



Serving Humanity, Saving Lives





SINGAPORE

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

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

Our **Core Values**

Compassion

Passion

Professionalism

Fundamental **Principles**

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



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A year in review

Chairman's report



The complexities and challenges of 2011 have given us a glimpse of how adversity can unleash the best of humanity.

When we launched a fundraising appeal for the victims of the earthquake and tsunami in Japan, the response from Singaporeans was overwhelming. People from all walks of life came forward and gave generously. When we officially opened our Home for the Disabled in Lengkok Bahru, our volunteers joined our residents in the housewarming and continued visiting the residents. Whenever blood stocks dipped due to high utilisation at the hospitals, our donors rallied friends and colleagues to donate at community bloodmobiles island-wide. When we gave tips on first aid over the airwaves, many responded by signing up for first-aid courses, recognising that their knowledge of first aid could save lives or mitigate medical emergencies.

The response we received from our volunteers and general public was both heartening and inspiring. I am glad to share these highlights of the Society's local humanitarian efforts in the past year:

- Achieved 104,886 blood donations from 67,310 donors, marking an increase of 5.6% in blood donations from 2010.
- Provided close to 3,000 trips on the Red Cross Non-Emergency Ambulances, enabling 223 elderly and disadvantaged patients to get to and from their medical appointments.

- Trained and certified 8,187 individuals in first aid, a 20% increase from 2010, bringing us a step closer to the national goal of a first aider in every home.
- Increased our capacity to provide long-term care for more severely disabled at Red Cross Home for the Disabled at its new premise at Family Link @ Lengkok Bahru. The Day Activity Centre within the Home offers respite care for the elderly and the disabled, and provides peace of mind for caregivers.
- Provided first aid coverage in eight nationwide exercises together with the Ministry of Health and the Singapore Civil Defence Force.

On the international front, the Society raised more than S\$1 million for five countries affected by the South East Asia Floods, and S\$35.6 million for the survivors of the tsunami and earthquake in Japan. Our employees and volunteers worked round the clock to coordinate emergency relief efforts and to plan longer term recovery projects. What took just minutes to destroy will take many years and the collective support of people around the world to rebuild. We live in a region which is prone to many natural disasters. We can expect similar disasters in the future and the SRC will endeavour, as we have always done, to respond quickly and effectively. We will need the continual support of volunteers

and the public to mobilise resources and respond to these emergency crisis situations. We look forward to your continued support.

POISED TO DO MORE, AND DO BETTER

As we look to the year ahead, what do we need to do to further our mission? It is critical that the SRC builds upon its community services in Singapore, in line with our primary focus to assist the most vulnerable in our community like the elderly, disabled and the needy. We will continue to provide the best care we can for the residents at the Red Cross Home for the Disabled. At the same time, we will grow our Day Activity Centre and bring the number of its beneficiaries closer to our capacity of 50. Likewise, we will continue to build up our transportation service, the Red Cross Non-Emergency Ambulance Service, to reach a greater number of elderly and disabled who depend on such services to be mobile. We currently have a number of small-scale programmes to distribute food and essential supplies to families in need. Going forward, we will develop a Society-wide Food-Aid Programme, which will integrate our current efforts to form an enhanced food aid programme to reach more beneficiaries.

SRC will continue to be at the forefront of efforts to emphasise the importance of first-aid training and the national goal to have a 'First-Aider in Every Home'. This will be



the motivation that will drive our Red Cross Training Centre (RCTC). We will be opening two new classrooms at the Atrium@Orchard Road (next to Plaza Singapura) to enhance the capacity of the RCTC. This will also give us an avenue to amplify our programmes and heritage. Besides providing first-aid cover for national events, we will also lend the first aid expertise of our volunteers to community events in the heartlands, and provide some basic medical screening to help identify potential medical problems before it is too late. We also want to encourage the public to learn first aid and be involved in our community first aid programmes.

INTERNATIONAL RESPONSE

While growing our domestic footprint, we will not neglect our regional and international response. The SRC plays an important role in enhancing Singapore's regional and global image. We will therefore be sharpening our edge in disaster relief by reducing our response time to 48 hours, with volunteers and immediate relief supplies. To do so, we will be operationalising the Disaster Response Emergency Fund (DREF) which will allow us to provide emergency relief even before a public fundraising appeal is launched. The DREF will also help our volunteers and staff to be well trained and equipped to respond quickly and effectively in the event of a disaster in the region.

VOLUNTEERS

We are a volunteer-based organisation, and we are grateful for the invaluable sacrifice of time, resources, expertise and gifts of our volunteers and donors towards SRC's causes. My vision is to further strengthen the volunteer force of the SRC. We need to talent-spot, train and empower volunteers who are passionate and committed to take on leadership roles in the SRC. We will work towards engaging the youth to invoke in them the spirit of volunteerism. At the same time, we will reach out to the baby boomers, many of whom are becoming retirees, to get them impassioned and involved in volunteer activities of the SRC. In line with our emphasis on volunteers and volunteerism, and recognising the importance of the contribution of our volunteers and partners, we have instituted a scheme of SRC Awards which will be presented annually.

We have merged the Red Cross Youth and the Red Cross Youth Chapters, bringing together our primary, secondary and tertiary students. I envisage a seamless transition in the volunteering experience of our youth volunteers as they progress in their education. Our goal is to imbue in our youth a sense of responsibility to the community and to involve them in the broader vision of the Red Cross Movement.

Any modern organisation must stay at the forefront of communication and

social media. We have embraced the use of social media platforms such as Facebook and Twitter to communicate our efforts since 2006. We have seen our network of supporters grow through these methods of engaging and bringing across our message real time. This is our way of nurturing closer relationships with the community, especially the youth; staying abreast of public opinion and disseminating information swiftly during disasters.

On behalf of the Singapore Red Cross, I thank you for your partnership in serving humanity. Your support has empowered lives and rebuilt communities, providing the vulnerable with dignity and hope for the future. With your continued support, the possibilities are endless.

Mr Tee Tua Ba
Chairman

Our Governance

FORMATION AND INCORPORATION

The work of the Singapore 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).

GOVERNANCE

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

The Council is responsible for pursuing SRC's objective as laid down by the Act of Parliament and its Constitution. It comprises up to 31 members and includes the Chairman, members elected from the Annual General Meeting, appointed representatives from SRC's divisions, co-opted members (invited to serve on account of their special skills or knowledge) and appointed members who represent various government ministries.

Working closely together with the Council are three commissions:

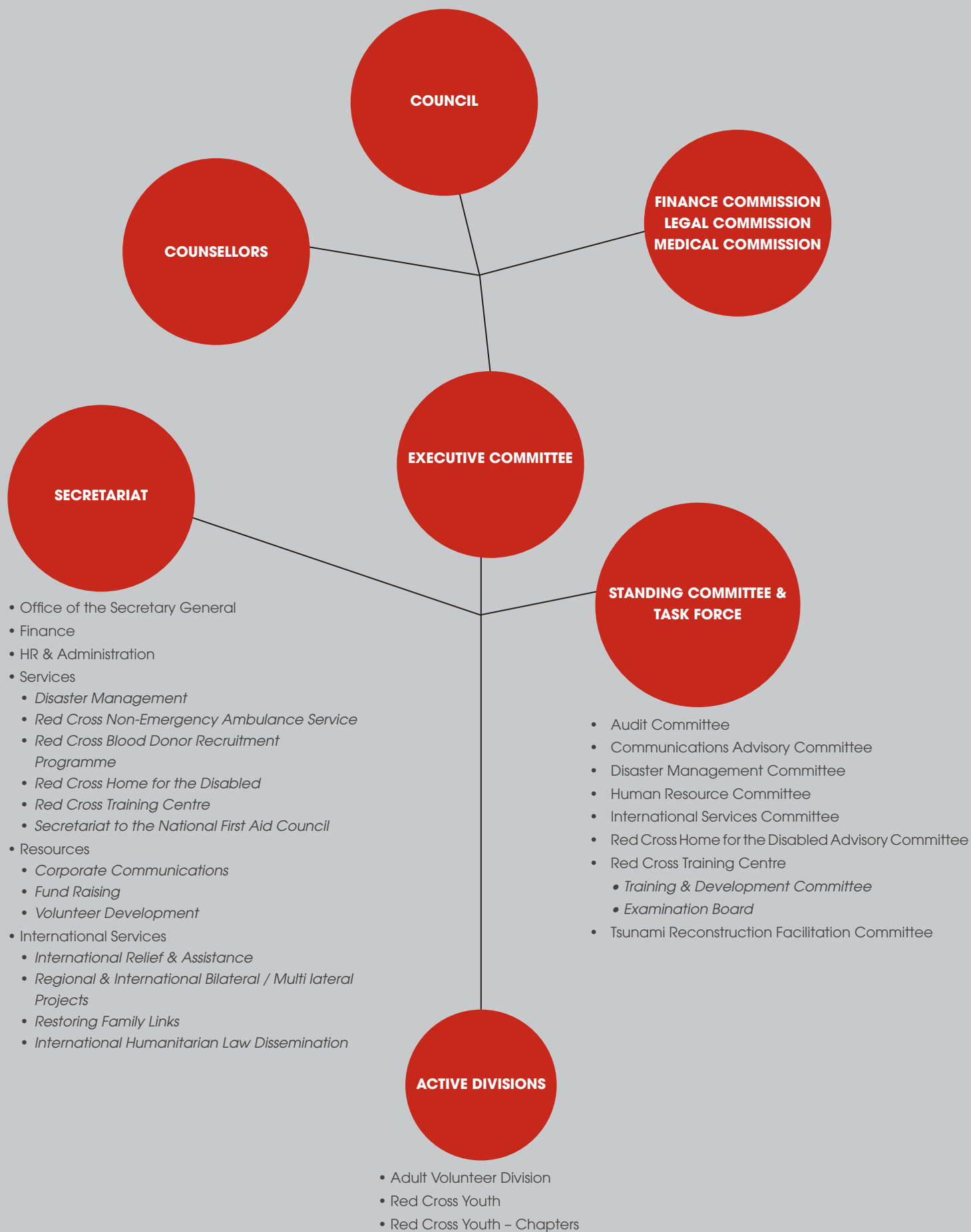
- the Finance Commission which oversees the financial functions of the SRC, including investment of SRC's funds. It reviews the accounting policies and procedures, annual budget, performs quarterly reviews of the SRC's financial performance and advises the Council on financial matters.
- the Legal Commission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

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

The Executive Committee is also headed by the Chairman and carries out the policies laid down by the Council. This Committee is responsible to the Council for

the Society's general management, with the operational responsibilities vested in the active divisions – the Adult Volunteer Division (AVD), Youth Chapters, the Red Cross Youth (RCY) and all various Standing Committees, Task Forces and Resource Panels.

The Secretariat is headed by the Secretary General who is appointed by the Council and is the Chief Executive Officer (CEO) of the Society. He is delegated with the responsibilities of the management and administrative aspects of the SRC and is responsible for implementing the policies and directives laid down by the Council. Activities and programmes of the SRC are organised and implemented by the Secretariat and its volunteers.



Leadership

Patron

His Excellency,
The President of the Republic of Singapore
Mr S R Nathan (up to 31 August 2011)
Dr Tony Tan (from 1 September 2011)

Council

Chairman
Mr Tee Tua Ba

Vice Chairman

Mr Axel Chan
Mr Jeffrey Chan (up to 22 June 2011)
Mr Lim Neo Chian

Honorary Treasurer

Mr Chris Liew

Members

Dr Caroline Brassard (from 23 June 2011)
Mrs Susan Chan (from 23 June 2011)
Mr Calvin Cheng (up to 22 June 2011)
Mr Chew Hai Chwee (from 23 June 2011)
Assoc Prof David Chew (up to 22 June 2011)
Mr Eric Chia Soon Liang (up to 22 June 2011)
Assoc Prof (Dr) Goh Lee Gan
Mr Han Eng Juan
Ms Lim Choon Noi (from 23 June 2011)
Mr Charles Ng
Assoc Prof (Dr) Phua Kai Hong
Mr N Sreenivasan
Mr James Tan (from 23 June 2011)
Mr Tan Kai Hoe (from 23 June 2011)
Ms Rose Tan
Mr Zulkifli Baharuddin (from 23 June 2011)

Red Cross Youth – Chapters

Mr Paul Ho Yeok Chew

Adult Volunteer Division

Mr Kwan Kwok Wah
Mr Walter Lee Rui Han
Ms Esther Tay Yan Peng

Ministry Representatives

LTC Abdul Razak Bin Abdul Raheem
Representative, Ministry of Home Affairs
(from 23 June 2011)

Ms Charlene Chang

Representative, Ministry of Community
Development, Youth and Sports

Ms Lim Kheng Hua

Representative, Ministry of Foreign Affairs

Dr Lim Ghee Hian

Representative, Ministry of Health

LTC Francis Ng How Juah

Representative, Ministry of Home Affairs
(up to 22 June 2011)

COL Roland Ng Kian Huat

Representative, Ministry of Defence
(up to 22 June 2011)

Mrs Ou-Yang Geok Cheng,

Representative, Ministry of Education

SLTC Tan Ying Kiat

Representative, Ministry of Defence
(from 23 June 2011)

Counsellors

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

Red Cross Youth

Ms Annie Gay (from 23 June 2011)
Mr Ling Khoon Chow
Mr Mohammad Zaidi Bin Ariffin
Mrs Tan Sin Yen

Secretariat

Secretary General

Mr Christopher Chua (Ex-Officio)

Director, Special Duties

Mr Jeyaraj Benjamin William

Director, Operations

Head, International Services
Mr Lim Theam Poh

Head, Blood Donor Recruitment Programme

Ms Cecilia Tan

Head, Corporate Communications

Ms Carol Teo-Seow

Head, Finance

Ms Lim Ai Lee

Head, Fund Raising

Ms Nina Wong

Head, HR & Administration

Ms Rosiah Bte Ismail, Rozie

Head, Red Cross Training Centre

Ms Faiszah Bte Abdul Hamid

Acting Head, Volunteer Development

Mr Wong Chun Yew

Head, Services

Ms Serene Chia

Administrator, Non-Emergency

Ambulance Service
Mr Zainudin Bin Ismail

Administrator, Red Cross Home for the Disabled

Ms Fauziah Bte Jabil

Auditors

KPMG LLP

16 Raffles Quay

#22-00

Hong Leong Building

Singapore 048581

Financial Overview

UNRESTRICTED FUNDS

The SRC's incoming resources for unrestricted funds amounted to S\$8,710,251. Principal funding sources for unrestricted income are as follows:

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

Total resources expended for the year amounted to S\$7,008,513 including depreciation of S\$324,978. The funds of the SRC were allocated for the following services and programmes:

- Red Cross Home for the Disabled
- Red Cross Training Centre
- Red Cross Blood Donor Recruitment Programme
- First Aid Public Duty
- Red Cross Non-Emergency Ambulance Service
- International Relief and Assistance
- Red Cross Youth activities
- Other community-based services

Through the strong support and generosity of the public and corporate sector for our local humanitarian services, the SRC was able to achieve a surplus of S\$1,701,738 for the year.

SRC's unrestricted reserves as at the year end stood at S\$13,599,301 (equivalent to 1.9 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 appeal 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\$38,073,501. The disbursements pertaining to all the relief funds for the year amounted to S\$13,852,831. At the year end, the total balances of all relief funds inclusive interest of S\$54,638 and net of support costs of S\$544,089 stood at S\$ 55,212,694. Details of these funds are listed on page 56.

TIDAL WAVES ASIA FUND

Donations to this fund since its inception amounted to S\$89,189,503. Disbursements from this fund are for expenses and progress payments for projects which had been approved by the Tsunami Reconstruction Facilitation Committee. As at year end, a total of S\$80,691,876 was committed to 68 rehabilitation, economic and general recovery projects in the various countries. The funds drawn down for the year was S\$752,778 leaving a balance of S\$8,276,225 inclusive of interest earned for the year amounting to S\$23,524.

