

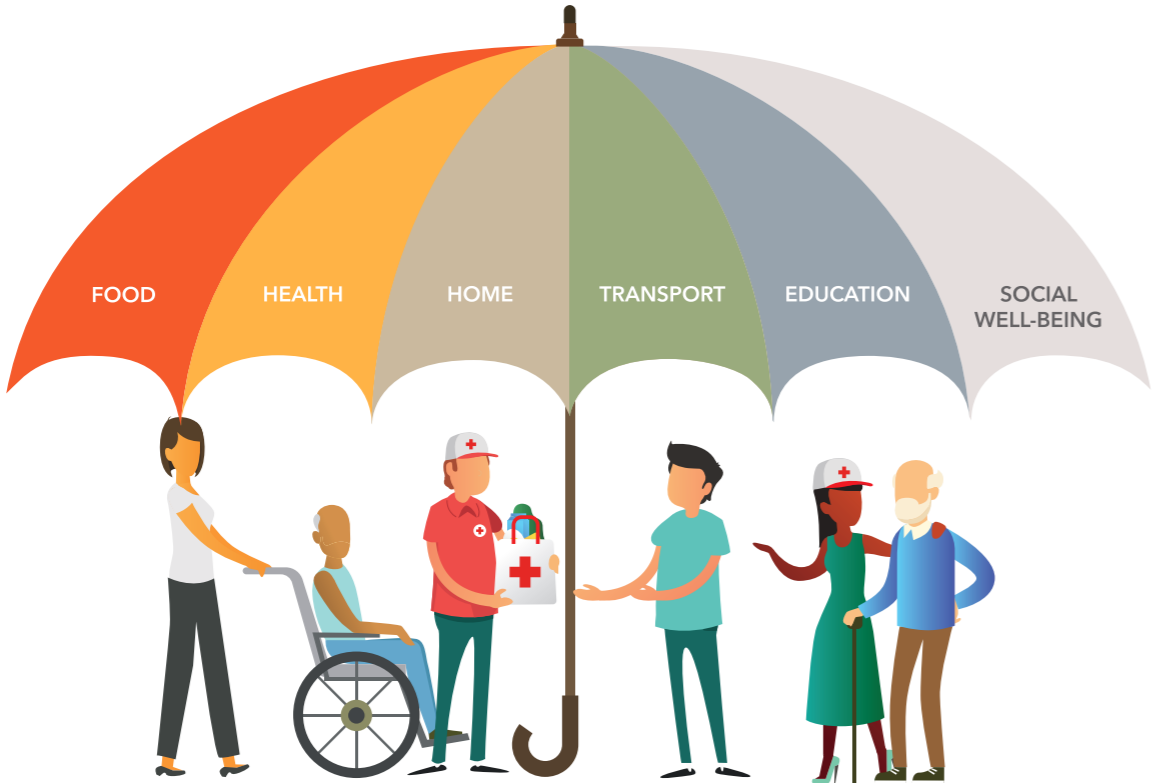


SINGAPORE RED CROSS SOCIETY



SERVING HUMANITY, SAVING LIVES

Singapore Red Cross is a homegrown humanitarian organisation, dedicated to relieving human suffering, protecting lives and dignity and responding to emergencies since 1949. We serve the vulnerable through our blood donor recruitment programme, home and day activity centre for the disabled, transport aid, food aid, elder aid, family life aid and community first aid. We build capacity and resilience through our training academy, and volunteer and youth development. Beyond our shores, we mobilise and translate contributions from the donor community to relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters.



SINGAPORE RED CROSS serves the **elderly, disabled, youth** as well as **others from disadvantaged backgrounds** with a suite of community resilience services.



We bring help in the areas of:

FOOD
Bringing food to need families via Meals with Love

HEALTH
Community Health on Wheels (CHoW) provides ancillary support including mental wellness workshops and activities for foreign domestic workers, and migrant workers.

HOME
Home Monitoring & Eldercare (HoME+) - A smart and non-invasive (no CCTV) home monitoring, alert and response service for seniors living on their own

Red Cross Home for the Disabled (RCHD) - Singapore's only residential home for those with severe physical and intellectual disabilities

TRANSPORT
Medical Chaperone & Transportation (MCT) - A transport service, accompanied by a chaperone (optional), to help the elderly and disabled from low-income homes get to their medical facilities

EDUCATION
Young Hearts Programme - A learning haven for juniors of 4 - 16 years old years old, via storybook reading, tuition, mentorship and holiday projects

SOCIAL WELL-BEING
Community Befriending - A programme that offers friendship and assistance to (single) elderlies, to reduce social isolation and ensure their well-being

Day Activity Centre for the Disabled (DAC) - A comprehensive daycare centre for those with physical, neuromuscular, intellectual and multiple disabilities

Elderly	Disabled	Children and Youth	Everyone else fallen through the cracks
•	•	•	•
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•	•		
	•		
•	•		
		•	
•	•		•
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The elderly receives a series of **social, community and health programmes** to ensure their total wellness.

