

CORPORATE SOCIAL RESPONSIBILITY

SPH prides itself as a dynamic corporate citizen that actively engages all segments of the Singapore community. The diversity of causes and initiatives that SPH champions underlines the commitment to engage minds and enrich lives across different platforms and activities.

The numerous awards and accolades that SPH receives for its extensive corporate social responsibility efforts are testament of its steadfast commitment towards corporate citizenry.



SPH & SPH FOUNDATION
DONATED
\$400,000
TO 20 CHARITIES
SUPPORTED BY
COMMUNITY CHEST

CORPORATE SOCIAL RESPONSIBILITY – SPH

ARTS

SPH believes that arts is a common language for all ages, races and religions. Its annual SPH Gift of Music series is instrumental in bringing the arts to the masses and creating a vibrant arts scene in Singapore.

From September 2012 to August 2013, over 20 free concerts were staged at various parts of Singapore, including parks, shopping malls, community spaces, the Esplanade and Gardens by the Bay. Throughout the year, Singapore audiences were entertained with a variety of music genres ranging from classical, pop, jazz, rock, opera, world music, anime and video game soundtracks.

CHARITY

SPH and SPH Foundation donated \$400,000 to 20 charities supported by Community Chest at its annual charity cheque presentation held in May this year. More than 50 selected beneficiaries and their caregivers were invited to the adoption

ceremony of the Amazon Flooded Forest at the newly-opened River Safari, which is sponsored by SPH Foundation.

SPH also gave out monetary and in-kind donations to other charitable organisations throughout the year, and organised various events to help different charities.

An example is the SPH Red Apple Day, held biannually with the Singapore Red Cross Society to encourage both SPH staff and members of the public to donate their blood during festive seasons, when the blood bank runs low on blood supply.

SPH also supports the Boys' Brigade Share-A-Gift programme every year. Last year, SPH staff fulfilled 300 wishes and gave more than \$20,000 worth of contributions in support of the charity drive. A year end party was also held at SPH News Centre for 100 beneficiaries, caregivers and volunteers from TRANS Family Service Centre (Bedok).

To promote volunteerism, the company also organised a lunchtime talk in December, where representatives from National Volunteer & Philanthropy Centre shared information about the volunteerism landscape in Singapore, their personal volunteering experiences and how one can start volunteering for a worthy cause.

Besides giving as a Group, SPH's products also championed various community and charity projects to help those in need.

The Straits Times School Pocket Money Fund (SPMF), which was started in 2000 by The Straits Times to provide pocket money to children from low-income families to help them through school, received its charity status in November 2011. To date, it has raised more than \$62 million and helped over 116,500 cases of needy children.

The Business Times held its annual Children for Children event to celebrate Children's Day with some 1,000 less privileged children. The fundraising event brought 1,255 children from 66 primary schools to Universal Studios Singapore and raised a total of \$300,000 where the proceeds, less the cost of the event expenses, benefitted The Business Times Budding Artists Fund and SPMF.

The annual ChildAid concert, jointly organised by The Straits Times and The Business Times, was held at the Marina Bay Sands in December 2012. It raised a record \$2.016 million to help SPMF and The Business Times Budding Artists Fund.

In July this year, The New Paper Project Helping Hands met its target of raising \$1 million for the elderly. An agreement was inked with surveillance solutions company Nextan to manufacture and set up a monitoring system for the beneficiaries. The wireless motion sensors will be installed in 500 homes of senior citizens living alone, so that help can be rendered during emergencies.

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SPH and SPH Foundation donated \$400,000 to 20 charities



CORPORATE SOCIAL RESPONSIBILITY

Last December, Lianhe Zaobao brought more than 100 children from the Chinese Development Assistance Council and Children’s Society to visit the two pandas at the Singapore Zoo. Each child also received a goodie bag filled with stationery and a bookstore voucher.

To mark its 30th anniversary, Chinese evening daily Lianhe Wanbao launched its charity project called “Make Every Cent Count for Charity Drive” in February this year. One cent from each copy of Lianhe Wanbao sold for the period 1 February to 30 April was donated to Singapore Thong Chai Medical Institution, The Singapore Buddhist Lodge and Marine Parade Family Service Centre (Children Welfare project).