The International Relief Funds and the Tidal Waves Asia Fund were collected for specific relief purposes and hence, were not recognised as incoming resources of SRC.

INVESTMENT POLICY AND OBJECTIVES

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

GOVERNANCE

The assets of the charity are held for the purposes 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 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. The financial statements of the SRC for the year ended 31 December 2011 are prepared in accordance with the Singapore Financial Reporting Standards.

Quick look at our achievements

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

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\$38million
raised for international relief work



7,200

Facebook fans



1,000

Twitter hits



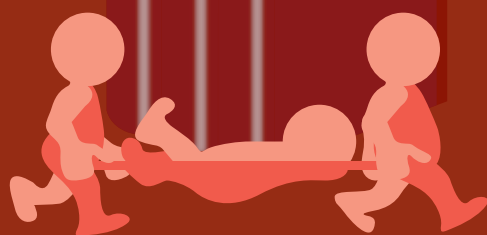
544

media mentions

5,505

volunteers





455
first aid courses

Trained
8,187
people in first aid



\$1,559,178
raised for local humanitarian services



First aid talks for
2,374
people

67,310
blood donors



104,886
blood donations



223
beneficiaries of the non-emergency
ambulance services

2,937
non-emergency
ambulance trips



Significant Events in 2011



JANUARY

- 15-16** National Disaster Response Team (NDRT) Level 2 Training
- 25** IFRC President Tadateru Konoé visits SRC
- 29** Ration Drop and Hotmeals community outreach at Mei Ling Street by Adult Volunteer Division (AVD)

FEBRUARY

- 12** Chinese New Year Celebration at Red Cross Home for the Disabled (RCHD), organised by Red Cross Youth - Chapter
- 26** Finals of the 3rd Annual IHL Inter-School Debates
- 28** Disaster Preparedness and Response (DiPAR) Talk for volunteers

MARCH

- 14** Talk on Seven Fundamental Principles and Code of Conduct for volunteers
- 19** National First Aid Competition for Red Cross Youths
- 24** Launch of Touch of Gold EP Album by singer/songwriter Jiu Jian and Xin Yao artistes
- 26** Red Cross Benefit Gala 2011 at Shangri-La Singapore

APRIL

- 12** Talk on Code of Conduct and Safety and Security for volunteers
- 15** Launch of 'Because We are One' Celebrity Photo Fundraising

Campaign for survivors of the Japan tsunami and earthquake by Kevin Ou

- 16** Fundraising concert 'You Are Not Alone' (Anatawa Hitorijana) for survivors of the Japan tsunami and earthquake by Youths of Singapore Street Festival
- 23** Red Cross Youth World Red Cross Day Celebrations cum enrolment ceremony
- 30** Ration Drop and Hotmeals community outreach at Mei Ling Street by AVD

MAY

- 1** First aid support at Istana for Labour Day and at Singapore Buddhist Foundation's Vesak Celebration
- 8** World Red Cross Day - Launch of 'Find the Volunteer inside You' Photo Competition
- 7-17** Regional Disaster Response Team (RDRT) induction training with IFRC and Exercise Briefing to volunteers
- 13** Visit by Permanent Secretary for MCYS Chan Heng Kee to RCHD
- 18-2Jun** Overseas Humanitarian Project to Cambodia, led by Red Cross Youth - NUS Chapter
- 19-20** Vibrant Blood Drive organised by Red Cross Youth - NTU Chapter
- 28** Disaster Preparedness and Response (DiPAR) Talk for volunteers
- 28** First aid support for Carnival by The Straits Times

JUNE

- 3** Visit by Acting Minister for MCYS Chan Chun Sing to RCHD
- 5** First aid support for SMRT Charity Show at MediaCorp
- 4** Talk on Seven Fundamental Principles and Code of Conduct for volunteers
- 11** World Blood Donor Day
- 15** Ration Drop community outreach at Mei Ling Street by AVD
- 17-18** Talks on DiPAR, seven Fundamental Principles and Code of Conduct for volunteers
- 18** AVD Long Service Awards and Promotion Ceremony
- 25** Ration Drop community outreach at Mei Ling Street by AVD

JULY

- 3-9** AVD participation at Jumbara 7th National Youth Camp (Indonesia)
- 6** Official Opening of Red Cross Home for the Disabled (RCHD)
- 10** Disaster Management Technical Recall Exercise
- 18-23** Trip to Japan to finalise rebuilding plans
- 30** AVD community outreach at Care and Share Day 2011, Marina Barrage
- 31** First aid support at President's Star Charity Show at MediaCorp



AUGUST

- 5 Nurses Day Celebration at RCHD
- 6 AVD bleeders drive
- 6 Food collection and distribution to low-income families in Tanjong Pagar via Project I.CAN, Red Cross Youth – SMU Chapter
- 9 Volunteer deployment to National Day Parade Disaster Management (NDP DM) on-site standby and first aid support at National Day Parade
- 12 First aid support at The Paying It Forward Charity Concert
- 15 DiPAR Talk for volunteers
- 20 First aid support for Harmony Games at Sentosa
- 29 Talk on Seven Fundamental Principles and Code of Conduct for volunteers

SEPTEMBER

- 1 & 7 Volunteer deployment at civil emergency exercise
- 4,10-11 First aid support at Singapore Gymnastics National Championships 2011
- 7 Singapore Red Cross Flag Day
- 10 World First Aid Day first aid demonstration and exhibition at Humanitarian Forum & Fair (Caritas)
- 16-18 First aid support for Y-Camp Challenge
- 18 First aid support for Panggung Gembira Fiesta and Bazaar by Indonesian Embassy
- 23-25 Volunteer deployment at Singapore Grand Prix Formula One night race

– spectator first aid support and 'survival kit' fundraiser

OCTOBER

- 2 First aid support at Mental Wellness Carnival
- 5 Volunteer deployment at civil emergency exercise
- 15 National Disaster Response Training (NDRT) Level 1 training for volunteers
- 19 Singapore Red Cross Charity Golf
- 22 '愛 Care I Run' Fundraising Initiative by Leng Kee Community Centre Youth Executive Council – Adopted Charity: RCHD
- 26 First aid support at Istana for Deepavali celebrations
- 28 SRC Staff Dinner & Dance at RCHD
- 29 Ration Drop and Hotmeals community outreach at Mei Ling Street by AVD

NOVEMBER

- 11 Ration Drop community outreach at Mei Ling Street by AVD
- 13 First aid support at Active Ageing Carnival and at Project Happy Feet Slipper Race
- 15 Opened the Taro Support Centre in Miyako City, Iwate Prefecture
- 19 First aid support for Christmas Light-up 2011 Switch-on Ceremony
- 19 Ration Drop and Hotmeals community outreach at Mei Ling Street by AVD
- 25 Volunteer deployment at civil emergency exercise

25-27 Ground Assessment Trip in preparations for Project Ration Drop in Tembilahan, Riau (Indonesia)

- 26 First aid support for ComChest TrueHearts 2011 rehearsal
- 26 First aid support for International Volunteer Day Celebrations at *SCAPE
- 27 First aid support for ComChest TrueHearts 2011
- 28 Talks on DiPAR, 7 Fundamental Principles and Code of Conduct for volunteers

DECEMBER

- 1-5 RCY Exploratory Trip to Pulau Nias
- 4 First aid support for Standard Chartered Marathon Singapore 2011
- 9 Launch of Start Your Day Saving Lives Digital Campaign for blood donor recruitment
- 9-11 Magical Christmas road show and blood drive and road show organised by Red Cross Youth – SMU Chapter
- 10 Christmas celebrations at RCHD
- 11-22 Overseas Humanitarian Project in Vietnam, led by Red Cross Youth – NTU Chapter
- 15-18 Project Ration Drop in Tembilahan, Riau (Indonesia)
- 16-19 Red Cross Youth Challenge 2011
- 21-24 Red Cross Team One Relief Mission – Typhoon Washi Disaster, Philippines
- 28-31 Red Cross Team Two Relief Mission – Typhoon Washi Disaster, Philippines



205

new volunteers signed up with the Red Cross Home for the Disabled in 2011, committed to improving the lives of our beneficiaries

Improving the lives of the severely disabled

Red Cross Home for the Disabled

The Red Cross Home for the Disabled, Singapore's only residential home for the severely disabled, embodies SRC's commitment to serve the most vulnerable in our community. SRC meets the needs of almost a hundred of the residents with severe and multiple disabilities, such as cerebral palsy, neuro-muscular disabilities and mental disabilities. The residents include children as young as ten years of age, one of whom has been in the Home since he was four years old.



Mr Ng Choon Seng

CARING FOR THE CARERS

"When I pay attention to a resident by pinching his ears playfully, rubbing my head against his head, we develop a bond. That bond enables the resident to recognise me amongst a group of people when we meet again. It is the human touch that truly connects."

Mr Michael Heng, 64, a retiree, has been volunteering at RCHD two to three times a week, for the past five years. "The most memorable moments were when the residents recognise and want to interact with you," said Mr Heng, a former regional manager of an American food service equipment company.

He does not stop there. Mr Heng, a father of a 32 year old daughter and 40 year old son, brings smiles to the nurses – the caregivers – by organising excursions and parties as well as getting them involved in exercise. "I look upon the nurses as my kids. I have watched them grow. When they first came, they were like young kids. They may be trained nurses but in a foreign country, they need some help to start fending for themselves," he explained.

"I saw the genuine love the nurses have for the residents. When they interact with residents every day, there is a special, genuine bond. My aim is to give some comfort to the nurses. In turn, they can shower love upon the residents," he quipped.

"He is a good volunteer and the staff love him so much," said Ms Novie Ann, 26, a Filipino nursing aid who has been working in Red Cross Home for the Disabled for more than three years.

Besides interacting with the residents and nurses of the Home, Mr Heng also leads the RCHD Kitchen team to do a thorough wash of the kitchen every month. Occasionally, he conducts talks to corporate companies on volunteerism.

His advice to volunteers-to-be, "If you feel there is a calling to give back, try looking for opportunities at RCHD. But it must come from the heart".

Mr Michael Heng



QUIETLY CELEBRATING HUMANITY

"Through interaction with the residents of Red Cross Home for the Disabled (RCHD), we learn to share their laughter and frustrations by volunteering in simple activities we take for granted, such as feeding ourselves."

Ms Katheleen Yee, a Fund Accountant with the Portcullis TrustNet Group (PTN Group), and her colleagues were first introduced to RCHD when Mr Tee Tua Ba became the Chairman of Portcullis Trust (Singapore) Ltd in 2007.

"Portcullis' Corporate Social Responsibility programme started in 1997 with Christmas auctions amongst our staff to raise funds for our staff welfare as well as for various charities. It was in 2007 when we started our monthly visits to RCHD to engage the residents in a variety of activities such as Art & Craft and Group Therapy. Group Therapy sessions include physical activities such as modified basketball,

bowling, and board games like memory games, snakes and ladders," underscored Ms Yee.

The staff of Portcullis found the sessions so meaningful that they also organised Christmas celebrations at RCHD, and raised funds through auctions to purchase an electric piano for the Home when it shifted to the new premises at Lengkok Bahru.

"We learnt to admire the infinite patience of the caregivers who continued to care for the residents of the Home in spite of knowing that many are incapable of reciprocating in kind. It has been a joy for Portcullis to partner RCHD in its mission to protect human life and dignity, as well as relieve human suffering," reflected Ms Yee.



Staff from PTN group at RCHD

SERVING THE UNDERSERVED

After the demise of his mother, Mr Ng Choon Seng, 42 who suffers from Down Syndrome as well as severe mental retardation and visual impairment was cared for by his father. Mr Ng was found sleeping beside his father who passed on in the family's one-room rental flat in 2009. With no known

relatives, Mr Ng was referred to the Red Cross Home for the Disabled where he has been receiving professional care, medical and financial support for two years. He has made friends with our nurses, volunteers and fellow residents.

"He feels happy when he sees us, he will say 'boo boo cha'. When we give

him food to eat, he can eat by himself. We interact everyday. He is like a friend," shared Ms Leah Tabajonda, 28, a Filipino nursing aid, who has been working in Red Cross Home for the Disabled for more than five years.

TEACHING AND SHARING THE LANGUAGE OF HUMANITY

"The smiles and squeals of joy from those residents who recognise us and await our weekly visits are the most uplifting."

For Mrs Jackie Collins, visits the Red Cross Home for the Disabled involve "chatting with the residents, playing simple games, painting fingernails, massaging limbs, reading stories and helping with the feeding at lunchtime."

Besides visiting our residents, Mrs Collins has been teaching English to the nurses of the Home weekly for about 1.5 years. She was invited to do so by another expatriate wife who was involved at RCHD but had to leave Singapore. "I was delighted to help as I had the spare time and I knew I could ease the nurses into life in Singapore, a life which is so different from that in their own country," shared Mrs Collins.

"The nurses thoroughly enjoy the lessons and appreciate the fact that they have the opportunity to improve their English. They are so happy to see us arrive in the classroom that they overcome their shyness and participate actively. They laugh a lot which shows that they enjoy themselves," Mrs Collins quipped.

To Mrs Collins, "it is extremely rewarding to note the progress that the nurses make when they can speak confidently in complete sentences with a good accent. Of course, it is not always easy to make swift progress as they only have one hour

a week, depending on their shift or their day off. We now have five qualified teachers working with the nurses. As volunteer teachers we derive huge satisfaction from working with such keen and responsive students."

Her three children have all visited our Home when they were in Singapore and would definitely consider volunteering in their spare time.

She encourages people to support the work of RCHD as it helps put priorities into perspective. "We all count our many blessings in life and feel humbled by the genuine pleasure that the residents experience from our volunteering."

Mrs Jackie Collins



Providing the Gift of Mobility

Red Cross Non-Emergency Ambulance Service

The Singapore Red Cross provides regular transportation for needy individuals with chronic illnesses to and from medical appointments. Our dedicated staff of ambulance drivers and responders made 2,937 trips in 2011 to serve the 223 beneficiaries.

CARING ON WHEELS

When Ms Sapiah Binte Abdul Rahman, 51, was wheeled into the Red Cross Non-Emergency ambulance, her constant smile brought cheer to all who came into contact with her. This was despite the fact that she had two of her legs amputated from above her knees in 2006 when she was 45 years old.

She suffers from diabetes, high cholesterol and hypertension. She was diagnosed with a cataract problem in 1996 and had undergone two operations on her left eye. She went for her second operation on her right eye on 3 February 2012 as her cornea tissue had ruptured. "I couldn't accept my multiple ailments at first. Later, I picked myself up with the support of my family and friends," shared Ms Sapiah, through an interpreter. Her strength of character in the face of adversity is truly exemplary.

Four years ago, she was recommended by a therapist at Tan Tock Seng to the Red Cross Non-Emergency Ambulance Service. She has been utilising the Red Cross Non-Emergency Ambulance Service four times a month, for four years now.

When asked about the service rendered by our Red Cross Non-Emergency Ambulance responders, she gave the thumbs up. "They are like family to me.

They are very efficient, friendly, caring and courteous. And they always provide a good listening ear," said Ms Sapiah.

"Without the subsidised transportation provided by Red Cross, I would have been much worse off as it is difficult for me to take public transport. The market rate for transportation is about \$80 to and fro during week days. Ever since both my legs were amputated, I am constantly plagued by worries of my financial predicament", she explained. Though she obtains some government subsidies, she has hardly enough to get by after deducting cost of meals, medical care, diapers and transportation to medical appointments.

That said, when she wakes up the next morning, she starts her day afresh, smiling. Her religion helps her to stay strong. "I believe that everything that happens in life happens for a reason, be it good or bad. It is a test of my character. No one can make me strong. I have to be strong myself," underscored Ms Sapiah.



