

SINGAPORE

MICA (P) 129/04/2012



RED CROSS

NEWS

ISSUE THREE 2012



EDITORIAL

As 2012 closes and we commemorate International Volunteer Day in December, we would like to thank all our volunteers for believing in our cause and contributing time, effort and skills to join us in our journey to serve the vulnerable and to save lives.

Following a comprehensive restructuring exercise this year, our volunteers will be grouped based on their specialist skill sets and programmes. Volunteers will be provided with training and advancement opportunities (see page 12).

Besides volunteers, we would also like to thank our partners,

sponsors and supporters for collaborating with us for the good of

humanity. By multiplying the power of humanity, we can build an empowered and resilient community that truly cares.

In this issue, we see how different embassies, companies, organisations and schools came together at the Red Cross International Bazaar 2012 to raise funds for the local humanitarian efforts of the Singapore Red Cross (SRC).

We also see how Barclays and its vendors have sponsored the space and furnishings of the SRC Academy @ Atrium. The SRC Academy @ Atrium is poised to 'multiply the power of humanity' with its many varied uses, most

importantly to train the public in first aid and other aspects of humanitarian interventions.

Beyond our shores, in Manila, Yunnan and China, we see how SRC and other organisations have worked together to benefit the vulnerable.

Thank you for reading this newsletter and passing it along. If you have stories or ideas for features, please get in touch with Sondra.foo@redcross.org.sg. We look forward to hearing from you.

Editorial Committee
Singapore Red Cross News

publications committee

Assoc Prof Phua Kai Hong

Eleanor Slade

Tang Chun Tuck

Chng Shuai

Paul Ho

Doreen Tan

Annie Gay

editorial team

Eleanor Slade

Eileen Cher

Sondra Foo

Kartini Saat

a **SNAP!** creative

MICA (P) 129/04/2012



Cover Story

4 RED CROSS INTERNATIONAL BAZAAR 2012 The international bazaar was a hive of activity! Find out more in this photo-caption story!

Events

3 ORGANISING SUCCESSFUL BLOOD DRIVES Learn the strategies of organising blood drives from Credit Suisse, winner of the Gold Bloodmobile Organiser award!

6 NEW BLOODBANK@ DHOBY GHAUT Discover how convenience and technological advances will enhance the blood donor experience!

Special Report

8 A GLANCE AT OUR ACHIEVEMENTS Take a peek into our report card for the first 10 months of 2012!

10 RED CROSS YOUTH Red Cross Youth (RCY) was a force to contend with in the old days. Find out what RCY did from 1980 to 1995!

12 THE WAY FORWARD A new strategic direction has been set for our volunteers. Learn more about it in the message from our Secretary General.

Feature Story

14 MULTIPLYING THE POWER OF HUMANITY FOR COMMUNITY Many corporate partners have transformed our vision for the Singapore Red Cross Academy to a reality. Find out who they are and how they have indirectly benefited the community!

16 A SERVICE THAT MADE THE DIFFERENCE Learn how the Red Cross Transport Aid service has benefited Mr Abdul Ghaffar!

Across Our Shores

17 BRINGING RELIEF TO FLOOD SURVIVORS Volunteers distributed relief supplies to the survivors of natural disasters in the Philippines.



Credit Suisse shares the secret to

Organising Successful Blood Drives



It is no mean feat organising a blood drive. Much planning, coordination and publicity are required. To organise successful blood drives that recruit 864 registered donors and collect 645 units of blood in a year is even more challenging. But Credit Suisse, winner of the Gold BMO Award in World Blood Donor Day 2012, has done it.

Credit Suisse started organising blood drives in August 2006. Every year, Credit Suisse organises six blood donation drives at two of their five Singapore office locations, One Raffles Quay and The Signature.

"We are driven by the desire to give back to society. We believe this is a form of volunteer work that serves to benefit all recipients. We regard the blood donation drives as an ideal channel in which to engage a high level of volunteers. The dedication shown by our team has encouraged us to continue organising such events. We have also established friendships with our donors who actually look forward to our next blood donation drives," shared Ms Elysha Suderjanan, ENO, Credit Suisse, CoE Site Management Singapore.

That said, inspiration alone will not suffice in organising successful blood drives; publicity efforts play a key role too. To generate interest amongst staff and the public at large, Credit Suisse volunteers distribute flyers and display posters on all floors of their five different offices and also in the common and public corridors. Besides these, blood donation drive ambassadors promote the cause when they meet the staff at the common areas.

Credit Suisse volunteers understand the importance of creating awareness about the benefits of donating blood. "At each blood drive we host, we treat every donor as a guest, which ultimately leads to repeat donors and new interest from prospective donors. We strongly believe in making blood donation a habit among people," explained Ms Suderjanan.

Apart from these, the strong sense of team spirit and commitment by Credit Suisse volunteers has drawn 864 registered blood donors and collected 645 units of blood.

"We are elated that we have succeeded in making such a significant contribution to the Red Cross. We are looking forward

to continuing our work with the Red Cross and encouraging even greater numbers of donors to our future blood drives," explained Ms Suderjanan.