The disabled are supported with food, home monitoring and transport services. We also run Singapore's only **home for those with severe and multiple disabilities**, and offer **specialised day care services** for clients who can go home to their families.

Children and youth are given supplementary educational and enrichment programmes to nurture and empower them for a better tomorrow.

Others who have fallen through the cracks are offered essential help in the interim via targeted aid, basic healthcare and social assistance.

Singapore Red Cross HoME+ device

The image in this brochure was taken before and amid the different stages of the COVID-19 pandemic while complying with the prevailing Safe Management Measures prevailing then. These efforts were aimed at safeguarding the well-being of our beneficiaries, volunteers, and employees.



Community Befriending

600 SENIORS
benefitting from
befriending activities

Annual operating cost
\$230,000

Our seniors have pride, and rarely open up to strangers about the dire situation they are in. We must earn their trust, and be there for the long run. More often than not, they just want to be heard. It is heartening to know we are making a positive difference! This motivates me to keep pressing on. I will be old one day. I hope that the younger generation will befriend and interact with me then.



Ms Ravis Cherry Tan,
Community Befriending Volunteer

Medical Chaperone & Transportation (MCT)

STRENGTHENING COMMUNITY RESILIENCE,
BEGINNING WITH OUR ELDERLY

Today, more and more seniors are living on their own and are at risk of being socially isolated. Through the **Community Befriending**, Singapore Red Cross offers friendship and assistance to single elderly to ensure their well-being.

Apart from organising social outings and regular visits, our CBP volunteers and responders also introduce relevant social services and other Red Cross' services to elderly beneficiaries. These include **Medical Chaperone & Transportation (MCT)**, a subsidised transport and chaperone service to bring elderlies to their medical appointments; **Meals with Love**, a food-voucher service that promotes healthy eating habits; We also safeguard the safety of elderlies through a non-invasive **Home Monitoring and Eldercare (HoME+)** service, with motion sensors that alert volunteer responders to check in, when unusual movement or activities are detected.

23,000
man hours
/ year

Annual
operating
cost
\$1 MILLION

12,000+
trips/year

Being able to make a contribution and knowing my presence means something to someone make me feel motivated. As a chaperone, I get to learn about different needs and problems that my clients face and foster new friendships.



Ms Norhayati Binti Shamsudin,
Medical Chaperone

Home Monitoring and Eldercare (HoME+)

Annual
operating cost
\$343,000

Supporting
400 CLIENTS

The Silver Care Fund, established by the Asian Medical Foundation (AMF), aims to assist vulnerable individuals in Singapore. By sponsoring 50 HoME+ beneficiaries over a five-year period, the fund provides them with the support they need to age independently and promotes the development of effective solutions to meet the challenges of Singapore's rapidly aging population.



Dr Loo Choon Yong
Chairman, Asian Medical Foundation



Red Cross Home for the Disabled (RCHD)

Day Activity Centre for the Disabled (DAC)

The Disabled

CREATING SUSTAINABLE CARE FOR OUR DISABLED

Singapore Red Cross operates the **Red Cross Home for the Disabled (RCHD)**, the nation's only residential home for those with severe physical and intellectual disabilities. We care for those who cannot care for themselves around the clock. With therapeutic and recreational activities that stimulate the residents' body and mind, we take care of their physical, mental, social and emotional well-being.

For those who only require care during daytime, we offer half-day or full-day programmes at our **Day Activity Centre for the Disabled (DAC)**. Both facilities are supported by a team of dedicated nursing professionals, therapy and healthcare aides, physiotherapists, as well as occupational and speech therapists.

To enhance resilience in the community, we also offer services like **Community Befriending**, pairing up volunteers with disabled seniors to provide friendship and assistance; and **Medical Chaperone & Transportation (MCT)**, assisting disabled beneficiaries to get to and fro their medical appointments. With the help of motion sensors, our **Home Monitoring & Eldercare (HoME+)** system enables beneficiaries with mild disabilities to live independently. **Meals with Love** also provides disabled beneficiaries with nutritious food on their dinner tables.