Ms Sapiah Binte Abdul Rahman





TOUCHING LIVES EVERY DAY – EASING THE BURDEN OF CAREGIVERS

"If not for the Red Cross Non-Emergency Ambulance Service, the financial burden of my family would have been greater," shared Ms Iris Ong, daughter of a kidney patient.

Ms Ong's father, Mr Ong Ah Lian, 73, was diagnosed with kidney failure in the last few years. His diabetic condition also caused a blood clot in his legs, weakening them considerably to the point that he is wheelchair bound.

Mr Ong has to visit the doctor once every two or three weeks due to his medical condition. The family spends about \$200 to \$300 at every appointment. With both her parents to support, together with medical and transport fees, Ms Ong has hardly enough to get by after budgeting for food and other daily necessities.

"We are very thankful. Had it not been for the subsidy provided by the Red Cross Non-Emergency Service, transportation for medical appointments would not be affordable. Every little saving counts," said Ms Ong, who works in the customer service industry.

*Mr Ong Ah Lian
and Ms Iris Ong*



Enhancing Resilience and Preparedness

PROVIDING FIRST AID TRAINING

Many people put off learning first aid and cardiopulmonary resuscitation (CPR) skills till a 'convenient' time. However, accidents are unpredictable. In the wake of recent global disasters, there is growing recognition of the importance of being prepared for emergencies. Many need the knowledge and confidence to help others and are heeding the national call to have one CPR-ready responder in every household by 2020. In response to this need, the Red Cross Training Centre has increased the number of customised programmes offered. An abridged basic first aid course was also launched. There were also public outreach events, especially during World First Aid Day, and this was well supported by media outreach efforts.

FIRST AID TALK FOR NTUC WOMEN CLUB MEMBERS AND THEIR CHILDREN

In partnership with NTUC, an educational outreach to single mothers was conducted for the first time in April 2011. Mothers had first hand training on how best to handle emergencies at home while their children aged between eight to eleven had their own fun filled junior first aid workshop. This training for vulnerable groups was important to improve preparedness for emergencies and improve resilience of the community when an accident takes place. Together with crossword puzzles and colouring books, the children had a whale of a time. A re-run of the course was conducted in September 2011.

BASIC FIRST AID COURSE

SRC also introduced a new basic first aid course in March. The new eight hour course is conducted in a day, and equips homemakers with a concise yet comprehensive training of right first aid skills to handle any common accident at home.

The Red Cross Training Centre had conducted over 450 courses in 2011, and over 8,000 persons were trained. There was an approximately 20% increase in the number of the first aid personnel trained.

Jan to Dec 2011 (Achieved)	
Trainees Trained (excl talks)	8187
Number of courses (excl talks)	455
Number of Talks conducted	66
Number of participants for talks	2374

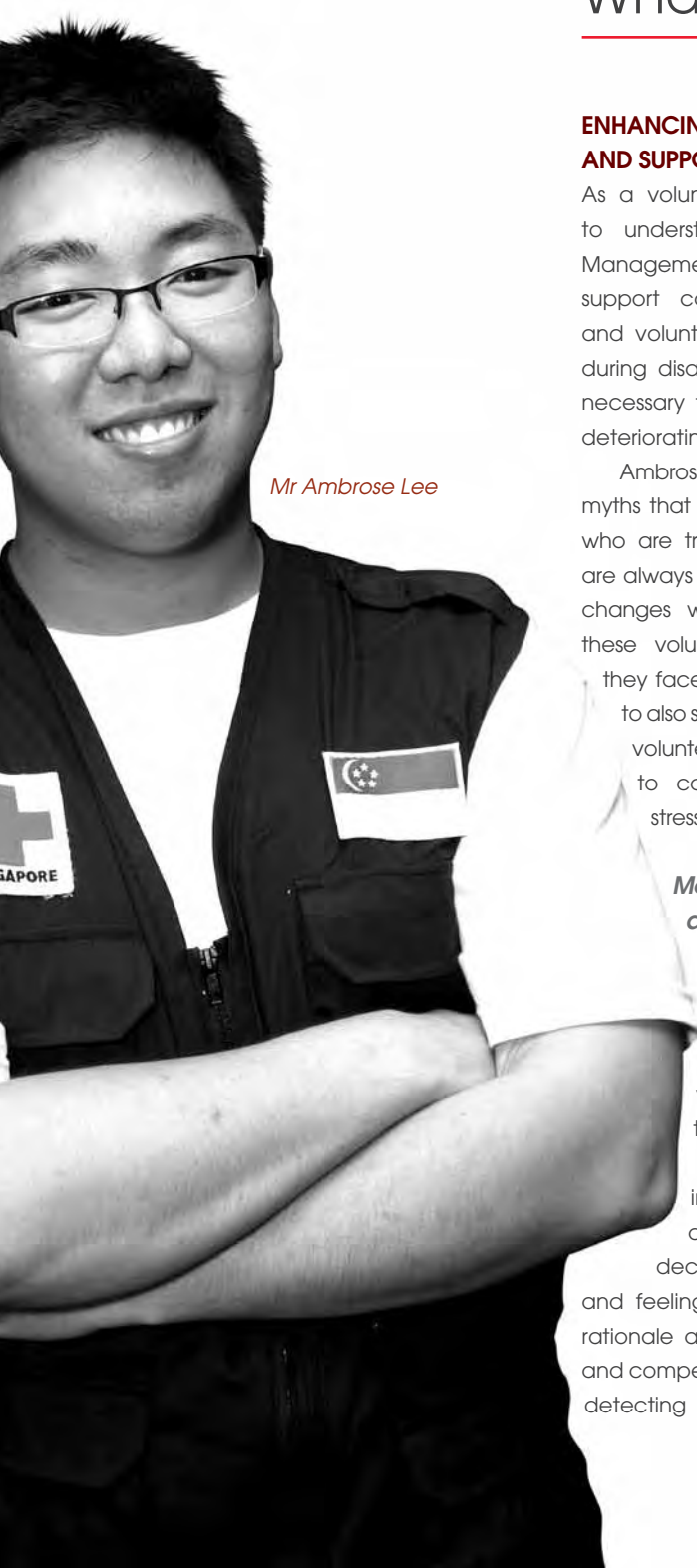
Additionally, RCTC participated in various events to promote first aid and its awareness. Some of the events included:

- National Resuscitation Council – National Life Savings Day on the 16 January 2011.
- Tampines Primary School Total Defence Day event – 15 February 2011
- First Aid Awareness Program for members of the NTUC Women Chapter (about 180 people)
- PUB Staff Day at Marina Barrage in May 2011
- Humanitarian Fair in September at Catholic Junior College
- Akzo Nobel Safety Day in September 2011

RCTC also introduced the mini first aid kit in 2011 to meet the growing market demand as well as provide resource for trainees. The first aid kit was differentiated to cater to different needs of various target groups. These included:

- the On the Move First Aid Kit (comes in a portable travelling pouch) for drivers and people on the move
- the Home Edition First Aid Kit for home use





Mr Ambrose Lee

Preparing for the Worst What's Really Needed

ENHANCING PSYCHOSOCIAL TRAINING AND SUPPORT FOR VOLUNTEERS

As a volunteer, Ambrose Lee is trained to understand SRC's role in Disaster Management and the psychosocial support component to both survivors and volunteers alike. "Stress is inevitable during disasters, but coping with stress is necessary to prevent the condition from deteriorating."

Ambrose notes that one of the greatest myths that people have is that volunteers who are trained in psychosocial support are always doing fine and able to accept changes well. "On the contrary, when these volunteers help out at disasters, they face real stress. Thus, it is necessary to also show care and concern to fellow volunteers, and check if they are able to cope with the accompanying stress."

More than the passion, training and professionalism are essential

Ambrose shares that in order to perform humanitarian work, it is essential that volunteers go through proper training and exercises.

"Disaster management involves more than the desire to help. We must make decisions not based on emotions and feelings, but be grounded on solid rationale and principles; being objective and competent. In local first aid coverage, detecting the signs of traumatic stress

reaction, good teamwork, proper job allocation and attention to logistics play critical roles."

As a trained volunteer, he is now able to remain composed and calm in the face of disasters and in emergencies.

FIRST AID COVERAGE

As part of our mission to respond to emergencies and protect human life, Singapore Red Cross rendered first aid coverage in eight nationwide exercises under the direct command of the lead agencies like Ministry of Health (MOH), Civil Aviation Authority of Singapore, Maritime and Port Authority Singapore, Singapore Civil Defence Force and Singapore Police Force at various events. This was an increase of 33.3% over the previous year.

In our efforts to train our volunteers in disaster preparedness and response, we stepped up our training with eight disaster preparedness and response talks conducted in the year. A total of 61 volunteers were trained to be disaster responders and to handle first aid duties. These volunteers were from various professions and included clinical psychologists, army officers, photographers, healthcare professionals and even CEOs with the related skills.

Providing a sense of security to the public, our adult volunteers provided first aid support at numerous national and community events, such as the National Day Parade, NTUC Family Carnival, International Volunteer Day Celebrations and ComChest TrueHearts.

HUMANITARIAN VALUES DEEPLY ENTRENCHED

Mr Billy Ray Brittain became a medic and a volunteer with the Singapore Red Cross in 2011. "SRC was at the top of my mind when I sought volunteer opportunities. Their humanitarian mission resonated with me."

Mr Brittain explained that to him, joining the movement was about being neutral, compassionate, and caring, without a concern of race, religion, or politics. As a young child his father taught him, "The needs of many outweigh the wants of a few". He saw his father volunteering as a coach for youths playing sports, helping friends, building houses or barns.

Even when his father was very tired, the young Mr Brittain saw that his father helped others with a smile. Not a fake smile... he did it with love for his fellow man. His mother also gave of herself so that others could have a warm meal; she would watch children for friends, and be a den mother for the Cub Scouts. Thus was born the humanitarian values and spirit that inspired Mr Brittain to become a Singapore Red Cross medic and volunteer.

Moved by the Mission

Mr Brittain is moved when he sees the quiet unconditional act of selfless giving without the need for overt fanfare and recognition. He sees the power of the care and comfort given to an unknown fellow human being. "The power of humanity moves mountains, lifts cars, makes phone calls for monetary support, sets up temporary shelter for those alone in the wilderness, and hugs/cries for suffering strangers."

People like Mr Brittain know in their heart, that every little act... every phone call for support... every class taught in first-aid... every ride to the hospital and home... every box of food and medicine delivered... and every positive thought connected to the Red Cross is about giving unconditionally to humanity. And each little gesture can powerfully change someone's plight for the better.

Mr Billy Ray Brittain



Mr Alvin Ee Zhan Quan

PASSION ABOUT BEING PREPARED

If there is one adjective that strikes you about Alvin Ee, it is the word 'Passion'. His personal motto? Passion to teach, passion to serve and passion to touch lives.

As a registered nurse and active volunteer in Red Cross Youth (RCY) since 2002, Alvin teaches first aid as well as casualty evacuation to secondary school students aged 13 - 16. He also provides first aid coverage during national events like National Day and Formula One.

Alvin's volunteer roles include management of casualty, provision of first aid treatment and management of volunteers. He believes "life can be fragile and we cannot predict when emergencies will happen. Timely first aid can make a big difference between life and death." The enthusiastic volunteer embraces opportunities to grow and touch lives through volunteering in first aid activities. "Every encounter with people around you is unique because we learn something new, whether it is about the character, knowledge or skill. We are also made more aware of our own strengths and weaknesses."

Gifts that Save the Day

Blood Donor Recruitment Programme

As the National Blood Donor Recruiter, the Singapore Red Cross remains committed to both blood donors and blood recipients. Through strategic and innovative recruitment and retention programmes, the Blood Donor Recruitment Programme achieved 104,886 blood donations in 2011 – an increase of 5.6% from 2010. 67,310 donors, of whom 21,791 were first-time donors and 21,793 were youth donors between 16 to 25 years old, gave the gift of life.

2011 marked the tenth year of the National Blood Programme partnership between the Singapore Red Cross and the Blood Services Group of the Health Sciences Authority. Through the

decade, this strategic and fruitful partnership has ensured a constant and safe blood supply for patients who require blood transfusion.

Partnership with the community has also enabled donors to donate blood conveniently in their places of work, worship or play. Singapore Red Cross continued to join forces with various corporations, grassroots and religious organisations to organise bloodmobile drives. In 2011, 573 bloodmobile drives contributed 41% of the total amount of whole blood collected.

GIVING SOMETHING THAT MEANS SOMETHING

The gift of blood has set a new direction in the life of beneficiaries like Firdaus Bin Mohd Abdullah. The 19 year old is a leukemia survivor; currently a polytechnic student working on his diploma in early childhood education, Firdaus also dreams of being a DJ.

The youth remembers how he was diagnosed with leukaemia at the tender age of 11. "Cancer really made me weak." It all started with the fevers he would get occasionally, and his parents started noticing how pale their only child was becoming; his mother recalled how Firdaus would frequently talk about his fatigue. Firdaus eventually consulted a doctor, and was given a blood test before being diagnosed with the blood cancer. It had never dawned on him that he would be stricken with the condition.

Firdaus was a blood recipient right before his bone marrow transplant. "I felt so grateful that I was getting blood to survive. Giving blood is a very simple

act. If every healthy person can do his part, there would be enough to save those like me who require the blood. There were so many donors and types of blood donations that have sustained me," he acknowledged.

Once Helped, He Now Helps Others

On the road to recovery, Firdaus finds ways of inspiring and recruiting more blood donors by actively hosting at blood drives and events held by the Singapore Red Cross. As a volunteer and a natural advocate, he gets a chance to give back to community.

To those with leukaemia who are still relying on blood transfusion to survive, he has this word of encouragement: When the world says, "Give up," Hope whispers, "Try it one more time."

Blood donors have the rare privilege of bringing this hope, and this has been Firdaus' powerful message at the numerous blood mobile drives and blood donor events that he hosts.



Mr Firdaus Bin Mohd Abdullah



MORE BLOOD. MORE LIVES

Blood donors in Singapore celebrated World Blood Donor Day on 11 June 2011, and witnessed the presentation of over 553 awards to exceptionally committed

individuals and corporate/community groups for their support of the National Blood Programme. Held at the Science Centre, the celebrations, aptly themed 'More Blood. More Lives', sent out the

strong message of the need for more to come forth regularly to ensure sufficient blood supply in Singapore.

Newly appointed Minister for Health, Mr Gan Kim Yong, graced the Champion Blood Donor Recognition Ceremony, awarding six out of the eight Medal for Life recipients. He went on to also award donors who received (25) Champion of Champions, (41) Diamond, (57) Gold and (72) Ruby winners.

A total of 148 silver medals and 204 bronze medals were presented to donors by Ms Sylvia Lim, MP for Aljunied GRC and Mr David Ong, MP for Jurong.

The day's activity also revolved around 'Painting the world red' in which red-themed activities were made available to blood donors and their families.

- Paint the World Red Children's colouring activity (sponsored by Pan Pacific Hotel Groups)
- Red parade
- Blood run



Mr Raj – blood donor and recipient, tireless bloodmobile organiser, influential father of champion donors

MAKING MORE THAN DOUBLE THE DIFFERENCE

When Mr Raj talks about his days as a young boy, his mind goes back to the year 1964, when his anaemic mother laid helplessly in bed, while his father went in search of donors to give precious blood to her. It was at that point of watching his desperate father struggle to find donors that Raj made his personal commitment to donate blood.

As soon as he enlisted in the army in 1970, Mr Raj started his lifelong passion of giving blood. When he could no longer donate after a surgery, the 61 year old retiree soon found himself organising quarterly blood donation events held at the Sindhi Association of Singapore. "It's such a privilege to be able to donate. You've to be healthy to donate."

Mr Raj has left another legacy of blood donation- his two sons Jaikishin, 37 and Rajesh, 34 are also regular blood donors. Both are currently champion donors and have their own friendly competitions to outdo each other in blood donation. Jokes aside, Raj feels proud that both his boys did not need any nudging to get into the spirit of giving. "It comes from deep within their family roots and the desire to do something good."