For Credit Suisse, it has been very rewarding to be awarded the Gold Blood Mobile Organisers Award at the World Blood Donor Day 2012. "It will further motivate us to continue our efforts to lead in this cause," affirmed Ms Suderjanan.

So, what does Credit Suisse have to say to inspire those who are keen on organising blood drives?

"Every effort counts, so don't give up if your initial drives do not attract high numbers of donors. I would encourage organisers to draw on the strength of their publicity drive and teamwork," suggested Ms Suderjanan.

Indeed, inspiration, dedication, perseverance, publicity and teamwork are key to attracting the masses to donate blood and save lives. At first glance, organising blood drives may appear a daunting task but considering the number of lives that could be saved, it is all well-worth the effort.



Red Cross International Bazaar 2012

Photos by ALFIAN ALUYI, ALLAN MARIANO GOMEZ, GEMMA ROSE DIAZ, TEO WEI KEONG, VO TAI THANH, *Volunteers, Singapore Red Cross* and KARTINI SAAT, *Corporate Communications and Marketing*

In a strong spirit of solidarity, diplomatic missions, local and international enterprises, civic groups and schools worked together to raise S\$250,000 for the good of humanity. Despite the rain, crowds thronged the Red Cross International Bazaar 2012 on 21 October 2012 at *SCAPE to try the food, play the games, shop at the 84 stalls and watch the exciting performances lined up.

Themed 'One World United in Humanity', the Singapore Red Cross International Bazaar 2012 was organised by a group of high society figures, helmed by Mrs Genevieve Peggy Jeffs. Donations raised through the sale of charity tickets were channeled to local humanitarian services, including the Red Cross Home for the Disabled, transport aid, first aid training and community first aid programmes.

- 1 Volunteers gave President Tony Tan Keng Yam, The distinguished patron of the Singapore Red Cross (SRC) a warm welcome as he was ushered into the bazaar by SRC Chairman, Mr Tee Tua Ba and Mrs Genevieve Peggy Jeffs, Chairman of the Organising Committee.
- 2 President Tony Tan officially opened the Red Cross International Bazaar 2012 with a resounding strike of the gong as Mr Tee and the members of the Organising Committee looked on.
- 3 Notwithstanding the heavy downpour, the bazaar still managed to pull in the crowd and garner the support of many.

Performances

- 4 The spirited Bhangra dance performance put up by the zealous dancers of the High Commission for the Islamic Republic of Pakistan, Singapore gave the audience a glimpse of the Pakistani culture.
- 5 The melodious music put up by the Indonesia Angklung Ensemble gave the ethereal illusion that one was seated by a lake; it instilled a sense of inner peace for those listening.
- 6 The heart-thumping and upbeat drum performance by Bloco Singapura really hyped up the mood of the bazaar! It was clear that the audience was not the only ones enjoying the show, the performers themselves enjoyed it too!
- 7 A sensual Tahitian Dance performance by the Tahiti Dance & Fitness Pte Ltd captivated the attention of the audience with their versatile hip-movements.
- 8 The radiant smiles of the dancers from Ballet Mexico Lindo Singapore mesmerised the audience as they sashayed in their vibrantly coloured costumes to the beat of the Mexican dance 'El Jarabe Tapatio'.



9 The SuperStar Virgo Gangnam style performance by Star Cruise Performers took the audience by storm! Later, they taught the enthralled audience the dance steps as some of the more intrepid ones took to the moves and danced to the beat.

Food Stalls

10 These lovely cupcakes by Diamond Addiction tantalised the taste buds and really made one ravenous.

11 Even the kid was intrigued by the baked pastries and cookies on sale by EtonHouse International School.

12 The pastries made by the Swiss Association of Singapore looked really appetising! Hope you had one!

13 Don't you wish you could pop one or some of the Japanese mochi by Siang Poh Wang Food Industries Pte Ltd into your mouth?

14 The Briyani prepared by the High Commission for Pakistan in Singapore looked and tasted really good!

15 The steak sandwich by Stuart Anderson's Black Angus (Asia) Pte Ltd had a generous filling that could satiate a voracious appetite.

Generic Stalls

16 A volunteer got her hand painted with beautifully intricate floral designs at the stall set up by River Valley Primary School.

17 Wouldn't you wish to take these handmade adorable dolls and pretty wares home? Even the stall-holders from the Embassy of Mexico were keen to capture images of their stall themselves .

18 Students of CHIJ St Theresa's Convent School presented the little boy with a selection of badges with the Red Cross International Bazaar 2012 designs on it. Surely, he found something he liked!

19 The little girl must be wondering why The Dark Side of the Force from Star Wars Trilogy were handing out Red Cross Flags. Have they turned good?

NEW Bloodbank@Dhoby Ghaut

SHEA SHEN LE, Volunteer, Singapore Red Cross

On 28 September 2012, the new Bloodbank@Dhoby Ghaut was officially opened by Minister for Health, Mr Gan Kim Yong at Dhoby Ghaut MRT station.

