

RED CROSS



PG 10 TO 12

HAPPY INTERNATIONAL
VOLUNTEER DAY

PG 15

OF LOVE AND STRENGTH:
MEALS WITH LOVE

PG 19

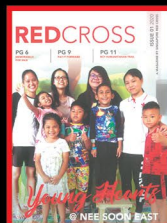
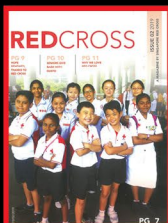
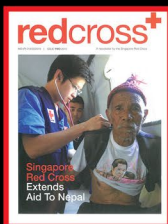
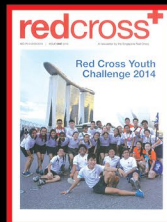
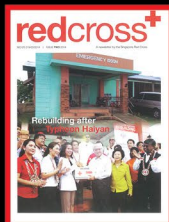
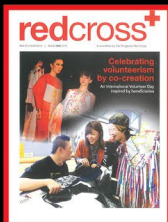
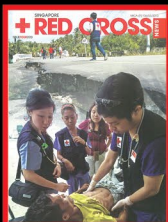
END-YEAR
REFLECTIONS, AND
NEW YEAR WISHES

ISSUE 04 2020

A MAGAZINE BY SINGAPORE RED CROSS



Together FOR Humanity



By Singapore Red Cross

HoME+

HOME MONITORING | ELDERCARE



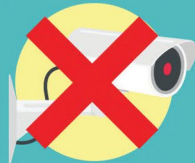
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As I write this, the official COVID-19 death toll has crossed one million. A million deaths mean one million individual tragedies, countless heartbreaks and thousands of distressed families. This is without a doubt, one of the largest humanitarian catastrophes in recent times.

Together through tough times

Sharing public health information. Securing at-risk communities. Managing relief distribution to vulnerable communities. While uplifting others in the thick of the still raging global pandemic, my teams have also thrown themselves into learning new skills and collaborating with like-minded organisations to do good, better. In the past months, we have presented many 'firsts' -

- a blended, micro-learning first aid programme for the public (see page 5)
- an Instagram Augmented Reality (AR) filter for Hands-only CPR
- ChatBots on our website to address your questions our own Telegram channel (<https://t.me/sgredcross>)
- #PassionPeople and #NowYouKnow social campaigns, highlighting frontliners and behind-the-scenes work respectively

The COVID-19 situation may have caused extraordinary suffering, but we must press on with our work, learn from the new and unprecedented challenges we have been facing, and take the opportunity to assess our on-going programmes, and seek to reinvent ourselves to face the future that is unpredictable but definitely going to be extremely challenging.

Digital-first

New technologies are transforming humanitarian action, and we are set to harness these innovations to improve our delivery of assistance in emergencies, outreach and engagement.

In recognition of enhanced engagement opportunities on digital media platforms, we will cease the print production of Red Cross News from next year. This enables us to invest more resources in content production, digital distribution and to produce more user-generated content and stories that can be easily shared and seen by more people. I present you with this final copy of Red Cross News, and thank you for walking this journey with us.

As part of our digital-first strategy, we have been keeping our stakeholders informed with updates on our operations, as well as, individual stories of courage, hope and resilience, delivered fortnightly to inboxes of our supporters. Please subscribe to our eNews at redcross.sg. We hope that we can count on your support for this transformation, to bring our stories, in a more timely fashion, and to even more hearts and minds through our online platforms.



Benjamin William
Secretary General and CEO

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On the Cover

As our magazine covers over the decades demonstrate, the faces of humanity are diverse yet inclusive, our work myriad yet steadfast. As we cease print production to go fully digital in 2021, our focus on content and engagement endures, with passion.

EDITORIAL

Eileen Cher
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Tang Chun Tuck
Alina Tee
Vivien Cai

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Engaging Communities

LOCALLY AND OVERSEAS

In partnership with **ACA Pacific Technology Singapore**, we distributed insect repellents, snacks and beverages to 7,000 migrant workers residing in decant sites on 18 and 19 July. SRC also distributed aid to migrant workers on several occasions in the following months.



In commemoration of World First Aid Day and World Restart A Heart Day 2020, 64 youth aged 15 to 35 came together on 12-13 September 2020 and 17-18 October 2020, to learn Basic Cardiac Life Support + Automated External Defibrillator at the Singapore Red Cross Academy!

We are committed to providing monthly care packages comprising milk powder and diapers to 20 families with young children, from September to December 2020. These families are beneficiaries of our regular Meals with Love programme.



Our volunteers and employees spread good cheer to our migrant friends this Deepavali, with the distribution of 10,000 care packages from 9 to 14 November. Comprising toothbrushes, toothpastes, shampoo, washing detergents, hand sanitisers, the care packages also contain murukku - a popular Indian snack.

In celebration of Deepavali, SRC collaborated with **The Social Kitchen (TSK)** to distribute 1,000 customised bento meals to over 470 households living in two rental blocks in Nee Soon, where we run the Young Hearts programme. Our volunteers and employees hand delivered the bentos to each household, accompanied by MP for Nee Soon GRC Louis Ng and co-founder of TSK, Alvin Yap.



Photo by Lai Wei Song, Volunteer

In response to the barrage of destructive typhoons that have swept across Southeast Asia, the Singapore Red Cross (SRC) will contribute an additional USD200,000 to support affected communities in Cambodia, Laos, the Philippines and Vietnam. The aid will be channelled towards WASH (Water, Sanitation and Hygiene) supplies, such as water filtration systems, water tanks, sanitation systems, hygiene kits for displaced and vulnerable persons.

This comes on the back of SRC's earlier contributions of SGD50,000 to support Super Typhoon Goni disaster relief efforts by the Philippine Red Cross; and USD75,000 (USD\$25,000 respectively) for disaster relief by Cambodian Red Cross, Lao Red Cross and Viet Nam Red Cross. This first tranche of aid, which was disbursed to the respective National Societies within 48 hours of the disasters, supported the initial relief efforts in the immediate aftermath.

A public fundraising appeal is currently ongoing. In response to the appeal, the Singapore Government had contributed USD200,000 as seed money in support of the Society's relief efforts.

As COVID-19 affected numerous countries in the region, SRC extended its support to 19 other countries in Southeast Asia, South Asia and Northeast Asia. Approximately 1.1 million surgical masks, 60,000 N95 masks, 10,500 medical coveralls, 10,500 face shields, 10,000 isolation gowns and 20 ventilators were procured and delivered to these countries.



Handover of 10 ventilators to Malaysian hospitals.