Serving Our International Community

SOUTH EAST ASIA FLOODS

In 2011, Cambodia, Laos, Philippines, Thailand and Vietnam faced the most severe flooding in many years. The Singapore Red Cross launched a public appeal for relief efforts in these countries, which successfully raised \$1 million.

The Singapore Red Cross' first tranche of emergency relief – \$200,000 – went towards the purchase and distribution of food, relief kits and essential supplies for Thailand and Cambodia. Its second tranche of aid to Cambodia comprised more essential supplies like blankets, water containers, and bottled water. In partnership with Temasek Holdings and Temasek Foundation, the SRC sent 4,000 water filtration units to the Cambodian Red Cross and Thai Red Cross, for immediate use by the flood survivors.

His Excellency Ly Thuch, Senior Minister and Vice-President of the National Committee for Disaster Management in Cambodia, expressed thanks to Singapore for its generous contribution and prompt response, which enabled the Cambodian Red Cross to acquire more supplies for distribution to the provinces. He related the message through Mr Benjamin William, Singapore Red Cross' Director of Special Duties, at a meeting on flood relief efforts in Phnom Penh, Cambodia. Cambodian Red Cross Secretary General Ms Pum Chantinie noted that the Singapore Red Cross had "consistently

"We are very touched by the gesture of friendship of the Singapore Red Cross and the people of Singapore. The arrival of these inflatable boats is timely and useful to help our people affected by the floods in various parts of Bangkok to reach safer grounds."

Thai Ambassador, Nopadol Gunaviboo

"The inflatable boats will aid our relief workers and volunteers in their response to the urgent needs of the people who are stranded and displaced from their home. We are facing the worst flood situation in the last 60 years, and we thank everyone who has come forward to help us."

Lt Gen Amnat Barlee,
Director of Relief and Community Health, Thai Red Cross

been at the forefront in extending speedy humanitarian assistance to Cambodia during past natural disasters."

The Singapore Red Cross later contributed 18 units of inflatable rubber boats and accessories worth \$50,000 to the Thai Red Cross to support their relief efforts in addressing Thailand's worst flood woes. The SRC also sent 960 cartons of bottled water to the Thai Embassy for survivors of the flood situation.

JAPAN EARTHQUAKE AND TSUNAMI

Singaporeans contributed generously to the Japan Disaster appeal, which enabled the Singapore Red Cross, appointed by

the Ministry of Foreign Affairs as the lead agency to coordinate Singapore's relief efforts to Japan, to fulfil critical needs urgently, as well as to embark on the long term recovery projects to rebuild communities and touch lives.

One year after the disaster, the Singapore Red Cross has delivered \$28 million worth of relief and rebuilding projects from donations raised through its public appeal. This is 80 percent of the \$35 million raised. With the completion of these projects in 2013, the SRC would have discharged all the donations raised via the Japan Disaster 2011 appeal.

"We have chosen infrastructure projects with lasting impact – a nursery for the young, a care centre for the elderly, community halls which double up as evacuation centres and all these reflect our people's concern for the survivors. We remain steadfast to our commitment to improve the lives of those affected, and will press on in the delivery of these projects."

Mr Tee Tua Ba, Chairman, Singapore Red Cross

SINGAPORE RED CROSS' RESPONSE TO THE JAPAN DISASTER OF 2011

Immediate Response The Singapore Red Cross worked closely with its sister National Society, the Japanese Red Cross Society, to **bring immediate aid** to those directly affected by the disaster.

11 March 2011	<p>A massive earthquake, 8.9 on the Richter scale, unleashes a huge tsunami which crashes through Japan's eastern coastline, sweeping buildings, boats, cars and people miles inland. More than 50 aftershocks follow – seven at least 6.3 on the Richter scale.</p> <p>Within two hours of the disaster, the Japanese Red Cross was mobilised to the affected areas to assist in the rescue and relief efforts.</p> <p>Singapore Red Cross prepares to launch a nationwide public appeal to raise funds for relief efforts and initiates dialogues with the Japanese Red Cross to assess immediate needs.</p>
14 March 2011	Singapore Red Cross establishes a tracing service to help restore family links for Singaporeans and Japanese affected by the recent Japanese disaster.
15 March 2011	<p>Singapore Red Cross launches public appeal and makes available internet and ATM banking channels for the public to make donations to its "Japan Disaster 2011" fund.</p> <p>The Ministry of Foreign Affairs appoints Singapore Red Cross as the lead agency to coordinate Singapore's relief efforts to Japan, and donates \$500,000 to kick-start Singapore's procurement of relief items.</p> <p>Singapore Red Cross procures and prepares to send critical relief supplies, at the request of H.E. Yoichi Suzuki, Japanese Ambassador to Singapore.</p>
18 March 2011	Singapore Red Cross sends its first of two consignments of relief supplies, which arrives the following day in Japan – 35 pallets comprising 12,960 bottles of water (500 ml), 1,440 blankets and 220 mattresses.
21 March 2011	<p>Singapore Red Cross pledges U\$1 million in cash to the Japanese Red Cross Society for their emergency relief efforts, in response to a teleconference on the same day on their ongoing rescue and relief.</p> <p>Singapore Red Cross raises an accumulated \$4.1 million in donations for relief efforts.</p>
End March 2011	Singapore Red Cross raises \$12.8 million in donations.
8 April 2011	Singapore Red Cross matches a total of 26 families successfully through the Restoring Family Links tracing service, assisting Singaporeans and Japanese in locating their loved ones who were affected by the disaster and with whom they had difficulty in contacting.
21 April 2011	Singapore Red Cross sends a second consignment of relief items, which arrives the following day in Japan – 500 collapsible water containers in response to a request by the Japanese Government, for distribution in Ishinomaki-shi, Miyagi Prefecture.
End April 2011	Singapore Red Cross raises \$15.1 million in donations.
Recovery Phase	Having witnessed the widespread damage inflicted by the disaster to homes, schools, clinics, hospitals, nursing homes and transportation systems, Singapore Red Cross focuses its efforts to proactively reactivate some of the infrastructure and restore the delivery of critical services.

\$1.5 million

9 May 2011	<p>Singapore Red Cross participates in the Partnership Meeting amongst National Societies of the International Federation of Red Cross and Red Crescent Societies in Tokyo – called by the Japanese Red Cross to discuss the operational updates and plans for early recovery and reconstruction.</p> <p>Singapore Red Cross visits a school and presents folded paper cranes and greeting cards prepared by the people from Singapore to the Japanese students to cheer them on.</p>
13 May 2011	<p>Singapore Red Cross identifies these projects to aid early recovery:</p> <ol style="list-style-type: none"> 1. Construction / Rehabilitation of a night-time medical centre which was partially destroyed by the tsunami; refurbishment of a nursing school and other reconstruction projects 2. Purchase and distribution of 250 medical/nursing beds to the affected municipalities; 3. Procurement of 60 vehicles for various social welfare institutions, to facilitate the transport for the elderly and the disabled, and the provision of nursing care support for these vulnerable groups. <p>Singapore Red Cross funds the provision of ~\$1million worth of basic necessities (TV set, washing machine, water-boiler, microwave oven, refrigerator and rice cooker) to Japanese families placed in temporary housing built by the Japanese government in the immediate aftermath of the disasters.</p>
End May 2011	Singapore Red Cross raises \$19.8 million in donations.
4 August 2011	<p>Singapore Red Cross announces the launch of recovery projects (listed below) in the Tohoku region, in further aid of the survivors.</p> <p>In collaboration with Life Community Development, Singapore Red Cross funds the purchase of 10 mini cars (worth ~\$210,000) to be used by nursing staff to fetch aged patients to medical establishments in Iwate Prefecture for treatment. (2 cars respectively for Kamaishi City, Otsuchi Town, Yamada Town, Ofunato City and Tono City)</p> <p>In collaboration with the Singapore Rotary Club, SRC funds the purchase 2 giant Taiko Drums for Onagawa Shiosai Taiko Gokai & Jusan Hama, Ishinomaki City, a symbolic token of friendship between our countries.</p>
End Aug 2011	Singapore Red Cross raises \$21.9 million in donations.
15 November 2011	<p>Singapore Red Cross is first to complete a reconstruction project in Japan. The Taro Support Centre is a temporary care centre to serve 1,000 evacuees (600 households) within the Taro Ward of Miyako City, Iwate Prefecture.</p> <p>Singapore Red Cross receives an accumulated \$35.2 million, in response to its public appeal to assist survivors.</p>
End 2011	Singapore Red Cross raises \$35.6 million in donations.
2012-2013	<p>Singapore Red Cross to embark on</p> <ul style="list-style-type: none"> • Rikuzentakata City Multi-Purpose Community Hall – to be completed by end 2013 • Shichigahama Toyama Nursery School at Miyagi Prefecture, Shichigahama Town – to be completed in March 2013 • Isobe Community Centre cum Shelter in Soma City, Fukushima Prefecture – to commence construction in December 2012 or early 2013

\$8.9 million

\$0.3 million

\$1.1 million

\$17.1 million

~\$30 million

TOTAL COMMITTED/DISBURSED

* The Singapore Red Cross has received over \$35 million in collections from the people of Singapore. The balance \$5 million is earmarked for contingencies; to meet unexpected cost escalation or FOREX differences. Any surplus would be used for purchases to equip the above projects.



ASSISTING COMMUNITIES

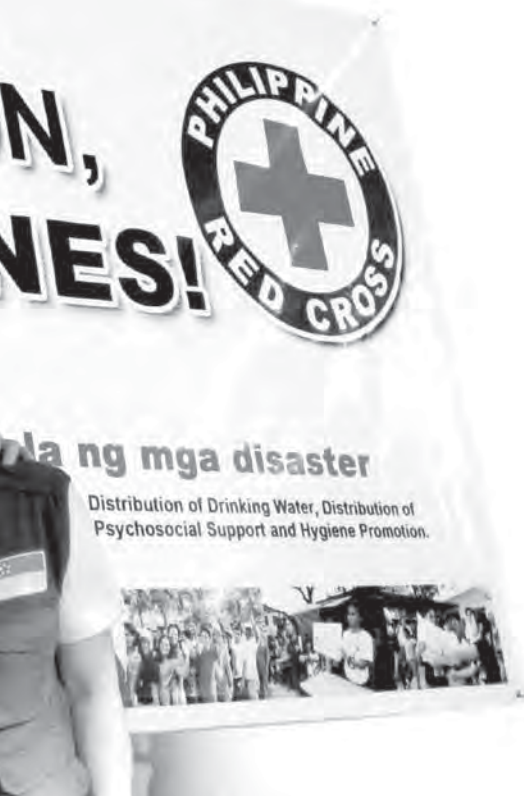
Twenty-eight year old Ms Aye Hnin Yu went to Mindanao Philippines on her first disaster relief mission as a volunteer. The Burmese-born Singapore PR was struck by the devastation caused by Typhoon Washi. 'Seeing people who have lost their loved ones, their properties and their jobs made the disaster site more tragic.' She learnt quickly through volunteering in the world's largest humanitarian movement that mulling over loss and offering relief was not enough. Volunteers had to be well trained and well informed about the particular disaster to provide their services efficiently and work towards long term sustainable recovery for the community.

Ms Aye Hnin Yu

Unique Personal contribution

Asked why she was drawn to volunteering so regularly, the IT analyst shared that it was a source of pride and happiness not just on that occasion but every time she recalled her volunteer stints. "Lending a helping hand might be a small action on my part, but it can make a big difference to the person at the point of need. I can save a life or secure the future for someone – that is priceless," shared the volunteer. Ms Aye shares her other reason for continuing to volunteer at the disaster management division, "If I were in a disaster, I would feel frightened and helpless and would wish for humanitarian help from the Red Cross."





REBUILDING LIVES, STRENGTHENING RESILIENCE

"The banner said it all - 'Fight On, Philippines.' What struck me most was the resilience of a people that refused to be crushed," marvelled Ms Doreen Tan (fourth from left), one of the volunteers who joined Singapore Red Cross' second relief mission to the Mindanao, in the wake of the massive destruction by Typhoon Washi.

Like other volunteers and mission troopers, Ms Tan was touched by the poignant sight of people bravely pulling the shreds of life together. As much as they have been affected by the disaster, the victims would busy themselves erecting tents as they work their way towards recovery. "Being able to witness such resilience and contribute to this recovery is humbling

and such a privilege; a storm can destroy so much and yet bring out our greatest strengths and service to humanity," said the Honorary Treasurer and Assistant Director for Publicity, Red Cross Youth.

Saving the Day, Serving Humanity

Ms Tan was part of the team despatched to assist in the distribution of immediate relief items and food supplies to survivors of the Typhoon Washi which struck southern Mindanao on 17 December 2011. SRC reached out to 47 relief centres in Cagayan De Oro City, which are temporary shelters to over 12,000 displaced families. "I see myself as being there to serve and bring a little hope to those in need. Disasters have brought so many together and I want to continue to do my little bit for humanity."



Mr Wilson Boey

REFINING THE ART OF GIVING

Thirty-nine years as a volunteer and Mr Wilson Boey is still fired up when it comes to opportunities to help others. The Assistant Director (First Aid & Emergency Preparedness) of Red Cross Youth joined the Red Cross in Primary 3 and hasn't looked back since. His trip to Tembilahan on a food drop mission was an eye opener on how the communities and partners could come together to make a difference. With the support of Keppel Corporation, SRC and service partner Man Fut Tong Welfare Services despatched 26 volunteers from Singapore to Tembilahan on the Indonesian Riau Island, working hand in hand with the Palang Merah Indonesia (Red Cross Indonesia) to offer food aid to the poor.

On the food drop mission, Singapore Red Cross distributed rice, eggs, sugar and canned food to over 1,000 grateful households. "Each mission involves careful assessment, preparation and planning to ensure that the recipients' needs are met, and the distribution is done in an orderly, equitable manner. Giving is such a joy but giving well is an art," said Mr Boey. "Singapore Red Cross has equipped me with the skills to help well."

Funding the Services of Singapore Red Cross



Red Cross Benefit Gala 2011



CHARITY BEYOND BORDERS

Mrs Genevieve Peggy Jeffs, Chairperson of the Singapore Red Cross Benefit Gala 2011 organising committee started her involvement with Singapore Red Cross over twenty years ago as a public lucky draw committee member. When she moved to London she joined the International Fund Raising Committee of British Red Cross. She found the work so fulfilling that

she continued when she returned to Singapore and was asked by SRC at the beginning of 2007 to chair the Singapore Red Cross Benefit Gala for 2008, the International Bazaar in 2009 and now again in 2012. "People count on the Red Cross to help them when their needs are greatest. The funds raised make it possible for the Red Cross to fulfil its local humanitarian mission of protecting human life and dignity, relieving human suffering and responding to emergencies."

Mrs Jeffs enjoys the challenges of getting sponsors and supporters. A year before the gala event takes place, Mrs Jeffs is hard at work, rallying her friends and contacts together to plan the finer details of the event. The long standing fund raiser perseveres tirelessly and explains her source of inspiration. "Through donation to the Singapore Red Cross, people have the opportunity to do good, to help the vulnerable and be part of a larger humanitarian cause. Charity has no borders or religion, therefore when we donate, we're also standing up for humanity, impartiality, neutrality, independence, voluntary service, unity and universality."



To realise our vision of protecting the vulnerable and furthering the work of our movement locally and abroad, SRC worked tirelessly with volunteers and corporations to raise funds in 2011.

FUND RAISING EFFORTS SUPPORTING LOCAL HUMANITARIAN NEEDS

Singapore Red Cross Benefit Gala 2011

Guest of Honour, former President S R Nathan, former Patron of the SRC and Mrs Nathan, graced the Red Cross Benefit Gala Dinner, together with 620 prominent guests, held in Shangri-La Hotel on 26 March 2011.

The guests were entertained by both local and international artistes like Hong Kong artiste Ms Camy Tang Rui Xia, and local artiste Mr Hossan Leong.