Managed by the Health Sciences Authority (HSA), the national blood service and the Singapore Red Cross (SRC), the national blood donor recruiter, Bloodbank@Dhoby Ghaut serves as a new, convenient and accessible venue for blood donors. Centrally located within the bustling Orchard Road shopping belt and in close proximity to Bras Basah and Bugis, the Bloodbank offers convenience to students from the surrounding educational institutions, office workers and shoppers. Spanning five units at Dhoby Xchange, Bloodbank@Dhoby Ghaut is serviced by three MRT lines.

As Singapore's second fixed satellite blood donation centre, Bloodbank@Dhoby Ghaut is a key part of the effort by SRC and HSA to increase the number of youth donors (aged 16 to 25 years) to 35% of the total blood donor population. To encourage young people



to donate blood to save lives, Bloodbank@Dhoby Ghaut will enable blood donors to charge their mobile phones and gain wi-fi access while donating blood.

Besides this, other initiatives have also been incorporated at Bloodbank@Dhoby Ghaut to attract youth donors. The bold stripes and colours in the design and décor create a more brisk and vibrant environment specially tailored to suit the lifestyles of the youth donors. The operating hours enable office workers, students and shoppers to donate blood. A new electronic form filling system piloted at Bloodbank@Dhoby Ghaut from mid-October helps donors navigate the donor health assessment questionnaire in a more informed manner.

Young lifesavers were already donating blood at Bloodbank@Dhoby Ghaut on its opening day, with all 10 donation beds filled with people eager to help those in need.

Sitting comfortably in the donation bed, 21-year-old NUS sophomore Mr Chia Hong Gwee said: "This is my 15th time donating blood. I feel it is the right thing to do". The Engineering Science student has influenced friends and families around to come forward donating blood too.

Ms Miley Pham, an SMRT employee hailing from Vietnam, filled out forms before proceeding to the donation room.

"It's my third time donating blood," said the 22-year-old. "I feel good to give blood to others, donating blood also makes me healthier," she explained.

Indeed, the act of giving blood is akin to sharing your good health with others. This altruistic act will be one that is easier to perform with Bloodbank@Dhoby Ghaut's opening – we salute all blood donors for their gift of life.

For Whole Blood Donations at Bloodbank@Dhoby Ghaut

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12 pm - 8 pm	12 pm - 8 pm	12 pm - 8 pm	Closed	12 pm - 8 pm	12 pm - 8 pm	12 pm - 8 pm

Closed on public holidays and operate from 9am to 2pm on eve of Christmas, Chinese New Year, New Year

For Whole Blood Donations at Bloodbank@HSA

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Closed	9am to 6.30pm	9am to 6.30pm	9am to 6.30pm	9am to 8 pm	9am to 4.30pm	9am to 2pm

Closed on public holidays and operate from 9am to 2pm on eve of Christmas, Chinese New Year, New Year

For Whole Blood Donations at Bloodbank@Woodlands

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12pm to 8pm	Closed	12pm to 8pm	12pm to 8pm	12pm to 8pm	9am to 5pm	9am to 2pm

Closed on public holidays and operate from 9am to 2pm on eve of Christmas, Chinese New Year, New Year

Give Blood. Save Lives.

WE ARE AT

Dhoby Xchange
11 Orchard Road
#B1-05 to 09
Singapore 238826

OPERATING HOURS

Mon - Wed: 12pm to 8pm
Fri - Sun: 12pm to 8pm
Closed on Thursdays and
Public Holidays

Apheresis donation is not available
at Bloodbank@Dhoby Ghaut

CRITERIA FOR BLOOD DONATION:

- **Between 16 to 60 years old**
(Youths aged 16 and 17 require parental consent)
- **Weigh at least 45kg**
- **Have a haemoglobin level of least 12.5g/dl**
- **Generally in good health**
- **Have not had any symptoms of infection for at least 1 week (eg. sore throat, cough, runny nose, diarrhoea)**
- **Have not had a fever in the last 3 weeks**

YOU CAN ALSO DONATE BLOOD AT:

Bloodbank@HSA

Health Sciences Authority
(opposite Outram Park MRT Station)
11 Outram Road
Singapore 169078

Bloodbank@Woodlands

900 South Woodlands Drive
#05-07 Woodlands Civic Centre
(opposite Causeway Point)
Singapore 7309008



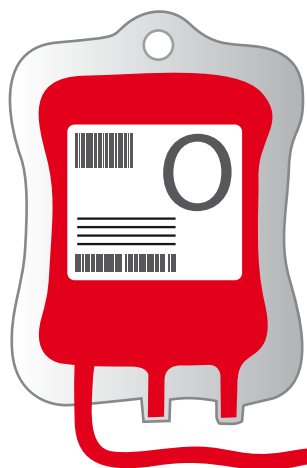
FOR MORE DETAILS, VISIT www.hsa.gov.sg/blood_donation
OR CALL SINGAPORE RED CROSS AT **6220 0183**



Find a community bloodmobile near you!
www.donorweb.org



Make an online appointment
facebook.com/sgredcross



A Glance at Our Achievements

As 2012 comes to a close, we take the opportunity to do a round-up of some of the achievements of Singapore Red Cross for the first 10 months of 2012.