Handover of 16 negative pressure ambulances from SRC to the Beijing Emergency Centre

We hosted the **Southeast Asia Red Cross and Red Crescent Fundraising Workshop** on 5 and 10 November, bringing together Red Crossers from 11 countries for a dynamic exchange of strategies, ideas and best practices in fundraising. We're heartened to be joined by our partners: International Federation of Red Cross and Red Crescent Societies, Facebook, GIVE.asia and ItAllCounts.org at the vibrant virtual event.

WORLD

First Aid DAY



Commemorating World First Aid Day amid the COVID-19 pandemic, the Singapore Red Cross Academy (SRCA) partnered with the Singapore University of Social Sciences (SUSS) UniLEARN to develop and launch a **micro-learning first aid programme**.

1. Basic First Aid - 10 sessions on common emergencies such as choking, bleeding, fractures, and burns.
2. CPR (Hands-Only)+AED*
3. Caregiver First Aid for the Elderly*

* available in 3-4 months

2-hour online learning

Interactive, self-directed learning: infographics, video demonstrations and quizzes

2-hour hands-on workshop

Hone techniques such as bandaging, in the presence of a trainer.

Learners who complete both micro-learning and practical components will receive a Certificate of Competency issued by SRCA. Register at redcross.sg/academy.

“

Combining SRC's decades of experience in first aid training and SUSS' expertise in course creation, this micro-learning programme leads the way in online first aid learning and fuels further innovations in the area."

Benjamin William, SRC Secretary General / CEO

Our Singapore Red Cross Academy's First Aid Instructor, Tracy Koh was featured in a shelf talker by 3M Nexcare at seven NTUC Unity stores from 22 October to 11 November.



Check out our first **Augmented Reality (AR) filter** on Instagram, where you will learn the process of resuscitating a casualty - from performing hands-only Cardiopulmonary Resuscitation (CPR) to activating the Automated External Defibrillator (AED).

Developed in partnership with GOWAAA, a local art and technology collective, the AR filter showcases basic cardiac life support in a fun and interactive manner, sparking conversations and generating interest in first aid learning amongst the community, especially the youth.

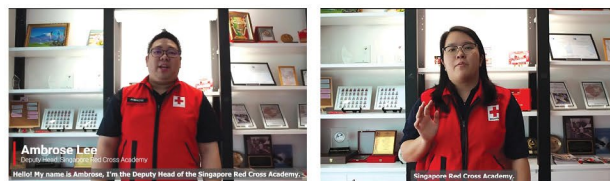


Scan the QR code or hit the filter tab on our IG profile (sgredcross) to try it!



We've produced a **hands-only CPR** video guide, featuring SRCA Instructors Ambrose Lee and Michelle Seah.

The video demonstrates the steps of performing hands-only CPR, and also, how not to perform CPR, pointing out common mistakes in a light-hearted way. Scan the QR Code to watch.



“

Members of the public may be understandably concerned about performing CPR on a cardiac arrest victim if mouth-to-mouth ventilations are needed. Hands-only CPR, when performed early, has been found to be as effective in increasing a victim's chance of survival as conventional CPR."

Sahari Ani, Singapore Red Cross Academy Dean

NEW

Chairman

FOR SINGAPORE RED CROSS

President Halimah Yacob has appointed Mr Tan Kai Hoe as Chairman of the Singapore Red Cross Council, with effect from 1 December 2020. He succeeds Mr Tee Tua Ba, who has served on the Council for 13 years, during which he was Chairman for 12 years.

"The Singapore Red Cross fulfils a critical role in meeting the social needs in our community. It has been serving the elderly and disabled, uplifting families-in-need, building community resilience through blood donor recruitment and encouraging first-aid learning. Exemplifying the humanitarian mission of the Singapore Red Cross, Mr Tee Tua Ba had influenced and inspired its volunteer culture. Today, he passes the baton to Mr Tan Kai Hoe, whose personal Red Cross journey started as a Red Cross Youth cadet. With his private and public sector experience, I am confident that Mr Tan will bring an additional dimension to motivate more people to embrace the humanitarian mission."

President Halimah Yacob, Patron of the Singapore Red Cross

MR TEE TUA BA STEPS DOWN AFTER 13 YEARS OF DISTINGUISHED SERVICE

Mr Tee Tua Ba joined the Singapore Red Cross (SRC) as a Council Member in 2007 and took the helm as Chairman since 2008. A firm believer of embracing innovations for the organisation to stay relevant, Mr Tee championed several institutional changes during his Chairmanship.

Culture of good governance and effective leadership

Most notably, Mr Tee spearheaded the major constitutional review of the SRC in 2012 to streamline the organisational structure. SRC embraced a more corporate structure as a result, thereby enhancing its agility and responsiveness to changes in Singapore's dynamic social environment.

With Mr Tee's leadership, SRC was awarded the top honours in the Charity Governance Award in 2013, and the Charity Transparency Award in 2016 and 2017.

Addressing unmet needs in the community

In the light of the increasing social gaps, as well as the aging population, Mr Tee led the review and eventual re-prioritisation of SRC's local humanitarian services. This resulted in the introduction of vital humanitarian services for the most vulnerable in the community and the growing number of elderly poor.

Strengthening disaster response capability

Mr Tee also played a key role in strengthening SRC's international relations and disaster response, including forging stronger partnerships and relationships with various sister national societies in other countries. Under his leadership, Mr Tee established the Emergency Relief Fund to strengthen SRC's disaster response capability.

Restructuring volunteer management and recognising contributions

Mr Tee led the restructuring of the volunteer management so the volunteers were regrouped based on interests coinciding with the humanitarian services of SRC. He also introduced the Volunteer Career Pathway to train volunteers, enhance their confidence and hone leadership skills and the SRC Awards to recognise and motivate volunteers, partners and donors for their contributions.

Integrating youth into a unified Red Cross Youth structure

Under Mr Tee's helm, the Links, Cadets and Chapters of the Red Cross Youth was integrated into one unified structure to enable youth to seamlessly transition from a Junior (pre-school), to Links (primary school), Cadets (secondary school) and Chapter members (tertiary institution) as they progress up the educational ladder.

"It has been a real privilege and honour to serve as SRC's Chairman for the past 12 years. I am very proud of the work the Society has done to further the humanitarian cause, internationally and more significantly, within the local community. I look forward to seeing SRC continue making a positive impact on society by uplifting the lives of the vulnerable, under Kai Hoe's leadership."

Mr Tee Tua Ba



FORMER RED CROSS YOUTH CADET, NOW SINGAPORE RED CROSS CHAIRMAN

"I am very honoured to take over the leadership role from Mr Tee, someone whom I respect deeply and learnt a lot from, over the years. On behalf of the Council, I would like to pay tribute to Mr Tee for his strong leadership as Chairman and the numerous contributions he has made to advance the humanitarian mission of Singapore Red Cross over the years."

