

# Corporate social responsibility - SINGAPORE PRESS HOLDINGS



The Straits Times School Pocket Money Fund's 10<sup>th</sup> anniversary



SPH Gift of Music at the Esplanade Outdoor Theatre

As a good corporate citizen, SPH has given back to the community in many ways. In 2010 alone, SPH has donated and helped raise more than \$8 million towards various charitable causes, including education, charity, community, sports, arts and culture, wildlife conservation and the environment. In June 2010, the SPH Staff Volunteers Club was set up to promote staff volunteerism. SPH staff are given two half days a year to volunteer for a good cause supported by the company.

SPH has clinched several awards for its corporate social responsibility efforts. SPH was honoured with the President's Social Service Award (PSSA) in August 2011 in recognition of its extensive corporate social responsibility efforts. It was the only corporate winner this year. The PSSA is a highly prestigious award conferred by the Office of the President of the Republic of Singapore, and is organised by the National Council of Social Service and the Ministry of Community Development, Youth and Sports.

SPH and the SPH Foundation also clinched the Corporate Platinum Award by the Community Chest, and the Singapore HR Award for Corporate Social Responsibility.



SPH & SPH Foundation Charity Giving

For its longtime support of the arts and culture, SPH was honoured with the Distinguished Patron of the Arts award by the National Arts Council for the 19<sup>th</sup> consecutive year. Radio 100.3 of SPH UnionWorks also received the Distinguished Patron of the Arts award. Bilingual website omy.sg was named Associate of the Arts, while the SPH Foundation was given the Arts Supporter Award.

SPH also received the Partner of Heritage Award at the Patron of Heritage Awards 2010 organised by National Heritage Board for its consistent support in the conservation of the nation's heritage.

### ARTS

SPH has been instrumental in bringing the arts to the masses and creating a vibrant arts scene in Singapore.

The annual SPH Gift of Music series continued to entertain Singapore audiences with its wide-ranging programmes from classical, pop, jazz, rock to opera. The year-long series, which kicked off in March 2011, featured 20 community concerts staged at various parts of Singapore, including parks, shopping malls and the Esplanade Outdoor Theatre. New acts which were featured this year included a jazz concert at VivoCity and a xinyao concert at the Singapore Botanic Gardens.



ChildAid 2010

SPH also supported literary arts through the SPH-Golden Point Award 2011, which was launched to search for the best literary talents in short story and poetry writing. Organised by the National Arts Council, the biennial writing competition was jointly sponsored by SPH and the SPH Foundation, in conjunction with the Singapore Writers Festival. This year's competition attracted a total of 749 entries from 670 participants.

SPH is also the Silver Anniversary Sponsor of the Singapore Dance Theatre from 2008 to 2013.

### CHARITY

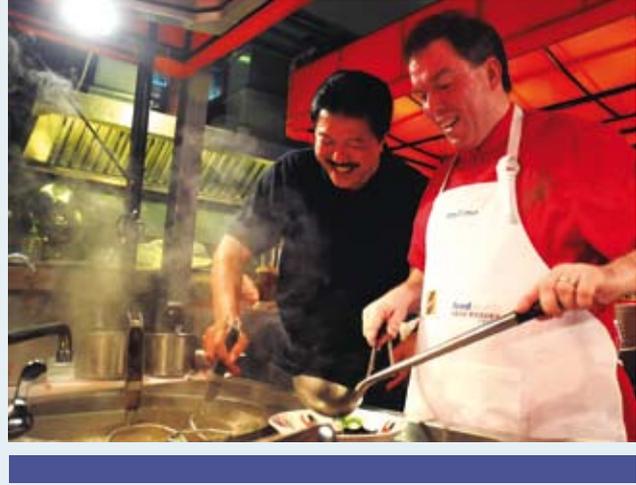
Engaging the community is the cornerstone of SPH's charitable initiatives. It believes in giving back to the community that has supported the company through the years.

SPH and SPH Foundation donated \$400,000 to 20 charities at the annual charity giving event at the School of the Arts. SPH donated \$200,000 to 10 charities serving the elderly while SPH Foundation donated another \$200,000 to 10 children and youth charities.

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The Boys' Brigade Sharity Gift Box Party



The Great CEO Charity Cookout in aid of The New Paper's Project Helping Hands

Apart from its contributions as a Group, it also leveraged on the reach of its newspaper products to raise funds for the underprivileged and more importantly, helped to raise the awareness of pressing social issues.