In SPH, each division is also encouraged-to-adopt a charity of its choice. Under SPH’s “Adopt-a-Charity” initiative, the company provides a token funding of \$600 per year to each division to defray the operational expenses incurred when organising activities for their adopted charities. Staff are also given two half days off to participate in the company’s or division’s charity activities.

The SPH Staff Volunteers Club, which comprises members from different divisions, promotes volunteerism through events and visits to charities. Last year, the Club brought about 50 staff to Bright Vision Hospital, where they sang, played games and spent time interacting with the patients who were mostly wheel-chair bound. The Club has also adopted

the Care Corner Seniors Activity Centre at Toa Payoh, where they celebrate the birthdays of the elderly beneficiaries regularly.

One of the events organised by the Club was the SPH Charity Carnival, which saw a few staff dressing up gamely as superheroes and posing for photos to raise funds for a good cause. Others set up game stalls, and sold food as well as hand-made merchandise to raise funds for their adopted charities under the SPH Adopt-a-Charity programme. Charities such as The Salvation Army, YMCA, SPCA, Action for Dogs, ACRES, and Cats Welfare Society were also invited to set up stalls to raise awareness and funds.

As a leading media company with multiple media platforms, SPH also helps to heighten public awareness about the charity sector and highlight exemplary charitable efforts in its reports. Through the power of media, SPH will continue to raise the awareness of pressing social issues, promote volunteerism, and inculcate the spirit of caring for fellow countrymen as an integral part of everyone’s lives.



 SPH Charity Carnival



SPH and the Singapore Athletic Association (SAA) hosted the SPH Schools Relay Championships



Lianhe Wanbao marked its 30th anniversary with a charity project



SPH Flea Market

EDUCATION

As part of its efforts in building an effective team of human capital, SPH awarded six outstanding young men and women with the SPH Journalism Scholarships this year.

SPH also gave out 12 scholarships to the children of SPH staff and another two who were children of newspaper vendors, in recognition of their contributions to the company.

NATURE AND CONSERVATION

The second lunchtime green movie screening to raise awareness of conservation issues among staff was held last November. The activity featured a presentation by a representative from World Wide Fund for Nature (WWF), followed by the screening of a movie – The End of the Line.

The annual SPH Flea Market, a collaboration between SPH and The Salvation Army, encourages staff to recycle and purchase usable items while raising funds for charity at the same time. The event, which was held in January, raised more than \$6,000 for the beneficiaries of The Salvation Army.

SPORTS

SPH aims to promote lifelong values such as character building, discipline and teamwork through its support of sports events.

SPH, together with the Singapore Athletic Association (SAA), hosted the 20th edition of the SPH Schools Relay Championships at the Bukit Gombak Stadium in March. The competition attracted 39 schools and 1,084 participants.

SPH also sponsored the inaugural SPH National Age Group (Doubles) Badminton Championships organised by the Singapore Badminton Association. The competition held last December attracted 117 teams with a total of 234 participants.

Jointly organised by Berita Harian, Singapore Malay Badminton Association (SMBA), Pilot Pen and North East CDC, the annual Berita Harian-Pilot Pen-Ashaway Badminton Championships 2013 aims to promote badminton as a sport as well as to discover new talents.

CORPORATE SOCIAL RESPONSIBILITY



Singapore Press Holdings Foundation (SPH Foundation) marks its 10th anniversary in 2013. A registered charity and an Institution of Public Character, it was incorporated in 2003 with a seed funding of \$20 million from SPH. Since its inception, it has been promoting lifelong learning through language enrichment, creativity, diversity, healthy living and sports.

CORPORATE SOCIAL RESPONSIBILITY – SPH FOUNDATION

ARTS

Since its launch in April 2011, the SPH Foundation Arts Fund has supported numerous arts productions, giving the underprivileged the opportunity to enjoy and appreciate the arts. Tickets to arts productions were purchased for beneficiaries from different charities. Local arts groups such as The Toy Factory, ITheatre, The Finger Players, The Theatre Practice, Act 3 International and The Necessary Stage have benefitted from the Fund.