In the midst of the ongoing pandemic, the growing humanitarian needs and tough economic and fundraising landscape, we will be faced with evolving priorities and hence, new challenges. Together with the rest of the Council and SRC management team, I look forward to building on Mr Tee's success, to continue to serve the vulnerable in Singapore and beyond."

Mr Tan Kai Hoe

Not a stranger to SRC, Mr Tan embarked on his Red Cross journey as a Red Cross Youth cadet back in 1979 during his secondary school days.

Passionate about humanitarian causes, he served as a SRC Council Member from 2011 to 2014, and from 2016 till the present. During his terms, he also served as the Chairman of Oversight Committees, such as the Corporate Governance and Nomination Committee and subsequently the Finance and Investment Committee. He was appointed SRC's Vice Chairman from 2017.

Mr Tan Kai Hoe is currently President and CEO of Accuron Technologies, a role he has held since 1 August 2015. Before joining the group, Mr Tan had served many years in the public sector. He was the Chief Executive of SPRING Singapore, from May 2013 to July 2015. Prior to joining SPRING Singapore, he was a career naval officer in the Republic of Singapore Navy, and has served in a range of command and staff positions including the Fleet Commander and the Chief of Staff – Naval Staff. Over the years, Mr Tan has also served on the boards of various companies and not-for-profit organisations.



TOGETHER FOR *Humanity*

We thank the following organisations for their contributions to the Singapore Red Cross' humanitarian efforts.



Photo by Billy Wong, Volunteer

At the signing of the Memorandum of Intent on 7 September, Christopher Ong (standing left), MD of **DHL Express Singapore**, Jerome Gillet (standing centre), MD of **DHL Supply Chain Singapore** and Christopher Lim, MD for **DHL Global Forwarding** and represented by Jason Ang, Head of Value Added Services & Industrial Projects, Singapore (standing right), and Carl Schelfhaut, Head of GoHelp Asia Pacific, **DPDHL Group** (seated right), pledged their logistics expertise, warehouse space and vehicles support to the Singapore Red Cross (SRC) represented by Benjamin William, Secretary General / CEO of Singapore Red Cross (seated left) under DHL's Corporate Citizenship Programme GoHelp, to sort, pack, store and deliver 400 customised care packages to the elderly every month, from August to December. SRC and DHL have also provided medical items such as surgical masks and thermometers to migrant workers.



Photo by Aramco Singapore

From 11 to 13 August, 20 employee-volunteers from **Aramco Singapore** packed and distributed 390 customised care packages to our vulnerable elderly, bringing cheer and love to them.

Temasek Trust's Oscar Fund contributed \$55,000 to SRC's customised care packages initiative.



Sys-Mac Automation Engineering Pte Ltd raised \$5,000 from proceeds of \$1 donation for every box of **IPTEC Surgical masks** sold on **LAZADA**.

Khong Guan Biscuit Factory (S) Pte Ltd donated \$20,000 to the Singapore Red Cross for its local humanitarian services.



Frasers Property initiated the 'Pack It With Love' initiative with the SRC, where 32 employees volunteered to pack 5,000 care packages for migrant workers over three days, in appreciation for their strong contribution to Singapore's built environment.

Tokio Marine Asia raised \$30,000 through an online fundraising drive amongst colleagues to support SRC's work for the local vulnerable affected by the COVID-19 outbreak.

The **BlueStar Charity Project** is back, for the third year running! BlueStar 2020 takes on a new dimension - a virtual walk/swim/bike amid COVID-19. Organised by 18 professionals and former National Police Cadet Corps (NPCC) Inspectors, the fundraiser will see participants clock 28km over 15-days, between 28 November to 13 December, to raise funds for the Red Cross Home for the Disabled. Scan the QR code to read more.



Armstrong Group, CORI and Whole Earth sponsored 15,580 **CORI Reusable Foam Masks** whilst **Contribute SG** donated 232 fabric masks to Red Crossers working in the community.

Wells Fargo donated \$34,168.35 to SRC's COVID-19 efforts.

Barker Road Methodist Church contributed \$10,000 to SRC's COVID-19 response.



Rahmatan Lil Alamin Foundation Singapore mobilised the Singapore Muslim Community to donate \$152,530 in support of our Beirut Explosions Response. **KPMG** and **Deutsche Bank (Singapore)** and its employees donated \$15,680 and \$11,907 respectively to the cause.



Christmas came early for our residents of the Red Cross Home for the Disabled (RCHD) as they enjoyed deliveries of daily necessities, purchased by donors in response to our **Amazon** wishlist! Keen to spread some cheer and love? Check out our Amazon wishlist at the QR code.



Darlie Singapore donated 2,000 hygiene kits, comprising toothbrushes and toothpaste, which will go towards our RCHD residents, healthcare staff, elderly beneficiaries and vulnerable families.



Thanks to your generosity, RCHD will be assured of 44 cartons of diapers every month, from now till June 2021. We are grateful for the 'Pledge a bag of diapers' partnership with **TENA Singapore** for its National Day Campaign, which raised S\$46,865. Besides TENA's 1-1 match on your contributions, TENA also donated \$10,000 worth of diapers.



Eight Stars Pte Ltd donated 20 air purifier units to the Red Cross Home for the Disabled (RCHD).

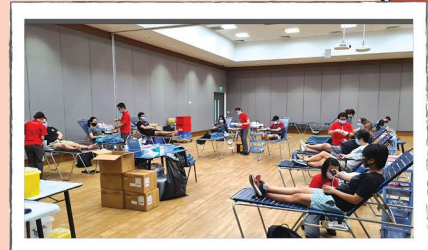


Ace@Work Childcare organised a donation drive for our Day Activity Centre for the Disabled and rallied residents and a nearby mart to gift rations. The children also performed for our clients, much to their enjoyment.

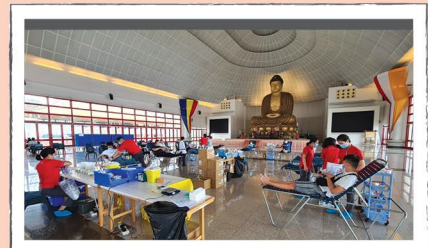


The Singapore Red Cross (SRC) has launched its first pop-up Shop+ at SMRT's Dhoby XChange (Dhoby Ghaut MRT Station). The pop-up store offers consumers a way of making contributions for a worthy cause, whilst enjoying a shopping experience. **SMRT Experience** will support with a shop space for a period of six months.

Since April, **EasyParcel Singapore** has partnered with SRC Shop+ to offer free weekly courier service for Carousell purchases. Thanks to their sponsorship, we have delivered 184 shopping parcels from April to 1 November.



