

CORPORATE SOCIAL RESPONSIBILITY - SINGAPORE PRESS HOLDINGS

As a responsible corporate citizen, Singapore Press Holdings strives to engage the community through the various sponsorship and donation programmes in the arts, charity, education, language enrichment and conservation. Our corporate social responsibility efforts have won us many accolades. But the best reward to us is the significant contributions we have made to the community.

ARTS

Distinguished Patron once again

SPH was named Distinguished Patron of the Arts for the 16th consecutive year at the Patron of the Arts Award 2008.

ChildAid raised record amount

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 \$506,000. Eighty performers aged 6-19 years performed for two nights at the NUS University Cultural Centre.

A Jazzy Christmas

For the second year running, SPH sponsored local jazz sensation Jeremy Monteiro's year-end Christmas concert series at the Esplanade Concert Hall. "A Jazzy Christmas: Noel Samba Bossa Nova" saw Monteiro perform with some of the world's best jazz talents.

SPH Gift of Music showcased homegrown talent

To celebrate its 25th anniversary, SPH held a series of SPH Gift of Music concerts featuring the Singapore Symphony Orchestra, Singapore Chinese Orchestra and the Philharmonic Winds. The free concerts were held at the heartlands, parks and campuses, as well as the Esplanade Outdoor Theatre and the Paragon Shopping Centre.

SPH 25th Anniversary Gala Concert - Colours of Music

One of the highlights of SPH's 25th anniversary celebrations was a Gala Concert by the Singapore Chinese Orchestra at the Esplanade Concert Hall on 30 October 2009. It featured *Engaging Moments - 25 years of Photojournalism*, a piece created by American photo-choreographer James Westwater for SPH. The work showcased photos taken by SPH photojournalists in the past 25 years, with music accompaniment by the orchestra and the SYC Ensemble Singers.

The concert also featured an original work for SPH by Cultural Medallion recipient Iskandar Ismail. SPH Chairman Dr Tony Tan presented a cheque of \$500,000 to 20 charitable programmes at the concert.

SSO's Benefactor

SPH was the sole recipient of this year's Singapore Symphony Orchestra (SSO) Benefactor Award. The award was presented to SPH by President S R Nathan at the SSO's 30th Anniversary Dinner.

A Patron of Heritage

SPH received the Patron of Heritage award from the National Heritage Board. It supported the Singapore HeritageFest 2008, Heritage Gala 2008 and various exhibitions at the Singapore Art Museum, through the extensive network of out-of-home media subsidiary, SPH MediaBoxOffice.

Chinese cultural activities

Thousands of visitors thronged the Singapore River Hong Bao 2009, which was held at the Marina Floating Platform for the first time from 24 January to 1 February 2009. The annual Lunar New Year carnival was jointly organised by Lianhe Zaobao, Lianhe Wanbao, Shin Min Daily News, together with other partners.



ChildAid



SPH Gift of Music

CORPORATE SOCIAL RESPONSIBILITY - SINGAPORE PRESS HOLDINGS

Nurturing local dancers

SPH was the Singapore Dance Theatre (SDT)'s first Silver Anniversary Sponsor, pledging its support from 2008 to 2013. Some of the highlights in 2009 included Cinderella, Ballet Under the Stars and Season of Brilliance.

Singapore Writers Festival

Singapore Press Holdings, together with the SPH Foundation, were the official sponsors of the Singapore Writers Festival 2009, which was held at the Arts House from 24 October to 1 November 2009. The biennial event is Singapore's only national literary festival and presents the world's literary talents to Singapore.

The SPH-NAC Golden Point Award (GPA) 2009 is Singapore's national creative writing competition held in conjunction with the Singapore Writers Festival. It was started in 1993 to promote the art of creative writing in the four major languages of Singapore.

CHARITY

Support for President's Challenge

SPH's fund raising events for President's Challenge included The New Paper's "Be Yourself Day" in schools and the Chinese Newspapers Division's Youth Talent Concert.

Straits Times' School Pocket Money Fund

The economic downturn led to more children applying for financial assistance from The Straits Times School Pocket Money Fund. There were 1,000 more applicants (from a total of 9,855) in the first half of this year than for the whole of last year. With the rise in the number of families needing help, the fund needs to raise \$5.7 million this year, the highest since its inception in 2000. To date, the fund has raised over \$20 million to help over 50,000 children.