59,806

Blood Donors gave the gift of life as of end-September 2012 (15,722 new donors)



94,987

Units of Whole Blood collected as of 19 November 2012 (89% of target)



954

People treated by First Aiders on Wheels



3,262

Transport Aid trips made to bring the vulnerable to and from their medical appointments



355

First Aid and CPR Courses

726

People benefited from SRC First Aid talks

5,495

People Trained and Certified in First Aid

S\$1,428,358

Raised for Local Humanitarian Services

Figures are derived from 3 January 2012 to 31 October 2012 unless otherwise stated.



Join us as we celebrate
60 Years of Red Cross Youth!

Gather all your RCY friends and join us for this dinner.

Friday, 25 January 2013

6.30pm (Welcome Reception) / 7.30pm (Dinner)

Ban Heng Pavilion Restaurant
(halal and vegetarian menus available)

\$70 per seat or \$600 per table (10 persons)

For enquiries and reservations, please email
rcy60@redcross.org.sg or call Ms Belinda Lee at 6664 0544.

We also welcome your donations and sponsorships
for the event. All contributions will qualify
for a 2.5 times tax deduction.

Red Cross Youth

As Red Cross Youth celebrates its 60th anniversary, we take this opportunity to profile its milestones in the second of a three part series. For this issue of the newsletter, we cover RCY's achievements from 1980 to 1995.

In December **1980**, Red Cross Youth (RCY) sent a delegation of 30 cadets to the Singapore Scouts' 70th Anniversary Jamboree, a five-day outdoor camp, in Sarimbun.

In **1981**, the Singapore Red Cross (SRC) conducted the Red Cross Officer's Course for a group of teacher-trainees from the former Institute of Education. It was the first time that the SRC had been invited to conduct a Red Cross course at an institution of higher learning.

RCY produced some Red Cross materials and teaching aids for use by officers and teachers in schools. It included copies of the Geneva Conventions, health posters, a dossier of Red Cross information and literature as well as a cassette tape of Red Cross songs.

The Link Carnival at the former Wonderland Amusement Park drew more than 3,000 members and officers from 76 units. In that year, the Link Film Show was attended by more than 1,250 link members and officers.

Singapore Red Cross hosted the ASEAN Youth Camp at the Changi Creek Campsite.

In **1982**, the Cadet and Link units were divided into four zones – North, South, East and West.

A major thrust in the welfare programmes was the initiation of General Welfare Service (GWS). Cadets were encouraged to sign up for a series of welfare projects over each three-month period.

The traditional Hospital Nursing Service (HNS) had 195 cadet volunteers attached to Singapore General Hospital. A Home Nursing Course was conducted by RCY volunteer nurses for 50 of these cadets.

Hospital Library Service (HLS) to government hospitals was revived.

A liaison officer scheme for cadet units was initiated to train officers. HQ personnel were attached to them for six months, and teachers were trained by HQ to be Youth Officers.

In **1983**, the Instructor's Course on 'Infant and Child Care' was introduced.

'Youth-in-Service' project was initiated and carried out successfully. This has been a part of the annual calendar since then.

In **1984**, Civil Defence programme was introduced.

In **1985**, CPR training for members added a new dimension to the range of Red Cross programmes.





Look out for the last part of this series in the next issue of our newsletter when we cover the milestones of RCY from 1996 to the present!

The theme of **1991** was 'Light the Darkness'.

A cast of about 100 members in full uniform, lit and carried candles on an evening at the Merlion Park to provide footage for a video programme of the BBC and 'Newswatch' of the former Singapore Broadcasting Corporation.

Biennial Infoquiz for Link units was introduced.

The Youth & Health Workshop, jointly organised by the then League of Red Cross and Red Crescent Societies and the World Health Organisation, was held in Singapore.

The Open Unit was the proud champion of the National Day Campfire Competition organised by NACTI.

From 26-29 June **1985**, Singapore Red Cross hosted the Asia-Pacific Red Cross Youth Camp at the Changi Creek Campsite. Princess Maha Chakri Sirindhorn, Executive Vice President of the Thai Red Cross, graced the opening ceremony. A total of 31 foreign delegates from nine countries and 36 local cadets participated.

The Annual Inter-Unit Quiz was revived in **1985**, which was known as Infoquiz.

In **1986**, 79 youth officers were awarded the Long Service medals by Singapore Red Cross.

In **1987**, the late Mr Chia Hong Kit was appointed as Director of RCY.

The Caring and Sharing Experience (CASE) was initiated.

In **1988**, World Red Cross Day Parade cum Enrolment was held to commemorate the 125th anniversary of the Red Cross Movement.

In **1989**, the Red Cross Knowledge Instructional Course for cadets was introduced.

Youth members of the eight uniformed groups and the People's Association Youth Movement gathered for the first time, in the spirit of camaraderie to participate in the National Camp held from 10 to 13 August.