Kampong Chai Chee Community Club collected 123 bags of blood at its blood drive at Heartbeat@Bedok on 18 September 2020.



Kong Meng San Phor Kark See Monastery collected 122 bags of blood at its blood drive on 20 September 2020.



Member of Parliament for Bukit Batok, Murali Pillai and the residents of Bukit Batok for collecting 58 bags of blood at a **blood donation drive at Bukit Batok Community Club** on 6 August.

Fu Hui Link (Singapore Buddhist Welfare Services) collected 109 bags of blood at its blood drive on 11 October 2020.



HAPPY INTERNATIONAL

Volunteer DAY!

We speak to passionate individuals who've made volunteering their way of life.

GIFT OF FRIENDSHIP AND WARMTH

As her special-needs child is among the most vulnerable, frontline work during the COVID-19 pandemic has been a sacrifice for Singapore Red Cross (SRC) Medical Chaperone Sarbanun Ab Rahman. Undaunted, she faces the situation with courage and grace.

Having been very close to her grandmother, Sarbanun Ab Rahman, 41, understood the seniors' yearning for companionship, and has always had a soft spot for the isolated elderly.

With spare time on her hands, Sarbanun stepped up to become a Medical Chaperone with SRC two years ago. The flexible hours enabled her to fetch her special-needs son from student care on weekday evenings.

Every week, Sarbanun accompanies two to three seniors for their medical appointments. Besides fetching the elderly to and from their homes for their medical appointments, Sarbanun accompanies them throughout the waiting time and medical consultations. Each session lasts four to five hours.

"Our beneficiaries are happy when someone chats with them whilst they wait to see the doctor. I am glad to bring them joy. It's my way of contributing to society," said Sarbanun.

Sarbanun understands a smattering of Mandarin, and counts on gracious Singaporeans to help translate dialects.

As the elderly clients hope to get home early to tend to their chores, they tend to get frustrated at protracted waiting times. Thankfully, Sarbanun is patient, having taken care of her special-needs son for years.

Sarbanun often goes the extra mile to help her frail clients stock up on heavy groceries such as rice and oil.

"I don't see it as a job. It's a commitment to help others," she said.

By Sondra Foo,
Corporate Communications



FROM BLOOD DONOR TO VOLUNTEER

Jayamany was 49 when she was involved in a serious car accident that left her bedridden for a year. At that time, she made a promise to God that if she could walk again, she would dedicate her life to volunteering. Thankfully, her prayers were answered.

Fast forward till today, Jayamany spends each day meaningfully, giving back to the community by volunteering at 14 different organisations, including the Singapore Red Cross (SRC).

Jayamany's first encounter with SRC was when she accompanied her brother to donate blood. Inspired by her brother's act of courage, she started donating blood too. Up till today, she continues the legacy of donating blood, and has clocked 50 donations.

In 2006, when she was 58, her friend asked her to volunteer with Bloodbank@HSA. Since the opening of Bloodbank@Woodlands in 2011, Jayamany has been faithfully volunteering once weekly. Despite it being a full day's work for Jayamany, she is all smiles and more than willing to serve.

As a volunteer, Jayamany's tasks include explaining to new donors about the blood donation process, getting them to fill in the travel declaration form, and comforting blood donors if they are fearful.

Jayamany recalled the rewarding moments, "When I witness the efforts people put in to donate blood, I get so happy because I think about the lives saved. It's like I'm celebrating my birthday all over again."

As a word of encouragement to potential volunteers, Jayamany shared, "If you have some free time on your hands and the heart to serve, I recommend that you try volunteering. When you volunteer wholeheartedly, you will be rewarded with an intrinsic sense of achievement."

By Tan Yong En, Volunteer





YOUTH VOLUNTEERS ENGAGE IN ACTS OF KINDNESS

With the COVID-19 pandemic as the backdrop, our Red Cross Youth (RCY) conceived 'Project Courage - Acts of Kindness (AOK)', a ground-up initiative to brighten the days of the essential workers such as healthcare staff, bus drivers and cleaners.



RCY Chapters Assistant Director Edric Phua, 26, explained, "At the onset, our Youth Members prepared flowers and handwritten appreciation cards to thank our essential service workers. We also encouraged our Chapter members to do something nice for the people around them in their everyday lives. We moved on to a more decentralised model because of the Circuit Breaker and the various (recovery) phases. We hope that these acts of kindness, which are being passed along, would actually go a long way."

Subsequently, the RCY Uniformed Group (UG) also jumped on the 'Project Courage - Acts of Kindness (AOK)' bandwagon.

"We encouraged RCY UG units to post their activities on Instagram with the tagline, 'Physically Distant but Socially Closer'. Quite a number of UG units come together to spread positivity during these trying times," shared RCY (UG) Operations Assistant Director, Daryl Ee, 25.

Red Cross Juniors jumped on the Project AOK bandwagon by writing cards which were inserted into the customised care packages that were delivered to the elderly.



VOLUNTEERING TALENT AND SKILLS

Billy Wong Sun Keong, 67, has been volunteering with the Singapore Red Cross since 2017.

A freelance photographer, Billy found his true calling after his training in graphic design. For 35 years, Billy shot for advertisements and events, such as product launches and dinner parties. Today, Billy covers SRC events such as World Blood Donor Day, fundraisers such as Charity Golf and 'Tour Le Care', as well as formal portraits for the Council, and for employees.

His most memorable deployment was the SRC's 70th Anniversary celebrations, which was held in conjunction with the annual SRC Awards 2019. The Guest-of-Honour was none other than SRC Patron, President Halimah Yacob.

While meeting important people is a perk, it is not what drives Billy to volunteer for the Red Cross.

He recounts, "I have always wanted to give back to the community. My wife introduced me to volunteer work, and I started small, by helping to sort coins at Flag Day."

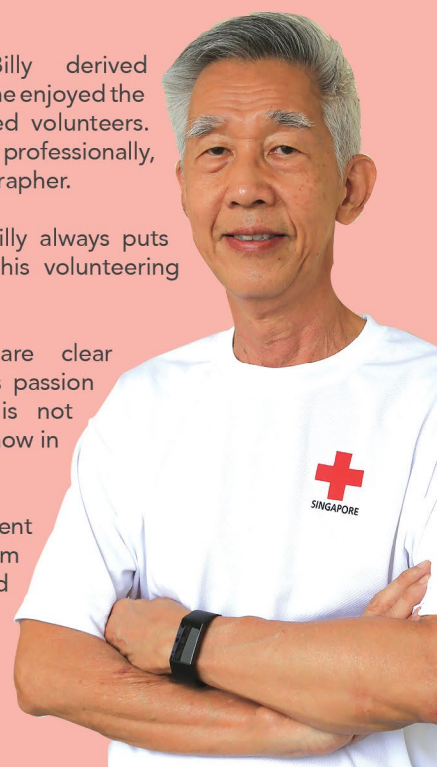
Through volunteering, Billy derived satisfaction and in particular, he enjoyed the camaraderie with like-minded volunteers. He started volunteering professionally, lending his skills as a photographer.