Children helping Children

The "Children For Children" initiative is an annual project organised by The Business Times together with CHIJ (Kellock) and The Arts House. Launched in 2008, this initiative brought 1,000 underprivileged children together to celebrate Children's Day and raised funds for two children-related charities - The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund. This year, a total of \$235,000 was raised.

SPORTS

Teamwork in sprints

The 17th SPH Schools Relay Championships at the Bukit Gombak Stadium attracted the participation of over 1,400 students and 357 teams from 50 schools. Over 1,200 witnessed a total of four new records being set, with the Singapore Sports School clinching the SPH Overall Challenge Trophy.

CORPORATE

CSR and HR efforts recognised

SPH clinched the HR Advocate Award for Corporate Social Responsibility at the Singapore HR Awards 2009 for the first time, having garnered the Leading HR Practices Award for CSR from 2007 to 2009. It was also recognised for its Talent Management, Retention & Succession Planning practices, and received a special mention in Compensation & Rewards Management.

Supporting the fight against cancer

SPH Magazines Pte Ltd was acknowledged as a top corporate donor to the Children's Cancer Foundation.



SPH received SSO Benefactor Award



The New Paper's "Be Yourself Day"

CORPORATE SOCIAL RESPONSIBILITY - SINGAPORE PRESS HOLDINGS FOUNDATION

The Singapore Press Holdings Foundation (SPHF), a registered charity and an Institution of Public Character, was set up in January 2003 to help build a lifelong learning community that embraces language enrichment, creativity, diversity, healthy living and sports. The seed contribution of \$20 million to the Foundation came from media group Singapore Press Holdings Limited.

EDUCATION

Reading programmes for special needs children

World-class storytellers facilitated practical and entertaining workshops for parents, caregivers and educators of children with special needs. This was jointly organised by the SPH Foundation and the National Book Development Council of Singapore, as part of the Singapore International Storytelling Festival.

Inaugural Business Quiz for university students

Students from four local universities competed in the inaugural SPH Foundation Singapore Universities Business Quiz that tested their knowledge of business, current affairs and entrepreneurial talent. Organised by The Business Times, Singapore Management University (SMU) emerged the winner.

Lim Kim San Memorial Scholarships

SPH Foundation gave out scholarships to six full-time students pursuing language studies at the National University of Singapore and Nanyang Technological University.

Story Challenge

Organised by local theatre company The Theatre Practice, the Story Challenge, a nation-wide story-telling competition, returned for the third year. Participants were challenged to create their own tales within a certain time limit.

ARTS

Patron of the Arts once again

SPH Foundation received the Patron of the Arts award for the fourth time.

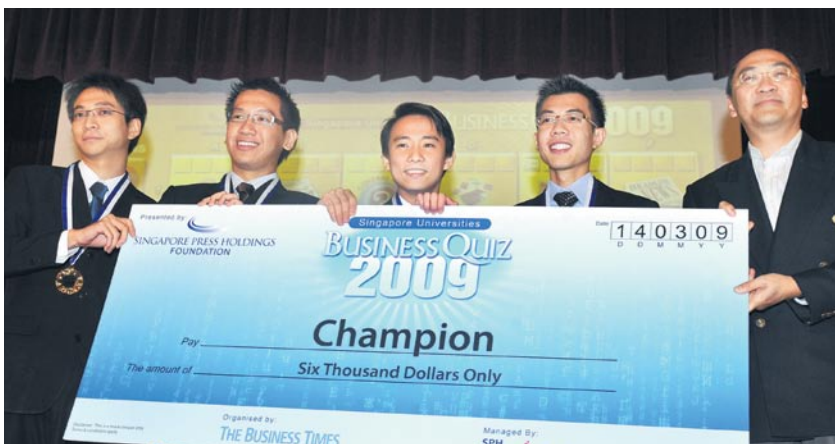
ENVIRONMENT

Appreciating nature

An initiative by the National Parks Board, the Special Projects to Understand Nature (SUN) Club programme is a series of nature appreciation field trips to parks and nature reserves for children with special needs. Since its inception in 2005, it had hosted over 100 trips for 3,200 children to six parks.

Wildlife protection

SPH supports wildlife conservation efforts and the environment. In addition to the adoption of the Proboscis Monkeys at the SPH Conservation Centre and Inuka the Polar Bear at the Singapore Zoo, it also initiated the SPH Foundation Conservation Ambassadors and Wildlife Buddies Programme to encourage environmental awareness in the young.



SMU was the winner of the the inaugural SPH Foundation Singapore Universities Business Quiz



The SPH Foundation Conservation Ambassadors and Wildlife Buddies Programme