To mark Children's Day and The Straits Times School Pocket Money Fund's (SPMF) 10<sup>th</sup> anniversary, SPH staff donated generously to the SPMF, which has raised over \$44 million in the last 10 years to support more than 85,000 children.

SPH's annual children charity concert, ChildAid, organised in aid of SPMF and The Business Times' Budding Artists Fund, was held at the Resorts World Sentosa in December 2010. Back for the sixth year, it featured 13 musical acts performed by 144 musical talents aged between seven and 19 years.

The New Paper played its part to highlight social issues concerning the elderly. Working with Ngee Ann Polytechnic and Lions Befrienders, it launched "Project Helping Hands" to help senior citizens live their golden years safely. The project raised funds to install wireless motion sensors in the apartments of the elderly who were living alone.



President's Challenge - "Thousand-Hand Bodhisattva"  
by Taiyuan Dance Troupe

CEOs from 10 leading local companies swapped their corporate suits for aprons and prepared specialty hawker dishes to help raise funds for "Project Helping Hands". Proceeds from their culinary creations were donated to the Lions Befrienders Service Association. Participating CEOs included Mr Kenny Yap, Executive Chairman and Managing Director of Qian Hu Corporation, and Mr Terry O'Connor, Chief Executive Officer of Courts.

The New Paper is also known for its contributions to the annual President's Challenge. Since 2001, its signature fund-raiser "Be Yourself Day" has raised over \$1.24 million for various charities.

SPH's Chinese Newspapers Division also played an active role in helping the less fortunate through its annual contributions to President's Challenge. This year, it brought in the acclaimed dance drama "Thousand-Hand Bodhisattva" by the Taiyuan Dance Troupe from Shanxi Province, China to raise funds. This mega production raised over \$100,000 through the sale of tickets, as well as donations by individuals and corporate organisations to support the elderly, disabled, families and youths from 28 charities.



SPH Staff Volunteers Club

SPH, as a Group, also contributed annually to President's Challenge by sponsoring advertising space in its major newspapers to promote its various fund-raising activities.

The SPH Staff Volunteers Club, which was formed last year, brought 100 children from five charities - SunBeam Place, Life Community Services Society, St Andrew's Autism School, REACH Family Service Centre and Children's Cancer Foundation - to watch Walking with Dinosaurs at the Singapore Indoor Stadium in December 2010. It also took 55 children aged nine to 13 years from Rotary Family Service Centre and Beyond Social Services for an educational tour at the Bollywood Veggies farm at Kranji in March 2011.

The Boys' Brigade Charity Drive saw SPH staff adopting 300 wishes and donating \$18,000 worth of gifts. A year-end party was organised at the News Centre Auditorium for the beneficiaries from Caregiving Welfare Association, Touch Cancer Support and Yuhua Neighbourhood Link.

For the first time this year, the SPH Red Apple Day became a biannual event. Jointly organised with the Singapore Red Cross Society, the blood donation drives, held in January and July, collected a total of 400 units of blood from 587 donors comprising SPH staff and members of the public.

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SPH Flea Market

## EDUCATION

SPH grooms and nurtures dedicated individuals with the interest to pursue a career as a journalist. This year, SPH gave out six SPH journalism scholarships, as well as 14 scholarships to the children of SPH employees and newspaper vendors in recognition of their contributions to the company.

## CONSERVATION/ENVIRONMENT

To encourage recycling and promote the joy of reading, SPH launched the inaugural SPH Book Swop for staff to exchange their old books with their colleagues at the event. Some 2,000 books were donated by staff and books not taken up at the end of the event were donated to the Salvation Army.

The SPH Flea Market was also held to encourage staff to recycle and raise funds for charity through the sale of pre-loved items. Over \$3,000 in cash was raised for the Salvation Army, with many more donations in-kind collected.



SPH Schools Relay Championships

## SPORTS

Through supporting sports events, SPH aims to promote lifelong values such as teamwork, fair play and discipline.

The SPH Schools Relay Championships, jointly hosted by SPH and the Singapore Athletic Association, returned for the 19<sup>th</sup> year. This year's competition was held at the Bukit Gombak Stadium and attracted 1,492 athletes from 52 schools.