A total of \$668,000 was raised from the event, including \$123,000 that was collected from Raffles Draw and auction.

The amount raised benefited our local humanitarian services including Red Cross Home for the Disabled, the Red Cross Non-Emergency Ambulance Service and also funded the disaster preparedness and volunteer development programs.

Singapore Red Cross would like put on record its appreciation to Mrs Genevieve

Funding the Services of **Red Cross**



Red Cross Charity Golf 2011

Peggy Jeffs and her committee members for their stellar efforts in organising the successful event.

Singapore Red Cross Charity Golf 2011

The inaugural Red Cross Charity Golf Tournament 2011 kicked off at the New Course, Island Location, Singapore Island Country Club on 19 October 2011. It was a roaring success with the attendance of 144 enthusiastic golfers.

The charity event ended on a high note with a fundraising dinner and silent auction at the club. Main contributors to the amount raised was the auction of five exquisite items which were generously donated – a lithograph of famed Brazilian artist Romero Britto; Magnum of Chateau Le Puy 2001; a fancy yellow diamond 0.21 carats and 77 pieces Round Diamonds 0.53 carats and two business class round trip Singapore/ Hong Kong/ Singapore ticket on Hong Kong Airlines.

Mr Jimmy Koh, Advisor, Dr Alex Ooi, and Chairman of the organising committee and their team of indefatigable members were instrumental in raising

an unprecedented amount of \$380,000 for the local humanitarian services of Singapore Red Cross (SRC).

President Tony Tan Keng Yam, distinguished Patron of the Singapore Red Cross, graced the dinner reception as the Guest-of-Honour. He presented certificates of appreciation to corporate partners such as the Keppel Group and Oxley Holdings.

Flag Day

Our annual fundraising event Flag Day 2011 was held on 7 September 2011. The theme "Volunteering to change the world" resonated with volunteers and donors alike, helping SRC raise \$270,000 through internal collections, street collections and corporate donations. With this theme, we had hoped to inspire Singapore's youths with the selfless spirit of volunteerism, so that they can play their part in caring for the disabled and less fortunate.

Preparation for Flag Day began months before the actual event, and it was heartening to note that the collaborative efforts paid off as the

event engaged the hearts of the youth and achieved the fund raising targets.

Our appreciation to the organising committee headed by Mr Tang Chun Tuck and his committee, the participating schools and volunteers who made the Flag Day a resounding success.

Formula One 2011

This was the fourth year that the Singapore Red Cross was involved in the sales of Survival Kits in Formula One, which comprised of a poncho and a pair of earplugs, to raise funds for the SRC. While most spectators immersed themselves in the thrill of watching the Formula One drivers zoom and roar on the circuit, 63 SRC volunteers and 24 staff were hard at work selling the survivor kits. During the three-day event from 23 to 25 September 2011, they were assigned to sell 40,000 survival kits in sales booths located at five different zones of the race circuit.

The sale of survival kits at Formula One raised \$61,178 for our local humanitarian services.



Top Flag Day Above Formula One

Shop@REDCROSS+

Shop@REDCROSS+

Shop@REDCROSS+ has been providing a steady stream of weekly funds for SRC's services. A mini bazaar held quarterly on a Sunday also provided much needed financial resources. The 20 female-volunteers led by Mrs Lim Li Hoon and Mrs Gaw Kian Lay had tirelessly sorted and organised the donated items ranging from utensils, electrical appliances, clothes, books, accessories, etc and managed the sale at the Thrift Shop for the benefit of raising some funds for the cause of SRC. The volunteers raised some \$180,000 for the year.

FUND RAISING EFFORTS SUPPORTING NEEDS BEYOND OUR SHORES

In the year, two public appeals were launched to seek donations in support of our neighbouring countries which were struck by the natural disasters.

The fund raising project in the wake of the Japan Disaster was launched from 14 March to 30 April. By end 2011, \$35.6 million was raised through personal, schools and corporate donations, placement of

donation boxes, AXS machines, ATM fund transfers and internet banking, SMS and online donations. This was testament to the generosity of local residents who could connect with the cause and wanted to help through monetary donations.

The South East Asia Floods appeal was launched from 12 October to 30 November, and the Singapore Red Cross met its target by raising more than \$1 million for five affected countries – Cambodia, Laos, Philippines, Thailand and Vietnam.

Donors gave to the 'South East Asia Floods Appeal' at more than 2,700 locations, thanks to the partnership with NTUC Fairprice, AXS, DBS/POSB, OCBC and UOB Singapore. Donors gave cash in Red Cross tins at NTUC Fairprice outlets and UOB Singapore branches; electronically at AXS stations, DBS/POSB and OCBC ATMs islandwide; and online via DBS, OCBC and UOB internet banking.

"The combined networks of these long-time partners make giving more convenient, and we thank them for supporting our mission of providing crucial disaster relief assistance to the floods

survivors in our neighbouring countries," affirmed Mr Christopher Chua, then Secretary General, Singapore Red Cross.

Companies such as Damco Logistics Singapore Pte Ltd and Sabana Real Estate Investment Management Pte Ltd were deeply concerned about the mass destruction caused to our neighbouring countries and contributed generously to the cause.

The public appeals for international relief was made possible with the strong support from the media and the government's initial donation.

Engaging the Community



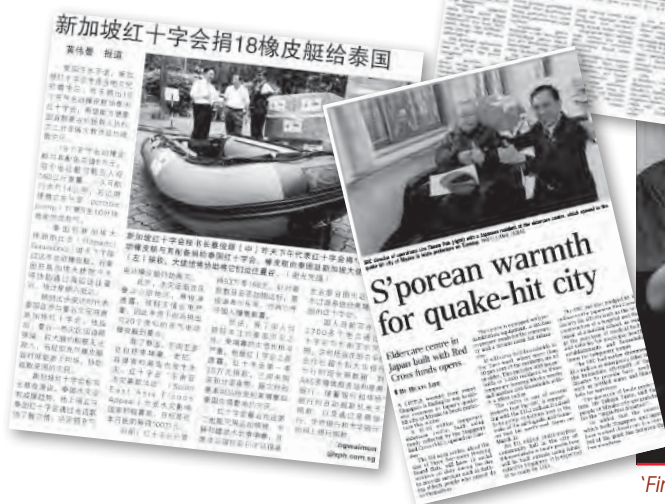
7,200
Facebook fans



1,000
Twitter hits



544
media mentions



'Find The Volunteer Inside You' Photography Contest winners

CONNECTING AND CHAMPIONING CAUSES

The corporate communications department connected and rallied the public through traditional and new media, talks, public education platforms and community engagement. The media has been strong advocates for the Singapore Red Cross and their tangible support can be seen in the whopping 53% increase in the amount of online facebook interest and coverage generated compared to the previous year. As a result of the various campaigns and work done by corporate

communications, there was much offline and online media engagement:

- Over 544 media mentions
- 1,000 Twitter followers
- 7,200 members on Facebook, a huge growth in fans from 3,000 in the past year

CRITICAL REPORTING, HARNESSING THE POWER OF CELEBRITIES

In the wake of the Japan disaster, the corporate communications department played a critical role in keeping the public up to speed on how they can support the cause. The prompt and timely reporting pulled the heartstrings of the public and over \$35 million was raised. Partnerships with youths of Singapore Street Festival through 'You are not Alone' concert and Xin Yao singers and local celebrities through 'Touch of Gold' EP album helped raise funds.

Additionally, communicating our work during the Japan Tsunami Disaster involved harnessing the star power of talented

individuals, including LA based celebrity photographer Kevin Ou and local celebs like Eunice Olsen, Denise Keller, Li NanXing, Taufik Batisah, Rosalyn Lee and Fiona Xie. High-profile supporters were able to tell the Red Cross story to wide audiences. They joined the thousands who were touched to help with 'Because We Are One' fund raising campaign for victims of the disaster.

'FIND THE VOLUNTEER INSIDE YOU' PHOTOGRAPHY CONTEST

The corporate communications department initiated a photography contest on World Red Cross Day. The contest captured heartwarming shots of volunteering in action, either through their mobile phones or cameras. Through the lens, volunteers inspired others with the many poignant moments that showcased how simple acts of volunteerism can be transformational. The photos were placed on Facebook, garnering much online interest and engagement.



You are Not Alone Concert



Clockwise from top left Reaching Out Digitally – Start Your Day Saving Lives. Singapore Red Cross at the Humanitarian Forum and Fair. Odyssey Preschool.

REACHING OUT DIGITALLY

Celebrity Edmund Chen helped launch the *Start Your Day Saving Lives* campaign with new digital tools to engage potential blood donors and make it easy for organisations to embark on corporate social responsibility programmes. Using new online and Facebook (facebook.com/scredcross) tools, SRC was able to connect with interested blood donors. In addition to providing corporate toolkits with easy steps for organising a blood drive, there were quizzes with useful information and a booking engine to make direct appointments with the blood bank. The Life Line function application put out blood alert information to help donors find out the current blood stock available for each blood type in the blood bank. Donors were also able to indicate their blood type and request for tailored notifications to alert them to donate when the blood bank needs their blood type. The new online corporate toolkit made downloadable templates, information organisers and publicity materials immediately accessible for corporations organising blood drives.

GROWING LITTLE HEARTS

Through talks and educational programmes, the Singapore Red Cross reached out to instil in youths and preschoolers the spirit of humanitarianism. ISS international, Odyssey Preschool, Eton House Kindergarten, Anglo-Chinese School and Overseas Family School invited SRC to talk about its mission. Despite their tender age, the preschoolers were moved to raise funds for the survivors of the Japan Disaster and made the presentation at our collection centre.

SHEDDING LIGHT ABOUT SERVING HUMANITY

To raise understanding about humanitarian work, the Singapore Red Cross participated in the inaugural Humanitarian Forum & Fair held at Catholic Junior College on 11 September, 2011 organised by the Catholic Social and Community Council. SRC had the opportunity to build awareness and understanding about its local and international emergency relief efforts as well as share first aid strategies.

ADVOCATING INTERNATIONAL HUMANITARIAN LAW

Singapore Red Cross (SRC) actively promotes International Humanitarian Law (IHL) amongst secondary and tertiary levels. Also known as the Laws of War, it governs behaviour in conflict situations.

The Exploring Humanitarian Law curriculum was adapted by the first quarter of 2011 and the curriculum was put on a trial run in an EHL camp in the second quarter. The curriculum will be implemented for 13-18 year olds in 2012.

The annual IHL Inter-School Debates, jointly organised with the Debate Association (Singapore) was held on 26 February 2011. SRC also supported Singapore teams in the Red Cross IHL Moot-Court Competition in March 2011 and the VI International Law Competition 'Youth for Peace' that was held in Minsk, Belarus from 17-21 May 2011. Team Singapore emerged the Champion in the latter competition.

Investing in the Future

Inspiring the next generation of young humanitarians

Nurturing Red Cross youths in schools has been at the forefront of SRC's efforts to develop the next generation of humanitarian leaders. Through its strong network of volunteer officers and volunteer instructors based in schools, youths are nurtured in leadership and character development.

Amongst the activities and programmes implemented in 2011 to hone the leadership skills and develop the character of youths were Linkamania held on 21 May 2011 and

the Red Cross Youth Challenge held from 15-18 December 2011.

Exposing our youths to humanitarian law through the Exploring Humanitarian Law (EHL) Camp held on 28-29 May at CHIJ Secondary School (Toa Payoh) imbued in the youths the respect for human dignity, in themselves and in others. Inroads were also made to develop the curriculum on EHL for Red Cross Youth Cadets and to familiarise the volunteer-instructors with EHL.

Apart from developing the characters of youths, SRC strives to raise awareness of first aid amongst youths and to equip

youths with useful first aid skills through its annual National First Aid Competition, held on 19 March at City Square Mall.

Besides contributing locally, the RCY also ventured abroad to touch lives. A five-member team from RCY went to Pulau Nias in Indonesia between 1 and 5 December to explore viable long and short-term projects that SRC volunteers can embark on. On 15 December, 24 volunteers and two staff embarked on a four-day mission trip – Operasi Bhakti Sosial 2011 (Operation Social Devotion) to distribute food rations to 1,000 families



National First Aid Competition 2011

in the villages of Tembilahan, Riau Islands, Indonesia. Four Red Cross Youth volunteers were also a part of the SRC's second team despatched to Cagayan, Philippines, to assist with the Typhoon Washi Relief efforts.

YOUTHS SAVE LIVES

Blood donation is a lifestyle that can be cultivated from young. Currently, 35% of the total donor population is made up of youths. To increase the number of youth donors, Blood Donor Recruitment Programme mentors the Youth Donor Club (YDC) members for various community outreach initiatives in 2011:

a) World Blood Donor Day Involvement – YDC hosted the 'Paint the World Red' series of activities to commemorate the day and entertain donors and their loved ones.

b) Youth Donor Club Training Camp 2011 – This annual camp held from 21 to 24 December 2011 provided 20 local participants and 20 foreign youth delegates (eight from Laos, one from the Philippines and 11 from Vietnam), with the necessary knowledge and skills to motivate and recruit blood donors. For the locals, the camp provided them with the experience of serving in the

national blood programme and picking up critical operational and logistic skills.

c) Youth Favourites – This annual blood drive organised by youths leveraged the hype of 'Be Someone's Hero' road show, and drove home the importance of blood donation during peace time and in times of emergency. Youth volunteers also used the opportunity to showcase activities and efforts of the Youth Donor Club in its contribution towards the National Blood Programme.





Top left Red Cross First Aid Competition Top right Red Cross Youth in Tembilahan Above Red Cross Youth in Nias

IN THE SERVICE OF HUMANITY: A COMMITMENT TO LEAD

The Red Cross Youth – Chapters (RCYC) division is one of the three active divisions of the Singapore Red Cross that reaches out to tertiary institutions in Singapore. When Prathivmohan Chandramohan and his team were approached to take up leadership positions in the steering committee they were very apprehensive as they were only in their twenties. Elias Ye had to contribute to the Disaster Management Working Group and serve National Service. Lee Lai Ting was in her final year in the university. Yew Jia Lin had pressing family commitments on top of being a

first year undergraduate. Jefferey Loh too had National Service commitments. As a secondary school teacher, Prathivmohan had to balance work commitments. At times when he was not responding fast enough to the demands of his role, he felt discouraged. But the Deputy Director of Red Cross Youth – Chapters soldiered on, 'I told myself that if I were to leave, I would be doing a great disservice to my fellow Red Cross members. I would have betrayed the trust placed in me.'

Our Challenges, Our Move

Through sheer persistence and commitment, the steering committee

worked tirelessly for six months to build the capabilities of their members through combined manpower and resources; they also started organising a Workplan Seminar for RCYC. The seminar gave their chapters' leaders a holistic view on SRC work in 2012. Prathivmohan who is also battling ill health said, "We want our volunteers to lead projects and not merely participate. That way, our volunteers will be developed as they serve. We believe we have set a solid foundation for our volunteers to serve humanity in Singapore and beyond. "

TEACHER, MOTHER, VOLUNTEER

As a rookie teacher fresh out of teacher training in 2003, Mrs Annie Gay chose Red Cross Youth as the CCA she would be in charge of. From a young age, the Senior Assistant Director of Red Cross Youth perceived Singapore Red Cross (SRC) as a global organisation that helps the needy and the less fortunate.

"Regardless of where disaster strikes, the Red Cross stands ready to provide essential assistance and relief. I always wanted to volunteer in some way, and joining SRC provided an excellent place to start," said the biology teacher who recalled how she was naturally drawn to the first aid work of the world's largest humanitarian organisation. From then on, there was no looking back.

Overcoming challenges, Embracing Friendship

Friendship was a motivating force in sustaining Mrs Gay's interest as a Red Cross Youth volunteer. "I have made some very good friends – friends to bicker with; friends to rely on; friends to de-stress

with; friends who share the common spirit of voluntarism." The prevailing warm camaraderie among members in Red Cross Youth Steering Committee explains how they encourage one another, and tirelessly organise and plan events including the Red Cross Flag Day and Linkamania, an interactive leadership training camp.