That year, 34 local cadets and 30 members from ten other countries participated in the Asia-Pacific Youth Camp held at Camp Christine. Senior Minister of State for Education, the late Dr. Tay Eng Soon, graced the Opening Ceremony.

In **1990**, the Incentive Badge Scheme for Link / Cadet members was implemented.

The Cadet and Link units – which were then divided into four zones – were restructured into eight districts.

In **1992**, a series of quarterly Unit Leaders' meetings was launched.

'Red Cross Youth and Health Week' was launched on 2 May by Dr Ker Sin Tze, then Minister of State for Education.

Health Promotion Badge Scheme was implemented.

68 youth officers were awarded the Long Service medals by our Society on 28 December in celebration of the RCY 40th anniversary held at Furama Hotel.

In **1993**, Mrs Tan Soke Chin was appointed the Director of RCY.

A total of 474 youth members participated in the ASEAN Run for Humanity on 18 April.

The Cadet Affairs Department initiated an AIDS / HIV Workshop, jointly organised by the Ministry of Health and Action for AIDS on 5 June.

In April **1994**, the World Red Cross Day Celebrations cum Enrolment Ceremony was held for the first time in Yishun Indoor Stadium.

In August, youth members from the Osaka Chapter of the Japanese Red Cross Society visited Singapore Red Cross, starting a six-year bilateral relationship between the two organisations.

In **1995**, The Red Cross Youth cadet team beat 10 other youth teams to emerge as the Champion in the region, in the Asia-Pacific Regional First Aid Competition held in Hong Kong from 27 July to 2 August.

More in the next issue.

The Way Forward

A Message from the Secretary General

Singapore Red Cross (SRC) has undergone some radical changes in 2012 with the management restructuring and completion of the Constitutional Review. This involves a change in the strategic direction of the SRC and there is a new way forward for our volunteers. As we usher in 2013, we share a message from SRC Secretary General, Mr Benjamin William, on the strategic direction of SRC and career pathway for our volunteers.

Dear Volunteer,

Thank you for your dedicated support of the Singapore Red Cross mission in 'Serving Humanity and Saving Lives'. As a volunteer based organisation, the contribution of all our volunteers in achieving the goals and objectives of the Society has been immeasurable. Your role in bringing the Society to the position it now enjoys has been critical.

Enhancing Our Focus on Local Humanitarian Services

This year, we have been re-looking many aspects of the organisation to bring it forward in the future. We have completed the management restructuring and the Constitutional review. We have completed the integration of the Red Cross Youth and the Red Cross Youth - Chapters into the Red Cross Youth (RCY).

Besides the organisational structure, we have also been revisiting our priorities and the scope of our activities. In the past few years, especially after 2005, because of our very visible intervention in international relief and response to the many disasters around the world, SRC has come to be associated with international response. Our

local services have not been as visible to the public. Hence, over the last few months, we have been trying to re-focus attention on our local services. We have achieved some success with several media sources – print, radio and television, in both English and the vernacular – giving coverage to our local activities and services. This is good, but we recognise that over the next two to three years, we have to work hard to enhance our local services further. This is not just to enhance our local footprint and image but also because there are growing needs in Singapore, such as the ageing population. As the Singapore Red Cross, we cannot take a back seat, but must be at the forefront of assisting the most disadvantaged in our community.

Our strategic approach going forward is to place more emphasis and focus on these community service areas: Blood Donor Recruitment, Community FirstAid, TransportAid, Red Cross Home for the Disabled and expanding services for the Day Activity Centre to cater to a larger group of elderly and disabled. There are other programmes like FoodAid and HealthAid which we are seriously studying

to see if and how SRC can play a useful and significant role. This is not to say that we will ignore international disaster response. In fact, we will concurrently strengthen our international disaster response, hoping to build up our expertise in areas such as Medical Support (doctors and nurses), Psychosocial Support, and Water & Sanitation. We want to be able to respond to disasters in a meaningful and significant manner within the first few days and to be able to carry on the operations.

All these means we need to build up our resources, both financially and in terms of manpower. We are looking at how we can improve our revenue sources. It is not an easy task, but with your help we will get there. Perhaps more challenging is to build up a pool of highly motivated and suitably trained and equipped pool of manpower of both staff and volunteers. We have also taken a serious look at how our volunteers are organised and managed. After many rounds of consultations with different groups of volunteers and studying various models, we have decided on the way forward.



Volunteer Career Pathway

Volunteers Grouped According to Skill Sets

We have decided to organise all volunteers of the SRC into one unified structure, according to skill sets and the programmes of the Society. This will facilitate mobilisation and enable us to know the resources we need and what we have.

Training and Developing the Leadership Potential of Our Volunteers

SRC will be providing basic training to all who express interest in volunteering for SRC. The basic training will include Red Cross Knowledge, Spirit of Volunteerism, Communication Skills and First Responder Module.

Thereafter, specific training may be required depending on the area of service in which you choose to volunteer in. The improved volunteer management structure also has in place progression for our volunteers, which gives room for growth to leadership roles, from Volunteer to Volunteer Leader (VL) to Volunteer Specialist (VS). Advancement is based on competency, commitment and character of the individual.