Taking pride in his work, Billy always puts in "100-percent effort" to his volunteering photography assignments.

He said, "Photographs are clear manifestations of a person's passion and commitment. If one is not genuine in his effort, it will show in his photo."

His passion and commitment to perfection earned him the Commendation Award at SRC Awards 2019, presented by SRC Chairman Mr Tee Tua Ba.

By Michelle Pascua, Volunteer



DRIVEN TO SERVE

Lee Yong Hao, 31, embarked on his volunteering journey with the Singapore Red Cross' TransportAid service in 2014, as he is passionate about driving.

As a volunteer, he conveys TransportAid beneficiaries to and from their medical appointments safely and punctually.

On a typical day, he inspects the vehicle at the Red Cross House to ensure it is in good working condition before he sets off. This is to ensure the safety of the elderly beneficiaries. He maintains high standards of cleanliness and hygiene, and ensures that the vehicle is presentable inside out.

Deployed on an adhoc basis for at least four to six hours each time, Yong Hao finds his volunteering experience rewarding as he enjoys driving and meeting new friends. Most importantly, he derives intrinsic satisfaction when beneficiaries express their gratitude.

"It is touching when the elderly beneficiaries appreciate our efforts. They understand that volunteers like us set aside time from our busy schedules to help. They kept saying "thank you!" said Yong Hao, a full-time police officer.

Having volunteered with the Singapore Red Cross for six years, he shared some pearls of wisdom with people keen to volunteer with TransportAid, "It is important to be mindful that it is not your own vehicle, so you drive with care and consideration."

His tireless efforts over the years paid off when he received the Commendation Award at SRC Awards 2019.



RIDING ON FIRST AID, DOING GOOD

When Chong Chiew Mei attended a first aid course with the Singapore Red Cross (SRC) Academy for work some years ago, she did not expect it would open doors to meaningful volunteering experiences.

After signing up to volunteer with SRC last year, the 31-year-old attended the Volunteer Induction Session and learnt about the First Aider on Wheels (FAOW). She joined FAOW in June 2019, as she enjoys cycling and wanted to use her newfound first aid skills to help.

A chemist by profession, Chiew Mei, usually volunteers at the East Coast Park on Sundays from 2.30pm to 7pm as she loves watching sunsets while providing first aid to park-goers in need. Together with other first aiders, they would assess the injuries of the casualties, and provide first aid with the aim of preventing the condition from worsening, relieving casualties' discomfort and promoting recovery.

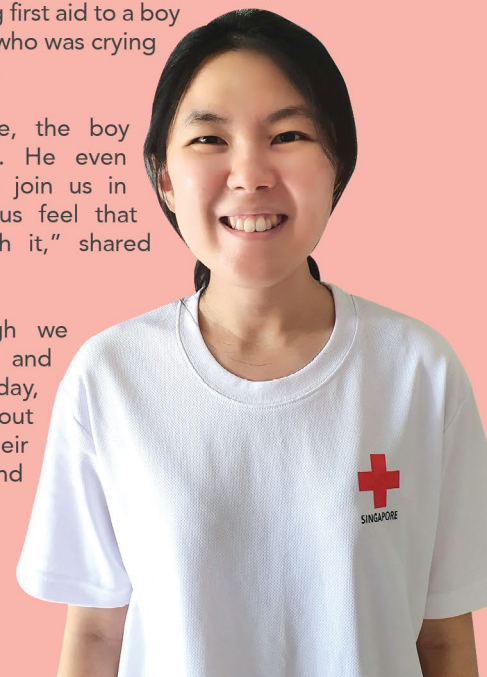
The common cases Chiew Mei attended to were abrasions on the knees, palm and toes - injuries sustained when cyclists fell. Chiew Mei also had her fair share of attending to more serious cases where casualties sustained deep cuts on the chin or head injuries. In such instances, the team would call the ambulance or ask the family or friend to convey the casualty to the hospital immediately.

She recounted providing first aid to a boy aged about four or five who was crying after he fell off the bike.

"Before heading home, the boy returned to thank us. He even told us he wanted to join us in the future...He made us feel that our efforts were worth it," shared Chiew Mei.

She confided, "Though we would be very tired and hungry by the end of the day, we felt really good about helping people lessen their pain or discomfort and saving lives."

Stories by Sondra Foo,
Corporate Communications



RED CROSS NEWS GOES *Digital*

INSIGHT 13

BUT FIRST, A WALK DOWN MEMORY LANE

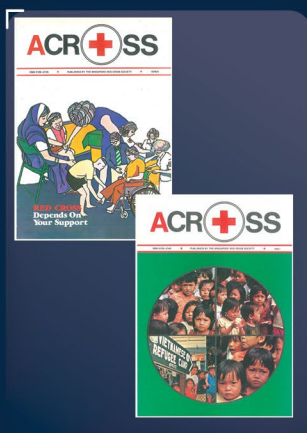
Our first 'formal' inhouse newsletters date back to the 1970s. A way of sharing news and updates with our stakeholders, the newsletter reinforced the culture of the homegrown humanitarian organisation, and played a role in helping people feel connected to our causes.

Over the decades, generations of staff and volunteers have sat together at editorial meetings to plan the content outline and pagination of each publication, staying up to proofread each line - dotting the i's and crossing the t's; whilst volunteer writers and photographers walked the ground, conducting interviews, filing stories, shooting and art directing. Each newsletter was a labour of love, and a demonstration of immense teamwork.

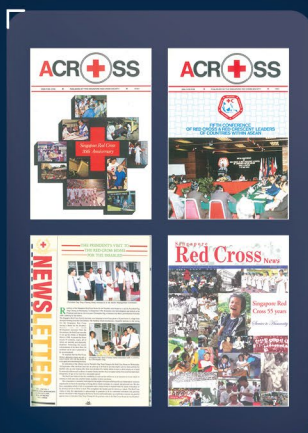
Fast forward to today, the newsletter has taken on a magazine style, offering a quarterly recap of developments and events; impact reports; heartwarming stories of sacrifice and resilience; wellness tips and even commentaries.

Going forward, we will take Red Cross News digital, to share more timely and interactive updates, which we trust will result in a lively experience for readers and relevant feedback for editors. You can read our eNews off your smartphone while on-the-go, and we'll get to know your preference from your click-throughs. That helps us make future editions a more appealing read for you.

Let us take you on a visual journey of this evolution.



Produced from 1978 to 1992, these newsletters got the message across.