The 13<sup>th</sup> edition of the Lianhe Zaobao Table Tennis Cup took place at Velocity Mall on 11 and 12 June. The event attracted more than 600 table tennis enthusiasts from over 75 schools.

# Corporate social responsibility - SINGAPORE PRESS HOLDINGS FOUNDATION



Launch of SPH Foundation Arts Fund

The Singapore Press Holdings Foundation was incorporated in January 2003 with a seed funding of \$20 million from SPH. For the last eight years, it has been committed to building a community that embraces language enrichment, creativity, diversity, healthy living and sports.

## ARTS

The inaugural SPH Foundation Arts Fund was launched in April 2011 at the Esplanade Theatre. The objective of the Fund was to give the underprivileged the opportunity to enjoy and appreciate the arts. At the same time, the Fund would also help local arts groups to produce quality productions and reach out to more audiences.

To mark this launch, 103 elderly folks from three charity organisations, namely AWWA Community Home, Lions Befrienders and SWAMI Home Help Service, were invited as guests to watch 881 The Musical by the Toy Factory Productions.

Subsequently, the SPH Foundation Arts Fund also purchased tickets for the less fortunate to catch productions by The Theatre Practice, I Theatre, Singapore Repertory Theatre and Drama Box.

SPH Foundation continued to support literary talent by sponsoring the SPH-NAC Golden Point Award, Singapore's premier writing competition in the nation's four official languages. This year's Golden Point Award attracted a total of 749 entries from 670 participants. The Awards was part of the Singapore Writers Festival jointly sponsored by SPH Foundation and SPH.

SPH Foundation was also the Company Sponsor of the Singapore Repertory Theatre's The Little Company, which produces quality plays for children up to 12 years of age. Featuring professional full-time actors, the plays serve as excellent opportunities for family bonding. At the same time, they teach children about being creative and values such as caring for the environment.

## CHARITY

Demonstrating its commitment to promote the welfare of the disabled and underprivileged children and youths, SPH Foundation donated \$200,000 to 10 children and youth charities such as the Autism Children's Centre, Lee Kong Chian Gardens School and The Spastic Children's Association School, at the annual charity giving on 4 August 2011. SPH Foundation also donated to other charitable organisations throughout the year.

# Corporate social responsibility - SINGAPORE PRESS HOLDINGS FOUNDATION



SPH Foundation National Para-Swimming Championship 2011



SUN Club

## EDUCATION

To educate youths on the importance of Total Defence, SPH Foundation sponsored N.E.mation!, a competition for youths to express their personal reflections on Total Defence through animation. Targeted at students, they had to submit a one minute animation clip for public viewing. Their entries would be open for public voting and judged by a panel of industry professionals. The winning clips, to be decided in February 2012, would be screened island-wide.

Reaffirming its pledge to promote the learning of language studies, SPH Foundation gave out the Lim Kim San Memorial Scholarships to 10 outstanding students pursuing languages at local tertiary institutions this year. Started in 2006, these bond-free scholarships are aimed at helping deserving students from low-income families fund their language studies degree programmes at local universities.

SPH Foundation also contributed to the PCF Assist yearly. This was started by the PAP Community Foundation to help needy students in the post secondary educational institutions with their schooling expenses.

## CONSERVATION/ENVIRONMENT

Since 2006, SPH Foundation has sponsored The Special Projects to Understand Nature (SUN) Club, a nature outreach programme for students with special needs. Field trips were organised to various parks and nature reserves to allow these students more opportunities to understand and appreciate nature. An average of 60 trips would be organised yearly to benefit about 1,200 special needs children.

The SPH Foundation is also an ardent supporter of wildlife conservation, with sponsorship of wildlife educational programmes as well as endangered animal exhibits. These include the Proboscis Monkeys at the SPH Foundation Conservation Centre, Inuka the polar bear, Conservation Ambassadors & Wildlife Buddies Programme at the Singapore Zoo and the Birds & Buddies Show at Jurong Birdpark.

## SPORTS

Supporting two of its key objectives - promoting sports and reaching out to the disabled, SPH Foundation partnered the Singapore Disability Sports Council for the first time to host the inaugural SPH Foundation National Para-Swimming Championship 2011 at the Toa Payoh Swimming Complex. It attracted 97 participants with various physical and intellectual disabilities, with the youngest being nine years and the oldest 55 years old.