The service hours and events volunteered for will be recorded, and the individual will be assessed by staff and volunteer leaders. Many of you have already been serving for many years in the SRC and will be approached to be VLs and VSs. As we embark on our ambitious programme and look forward to a busy 2013 calendar, the role that volunteers play will be crucial to the success of SRC.

Engaging Volunteers in Community First Aid

There is an immediate need to increase the number of volunteer first aiders, as we have expanded this service as a core community programme to enhance our presence in the community, especially in the heartlands. Programmes like Community First Aid (previously referred to as Public Duty) and the First Aiders on Wheels (FAOW) require a regular pool of first aiders. We have been actively engaging volunteers who are already trained as first aiders to take the first step in the volunteer career pathway and volunteer for service in these programmes.

Training Volunteers to be Part of the Local/ International Response Teams

We are also reaching out to volunteers with the requisite skills, such as doctors, nurses, counsellors, and water and sanitation experts, to volunteer to be trained for possible service in our international response teams. Whether for local or international service, I hope you will come forward to commit your services.

More importantly, I look forward to working closely with you to achieve the goals and objectives of SRC, and to help us reach the most vulnerable in our own community and beyond.

Yours sincerely,

Mr Benjamin WILLIAM

Secretary General
Singapore Red Cross Society



Multiplying the Power of Humanity for Community



Singapore Red Cross Academy @ Atrium

60A Orchard Road
The Atrium @ Orchard
Level 4 Tower 1
Singapore 238890

Opening Hours:
9am to 5.30pm, Mondays to Fridays

The Singapore Red Cross (SRC) Academy @ Atrium was opened at Atrium@Orchard on 11 October 2012. The SRC's vision was transformed into a reality because corporate partners, supporters, staff and volunteers united to make it possible. It is hoped that this space at the SRC Academy @ Atrium will, with its varied uses, multiply the power of humanity for community, particularly in the training of people in first aid.

Mobilising the Power of Humanity

Barclays played an instrumental role in bringing the SRC vision to fruition by managing the project and mobilising its partners to contribute close to S\$300,000 worth of donations-in-kind.

"This has been a great opportunity to put the Barclays Corporate Real Estate Services team's core skills to use for a good cause and is part of our ongoing effort for social corporate responsibility," expressed Mr Chris Tidy, Head Capital Projects for Asia Pacific and Middle East, Barclays Corporate Real Estate Services.

Barclay's vendor partners were Sweett (Singapore) Pte Ltd, Shimizu Corporation, Esco Pte Ltd, Mansource Interior Pte Ltd, SJ Manufacturing (2003) Pte Ltd, Kenyon Pte Ltd, Interface, Dimension Data (Singapore) Pte Ltd and Lantro (S) Pte Ltd. They jointly brought the concept of this space to reality.

"Our vendor partners have been as committed as we have in creating this space.

We are very proud of the result and to have provided a lasting legacy for the Singapore Red Cross," added Mr Tidy.

Temasek Foundation also made the SRC Academy @ Atrium possible by offering the space to SRC.

"The launch of the SRC Academy @ Atrium bears testament to the collective power of humanity... This endeavour is truly, by the community, for the community," said Mr Benjamin William, SRC Secretary General.

Benefiting the Community

The SRC Academy @ Atrium is primed to enhance SRC's first aid training capacity and is expected to contribute as many as 15,000 more first aiders in Singapore by end 2014.



“The launch of the SRC Academy @ Atrium bears testament to the collective power of humanity. This endeavour is truly, by the community, for the community,”

*Mr Benjamin William,
Secretary General of the
Singapore Red Cross*



This will bring it a step closer towards the national goal of having a first aider in every home. Being centrally located, the Academy will host first aid classes for working professionals to address the growing interest in first aid and workplace safety.

Besides this, the Academy is an important precursor to the rebranding of the Red Cross Training Centre into the SRC Academy. Going forward, this SRC Academy will conduct classes not only on first aid but other aspects of humanitarian interventions and International Humanitarian Law for the public. The courses on humanitarian interventions and International Humanitarian Law will be conducted in collaboration with the International Federation of Red Cross and Red Crescent Societies (IFRC) and the

International Committee of the Red Cross (ICRC). It is envisaged that the Academy will host visiting delegates from other Red Cross and Red Crescent Societies, as well as our Red Cross Youth members and other students for workshops and talks.

In addition, a section of the space is dedicated to showcasing the Red Cross Movement in Singapore since its establishment in 1949 as a branch of the British Red Cross. It will be the first time the SRC will have a dedicated heritage showcase, which will display photos, memorabilia and artefacts dating back several decades. This may inspire the public to join the SRC and motivate existing volunteers, supporters and staff to continue doing their part to serve humanity and save lives.

A space has also been set aside to display new and pre-loved items. All donations received will go towards supporting SRC's local humanitarian services.

The Singapore Red Cross Academy @ Atrium is conveniently located at the International Involvement Hub (I²Hub). This Hub is envisaged to be a space for homegrown NGOs like the Singapore International Foundation, the Singapore Institute of International Affairs and Temasek Foundation to network, share expertise and explore collaborations.