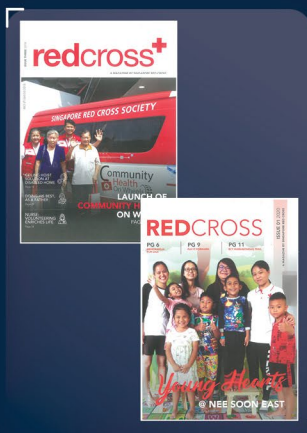
The frequency of the newsletters and magazines varied from bi-annually, thrice yearly and quarterly from 1970s to 2020



Featured: World Red Cross Day parades, fundraising fashion shows, international bazaars, charity golf events, charity concerts



Marking anniversaries, charting progress, chairmanship transitions



Illustrating the impact of our aid



In the spotlight: Blood donors, volunteers, employees, Red Cross Youth and community partners



Facelift: The magazine is now more compact, colourful and printed on environmentally-friendly paper, for a diverse readership including cadets, members, donors, volunteers and community partners.



Get a big dose of positivity delivered to your email inbox twice a month, with our eNews, "Happenings". Subscribe at redcross.sg.

THIS CHRISTMAS, BRING SOME CHEER TO SOMEONE'S LIFE WITH YOUR GIFT OF A DONATION.

This holiday season, bring some cheer and uplift the lives of the vulnerable with a life-changing gift. The tremendous satisfaction you will gain by bringing joy and making someone's life better is beyond compare.

Make your Christmas gift of an online donation at redcross.give.asia or fill up this form today. The sooner we hear from you, the sooner we can put your gift to work this holiday season - and buy diapers for a severely disabled person, keep another child fed or schooled, and support the vulnerable elderly living alone. You will feel warm and happy for bringing cheer into someone's life today.



Buys 1 week of diapers
for a severely **DISABLED**
beneficiary



Supports an isolated
ELDERLY with HoME+ and
psychosocial support



Sponsors 1 educational kit
for a **CHILD's** reading and
tuition programme



Provides essential food
vouchers for one **FAMILY**
affected by **COVID-19**

Your donations towards local services are entitled to 250 percent tax deduction.

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Yes! I want to make a life-changing gift of.

☐ Monthly gift ☐ One-Time donation ☐ \$35 ☐ \$48 ☐ \$250 ☐ \$500 ☐ Other: \$ _____

Donation / Cheque / Credit Card

☐ By Cheque Bank/ Cheque No.: _____ Cheque No.: _____
• Please make the cheque payable to the 'Singapore Red Cross Society'

☐ By Credit Card ☐ Visa ☐ Mastercard ☐ Amex Expiry Date: _____ (MM/YY) CVV: _____

☐ GIRO (please send me a GIRO form)

Scan QR code to
donate for online
donation. Mail in is
not required.



Donor Particulars

Full Name: (Dr/Mr/Mrs/Ms/Company) _____ NRIC No./FIN No./UEN No.: _____

Contact Person (for corporate donations) _____

Contact Details:

Address: _____ Postal Code: _____

Contact No.: _____ Email Address: _____

Singapore Red Cross Society respects your privacy and is committed to the protection of your personal information in accordance with the Personal Data Protection Act. The information that you provide to us is automatically added to our mailing list to keep you informed of the Society's activities for the purpose of fundraising.

(For withdrawal of consent, access and correction of your personal data or further inquiries, . Please please contact the Partnerships and Development department at 66640500 or fundraising@redcross.sg)

All donations are 2.5 times tax deductible and will be submitted to IRAS automatically.

OF Love and strength

STORIES FROM THE HEART 15



For Sharifah Binte Heron, getting her six year-old twins to go to bed can be challenging, at times taking them to wee hours in the morning. Diagnosed with Global Developmental Delay and Autism two years ago, her children do not speak.

"They point when they want something. They cry when they get hungry," she explained.

Sharifah's life has not been a smooth-sailing one. Born with eight holes in her heart, Sharifah has an ailing

constitution. At present, Sharifah has three remaining holes in her heart.

As the eldest in her family, she quit studying and worked at a fast-food restaurant to support her family, after her father walked out on them when she was 12. Since her mother is wheelchair-bound, the responsibility of looking after her siblings naturally landed on her shoulders. To support her family, she worked at other odd jobs.

After Sharifah got married and had children of her own, Sharifah's mother looked after her children while Sharifah was at work. As her mother also had to care for Sharifah's auntie, who has special needs, the caregiving took its toll on her.

This year marks the first year since Sharifah has stopped work to look after her children, as her husband became the sole breadwinner of the family. As a

pest controller, his salary cannot sustain the family's expenditure, especially the children's exorbitant medical fees.

After witnessing her financial struggles, a teacher from her children's school referred Sharifah to the Singapore Red Cross (SRC). Now enrolled in SRC - Aviva Meals with Love programme, Sharifah's family receives S\$250 worth of supermarket vouchers monthly, enabling her to purchase basic necessities for her family.

"I am grateful to SRC for all the assistance. The vouchers have helped my family greatly. Now, my children can consume more nutritious food such as chicken and milk," shared Sharifah.

Story by Tan Yong En, Volunteer
Photo by Sharifah Binte Heron

OF Joy and dignity



"Previously, we would watch TV programmes or play with our handphones in our free time. But as we met volunteers from the Red Cross, and engaged in interesting activities, we look forward to coming together with our friends every week!" shares Menaka Gopal.

Singapore Red Cross (SRC) ElderAid beneficiary Menaka Gopal, 64, and her friends engage in weekly activities

organised by SRC for seniors under its ElderAid programme.

Held every Wednesday at an activity corner of the void deck at Blk 840, Tampines Street 82, the free activities include foot spa, games and monthly haircut and arts and craft activities such as painting, plasticine moulding, and colouring. The seniors also take part in games such as riddles and guessing of proverbs, intended to stimulate their minds and memory.

Her husband, Somu Amurthalingam, 70, contends with eye glaucoma, prostate problems, hypertension and hip fracture while Menaka endures diabetes, hypertension and giddiness.

With a zest for life, they are guardians of a 14 year old teenager, who was abandoned by her biological mother when she was three. Since then,

Menaka and Somu adopted the child as their own. They dote on her, and save up to give her the best.

Menaka and Somu have two children in their thirties, who have their own families and commitments. So, they are very thankful for the regular visits and calls by Red Cross volunteers.

Menaka shared, "They ask about our health, our family, how we are getting on and if we face difficulties. We are happy that they care about us and ask after us. When we get old, we need someone to listen to us. We are very grateful to Red Cross volunteers for providing a listening ear."

