

# CORPORATE social responsibility

## SPH PRIDES ITSELF AS A DYNAMIC CORPORATE CITIZEN THAT ACTIVELY ENGAGES ALL SEGMENTS OF THE SINGAPORE COMMUNITY.

Together with the Singapore Press Holdings Foundation (SPHF) that was set up in 2003, SPH has pledged its support to many causes and activities for children, youths and senior citizens, in arts, charity, education, language enrichment and sports, among others.

The diversity of programmes and initiatives that SPH and SPHF champion underlines their commitment to uphold their cornerstone tenets of shaping lives, winning hearts and empowering minds.

### Giving to charitable causes

SPH receives the Corporate Gold award from the Community Chest of Singapore for its contribution of \$160,000 to 16 charity programmes funded by National Council of Social Service. The 16 charity programmes centre on helping the disabled find suitable employment and provide support services such as skills training, employment services, day activity centres, hostels, counselling and therapy services. SPHF also received the Corporate Gold award for its donation of \$170,000 to charity programmes such as the AWWA Special School and Rainbow Centre Balestier Special School.

### Supporting Singapore Arts

SPH has been recognised by the National Arts Council as a Distinguished Patron of the Arts since 1993 with its hosting of its signature Gift of Music (GOM) series and as a major sponsor of the 30<sup>th</sup> edition of the Singapore Arts Festival. Its other major arts sponsorships include the Singapore River Hong Bao and the Chinese Cultural Festival. SPHF was acknowledged for its contributions to the arts with the Friend of the Arts award, following the Patron of the Arts award in 2006 and Friend of the Arts award in 2005.

### Singapore theatre goes regional

SPH Foundation supported Drama Box, one of Singapore's leading Chinese theatre companies for 2007 and 2008. Drama Box's productions reached out to many students, and their Community Tour series held at heartlands brought culture and entertainment to the community. They also presented Drift, in collaboration with China's Shanghai Dramatic Arts Centre at the China Shanghai International Arts Festival, which was part of the Singapore Season held in China in November 2007. Drift was also performed as part of the Singapore Arts Festival 2008.

### Helping underprivileged children

ChildAid, the annual children's charity concert organised by The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund, raised a record \$450,000 for the two charities, bringing the total amount raised since the inaugural concert in 2005 to above the \$1 million mark. 130 performers took part in last year's ChildAid concert which showcased the nation's best musical talents aged 19 and below.

### A new chapter in the Singapore Writers Festival

SPH and SPHF were the joint presenting sponsors of the Singapore Writers Festival, the nation's leading literary arts event. The festival saw the best attendance ever in its history with 20,000 people attending the 158 events which involved 132 writers from 21 countries. The festival also saw the Golden Point Award, Singapore's most prestigious award for non-published writers, given out to writers and poets of Singapore's four languages.

### The Joy of Sharing

SPH spread some festive cheer with a Christmas party for 150 beneficiaries from the Care Corner Family Service Centre (Toa Payoh), having pledged its support to the Boys' Brigade Sharity Gift Box programme. SPH management and staff also fulfilled more than 350 wishes for needy children, the elderly and their families, which doubled the number of wishes compared to the previous year.

### Jazzing up your Christmas

SPH was the principal sponsor of "A Jazzy Christmas", helmed by Singapore's "King of Jazz" Jeremy Monteiro at the Esplanade Concert Hall. The one-night concert showcased Monteiro's original compositions and musical collaborations with other leading jazz performers from around the world.

### On target for 8 years running

The Straits Times School Pocket Money Fund received \$3.68 million, the highest collected since its inception in 2000. The Fund was set up by The Straits Times and the National Council of Social Service to help needy school children pay for meals and transport to school.

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## Jam On!

SPH launched the fourth season of its signature Gift of Music (GOM) concert series with the Singapore Symphony Orchestra and the Singapore Chinese Orchestra entertaining music lovers at the parks, heartlands and shopping malls. For the first time, the award-winning Philharmonic Winds added the vibrant elements of pop into this free concert series. The GOM series reached out to a wider audience with the first rock concert in the series called Jam On! at the Singapore Botanic Gardens.

## Striking the right notes for charity

The Youth Talent Charity Concert, organised by SPH's Chinese Newspapers Division, was held at The Republic Cultural Centre to promote Chinese culture through musical and dance performances by young artistes aged between 12 and 35. The concert raised over \$100,000 for the 31 charities under President's Challenge 2008.

## The art of story-telling

More than 400 students from 63 schools took part in the second annual "Story Challenge". Participating as individuals or in teams in either the English or Mandarin categories, they had 15 minutes to prepare their stories and unique conditions were given to them just minutes before going on stage. It was organised by local theatre company The Theatre Practice.

