Investment securities	2.875 to 4.70	-	2,836,865	2,836,865
		5,751,000	2,836,865	8,587,865

At the reporting date, if market interest rate had been 10 basis points higher or lower, assuming no asymmetrical movement in yield curves and a constant balance for the 12 months after the reporting date, the Society's incoming resources would increase or decrease by approximately \$5,557 (2012: \$5,751). The Society's fair value reserve would increase or decrease by \$3,029 (2012: \$2,837).

Equity risk

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

At the reporting date, if equity prices had declined by 10%, assuming no asymmetrical movement in yield curves and a constant balance for the 12 months after the reporting date, the fair value reserves of the Society would decrease by approximately \$213,000 (2012: \$319,850). An increase in 10% of the equity prices would have an equal but opposite effect.

Reserves management

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

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

The Society is not subject to externally imposed reserves requirements.

NOTES TO THE FINANCIAL STATEMENTS

21 Financial risk management (Continued)

Fair value

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

Although management has employed its best judgement in the estimation of fair values, there is inevitably a significant element of subjectivity involved in the calculations. Therefore, the fair value estimates are not necessarily indicative of the amount the Society could realise in a sale transaction as at 31 December 2013.

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

Fair value hierarchy

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

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

At 31 December 2013, the Society only held investment securities (available-for-sale) amounting to \$5,159,208 (2012: \$6,035,365). The fair value measurement of these investment securities is categorised as Level 1 (2012: Level 1).

22 Operating lease commitments

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

	2013 \$	2012 \$
Within 1 year	507,359	508,603
In 2 to 5 years	358,277	865,636
	865,636	1,374,239

Such lease payments are subsidised by the Ministry of Education (100%) and the Ministry of Social and Family Development (89%).

NOTES TO THE FINANCIAL STATEMENTS

23 Related party transactions

The Society is governed by the Council which is the final authority and is overall responsible for the policy making and determination of all activities. The members of the Council are volunteers and receive no monetary remuneration for their contribution. This also applies to all volunteers of the Society. The expenses incurred by the Council members are disclosed in note 19.

24 New accounting standards and interpretations not yet adopted

New standards, amendments to standards and interpretations that are not yet effective for the year ended 31 December 2013 have not been applied in preparing these financial statements. None of these is expected to have a significant impact on the financial statements.

25 Comparatives

Certain comparative figures have been reclassified to better reflect incoming resources from generated funds and support costs allocated for cost of fundraising and for charitable activities of the Society. The impact arising from the reclassification is summarised as follows:

	←----- 2012 -----→		
Statement of financial activities/income statement	Previously reported \$	Effect of reclassification \$	Restated \$
Incoming resources			
Incoming resources from generated funds			
Voluntary income:			
Donations – General	563,965	222,926	786,891
Activities for generating income: Fundraising events	1,320,602	(222,926)	1,097,676
	<u>1,884,567</u>	<u>-</u>	<u>1,884,567</u>
Resources expended			
Cost of generating funds			
Fundraising costs	548,633	14,745	563,378
Charitable activities – local			
Volunteer development	708,651	(708,651)	-
Service and disaster management	254,682	328,965	583,647
Red Cross Training Academy	711,204	254,601	965,805
Community Service – Transport Aid	367,012	55,012	422,024
Blood Donor Recruitment Programme	1,705,610	158,773	1,864,383
Red Cross Home for the Disabled	1,732,466	441,704	2,174,170
International services	609,363	51,182	660,545
	<u>6,088,988</u>	<u>581,586</u>	<u>6,670,574</u>
Governance	490,202	(490,202)	-
Corporate communications	448,586	(448,586)	-
Red Cross Youth	-	342,457	342,457
	<u>7,576,409</u>	<u>-</u>	<u>7,576,409</u>

The effect of the above reclassifications does not have an impact on the statements of financial position of the Society as at 31 December 2012 and 2011.