Families Giving Together

The need to "pass it on" is also another reason why Mrs Gay volunteers. She has two children, one just started primary one, the other a mere two year old. "As a mother, I seek to nurture my children into compassionate and capable individuals who can give back to society. The best way to do so is to lead by example: I want to show my precious girls the spirit of giving."

Noting how Mrs Gay often involves her kids and family when she volunteers for the Singapore Red Cross, Mr Tang Chun Tuck, Senior Advisor, Red Cross Youth, once commented that Mrs Gay is a case of "buy one get two free". In the 'Duck Boat Tour' organised by RCY YOYO (Youth



Mrs Annie Gay

Officers' Your Opportunities), Mrs Gay's husband provided free muscle labour transporting the refreshments while Joey, Mrs Gay's daughter who was five years old then, would help her distribute pre-packed refreshments to the participants. Joey frequently accompanies Mrs Gay when she attends meetings or events at the Headquarters. The young child gets to witness firsthand the type of work her mother is involved in. Despite her young age, the child has grasped what Red Cross does. She tells her friends, "My mummy helps many people, because she is in the Red Cross."



Truly Magical Christmas 2011

2011 also saw the youths from tertiary institutions organising creative blood drives to enhance awareness, and generate interest in blood donation. The RCY – NTU

Chapter organised Vibrant Blood 2011, a youth-centric road show and blood drive in March 2011, with the theme 'Up that 1%!' The catchy phrase sent a clear

message to other youths that with relative ease, anyone can save three lives with one donation. The event was supported by 120 youths from the RCY – NTU Chapter.

The 100 volunteers from RCY – SMU Chapter organised Magical Christmas 2011 road show and blood drive during the Christmas season, to the theme 'Dare to Give'. The large-scale drive helped in preventing year-end shortage and helped to bring the national blood supply to a safe level. Aimed at encouraging donations from lapsed donors, the event also featured beneficiaries of blood transfusions as advocates, to inspire giving during the season of caring and sharing.

The youths from NTU, SMU, and the Youth Donor Club collectively recruited 2,744 donors and their tireless efforts translated to 2,348 units of blood.



Mr Wong Jun Seng

SAY YES TO BLOOD DONATION

Raw and ready

For Wong Jun Seng, donating blood is in his blood, so to speak. "My dad is a champion blood donor, and ever since I was a little boy, I've seen him having a weird looking bandage around his arm every month." With his curiosity piqued, he asked "Pa! What is that?" and his father's reply was "On your 16th Birthday, I will tell you." Sure enough on Jun Seng's 16th birthday, his dad presented him with a blood donor consent form, complete with signature. As a passionate youth blood donation drive organiser, Jun Seng has never looked back and is aspiring to lead other like minded youths in their quest to introduce more youths to this worthy cause.

Making bold moves

The 3rd year Mechatronics Engineering student sees himself as a mover and shaker when it comes to reaching out to the young to promote blood donation through annual youth blood drives. From flash mobs to donor buddy programmes that reduce the fear of blood donation, he shares his strategic vision to get more youths to start saving lives: "We must believe that people do want to donate. We can then imagine how best we can touch them and create opportunities for this to happen. Beyond traditional outreach methods we need to shout louder, make bolder moves so youths will say YES to blood donation."

ENHANCING HUMAN CAPITAL

Phase I of the HR re-engineering project was completed in 2010, to establish a platform for the best HR practices to be in place for the effective management of the Society's human capital.

In 2011, the Society introduced Phase II of the HR re-engineering project to integrate and internalise HR concepts, practices and policies to enable the Society to meet future challenges.

A new salary structure and grading system has been implemented to support the Society in attracting and retaining talents in our buoyant economy. Whether

organisations are profit or non-profit oriented, the fact remains that all would be competing for talents in the same market. On this premise, prudence was exercised cautiously when developing the Compensation and Benefits system for the Singapore Red Cross Society to achieve delicate balance between establishing a fair compensation system and meeting the needs of a growing organisation, to maintain attractiveness to professionally qualified and experienced talents.

In addition, a new Performance Management model was introduced to manage and measure the effectiveness of

its human capital in achieving corporate goals and organisational efficiencies. A key aspect of the Performance Management is the ability to link personal goals to that of the organisational's goals. It is a mechanism to recognise and reward deserving employees contribution to the overall success of the organisation.

Meanwhile, HR is reviewing its employee handbook, policies and procedures and developing a lifelong learning model, which forms a Total Reward Management System that is adaptable for sustainability.

The Singapore Red Cross Society

Financial statements

Year ended 31 December 2011

Unique Entity Number S86CC0370E • Registered under the Charities Act, Chapter 37

Corporate Information

Year ended 31 December 2011

Registration

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

Registered Address

15 Penang Lane
Red Cross House
Singapore 238486

Chairman

Mr Tee Tua Ba
Chairman, Portcullis Trust (Singapore) Ltd

Vice Chairmen

Mr Axel Chan, Director,
Attorneys Inc LLC

Mr Jeffrey Chan Wah Teck, SC *(Up to 22 June 2011)*
Deputy Solicitor General, Attorney General Chambers

Mr Lim Neo Chian
Executive Director, Singbridge International Singapore Pte Ltd

Honorary Treasurer & Chairman, Finance Commission

Mr Chris Liew
Chairman, RSM Ethos Pte Ltd

Members

Mr Calvin Cheng *(Up to 22 June 2011)*
Assoc Prof (Dr) David Chew *(Up to 22 June 2011)*
Mr Eric Chia Soon Liang *(From 22 June 2011)*
Assoc Prof Goh Lee Gan
Mr Han Eng Juan
Mr Paul Ho Yeok Chew
Mr Kwan Kwok Wah
Mr Walter Lee Rui Han
Mr Ling Khoon Chow
Mr Mohammad Zaidi Bin Ariffin
Mr Charles Ng
Assoc Prof (Dr) Phua Kai Hong
Mr N Sreenivasan
Mrs Tan Sin Yen
Ms Rose Tan
Ms Esther Tay Yan Peng
Mr Zulkifli Baharuddin *(From 23 June 2011)*
Mr James Tan *(From 23 June 2011)*
Ms Annie Gay *(From 23 June 2011)*
Dr Caroline Brassard *(From 23 June 2011)*
Ms Susan Chan *(From 23 June 2011)*
Mr Chew Hai Chwee *(From 23 June 2011)*
Ms Lim Choon Noi *(From 23 June 2011)*
Mr Tan Kai Hoe *(From 23 June 2011)*

Ltc Abdul Razak Bin Abdul Raheem, *(From 23 June 2011)*
Representative, Ministry of Home Affairs

Ms Charlene Chang,
*Representative, Ministry of Community Development,
Youth and Sports*

Ms Lim Kheng Hua,
Representative, Ministry of Foreign Affairs

Dr Lim Ghee Hian,
Representative, Ministry of Health

Ltc Francis Ng How Juah, *(Up to 22 June 2011)*
Representative, Ministry of Home Affairs

Ltc Roland Ng Kian Huat, *(Up to 22 June 2011)*
Representative, Ministry of Defence

Mrs Ou-Yang Geok Cheng,
Representative, Ministry of Education

SLtc Tan Ying Kiat,
Representative, Ministry of Defence

Secretary General

Mr Christopher Chua (Ex-Officio) *(Up to 29 February 2012)*

Mr Benjamin William Jeyaraj (Ex-Officio) *(From 1 March 2012)*

Auditors

KPMG LLP

16 Raffles Quay #22-00

Hong Leong Building

Singapore 048581

Bankers

The Hong Kong and Shanghai Banking Corporation
60A Orchard Road, #01-02 The Atrium @Orchard,
Singapore 238890

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

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

The Development Bank of Singapore
6 Shenton Way, DBS Building, Tower One,
Singapore 068809

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

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

Statement by Management Committee
(for the year ended 31 December 2011)

In our opinion, the financial statements set out on pages 43 to 66 present fairly the state of affairs of the Society as at 31 December 2011 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



Mr Chris Liew
Honorary Treasurer



Mr Benjamin William Jeyaraj
Secretary General

15 May 2012

Independent Auditor's Report

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

Report on the financial statements

We have audited the accompanying financial statements of the Singapore Red Cross Society (the "Society"), which comprise the balance sheet as at 31 December 2011, 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 43 to 66.

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 2011 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.

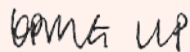
Independent Auditor's Report

Year ended 31 December 2011

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 moneys 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
Certified Public Accountants

Singapore
15 May 2012

Balance sheet

As at 31 December 2011

	Note	2011 \$	2010 \$ Restated*	2009 \$ Restated*
Non-current assets				
Property, plant and equipment	3	1,165,776	1,019,429	437,276
Investment securities	4	5,992,740	5,690,440	3,683,000
		<u>7,158,516</u>	<u>6,709,869</u>	<u>4,120,276</u>
Current assets				
Inventories		24,431	43,332	56,508
Other receivables, deposits and prepayments	5	1,490,250	1,477,869	1,086,735
Fixed deposits with financial institutions	6	5,238,566	4,530,032	5,478,104
Cash at bank and in hand	6	1,319,329	529,926	826,117
Total current assets		<u>8,072,576</u>	<u>6,581,159</u>	<u>7,447,464</u>
Total assets		<u>15,231,092</u>	<u>13,291,028</u>	<u>11,567,740</u>
Current liabilities				
Other payables and accruals	7	1,631,791	1,695,765	689,710
Total liabilities		<u>1,631,791</u>	<u>1,695,765</u>	<u>689,710</u>
Funds of the Society				
General funds		13,202,461	11,500,723	10,798,330
Fair value reserves	10	396,840	94,540	79,700
Total funds		<u>13,599,301</u>	<u>11,595,263</u>	<u>10,878,030</u>
Total liabilities and funds		<u>15,231,092</u>	<u>13,291,028</u>	<u>11,567,740</u>

* See note 26 for more information on the restatement and notes 8 and 9 for information on International Disaster Relief Funds and Tidal Waves Asia Fund.

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

Statement of financial activities/income statement

Year ended 31 December 2011

	Note	2011 \$	2010 \$
Incoming resources			
<i>Incoming resources from generated funds</i>			
Voluntary income:			
Donations – General	11	934,289	1,311,142
Membership subscriptions		2,299	692
Activities for generating income: Fundraising events	11	2,037,895	1,289,464
Investment and interest Income		243,993	207,295
		3,218,476	2,808,593
<i>Charitable activities</i>			
Red Cross Training Centre fees		1,190,421	743,837
Ambulance Services:			
Programme fees		34,000	43,023
Funding from Tote Board		157,986	147,408
Funding from Ministry of Health		–	5,585
Blood Donor Recruitment Programme subsidy from Health Science Authority		1,611,215	1,826,187
Red Cross Home for the Disabled:			
Residents' contribution		219,848	211,742
Grant from Ministry of Community Development, Youth and Sports		1,369,344	1,032,351
Other subsidies		–	7,047
Deferred capital grants		148,189	154,609
Government grants:			
Ministry of Education			
(Volunteer Development – Red Cross Youth)		117,460	165,072
		4,848,463	4,336,861
<i>Other incoming resources</i>			
Miscellaneous		99,223	59,378
Programme Support Recovery – International Relief and Assistance	12	544,089	–
Total incoming resources		8,710,251	7,204,832

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

Statement of financial activities/income statement

Year ended 31 December 2011

	Note	2011 \$	2010 \$
Resources expended			
Cost of generating funds			
Fundraising cost	13	496,419	421,942
Charitable activities – local			
Volunteer development		556,054	625,274
Services and disaster management		166,521	175,433
Red Cross Training Centre		734,932	663,385
Ambulance services		333,365	344,984
Blood Donor Recruitment Programme		1,611,215	1,826,187
Red Cross Home for the Disabled		1,564,086	1,309,089
International services		549,431	248,729
	14	5,515,604	5,193,081
Governance	15	442,073	442,585
Corporate Communications	16	375,648	295,849
Contribution to International Federation of Red Cross and Red Crescent Societies		168,769	148,982
Contribution to International Committee of the Red Cross		10,000	–
Total resources expended		7,008,513	6,502,439
Net incoming resources	18	1,701,738	702,393

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

Statement of comprehensive income

Year ended 31 December 2011

	2011 \$	2010 \$
Net incoming resources	1,701,738	702,393
Other comprehensive income		
Net change in fair value of available-for-sale financial assets	302,300	14,840
Other comprehensive income for the year	302,300	14,840
Total comprehensive income for the year	2,004,038	717,233

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

Statement of changes in funds

Year ended 31 December 2011

	General funds \$	Fair value reserves \$	Total \$
At 1 January 2010	10,798,330	79,700	10,878,030
Total comprehensive income for the year			
Net incoming resources	702,393	–	702,393
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	14,840	14,840
Total other comprehensive income	–	14,840	14,840
Total comprehensive income for the year	702,393	14,840	717,233
At 31 December 2010	11,500,723	94,540	11,595,263
At 1 January 2011	11,500,723	94,540	11,595,263
Total comprehensive income for the year			
Net incoming resources	1,701,738	–	1,701,738
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	302,300	302,300
Total other comprehensive income	–	302,300	302,300
Total comprehensive income for the year	1,701,738	302,300	2,004,038
At 31 December 2011	13,202,461	396,840	13,599,301

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

Statement of cash flows
Year ended 31 December 2011

	Note	2011 \$	2010 \$
Operating activities			
Net incoming resources for the year		1,701,738	702,393
Adjustments for:			
Depreciation of property, plant and equipment		324,978	307,507
Investment and interest income		(243,993)	(207,295)
Operating profit before working capital changes		1,782,723	802,605
Inventories		18,901	13,176
Other receivables, deposits and prepayments		(10,811)	(372,568)
Other payables and accruals		(63,974)	1,006,055
Cash flows from operating activities		1,726,839	1,449,268
Investing activities			
Interest received		89,923	36,229
Dividends received		152,500	152,500
Purchase of property, plant and equipment		(471,325)	(889,660)
Purchase of investment securities		–	(1,992,600)
Cash flows used in investing activities		(228,902)	(2,693,531)
Net increase/(decrease) in cash and cash equivalents		1,497,937	(1,244,263)
Cash and cash equivalents at the beginning of year		5,059,958	6,304,221
Cash and cash equivalents at end of year *		6,557,895	5,059,958
* Cash and cash equivalents comprise:			
Cash at bank and in hand	6	1,319,329	529,926
Fixed deposits with financial institutions	6	5,238,566	4,530,032
		6,557,895	5,059,958

Notes to the financial statements

Year ended 31 December 2011

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 15 May 2012.

1 Domicile and activities

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

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

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

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

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

2 Summary of significant accounting policies

2.1 Basis of preparation

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

The financial statements are presented in Singapore dollars, and are prepared on the historical cost basis except for available-for-sale financial assets which are 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.

From 1 January 2011, the Society has applied the revised FRS 24 *Related Party Disclosures* (2010) to identify parties that are related to the Society and to determine the disclosures to be made on transactions and outstanding balances, including commitments, between the Society and its related parties. FRS 24 (2010) improved the definition of a related party in order to eliminate inconsistencies and ensure symmetrical identification of relationships between two parties. The adoption of FRS 24 (2010) has not resulted in additional parties being identified as related to the Society. The adoption of FRS 24 (2010) has no financial effect on the results and financial position of the Society for the current and previous financial years.

Except as disclosed above, the accounting policies used by the Society have been applied consistently to all periods presented in these financial statements.

2.2 Functional currency

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

Notes to the financial statements (*continued*)

Year ended 31 December 2011

2.3 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 and 9).

2.4 Property, plant and equipment

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

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

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

The useful lives and residual values are reassessed annually.

2.5 Financial instruments

Non-derivative financial instruments

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

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

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

Cash and cash equivalents comprise cash balances and bank deposits.