SPH Foundation is 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 while teaching the children values such as caring and sharing.

CHARITY

SPH Foundation donated \$200,000 to ten charities serving needy children and youths, as part of the annual SPH & SPH Foundation charity cheque presentation in May 2013. Some of the selected charities that benefitted from the donations included

MINDS Fernvale Gardens School, St Andrew's Autism School, AWWA Teach Me Services and Metta Preschool @Simei.

SPH Foundation also donated to other charitable organisations throughout the year.

EDUCATION

As part of its 10th anniversary celebrations, SPH Foundation organised a creative writing competition for secondary school students, in collaboration with student publication, IN. Titled YOUth Write, the competition attracted close to 1,000 entries from students who wrote about how they could make a difference in Singapore.

When it was first set up in 2006, the Lim Kim San Memorial Scholarship was awarded to Singaporeans from disadvantaged families studying languages in local universities. For the first time this year, to cast the net wider to help more deserving students, the bond-free scholarship awards were extended to local undergraduates reading humanities as well. Ten outstanding students were awarded the scholarships this year.

SPH Foundation also contributed to the PCF Assist programme, which was started by the PAP Community

Foundation to help needy students in the post secondary educational institutions with their schooling expenses.

For the second year, SPH Foundation was the Presenting Sponsor of The Straits Times – MOE National Current Affairs Quiz 2013. The quiz aimed to heighten the awareness of current affairs amongst pre-university students.

SPH Foundation sponsored the inaugural Newspapers in Education (NiE) Forum for Parents in March. Organised by student publications Thumbs Up and Thumbs Up Junior, the forum attracted around 200 parents of primary school students.

In June, Mr Jiao Tong, Taiwanese publisher and writer, and Mr Leung Man Tao, Hong Kong writer and TV commentator, spoke at the Eminent Speakers Series. The topic was “A Bite of Culture, A Cultural Perspective of Chinese Cuisine”. The lecture was jointly organised by Lianhe Zaobao and Business China, and supported by SPH Foundation.

SPH Foundation also sponsored the one-day Young Reporters Camp organised by Thumbs Up for Primary 4 to 6 students during the June holidays. The event was aimed at introducing students to basic reporting and stimulating their interest in reading newspapers.

The VOX! (Visual, Originality, X-factor) New Media workshop, sponsored by SPH Foundation and co-organised by omy.sg and Ngee Ann Polytechnic, provided secondary school students with an introduction to news reporting and a taste of online news production.

To introduce Junior College students to the media landscape and Chinese journalism in Singapore, SPH Foundation also sponsored a five-day workshop organised by the Wee Kim Wee School of Communications and Information. During the workshop, students were exposed to journalism across various news platforms, including print, broadcast, and new media.



SPH Foundation organised the YOUth Write competition as part of its 10th anniversary celebrations



CORPORATE SOCIAL RESPONSIBILITY

NATURE AND CONSERVATION

SPH Foundation is the proud adopter of River Safari's Amazon Flooded Forest, which showcases the annual flooding of the South American rainforest during the rainy season. The exhibit was officially launched by Chairman Dr Lee Boon Yang on 29 May as SPH Foundation's anniversary gift to Singapore.

SPH Foundation is also a long-time sponsor of the High Flyers Show at Jurong Bird Park, the Proboscis Monkey Exhibit at SPH Foundation Conservation Centre in Singapore Zoo, as well as Singapore's well-loved polar bear, Inuka.

SPH Foundation also sponsored the Special Projects to Understand Nature (SUN) Club, a nature outreach programme for students with special needs. These students were brought on tailor-made field trips to different parks in Singapore, giving them an opportunity to understand and appreciate nature.

SPORTS

For the second year, SPH Foundation sponsored the SPH Foundation National Primary Schools Tchoukball Championships to promote an active lifestyle amongst primary school children. A total of 23 teams from 18 primary schools took part in this year's championships at Junyuan Primary School. The Senior Division (for Primary 6 students) segment of the Championships took place on 25 and 26 April and the Juniors Division (for Primary 4 and 5 students) segment will take place in November.



 The High Flyers Show at Jurong Bird Park is sponsored by SPH Foundation