LEADERSHIP

Council and Committees Singapore Red Cross

Council Chairman

Mr Tee Tua Ba

Vice Chairmen

Mr Axel Chan
Ms Rose Tan

Secretary General/CEO

Mr Benjamin William

Members

Dr Caroline Brassard
Dr Chan Soon Keng (from 20 June 2013)
Mrs Susan Chan
Mr Chew Hai Chwee
Mr Han Eng Juan
Mr Paul Ho Yeok Chew (up to 19 June 2013)
Dr Mark Hon (from 20 June 2013)
Mr Chris Liew
Ms Lim Choon Noi
Dr Lim Ghee Hian
Mr Winston Milner
Mr Mohammad Zaidi bin Ariffin
Assoc Prof (Dr) Phua Kai Hong
Mr N Sreenivasan (up to 19 June 2013)
Mr Tan Kai Hoe
Mr Zulkifli Baharuddin

Panel of Government Advisers

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

Oversight Committees

Finance and Investment Committee

Chairman

Mr Chris Liew

Members

Ms Rose Tan (up to 19 June 2013)
Ms Lim Choon Noi (up to 19 June 2013)
Assoc Prof (Dr) Phua Kai Hong
LTC Abdul Razak Bin Abdul Raheem
Dr Mark Hon (from 20 June 2013)
Mr John Tang (from 20 June 2013)

Audit Committee

Chairman

Mr Han Eng Juan

Members

Mr N Sreenivasan
Mr Chew Hai Chwee
Dr Mark Hon (up to 19 June 2013)
Mr Zulkifli Baharuddin
Ms Lim Choon Noi (from 20 June 2013)

Corporate Governance and Nomination Committee

Chairman

Mr Tan Kai Hoe (up to 19 June 2013)
Assoc Prof (Dr) Phua Kai Hong (from 20 June 2013)

Members

Mr Axel Chan
Mr Chew Hai Chwee
Mrs Susan Chan
Assoc Prof (Dr) Phua Kai Hong (up to 19 June 2013)
Dr Chan Soon Keng (from 20 June 2013)

Human Resource and Compensation Committee

Chairman

Mr Winston Milner

Members

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

Management Committee

Chairman

Mr Benjamin William

Members

Mr Ling Khoon Chow
Mr Andy Yeo
Mr V Prathimohan
Mr Lim Theam Poh
Ms Cecilia Tan
Mr Tim Yeo (from 8 Apr 2013)
Mr Sahari bin Ani (from 30 Oct 2013)

Red Cross Youth Steering Committee

Director

Mr Ling Khoon Chow

Assistant Secretary

Mr Amos Kow

Treasurer

Ms Loh Wai Min

Deputy Director, Operations

Mr Andy Yeo

Deputy Director, Capabilities

Mr Prathivmohan Chandramohan

Senior Assistant Director, Strategic Planning

Mr Edwin Seah

LEADERSHIP

Senior Assistant Director, Operations

Ms Jorin Ng

Senior Assistant Director, Resources

Ms Doreen Tan

Senior Assistant Director, Projects

Mr Jag Tanapal

Operational and Advisory Committees

Home Management Committee

Advisor

Dr W R Rasanayagam

Chairman

Dr Lim Ghee Hian

Members

Dr D R Paul
Mr Malcolm Lim
Mr Raymond Tang
Mr Michael Heng
Ms Noribah Bte Abd Rahman
Ms Noor Afiza Bte Mohd Ali
Mr Nelson Koh
Ms Fauziah Jabil (from 8 July 2013)

Marketing Communications Advisory Panel

Chairman

Mr Goh Chee Kong

Advisor

Ms Rose Tan

Members

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

Committee for Humanitarian Assistance and International Relief

Chairman

Mr Chew Hai Chwee (from 20 June 2013)

Members

Mr Benjamin William (from 20 June 2013)
LTC Abdul Razak Bin Abdul Raheem (from 20 June 2013)
Ms Cynthia Phua (from 20 June 2013)
Mr Arnold Khoo (from 20 June 2013)

Infocomm Technologies Advisory Panel

Chairman

Dr S P T Krishnan (from 30 Jan 2013)

Members

Dr Louis Shue (from 24 Apr 2013)
Dr Harish Pillay (from 24 Apr 2013)

Fashion for Humanity 2013 Organising Committee

Chairperson

Mrs Genevieve Peggy Jeffs

Members

Ms Tata Cahyani
Mrs Dora Chan
Mr Gilbert Cheah
Ms Amy Loo
Dr Lucy Ooi
Mrs Maria Elena Rudolf
Mr Watson Tan
Mrs Grace Yeh

Charity Golf 2013 Organising Committee

Advisor

Mr Jimmy Koh

Chairman

Dr Alex Ooi

Tournament Director

Mr Fred Wong

Deputy Tournament Director

Mr Kan Seng Chut

Members

Mr Christopher Chua
Mr Chew Hai Chwee
Mr Chris Liew
Mr Jaacky See Chin Chye
Mr David Tang
Ms Adeline Ting
Mr Yip Yee Thai