Story by Sondra Foo, Corporate Communications
Photo by Katrine Baggesen, Volunteer

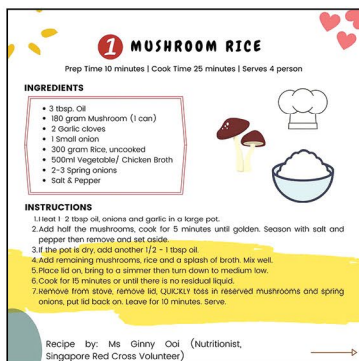
Youth OUTREACH

PROJECT R.I.C.E+

Youth-led community initiative **Project R.I.C.E+** has concluded, raising \$126,114 for 10,935 bundles of essentials for beneficiaries.

First rolled out in 2008, the project has evolved from providing rice to gifting food items and basic necessities to help vulnerable families in the community. In this year's fundraiser, donors donated online and purchased specially curated bundle sets priced at \$10 each from Sheng Siong outlets.

Taking it a step further, Senior Nutritionist & Singapore Red Cross volunteer, Ginny Ooi, of the Project R.I.C.E+ team prepared healthy meal recipes that can be prepared with ingredients in the curated bundles distributed to beneficiaries.



Though our Red Cross Youth contingent did not march at the National Day Parade for the first time since 1965, our youth produced a video paying tribute to the marching contingents of previous years.



Scan the QR Code to watch.



Our Red Cross Youth members have been spreading word about **dengue prevention** and fire safety in the community.



Scan the QR Code to read more!



Project Courage - Acts of Kindness (AOK) is a ground-up initiative to brighten the days of the essential workers such as healthcare staff, bus drivers and cleaners. They are also showing their appreciation to healthcare and transport workers amid the COVID-19 pandemic.

Scan the QR Code for Project AOK.



RECOGNISING OUR EDUCATORS ON

Teachers' Day

Red Cross News speaks to Red Cross Youth (RCY) Youth Officers (YOs) and a Volunteer Instructor (VI) - educators of our own!

"I am very passionate about equipping my students with leadership skills, and training them to become confident but selfless leaders, who can step up to save lives. I've watched some shy and timid young children develop into the confident and knowledgeable VIs they are now. It gives me a sense of fulfilment and satisfaction that cannot be found elsewhere."

RCY is a unique CCA that enables cadets to serve humanity while learning skills and knowledge that will last them a lifetime. I hope my Cadets cherish and appreciate the time that they spent with us, and I hope to see them extend their journey with the Singapore Red Cross (SRC), and become RCY VIs who will go on to develop their juniors!"

Shaun Sim, Youth Officer, Red Cross Youth, Regent Secondary School



"Through the events and residential camps I've organised for the Cadets, I taught them about the value of life, to appreciate what they have been given, to build their resilience and to develop their moral courage to face challenges. I am happiest when they participate in these activities enthusiastically. Their passion keeps me going."

To the Cadets, take pride in whatever you do, be humble, be compassionate, serve society, and bring smiles to someone out there. I hope that even after graduating from school, you can continue on in your journey in the Red Cross, serving society in whatever way you can."

Mrs Gunasagan, Senior Youth Officer, Red Cross Youth, Tanjong Katong Girls' School

"I remember watching my Cadets handle casualties during first aid duties with confidence and skill. These were my most rewarding and proudest memories as they took what they learnt seriously and made meaningful contributions in society. I hope that RCY Cadets will learn the valuable skills that the Red Cross provides and carry them on as they grow older and go out in the world to spread them."

To the YOs, keep fighting a good fight. Although the going is tough sometimes, we are making an impact on the Cadets' lives and this in turn will have a meaningful impact on society. Hence, we need to persevere for the benefit of the nation."

James Goh, Youth Officer, Red Cross Youth, Hougang Secondary School



"As a mentor in the Volunteer Instructors Programme 2019, I found it rewarding to see my mentees overcoming challenges to become VIs and mentors themselves, running programmes in the units. Everyone learns differently at a different pace. Teaching enables me to learn new things about my cadets and keeps me abreast with what they do back in their units. Each unit has different practices and I learn from them too."

Though we may not be official teachers, we spend much time teaching and guiding our Cadets. It is disappointing that COVID-19 prevented the running of many events but we can overcome the challenges by staying in touch with our Cadets online."

Rizwana Abdul, Volunteer Instructor, Queenstown Secondary School



WORLD *Restart a Heart* DAY

Singapore Red Cross Academy Instructors tell us why learning Cardio-Pulmonary Resuscitation (CPR) is essential.



"Back in 1975, during my National Service days, I was attached to the Singapore General Hospital as a medic. During my attachment, I saw nurses and doctors administering Cardio-Pulmonary Resuscitation (CPR) on patients in the ward. As I was new then, I had no idea what they were doing. By 2005, I was administering CPR on patients whilst working in a community hospital. Did you know? There are 3,600 cases of CPR administered yearly, 300 cases monthly and 10 cases daily. CPR must be administered immediately in a life or death situation! Have a heart! Save a life!"

Philip Soon, Adjunct Instructor



"As an Associate Trainer with the Singapore Red Cross (SRC) since 2008, I have been training the public in first aid and CPR. Whenever I teach CPR, I would always share this with the learners: The fastest ambulance may not arrive at the scene on time. The best healthcare providers may not save a life if the casualty does not arrive at the hospital in time. If you are just beside the casualty, you are the best person who can save someone's life. You just need your pair of hands to get the heart pumping and skills to use the Automated External Defibrillator (AED). You are the fastest responder who can save someone's life. Therefore, learn CPR and muster the courage to save someone's life."

Alvin Ee, Senior Associate Instructor



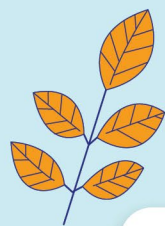
"CPR is a skill most people hope that they would never have to use. However, when faced with an emergency situation that requires it, they would be glad that they took the time to learn it. Cardiac arrest can happen at any time to anyone. However, with properly trained bystanders and ready access to an AED, the chances of survival are significantly higher. Be part of the chain of survival, learn CPR and AED!"

John Joel Seow, Associate Instructor



"When someone collapses, the brain cells start to die. After four minutes, there would often be irreversible damage to the brain cells. CPR is vital to survival...Contrary to general perceptions, in my six years' experience in emergency ambulance service, I always saw the public performing CPR before the ambulance arrived...I am a firm believer that every home should have a first aider. In my family, my two boys are also trained in basic first aid and CPR. We learn first aid to protect our loved ones, and help the public when the need arises. I would like to encourage everyone to take the first step to learn first aid and CPR and not to be afraid! You never know the skill will come in handy."

Aaron Chia, Senior Associate Instructor



Reflections.

WISHES AND EVERYTHING IN BETWEEN

Chat 19

COVID-19 has drastically changed the way we live and work. In this feature, Red Crossers share how they overcame the challenges, and their hopes for the year ahead.