Available-for-sale financial assets

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

Others

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

Impairment of financial assets

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

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount, and the present value of the estimated future cash flows discounted at the original effective interest rate. An impairment loss in respect of an available-for-sale financial asset is calculated by reference to its current fair value.

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

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

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

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

2.6 Impairment – non-financial assets

The carrying amounts of the Society's non-financial assets, other than inventories, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, the assets' recoverable amounts are estimated.

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

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

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

2.7 Inventories

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

Notes to the financial statements (*continued*)

Year ended 31 December 2011

2.8 Employee benefits

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

2.9 Incoming resources

- (i) Donations and income from fund raising projects are recognised as and when the Society's entitlement to such income is established with certainty and the amount can be measured with sufficient reliability. This normally coincides with the receipt of the donation and income from the fund raising project. Donation received in advance for future fund raising projects are deferred and recognised as incoming resources as and when the fund raising projects are held.
- (ii) Grants and subsidies are recognised as income to match the related expenditure.
- (iii) Interest income on operating funds is recognised on an accrual basis on an effective interest basis.
- (iv) All other income including membership subscriptions are recognised on an accrual basis.
- (v) Revenue from rendering of services is recognised when 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 12).

2.10 Resources expended

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

(i) Allocation of support costs

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

(ii) Costs of generating funds

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

(iii) Charitable activities

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

(iv) Governance costs

Governance costs comprise all costs attributable to the general running of the Society, in providing the governance infrastructure and in ensuring public accountability. These costs include costs related to constitutional and statutory requirements, and an apportionment of overhead and support costs.

(v) Corporate communications costs

Corporate communications costs comprise costs incurred in informing the Society's supporters and general public, as well as volunteers, about its activities.

2.11 Government grants

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

Revenue-based grants are credited to 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.

3 Property, plant and equipment

	Motor vehicles \$	Furniture and fittings \$	Medical equipment \$	Office equipment \$	Building and renovation \$	Total \$
Cost						
At 1 January 2010	16,941	19,967	147,589	186,338	1,701,189	2,072,024
Additions	68,688	364,056	37,248	121,596	298,072	889,660
Disposals	(1)	(15,126)	(9,900)	(20,146)	(356,978)	(402,151)
At 31 December 2010	85,628	368,897	174,937	287,788	1,642,283	2,559,533
Additions	206,977	–	164,495	68,528	31,325	471,325
Disposals	–	–	–	(17,012)	–	(17,012)
At 31 December 2011	292,605	368,897	339,432	339,304	1,673,608	3,013,846
Accumulated depreciation						
At 1 January 2010	16,932	19,967	128,419	144,426	1,325,004	1,634,748
Depreciation for the year	13,738	82,359	18,371	34,091	158,948	307,507
Disposals	(1)	(15,126)	(9,900)	(20,146)	(356,978)	(402,151)
At 31 December 2010	30,669	87,200	136,890	158,371	1,126,974	1,540,104
Depreciation for the year	24,087	63,263	24,837	60,800	151,991	324,978
Disposals	–	–	–	(17,012)	–	(17,012)
At 31 December 2011	54,756	150,463	161,727	202,159	1,278,965	1,848,070
Carrying amount						
At 1 January 2010	9	–	19,170	41,912	376,185	437,276
At 31 December 2010	54,959	281,697	38,047	129,417	515,309	1,019,429
At 31 December 2011	237,849	218,434	177,705	137,145	394,643	1,165,776

In addition to the above property, plant and equipment, the Society occupies two land and buildings with lease terms of 30 years each commencing from 1 April 1989 and 9 December 1988, respectively, on a rent-free basis till the end of the lease terms. The Society is in the process of returning the site at 72 Elizabeth Drive which has a lease term ending 8 December 2018 previously housing the Red Cross Home for the Disabled (the "Home"). The Home had been re-located to a purpose-built facility located at 8, Lengkok Bahru since 27 March 2010.

Notes to the financial statements (continued)

Year ended 31 December 2011

4 Investment securities – available-for-sale

	2011 \$	2010 \$
Market value at beginning of year	5,690,440	3,683,000
Additions	–	1,992,600
Fair value changes	302,300	14,840
Market value at end of year	5,992,740	5,690,440

The above investment securities, which represent investments in preference shares issued by Overseas-Chinese Banking Corporation Limited (OCBC) and United Overseas Bank Limited (UOB), and bonds issued by Land Transport Authority (LTA) and the Singapore Government, are listed on the Singapore Exchange Securities Trading Limited and are held primarily to provide an investment return for the Society.

Credit quality

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

	2011 \$	2010 \$
Government bonds rated AAA	2,777,140	2,528,440
Equity securities rated A-	3,215,600	3,162,000
	5,992,740	5,690,440

The government bonds held are neither past due nor impaired.

5 Other receivables, deposits and prepayments

	2011 \$	2010 \$ Restated	2009 \$ Restated
Interest receivable	23,592	22,022	3,456
Blood Donor Recruitment Programme subsidy receivable from Health Sciences Authority	410,198	940,253	550,818
Recoverable from relief funds	15,513	149,241	199,003
Programme support recovery receivable	544,089	–	–
Funding receivable	328,908	209,401	36,118
Other receivables	52,186	107,712	2,218
Deposits	77,890	75,430	58,830
	1,452,376	1,504,059	850,443
Prepayments	37,874	49,858	236,292
	1,490,250	1,553,917	1,086,735
Less: Impairment loss	–	(76,048)	–
	1,490,250	1,477,869	1,086,735

6 Fixed deposits and cash at bank and in hand

	2011 \$	2010 \$ Restated	2009 \$ Restated
Fixed deposits with financial institutions	5,238,566	4,530,032	5,478,104
Cash at bank and in hand	1,319,329	529,926	826,117
	<u>6,557,895</u>	<u>5,059,958</u>	<u>6,304,221</u>

7 Other payables and accruals

	2011 \$	2010 \$
Accrued operating expenses	459,150	237,014
Advance donations received (specific projects)	238,658	643,433
Funding received in advance (Red Cross Home for the Disabled)	24,578	–
Deferred capital grant (Red Cross Home for the Disabled)	605,799	521,237
Deferred capital grant (Red Cross Youth Camp)	174,416	174,416
Foreign staff savings	8,250	13,500
GST payable	–	4,412
Residents' deposits	30,970	30,110
Employee benefits – staff leave provision	89,970	71,643
	<u>1,631,791</u>	<u>1,695,765</u>

Notes to the financial statements (continued)

Year ended 31 December 2011

8 International Disaster Relief Funds

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

Designated country/ disaster	At 1 January 2011 \$	Collections \$	Disburse- ments \$	Interest earned* \$	Programme Support Recovery (note 12) \$	At 31 December 2011 \$
Africa	108,829	315,974	—	—	(9,479)	415,324
Brazil Relief Fund	—	5,000	—	—	(150)	4,850
North Korea	49,367	55,200	(89,676)	—	(3,450)	11,441
Turkey	11,642	65,965	—	—	(1,979)	75,628
New Zealand Relief Fund	—	123,206	(115,470)	—	(6,006)	1,730
Thailand	15,750	19,836	(15,920)	—	(913)	18,753
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	53,288	2,025	—	—	(61)	55,252
Philippines Typhoon Washi	—	319,822	(11,965)	—	(9,834)	298,023
Indonesia Operasi Bakti	—	120,000	(12,625)	—	(3,853)	103,522
Indonesia Twin Disaster	83,526	315,522	—	—	(9,466)	389,582
Others (with balances of \$2,000 or less)	5,128	3,830	—	—	(114)	8,844
Total miscellaneous funds	629,933	1,346,380	(245,656)	—	(45,305)	1,685,352
Rwanda	115,150	—	—	265	—	115,415
Indonesia	573,194	—	(5,070)	1,318	(101)	569,341
Indonesia Disaster Relief	1,580,041	—	—	3,641	—	1,583,682
Iran	973,604	—	—	2,244	—	975,848
Iraq	585,538	—	—	1,349	—	586,887
China Earthquake	15,858,179	—	(128,072)	27,952	(100)	15,757,959
Myanmar Cyclone	7,116,886	24,739	(1,836,100)	8,987	(39,068)	5,275,444
Indonesia Padang Earthquake	154,782	—	—	357	—	155,139
Philippines Tropical Storm	1,383,287	—	(365,801)	2,766	(7,316)	1,012,936
Pakistan Flood	1,193,223	80,449	(13,636)	2,899	(2,686)	1,260,249
SEA Tropical Storm	75,506	500	—	175	(15)	76,166
Haiti Relief	1,242,152	6,160	—	2,369	(185)	1,250,496
SEA Flood Storm	—	1,059,202	(734,162)	316	(45,234)	280,122
Japan Disaster Relief	—	35,556,071	(10,524,334)	—	(404,079)	24,627,658
	31,481,475	38,073,501	(13,852,831)	54,638	(544,089)	55,212,694

	2011	2010
	\$	\$
Represented by:		
- Fixed deposits with financial institutions	30,018,708	29,967,234
- Cash at bank and in hand	25,579,292	1,637,815
- Inventory (relief items)	141,085	–
- Programmes support recovery/support costs payable to the Society	(544,089)	(127,000)
- Interest receivable	17,698	3,426
	<u>55,212,694</u>	<u>31,481,475</u>

* *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 – The Society is in discussion with the Palang Merah Indonesia (Indonesia Red Cross) to discuss the utilisation of funds.

Indonesia Disaster – The Society is in discussion with the Palang Merah Indonesia (Indonesia Red Cross) to discuss the utilisation of funds.

Iran – The funds will be disbursed to IFRC or ICRC for their on-going operation.

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 is working with China Red Cross Society and the Chinese YMCA to rebuild schools and village health stations/clinics at a cost of \$10.8 million. It is also liaising with the Chinese YMCA for a project to utilise the rest of the funds.

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

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 and Hong Kong Red Cross to complete a housing project to build 160 transitional houses in Botolan, Zambales, Philippines. The balance will be disbursed to Philippines Red Cross.

Pakistan Flood – The Society is liaising with IFRC on the proposed use of the fund.

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

Haiti Relief – The Society is collaborating with the Habitat for Humanity (Singapore) on a project to build 54 permanent homes inclusive of latrines and water points.

SEA Flood Relief Fund – The balance of the fund will be disbursed to National Societies of Cambodia, Laos, Philippines, Thailand and Vietnam.

Japan Disaster Relief Fund – Other than a provision of \$5m for project over-run, the balance had been committed to reconstruction projects in the affected areas.

Notes to the financial statements (continued)

Year ended 31 December 2011

9 Tidal Waves Asia Fund

The Tidal Waves Asia appeal raised a cumulative total of \$89,189,503 at 31 December 2011 (2010: \$89,189,303) towards Singapore's efforts for the victims affected by the earthquake and tsunami which occurred on 26 December 2004. The funds received are in custody of the Society. All monies will go towards helping the victims of the tsunami disaster. These are not reflected in the balance sheet and income statement of the Society.

	Note	2011 \$	2010 \$
Balance at beginning of the year		9,005,279	15,385,431
Collections		200	–
Interest earned*		23,524	34,116
Disbursements#		(752,778)	(6,414,268)
Balance at end of the year		<u>8,276,225</u>	<u>9,005,279</u>
Represented by:			
- Fixed deposits with financial institutions		7,829,922	8,506,382
- Cash at bank and in hand		443,876	518,508
- Support costs and other operating expenses payable to the Society		–	(22,240)
- Interest receivable		2,427	2,629
		<u>8,276,225</u>	<u>9,005,279</u>
#Disbursements for the year were for the following items:			
Administrative and fundraising costs		534	2,729
Secretariat and project management		4,703	67,127
Support costs	17	–	20,000
Reconstruction projects		747,541	6,324,412
Total disbursement		<u>752,778</u>	<u>6,414,268</u>

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

The Society had set up the Tsunami Reconstruction Facilitation Committee (TRFC) to administer the Tidal Waves Asia Fund. The TRFC had approved funding for 68 (2010: 68) reconstruction projects to date, amounting to \$80,691,876* (2010: \$81,898,164). These include projects initiated by the Society, joint projects with the government and corporate sector and projects by Singapore-registered Voluntary Welfare Organisations (VWOs) and Non-Governmental Organisations (NGOs). A total of \$80,792,789 (2010: \$80,045,250) which comprised progress payments had been disbursed for reconstruction projects and project related costs as at 31 December 2011. All the projects had been completed.

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

A summary of approved projects are listed below:

	Community	Health	Education	Economic	Others	Total
	\$	\$	\$	\$	\$	\$
2011						
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	–	5,912,830
Multi countries	140,000	–	176,946	–	–	316,946
	<u>28,083,485</u>	<u>25,083,645</u>	<u>19,535,037</u>	<u>7,573,873</u>	<u>415,836</u>	<u>80,691,876</u>
Number of projects	<u>25</u>	<u>12</u>	<u>15</u>	<u>13</u>	<u>3</u>	<u>68</u>

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

10 Fair value reserves

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

11 Tax exempt receipts

Included in donations income and fundraising income are donations for which tax-exempt receipts have been issued of \$1,596,173 (2010: \$1,973,402).

Notes to the financial statements (continued)

Year ended 31 December 2011

12 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.

13 Fundraising costs

	Note	2011 \$	2010 \$
Support cost	17	270,187	267,762
Fundraising events		186,672	116,589
Administrative and operating expenses		28,486	27,067
Depreciation		11,074	10,524
		<u>496,419</u>	<u>421,942</u>

14 Charitable activities

	Volunteer Development \$	Services and Disaster Manage- ment \$	Red Cross Training Centre \$	Ambulance Services \$	Blood Donor Recruit- ment Programme \$	Red Cross Home for the Disabled \$	Interna- tional Services \$	Total 2011 \$	Total 2010 \$
Support costs									
(note 17)	268,907	133,270	420,158	270,002	564,333	964,740	476,886	3,098,296	2,634,278
Publicity and public education	–	–	–	–	324,371	–	–	324,371	421,538
Blood donor management	–	–	–	–	641,274	–	–	641,274	680,294
Administrative and operating expenses	104,011	18,624	281,393	47,866	81,237	409,536	10,719	953,386	915,096
Depreciation	20,276	10,475	33,381	15,497	–	189,810	3,572	273,011	257,090
Projects/Programmes									
Adult Volunteer	25,581	–	–	–	–	–	–	25,581	28,688
Red Cross Youth	126,341	–	–	–	–	–	376	126,717	188,859
Red Cross Humanitarian Network	10,938	–	–	–	–	–	2,059	12,997	20,302
Training, Programme and meeting expenses	–	4,152	–	–	–	–	55,819	59,971	46,936
	<u>556,054</u>	<u>166,521</u>	<u>734,932</u>	<u>333,365</u>	<u>1,611,215</u>	<u>1,564,086</u>	<u>549,431</u>	<u>5,515,604</u>	<u>5,193,081</u>

15 Governance

	Note	2011 \$	2010 \$
Support costs	17	94,596	101,108
Audit fees		55,240	49,000
Special audit		47,300	25,000
Administrative and operating expenses		214,366	162,910
Provision for lost income		–	76,048
Depreciation		30,571	28,519
		<u>442,073</u>	<u>442,585</u>

16 Corporate communications

	Note	2011 \$	2010 \$
Support costs	17	267,492	220,116
Publicity and public education		66,606	45,203
Administrative and operating expenses		31,228	19,156
Depreciation		10,322	11,374
		<u>375,648</u>	<u>295,849</u>

17 Support costs

		◀-----Support cost-----▶					
	Note	Direct Manpower Cost	HR, Administrative and Finance	General Management	Volunteer Development	Total 2011	Total 2010
	\$	\$	\$	\$	\$	\$	
Fundraising	13	215,187	55,000	–	–	270,187	267,762
Charitable activities – Local:							
Volunteer Development	14	200,907	40,000	28,000	–	268,907	290,665
Services and Disaster Management	14	95,270	25,000	–	13,000	133,270	139,357
Red Cross Training Centre	14	360,158	44,000	9,000	7,000	420,158	403,741
Ambulance Services	14	213,002	36,000	21,000	–	270,002	278,789
Blood Donor Recruitment Programme	14	459,333	97,000	–	8,000	564,333	552,297
Red Cross Home for the Disabled	14	806,740	120,000	29,000	9,000	964,740	782,738
International Services	14	269,886	189,000	12,000	6,000	476,886	186,691
Governance	15	94,596	–	–	–	94,596	101,108
Corporate Communications	16	243,492	24,000	–	–	267,492	220,116
Charitable activities – Foreign:							
Disaster Relief and Assistance	8	–	–	–	–	–	127,000
Tsunami Relief and Recovery	9	–	–	–	–	–	20,000
		2,958,571	630,000	99,000	43,000	3,730,571	3,370,264

Notes to the financial statements (continued)

Year ended 31 December 2011

18 Net incoming resources

	Note	2011 \$	2010 \$
These are stated after charging/(crediting):			
Depreciation of property, plant and equipment	3	324,978	307,507
Rental of premises *		31,455	24,498
Investment and interest income:			
- Fixed deposits and bank balance		9,513	11,253
- Investment securities		234,480	196,042
		243,993	207,295
Staff costs:			
- Salary expenses		2,780,804	2,532,064
- Jobs credit		–	(42,982)
- Bonus expense		379,658	395,850
- Contributions to defined contribution plans (CPF)		372,071	321,570
- Foreign worker levy		131,872	94,595
- Benefits		75,166	69,168
		3,739,571	3,370,265

* Rental expenses do not include lease payments of \$180,000 (2010: \$180,000) incurred by the Society that were reimbursed by the Ministry of Education.