Shop@REDCROSS+ Enterprise

Leader

Ms Lim Li Hoon

Assistant Leader

Mrs Gaw Kian Lay

LEADERSHIP

Red Cross Youth Schools

Link Units

Ang Mo Kio Primary School
Bedok West Primary School
Blangah Rise Primary School
Boon Lay Garden Primary School
Bukit Panjang Primary School
Bukit View Primary School
Cantonment Primary School
Casuarina Primary School
Chongfu School
Chua Chu Kang Primary School
Compassvale Primary School
Concord Primary School
Coral Primary School
Corporation Primary School
De La Salle School
East View Primary School
Eunos Primary School
Fairfield Methodist School (Primary)
Fengshan Primary School
Fuhua Primary School
Greendale Primary School
Griffiths Primary School
Haig Girls' School
Holy Innocents' Primary School
Innova Primary School
Jing Shan Primary School
Kheng Cheng School
Naval Base Primary School
New Town Primary School
Northland Primary School
Peiying Primary School
Pioneer Primary School
Queenstown Primary School
River Valley Primary School
Rivervale Primary School
Sembawang Primary School
St Stephen's School
Temasek Primary School
Xinmin Primary School
Xinghua Primary School
Yumin Primary School
Zhenghua Primary School

Cadet Units

Admiralty Secondary School
Ang Mo Kio Secondary School
Assumption English School
Bartley Secondary School
Bendemeer Secondary School
Broadrick Secondary School
Cedar Girls' Secondary School
CHIJ Secondary (Toa Payoh)
Commonwealth Secondary School
Compassvale Secondary School
Coral Secondary School
Crescent Girls' School
Dunman Secondary School
Evergreen Secondary School
Fairfield Methodist School (Secondary)
Fuhua Secondary School
Greendale Secondary School
Guangyang Secondary School
Hougang Secondary School
Hua Yi Secondary School
Jurong Secondary School
Jurong West Secondary School
Marsiling Secondary School
Nan Chiau High School
Northbrooks Secondary School
Pasir Ris Secondary School
Punggol Secondary School
Queenstown Secondary School
Raffles Girls' School
Raffles Institution
Regent Secondary School
Seng Kang Secondary School
Serangoon Garden Secondary School
Serangoon Secondary School
Singapore Chinese Girls' School
St Gabriel's Secondary School
St. Margaret's Secondary School
Tanjong Katong Girls' School
Tanjong Katong Secondary School
Victoria School
Woodgrove Secondary School
Yio Chu Kang Secondary School
Zhenghua Secondary School

Chapters

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

GET INVOLVED

CONNECT

- Connect with us on Facebook, Twitter, YouTube, Instagram and LinkedIn @sgredcross for news and updates! Support us by spreading the word and advocating our causes through your social networks.
- Value add to an assembly or lunchtime by organising a talk on disaster management. Be inspired by real-life stories of volunteers and their experiences at overseas relief mission. Call 6664 0500 or visit www.redcross.sg for more details.

VOLUNTEER

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

LEARN FIRST AID

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

- Work with Red Cross to customise an in-house first aid and CPR workshop for your stakeholders, or appoint representatives to learn first aid at the Singapore Red Cross Academy.

GIVE BLOOD

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

DONATE

- Give regularly via Giro or online at www.sggives.org/srcs. Your gift helps us help the vulnerable in our community.
- Designate Red Cross as a beneficiary of your CSR programme and serve humanity with us.
- Donate pre-loved apparels, books, toys, household items and electronics to our thrift shop and help raise funds to sustain our local community services!
- Support us with every purchase at SHOP@REDCROSS+ at 62 Jalan Khairuddin on every Friday between 10:30am and 3:30pm; and 15 Penang Lane, Red Cross House on every Wednesday between 11am and 4pm. Closed on Public Holiday.
- Designate Shop@REDCROSS+ as a beneficiary of overstock of good quality wears and wares. Sponsor items and services for our corporate events!

CONTACT US

SINGAPORE RED CROSS

Red Cross House,
15 Penang Lane, Singapore 238486
Tel (65) 6664 0500 • Fax: (65) 6337 4360
Email: enquiry@redcross.sg
Website: www.redcross.sg

Charity Registration S86CC0370E

SINGAPORE RED CROSS HOME FOR THE DISABLED

Tel: (65) 6762 1029

SINGAPORE RED CROSS BLOOD DONOR RECRUITMENT PROGRAMME

Tel: (65) 6220 0183

SINGAPORE RED CROSS TRANSPORT AID

Tel: (65) 6337 3333