This is not the first time that Barclays has contributed to Singapore Red Cross, Barclays' employees have decorated the children's ward at the Red Cross Home for the Disabled earlier in the year.



A Service That Made the Difference

By DOMINIC LEONG, *Corporate Communications and Marketing*

Three times a week, 45-year-old Mr Abdul Ghaffar makes his way out of the HDB flat he shares with his parents and two sisters and heads for his regular dialysis sessions. This is easier said than done, though – you see, Mr Abdul Ghaffar not only has kidney failure, he is also wheelchair-bound.

Thankfully, the Singapore Red Cross (SRC) has been helping Mr Abdul Ghaffar for the past two years with its Transport Aid service which offers subsidised transport for the elderly and/or disabled to get to their medical appointments.

As he cannot work due to his condition, Mr Ghaffar stays at home with his housewife mother and bedridden father. His sisters, both single, are the family's breadwinners, something Mr Ghaffar is very grateful for.

"Money is tight at home, since only my sisters are able to work. I'm always mindful of the

fact that they deserve to have some money to spend on themselves, so I try to see if I can lighten their load by getting grants or subsidies. I don't want to be a burden on them," said Mr Ghaffar.

Perhaps his can-do attitude stemmed from the fact that Mr Ghaffar was used to being responsible for himself. He had worked as a colour matcher at the same company for 12 years before he broke his leg due to a fall in 2002, and was shattered when the doctor told him after the operation that he would no longer be able to work.

Since then, every cent has counted. He used to engage the services of a private ambulance to get to his dialysis treatments, but the company folded in 2008. He then tried another company, but their schedule did not always accommodate the timings of his appointments. A friend who was aware of SRC's Transport Aid then recommended it, and Mr Ghaffar decided to switch. It has

proven to be not only a better fit for his medical appointment schedules, but also kinder on his wallet.

"I used to pay S\$20 for a one-way trip, but now I only pay a subsidised rate of S\$25 for a return trip. It means a lot to my family and me, because aside from transport, I still have to pay for my dialysis and medication," nodded Mr Ghaffar.

Of course, it is not purely a dollars-and-cents thing for Mr Ghaffar. He is grateful for the assistance of the ambulance drivers and responders.

"They (the ambulance drivers and responders) are very friendly, helpful and nice, which is very comforting since I usually go for my appointments alone. I would not want things any other way," smiled Mr Ghaffar.

Bringing Relief to Flood Survivors

The triple whammy of Typhoons Saola, Damrey and Haikui sweeping through the Philippines in August 2012 affected 1.2 million people and made nearly 242,000 homeless. The typhoons brought the heaviest rains the Philippines experienced in three years.

Singapore Red Cross (SRC) volunteers distributed S\$100,000 worth of relief supplies to assist survivors of the floods in Manila, Philippines, who were residing in evacuation

centres. These relief supplies comprise food items (canned and fresh foods) and family kits (kitchen utensils, toiletries).

"The emergency relief supplies, from funds raised by the people of Singapore for the Philippines, will directly benefit these communities. The Singapore Red Cross is committed to help the Philippine Red Cross in this massive relief operation," said Mr Benjamin William, SRC Secretary General. These relief supplies were distributed by SRC volunteers on 13 August 2012.

SRC had been in close contact with the Philippine Red Cross since the onset of the crisis. More than 200,000 people in Metro Manila and parts of Luzon were evacuated by Philippine Red Cross.

In December 2012, SRC volunteers contributed relief supplies to assist survivors of Typhoon Bopha in the Philippines from 10-14 December. SRC contributed S\$150,000 worth of relief supplies comprising collapsible water containers, blankets and rice to the survivors.

Sharing the Know-How for Humanity

The Singapore Red Cross (SRC) has signed a Memorandum of Cooperation (MOC) to commit US\$252,200 (S\$308,640) to assist the Maldivian Red Crescent (MRC) in building its Commercial First Aid Programme. This includes expanding its Emergency Response services with two fully-kitted ambulances and assisting with the technical development of MRC staff and volunteers. The MRC was formed three years ago in August 2009.

"Our commitment to expand the Maldivian Red Crescent's first aid programme and ambulance service serves to directly benefit the Maldivian community in a sustained manner. This collaboration

"This collaboration is unique, for it harnesses the collective strengths of both national societies, bringing together first aid and operational expertise across the shores, in aid of humanity."

*Mr Benjamin William,
SRC Secretary General*

is unique, for it harnesses the collective strengths of both national societies, bringing together first aid and operational expertise across the shores, in aid of humanity," said Mr Benjamin William, SRC Secretary General who signed the MOC at the MRC with Ms Faiszah Binte Abdul Hamid, Head of the Singapore Red Cross Academy and representatives from MRC.

Rice for Quake Survivors in Yunnan

It was difficult for survivors of the earthquakes that hit Yunnan and Guizhou on 6 September to deal with the loss of their homes and loved ones, but a ray of hope shone through when the Singapore Red Cross (SRC) swiftly rendered assistance.