## The spirit of sprints

SPH hosted the 16<sup>th</sup> edition of the SPH Schools Relay Championships at the Yio Chu Kang Stadium. This year marked the inauguration of the Tay Cheng Khoon Memorial Trophy, named after the late ST Sports Editor, and was presented to the most outstanding relay team. 55 schools signed up, of which 14 schools sent in full squads and took part in all the events that they were eligible for. A total of 5 records were broken at the event.

## Appreciating the wonders of nature

An initiative by the National Parks Board, the Special Projects to Understand Nature (SUN) Club programme was a series of nature appreciation field trips to parks and nature reserves catered for children with special needs. Since its inception 3 years ago, it has hosted over 60 trips for 2,800 children. This year, the locations of the field trips expanded from 4 to 6 venues.

## Promoting Singapore's heritage

For its contribution to the promotion and conservation of Singapore's heritage, SPH was presented with the prestigious Partner of Heritage award at the Patron of Heritage Awards ceremony. This was the second year SPH was honoured by the National Heritage Board since the inauguration of the Awards last year. SPHF received the Friend of Heritage award for the first time.

## Giving the gift of life

Held in support of the Singapore Red Cross, a total of 300 blood donors comprising SPH staff and members of the public stepped forward to lend their support to the 9<sup>th</sup> SPH Red Apple Day, an annual blood donation drive. This event was also backed by generous contributions from corporate sponsors.

## Supporting local dance talents

SPH was the Singapore Dance Theatre (SDT)'s first Silver Anniversary Sponsor, pledging its support from 2008 to 2013. SDT presented the Asian premiere of "Continuum", a triple-bill by top choreographers from Europe and America, at this year's Singapore Arts Festival.



Charity Gift Box



SPH Schools Relay



Story Challenge

### **Korean hip-hop thrills and spills**

SPHF was the presenting sponsor of "B-Boyz & Ballerina", by Gorilla Crew, one of Korea's renowned new wave hip-hop dance companies. It sponsored 300 beneficiaries to a spectacular performance and donated \$200,000 to 20 charity programmes in the area of special education, early intervention and rehabilitative services for children with special needs.

### **Nurturing journalistic talents**

Seven journalism scholarships were given out at this year's SPH Scholarships Award ceremony. This included the first Masters degree scholarship for a Master of Arts in Journalism at the University of Missouri, which developed the world's first journalism course in 1908.

### **Passion for languages**

Four students pursuing language studies at local universities were awarded the Lim Kim San Scholarships.

### **Singapore history comes alive**

Spanning five months, The "Drama of History" Competition, sponsored by SPHF, was a national level competition organised by the National Museum of Singapore where students researched, wrote and staged original 10-minute plays inspired by an issue or character from Singapore history. The theme for this year's competition was "The Impact of World War II on Design and Mass Consumption", where SPH was also a supporting sponsor for this competition.

### **Helping hand to the elderly**

Paying tribute to the contributions of Singapore's senior citizens, the SPH Group Giving event donated \$200,000 to 20 charitable programmes focusing on the needs of the elderly in the area of nursing care, home nursing and meals delivery services. A musical concert showcasing the singing talents of SPH staff was held in honour of them.

### **A National Day musical extravaganza**

It was a weekend to remember for concert lovers as SPH sponsored the re-opening of the Esplanade's newly completed Outdoor Theatre with a line-up of local performers and two concerts by the SSO.

### **The Write Stuff for young playwrights**

"The Write Stuff" was a nationwide competition for primary five and six students organised by Singapore Repertory Theatre's The Little Company. It culminated with a presentation of the 12 best plays, following a series of workshops by professional actors and directors. Over 300 scripts were received for this inaugural competition.

### **Self expression rules the day**

A total of 105 schools celebrated The New Paper (TNP) Be Yourself Day. Students were free to dress creatively and in ways which best expressed their individual personalities. Schools also chose to celebrate in their own ways and raised funds for their selected President's Challenge charities. President S R Nathan graced this year's TNP Be Yourself Day celebrations at West Spring Secondary School.

### **Having a ball of a time**

SPHF was the title sponsor of the Kidznet Primary Sports Carnival for the first time, which saw the participation of over 650 Primary 3 and 4 school children. Participating schools of the Kidznet programme learned the modified basics of netball. The carnival promoted values such as teamwork and social interaction among the children as they tested their netball skills against each other in a fun and non-competitive setting.



Sun Club



SPH Foundation Group Giving



Patron of the Arts Award