"In compliance with regulatory guidelines, we divided the Red Cross Home for the Disabled (RCHD) into different zones and assigned employees to the zones to minimise interactions amongst employees and residents across different levels.

It was challenging running the Home, especially when some employees had to be quarantined for three weeks at Hotel Rendezvous. With the team's full support and resilience, we soldiered on during the circuit breaker period.

We adjusted the visitation rights for the family members and ensured there were relevant safety measures in place whenever a visit was scheduled. My New Year wish is for our colleagues and residents to be safe, and for the Home to resume normal operations soon."

Sashi Kumar s/o Mahathevan, Deputy Head, Red Cross Home for the Disabled



"Many activities, such as Trailblazers, First Aid Championships, Red Cross camps, marching at the National Day Parade, blood drives, community service projects and the Passing Out ceremony, were suspended. Nevertheless, our Cadets and Links

did not falter. Leveraging on technology, we embarked on home-based learning for Red Cross syllabuses and Gold Modular workshops. We carried out online Values in Action (VIA) through Project #AOK, such as opening the door for friends or picking up litter at the school compounds.

With open minds and willing hearts, we made the best out of the situation by pressing on through the multitude of challenges and transitioning successfully into the new normal. These efforts sustained the co-curricular activity and developed our Cadets and Links during these tumultuous times. As we usher a New Year, I hope everyone in Red Cross Youth (RCY) will remain closely knit. Together, we spread the Red Cross spirit and touch the lives of others. I believe we will overcome all adversities and bounce back, stronger and more resilient than before."

Tricia Tay, Chairperson of Red Cross Youth (2019/2020), Singapore Chinese Girls' School



"During the circuit breaker, we launched Phase 1 of the New Volunteer Management System, which incorporates a mobile application and a one-stop portal to manage the registration, engagement, training and volunteering of volunteers. Leveraging a user-friendly interface, the portal supports our expanding operational needs, enhances interaction, and streamlines processes and volunteer administration.

Amid COVID-19, we suspended volunteer recruitment, orientation, deployment and training, including the Volunteer Leadership Programme (VLP) and Volunteer Skills Trainings (VST). We established a volunteer workgroup to manage future Volunteer Induction Sessions, and swiftly tapped on online meeting platforms to conduct training, meetings and volunteer engagements. We even piloted our VM VST on Presentation Skills.

Volunteers are the backbone of our organisation. In the New Year, we hope to strengthen and rekindle the volunteerism spirit by giving volunteers our full support and appreciation."

July De Leon, Assistant Head, Volunteer Management



"We closed both SHOP+ HQ and Jalan Khairuddin during the circuit breaker, which hindered our fundraising. Every cloud has a silver lining. And we immediately strengthened our Carousell platform and partnered with EasyParcel, to offer free courier for e-purchases. We also collaborated with SMRT as part of its Communities-in-stations (CIS) initiative to set up SHOP+ at Dhoby Xchange.

After the circuit breaker period, we reopened SHOP+ Jalan Khairuddin while complying with safe distancing measures, bringing in much-needed funds for our humanitarian services. Although fundraising in 2020 was challenging due to COVID-19, we held together in positivity. Surviving tough times makes us stronger and better in future!"

Muhammad Danial Bin Fadilah, Project Coordinator, Social Enterprise



Like and Share

Join us at our inaugural virtual charity concert 'Plenteous Love' by Black Cat Theatre, on 17 January 2021 (Sunday), at 8pm, on Facebook and YouTube Livestream. We are taking our signature concert online to share the spirit of love and altruistic giving, while bringing joy through entertaining live music and dance performances.



Our Secretary General / CEO Benjamin William shares his life journey and highlights of his humanitarian career on Singapore Stories on CNA938.



Over the circuit breaker period, the Singapore Red Cross launched the "Stay Home. Stay Safe. Stay Sane" campaign, rolling out daily actionable tips for mental wellness on social media. Meet the content creators in this video interview.



Meet the team behind our customised care packages initiative, for elderly beneficiaries amid COVID-19. They share the insider story behind the mammoth operations, and what drives them to do what they did, in this video interview.



Adrian Lim, Director for SRC's Care Services and Partnerships & Development spoke at the 2nd Annual Business Continuity Management Asia Summit on our COVID-19 efforts locally and abroad.



Selene Ong of our Community Resilience team joined DHL's I Love It Charity Webinar on last mile logistics: 'The Key to Effective Delivery to Beneficiaries', presenting a case study on SRC's customised care packages distribution.



We debunk common myths in the first aid treatment of burns, bruises and bee stings in our new #NowYouKnow social media campaign, in collaboration with students and lecturers from Republic Polytechnic's School of Management and Communication (RPSMC).



Check out the '2020 World Disasters Report Come heat or high water: tackling the humanitarian impacts of the climate crisis together' on ways you can be more "climate smart". Produced by the International Federation of Red Cross and Red Crescent Societies (IFRC), the report analyses climate disaster trends and highlights ways we can tackle the humanitarian impact of the climate crisis together.



NEED HELP OR KNOW OF SOMEONE WHO DOES? GET IN TOUCH AT THE LOCATIONS BELOW OR CALL 6664 0500.

RED CROSS HOME FOR THE DISABLED

8 Lengkok Bahru, Family Link @ Lengkok Bahru, #04-01, Singapore 159052

DAY ACTIVITY CENTRE FOR THE DISABLED

Blk 536 Jurong West Street 52, #01-497, Singapore 640536

SINGAPORE RED CROSS ACADEMY

Singapore Red Cross Academy @ Red Cross House - 15 Penang Lane, Level 3, Singapore 238486

Singapore Red Cross Academy @ Atrium - International Involvement Hub (I2Hub) 60A Orchard Road, Level 4M Tower 1, #04-02, Singapore 238890

BLOOD COLLECTION CENTRES

Bloodbank@HSA - Health Sciences Authority, 11 Outram Road, Singapore 169078

Bloodbank@Dhoby Ghaut - Dhoby Xchange, 11 Orchard Road, #B1-05 to 10, Singapore 238826

Bloodbank@Woodlands - Woodlands Civic Centre, 900 South Woodlands Drive, #05-07, Singapore 730900

Bloodbank@Westgate Tower - Westgate Tower 1 Gateway Drive, #10-01 to 05, Singapore 608531

SHOP+

62 Jalan Khairuddin, Singapore 457524

Dhoby Xchange #B1-43 Singapore 238826 (Open till March 2021)

Shop online at RedCrossMall.sg



RED CROSS HOUSE

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Singapore 238486

Tel: 6664 0500

Email: enquiry@redcross.sg

Website: redcross.sg