A five-person team from SRC distributed approximately 200 tons of rice worth S\$200,000 to survivors of the earthquakes in Yunnan, China, who had been relocated to temporary evacuation centres.

"Since the earthquakes occurred, we have been in close contact with the China Red Cross and other partners on the ground to see how we can provide any assistance to the survivors. Funds raised by the people of Singapore for the China earthquakes will go towards the purchase of emergency relief supplies for the survivors, who have already faced almost 300 aftershocks. To add to the concerns, torrential rains are expected in the next few days. We hope that this contribution of relief items will help to bring some comfort to those in the temporary

"We hope that this contribution of relief items will help to bring some comfort to those in the temporary evacuation centres."

Mr Benjamin William, SRC Secretary General

evacuation centres," said Mr Benjamin William, Secretary General of the Singapore Red Cross.

Multiple earthquakes rocked south-western China on 6 September 2012, affecting one of China's poorest regions. Tens of thousands of homes and key infrastructure like electrical transmission lines and roads have been destroyed.

The Singapore Government donated S\$50,000 for relief operations in the region through the Singapore Red Cross.





S\$8 million for Direct-Impact projects in China

It is said that when the virtuous unite for a good cause, countless will benefit. Hundreds of thousands of people will benefit from direct-impact projects across China, made possible after the Singapore Red Cross (SRC) signed four partnership agreements with the Ministry of Foreign Affairs in China, the Red Cross Society of China and other partners on 16 October 2012.

These projects will improve public infrastructure in dozens of rural communities, and provide educational opportunities to disadvantaged students as well as physiotherapy to needy patients. These four agreements, together with another signed in September 2012, are worth a total of over S\$8 million. These projects are being funded by donations from the people of Singapore for the China earthquakes.

Below is a table of the projects that will be undertaken and the partners that SRC collaborated with to bring about these direct-impact projects in China.

“We are delighted to support these worthy projects. They will directly benefit the people living in these communities in the areas of healthcare, education, livelihood, and reconstruction. This shows our continuing commitment to and friendship with the people of China. It also exemplifies the mission of the Red Cross in serving humanity.”

Mr Tee Tua Ba, Chairman of the Singapore Red Cross.



Projects	Partner
Expand and upgrade a home for the disabled and an adjoining farm that supports the home	SALT Initiatives Ltd and Sichuan Zhenyuan Agriculture Co (SALT)
Rebuild /repair public facilities and homes in two villages	The Poverty Alleviation Office of China's Ministry of Foreign Affairs (China MFA)
Revamp the common facilities of 25 communities and equipping their emergency response teams to deal with disasters	Red Cross Society of China (RCSC)
Train over 300 English teachers, sponsor teams of volunteers and AV systems to teach English in rural schools	Beijing Foreign Studies University (BFSU)
Fund bursaries for needy students / training grants for teachers and build infrastructure such as libraries, stadiums and hospitals	Sichuan International Friendship Association (SIFA)

What's On

<http://www.facebook.com/scredcross>



December 2012

7-31 *George Jensen 'Joy of Giving'*

When you shop for Christmas gifts at Georg Jensen at Paragon, 'round up' your purchases with a donation to the Singapore Red Cross and Georg Jensen will match it! Proceeds raised will be channeled to the local humanitarian services of Singapore Red Cross.

21 *Truly Magical Christmas*

Give the gift of life this Christmas! Donate blood at the newly opened Bloodbank@ Dhoby Ghaut (at Dhoby Xchange above the Dhoby Ghaut MRT station) from 12pm to 6pm.

January 2013



12,13,20 *Project R.I.C.E 2013*

Donate a bag of rice through Sheng Siong supermarket and bring joy to beneficiaries this Chinese New Year! To find out more, scan the QR code.

25 *Red Cross Youth 60th Anniversary Dinner*

If you are a Red Cross alumni, relive the good old days and catch up with long-lost friends at the Red Cross Youth 60th Anniversary Dinner at Ban Heng Pavillion Restaurant, Harbourfront. For tickets and sponsorship matters, please call Belinda Lee at 6664 0544 or email her at belinda.lee@redcross.org.sg

26 *Singapore Red Cross Flag Day 2013*

Volunteer or donate generously at the nationwide, Red Cross Flag Day 2013! Every little contribution counts! All proceeds will go to the local humanitarian services of the Singapore Red Cross. To volunteer as a flag seller, contact Lay Teng at 66640539 or email her at layteng.chua@redcross.org.sg. To request for Singapore Red Cross pledge cards, contact Isabelle Ang at 6664 0577 or email her at isabelle.ang@redcross.org.sg

February 2013



2 *Project R.I.C.E 2013*

Project R.I.C.E 2013 is a nationwide initiative spearheaded by the Red Cross Youth - SMU Chapter and supported by the Red Cross Youth - Chapters. Our volunteers will be going door-to-door to collect rice for the vulnerable! Scan the QR code below for more details.

*Merry Christmas
and
Happy New Year!*



SINGAPORE