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

19 Employees remuneration

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

	2011	2010
Number of employee in bands:		
\$50,001 to \$100,000	10	9
\$100,001 to \$150,000	1	1

The number of staff employed by the Society as at 31 December 2011 was 122 (2010:115).

20 Council members expense

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

	2011	2010
	\$	\$
Travel and meeting expenses	9,294	17,093
Number of Officer Bearers	6	8

21 Income tax expense

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

Notes to the financial statements (continued)

Year ended 31 December 2011

22 Financial risk management

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

Credit risk

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

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

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

Interest rate risk

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

	Effective interest rate %	Within 1 year \$	1 to 5 years \$	Total \$
2011				
Fixed deposits with financial institutions	0.13 to 0.22	5,238,566	–	5,238,566
Investment securities	2.875 to 4.08	–	2,777,140	2,777,140
		<u>5,238,566</u>	<u>2,777,140</u>	<u>8,015,706</u>
2010				
Fixed deposits with financial institutions	0.055 to 0.4075	4,530,032	–	4,530,032
Investment securities	2.875 to 4.08	–	2,528,440	2,528,440
		<u>4,530,032</u>	<u>2,528,440</u>	<u>7,058,472</u>

At the balance sheet date, if market interest rate had been 10 basis points higher or lower, assuming no asymmetrical movement in yield curves and a constant balance sheet position for the 12 months after balance sheet date, the Society's incoming resources would increase or decrease by approximately \$5,239 (2010: \$4,530). The Society's fair value reserve would increase or decrease by \$2,777 (2010: \$2,528).

Equity risk

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

At the balance sheet date, if equity prices had declined by 10%, assuming no asymmetrical movement in yield curves and a constant balance sheet position for the 12 months after balance sheet date, the fair value reserves of the Society would decrease by approximately \$321,560 (2010: \$316,200). 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.

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 2011.

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

Fair value hierarchy

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

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

At 31 December 2011, the Society only held investment securities (available-for-sale) amounting to \$5,992,740 (2010: \$5,690,440). The fair value measurement of these investment securities is categorised as Level 1 (2010: Level 1).

Notes to the financial statements (continued)

Year ended 31 December 2011

23 Operating lease commitments

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

	2011 \$	2010 \$
Within 1 year	323,976	473,976
In 2 to 5 years	48,996	372,972
	<u>372,972</u>	<u>846,948</u>

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

24 Related party transactions

For the purposes of these financial statements, parties are considered to be related to the Society if the Society has the ability, directly or indirectly, to control the party or exercise significant influence over the party in making financial and operating decisions, or vice versa, or where the Society and the party are subject to common control or common significant influence. Related parties may be individuals or other entities.

The Society is governed by the Council which is the final authority and is overall responsible for the policy making and determination of all activities. The members of the Council are volunteers and receive no monetary remuneration for their contribution. This also applies to all volunteers of the Society. The expenses incurred by the Council members are disclosed in note 20.

25 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 2011 have not been applied in preparing these financial statements. None of these is expected to have a significant impact on the financial statements.

26 Comparatives

Certain comparative figures have been reclassified to better reflect the positions of the International Disaster Relief Funds and the Tidal Wave Asia Fund held by the Society in custody. The effect of the reclassification, which does not affect the net assets of the Society, is summarised as follows:

	◀ -----1 January 2010 ----- ▶			◀ ----- 31 December 2010 ----- ▶		
	Previously reported \$	Effect of reclassification \$	Restated \$	Previously reported \$	Effect of reclassification \$	Restated \$
Balance sheet						
Current assets						
Other receivables, deposits and prepayments	895,333	191,402	1,086,735	1,334,684	143,185	1,477,869
Fixed deposits with financial institutions	52,114,235	(46,636,131)	5,478,104	43,003,648	(38,473,616)	4,530,032
Cash at bank and in hand	3,322,382	(2,496,265)	826,117	2,686,249	(2,156,323)	529,926
Current liabilities						
International Disaster Relief Funds	33,555,563	(33,555,563)	–	31,481,475	(31,481,475)	–
Tidal Waves Asia Fund	15,385,431	(15,385,431)	–	9,005,279	(9,005,279)	–

Committees

Singapore Red Cross

Executive Committee

Chairman

Mr Tee Tua Ba

Vice Chairman

Mr Axel Chan

Mr Jeffrey Chan *(up to 22 June 2011)*

Mr Lim Neo Chian

Honorary Treasurer

Mr Chris Liew

Members

Mr Axel Chan

Assoc Prof Goh Lee Gan

Mr Paul Ho Yeok Chew

Mr Walter Lee Rui Han

Mr Ling Khoo Chow

Mr Charles Ng

Mr N Sreenivasan

Ms Rose Tan

Mr Zulkifli Baharuddin *(from 23 June 2011)*

Mr James Tan *(from 23 June 2011)*

Finance Commission

Chairman

Mr Chris Liew

Members

Mr Lim Neo Chian

Mr Jeffrey Chan Wah Teck, SC *(up to 22 June 2011)*

Mr Axel Chan

Mr Tan Kai Hoe *(from 23 June 2011)*

Ms Lim Choon Noi *(from 23 June 2011)*

Mr N Sreenivasan *(up to 22 June 2011)*

Mr Charles Ng *(up to 22 June 2011)*

Mr Tan Kai Hoe *(from 23 June 2011)*

Audit Committee

Chairman

Mr Han Eng Juan

Mr N Sreenivasan *(from 23 June 2011)*

Mr Chew Hai Chwee *(from 23 June 2011)*

Ms Rose Tan *(from 23 June 2011)*

Dr Mark Hon *(from 23 June 2011)*

Legal Commission

Chairman

Mr Axel Chan *(from 23 June 2011)*

Mr Jeffrey Chan Wah Teck, S C
(up to 22 June 2011)

Members

Mr Axel Chan *(up to 22 June 2011)*

Mr N Sreenivasan

Mr Jeffrey Chan Wah Teck, S C
(from 23 June 2011)

Medical Commission

Chairman

Assoc Prof (Dr) Goh Lee Gan

Members

Dr Mark Leong

Dr Lim Ghee Hian

Dr Edwin Low *(up to 22 June 2011)*

Dr Patrick Tan *(up to 22 June 2011)*

Nomination Committee

Chairman

Mr Lim Neo Chian

Members

Assoc Prof (Dr) Phua Kai Hong

Mr Charles Ng

Marketing Communications Advisory Committee

Advisor

Ms Rose Tan

Chairman

Mr Goh Chee Kong

Members

Ms Elaine Koh *(up to Jul 2011)*

Ms Koh Juat Muay

Mr Jay Soo

Mr David Shaw *(from 10 Aug 2011)*

Ms Eleanor Slade *(from 10 Aug 2011)*

Mr Jeffrey Tan *(from 14 Jul 2011)*

Ms Tan Su Yuen *(from 14 Jul 2011)*

Human Resource Committee

Chairman

Mr Charles Ng

Members

Mrs Susan Chan *(from 23 June 2011)*

Dr Caroline Brassard *(from 23 June 2011)*

Ms Nica Foo

Mr Winston Milner *(from 23 June 2011)*

Ms Chek Lai Peng *(up to 22 June 2011)*

Red Cross Home for the Disabled Advisory Committee

Chairman

Dr W R Rasanayagam

Members

Dr David Roy Paul

Mr Malcolm Lim Kian Leng

Mr Nelson Koh

Major Raymond Tang

Dr Lim Ghee Hian

Mr Michael Heng

Mr Vincent Kwek Chin Min

Ms Karen Perera

Disaster Management Committee

Chairman

Dr Mark Leong

Members

Dr Lim Ghee Hian

LTC Abdul Razak Bin Abdul Raheem
(from 23 June 2011)

Dr Lee Cheng

Mr Ee Cheng Huat

Mr Elisha Teo

Mr Chew Lip Heng *(from 23 June 2011)*

Mr Wilson Boey *(from 23 June 2011)*

Dr Low Cheng Ooi *(up to 22 June 2011)*

LTC Francis Ng How Juah *(up to 22 June 2011)*

LTC (Dr) Ng Wee Tiong *(up to 22 June 2011)*

Mr Vincent Kwek *(up to 22 June 2011)*

Red Cross Training Centre – Training & Development Committee

Advisor

Assoc Prof Goh Lee Gan

Chairman

Dr Mark Leong

Members

Mr Frank Chang

Mr Philip Ng

Mr Danny Toh

Mr Koh Yi Yang, Marcus

Red Cross Training Centre – Examination Board

Advisor

Assoc Prof Goh Lee Gan

Chairman

Dr Lum Wei Ming, Vincent

Members

Mr Kalaichelvam s/o Mariappan

Mr Vincent Kwek

Ms Tan Wee King

Ms Chua Siew Hong

Ms Kalai Selvi d/o Ramakrishna

Adult Volunteer Division

Management Committee

Director

Mr Walter Lee Rui Han

Deputy Director

Ms Esther Tay Yan Peng

Honorary Treasurer

Mr Kwan Kwok Wah

Senior Assistant Director

Community Service / Special Projects

Ms Pat Jeanisa Ng

Assistant Directors

Operations and Public Duty/Training

Mr Yap Soon Ghee

Logistics

Mr Patrick Lim Kiak Cheong

Head, Corporate Identity Unit

Ms Jocelyn Tan

Unit Chairpersons

Alpha Mr Goh Jiayuan David
Beta Ms Tham Yuet Yeng Connie
Charlie Mr Foo Chee Wei Eddie
Delta Mr Vinay Ashok Desai

Red Cross Youth – Chapters Steering Committee

Advisor

Mr Paul Ho Yeok Chew

Deputy Director

Mr C Prathivmohan

Honorary Treasurer

Mr C Prathivmohan

Honorary Secretary

Ms Yew Jia Lin

Specialist Officer, Disaster Management Group

Mr Ye Mingyong Elias

Specialist Officer, Blood Services

Mr Jefferey Loh Bin Ridwan Loh

Specialist Officer, Community Involvement Projects

Ms Lee Lai Ting

Specialist Officer, Communications

Ms Chng Shuqi

Specialist Officer, International Services

Mr Jag Tanapal

Specialist Officer, Mentorship Programme

Mr Amos Kow

Chapters

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

Red Cross Youth

Steering Committee

Director and Chairman

Mr Ling Khoon Chow

Deputy Director

Mrs Tan Sin Yen

Honorary Treasurer

Ms Doreen Tan Soek Chin (from 1 August 2011)
 Ms Chow Oi Ling (up to 30 June 2011)

Honorary Assistant Treasurer

Ms Evonne Chua

Senior Advisor

Mr Tang Chun Tuck

Senior Assistant Directors

Policy

Mr Andrew Ong Kia Huat

Operations

Mr Andy Yeo Ser Hui

Schools

Mrs Annie Gay

Assistant Directors

First Aid & Emergency Preparedness

Mr Wilson Boey Fook Wah

International Friendship

Mr Alfian Aluyi (from 16 July 2011)

Links

Mr Caleb Chia Huang Chiet

Manpower

Mr Edwin Seah Tian Rong

Publicity

Ms Doreen Tan Soek Chin

Operations

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

Training Policy

Mr Xiao Jianfu

Special Projects

Ms Reginia Loh Sook Yee (from 16 July 2011)

Co-Opted Members

Ms Esther Lau
 Ms Teong Li Yun

Link Units

Ang Mo Kio Pri Sch
 Bedok West Pri Sch
 Blangah Rise Pri Sch
 Boon Lay Garden Pri Sch
 Bukit Panjang Pri Sch
 Bukit View Pri Sch
 Casuarina Pri Sch
 Chongfu Sch
 Chua Chu Kang Pri Sch
 Compassvale Pri Sch
 Concord Pri Sch
 Coral Pri Sch
 De La Salle Sch
 East View Pri Sch
 Eunos Pri Sch
 Fairfield Methodist Pri Sch
 Fengshan Pri Sch
 Fuhua Pri Sch
 Greendale Pri Sch
 Griffiths Pri Sch
 Haig Girls' Sch
 Holy Innocents' Pri Sch
 Innova Pri Sch
 Jing Shan Pri Sch
 Kheng Cheng Sch
 Mayflower Pri Sch
 Naval Base Pri Sch
 Northland Pri Sch

Pei Tong Pri Sch
 Peiyong Pri Sch
 Pioneer Pri Sch
 Princess Elizabeth Pri Sch
 Queenstown Pri Sch
 River Valley Pri Sch
 Rivervale Pri Sch
 Sembawang Pri Sch
 St. Anthony's Pri Sch
 St. Stephen's School
 Temasek Pri Sch
 Xinghua Pri Sch
 Xinmin Pri Sch
 Yuhua Pri Sch
 Yumin Pri School
 Zhenghua Pri Sch

Cadet Units

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

Get Involved

CONNECT

- Connect with us on Facebook and Twitter and spread the word on our causes through your social networks. Stay in touch with us during disasters and support Red Cross' relief work. Advocate our cause.
- Value-add to an assembly or lunchtime by organising a talk on disaster management. Be inspired by real-life stories of volunteers and their experiences at overseas relief missions. Call 6664 0500 or visit www.redcross.org.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 your first aid skills with us 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.

GIVE BLOOD

- Donate regularly – you can save three lives with every blood donation. Call 6220 0183 to make an appointment today.
- Organise a 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 hardly used apparels, books, toys and electronics to our thrift shop and help raise funds to sustain our local services! Support us with every purchase at Shop@REDCROSS+ at 62 Jalan Khairuddin, open on Tuesdays and Fridays (except Public Holidays) between 10.30am and 3.30pm!
- Designate Shop@REDCROSS+ as a beneficiary of overstocks of good quality wears and wares. Sponsor items and services for our society events or promotion efforts!

Contact Us

SINGAPORE RED CROSS

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

Charity Registration S86CC0370E

RED CROSS HOME FOR THE DISABLED

Tel: (65) 6762 1029

RED CROSS BLOOD DONOR RECRUITMENT PROGRAMME

Tel: (65) 6220 0183

RED CROSS NON-EMERGENCY AMBULANCE SERVICE

Tel: (65) 6664 0556

RED CROSS TRAINING CENTRE

Tel: (65) 6334 8163