Secure the safety of your elderly / disabled loved ones at just
\$48 / month HoME+ | 6664 0500 | home.plus@redcross.sg

Supporting
130 PERSONS
 with disabilities

\$4,500
 buys a shower trolley, essential for safe bathing

Adopt a resident for a year from
\$1,800



Portcullis believes in growing families and nurturing the economies. At the Portcullis Family, we believe that supporting the Red Cross Home for the Disabled allows us to grow and build new skills together, and [it] is a wonderful way to learn the joy of giving back.

Ms Anja Chong
 Head of Business Development, The Portcullis Group

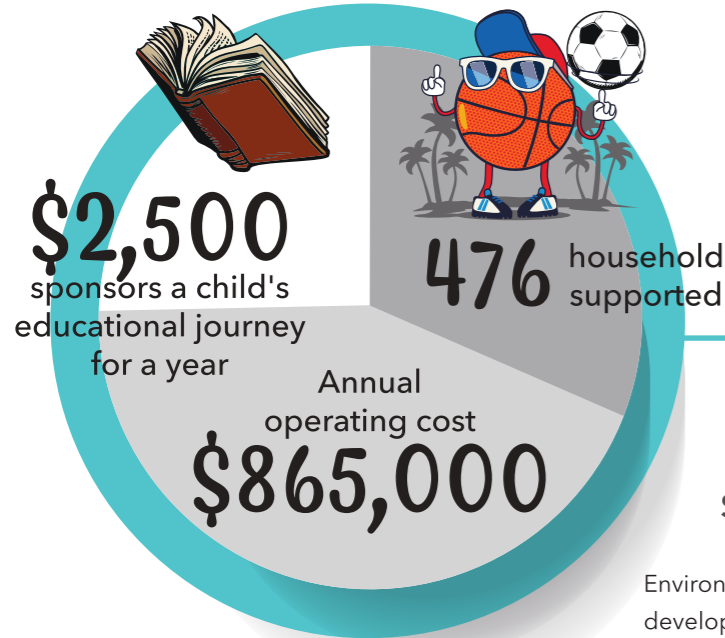
\$4.2 MILLION
 annual operating cost

\$3,000 funds monthly outings, gardening and art therapies for disabled clients

The launch of the Day Activity Centre for the Disabled (DAC) at Jurong West has eased the burden on family members like me who have to work shifts. I appreciate the compassionate care provided by the caregivers to my daughter Nurul since her enrolment in DAC. I am heartened and grateful to volunteers and donors who offer their time and resources to the DAC.

Mdm Nakia Binte Hamim's daughter, Ms Nurul Syazwani Binte Suhrani, is a client of Singapore Red Cross' Day Activity Centre





Young Hearts Programme

SHAPING THE FUTURE FOR OUR YOUTH

Environmental factors have proven to influence a child's development. Singapore Red Cross is integrating a series of initiatives in its **Young Hearts Programme**, to give children, aged four to adolescents of 16 years old from challenging backgrounds, a leg-up in life. The programme aims to instill moral values in our youth, encouraging them to become responsible and socially conscious citizens.

Creating a safe haven for learning, we work with community partners to develop **Enrichment Workshops**. Our volunteer educators and teachers provide one-on-one **tuition** to school-going children to narrow academic gaps. We provide **mentorship** opportunities to nurture Singapore youth and groom future leaders. Organised during the holidays, the **educational outings** offer children learning opportunities beyond the classroom.

Children & Youth



“

Education is one of the most important things we can give to a child. There have been many rewarding experiences - the children's warm greetings, the friendships forged, the conversations we exchanged and the games we played together. It is fulfilling to see the children learn, grow and improve every week and it motivates me to give my best in all that I do.

Ms Justina Tan Hui Ru
Young Hearts Volunteer Tutor



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Since 2019, Bringing You Technology Empowerment (Byte.sg) has been collaborating with the Singapore Red Cross' (SRC) Young Hearts Programme. Through our Void Deck Technology Lab (VDTL), children aged 7 to 12 of SRC's Young Hearts programme are provided with a safe space to experience, learn, interact and engage in meaningful activities and highly curated curriculum that develop their key science, technology, and digital skills. Through the VDTL programme, children also will hone their soft skills such as teamwork and presentation skills.

Ms Maria Wilson
Founder, Byte.sg



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Young Hearts provides a platform that helps children in their studies. The volunteers are very friendly and they captivated the children's hearts. Parents have the peace of mind that the children are studying and enjoying themselves in a safe environment. The children get to bond with the neighbours' children. It's like a second family.

Mr Premkumar s/o Santhosham
Parent of Kavi Romeo Florentino s/o Premkumar, Young Hearts Children

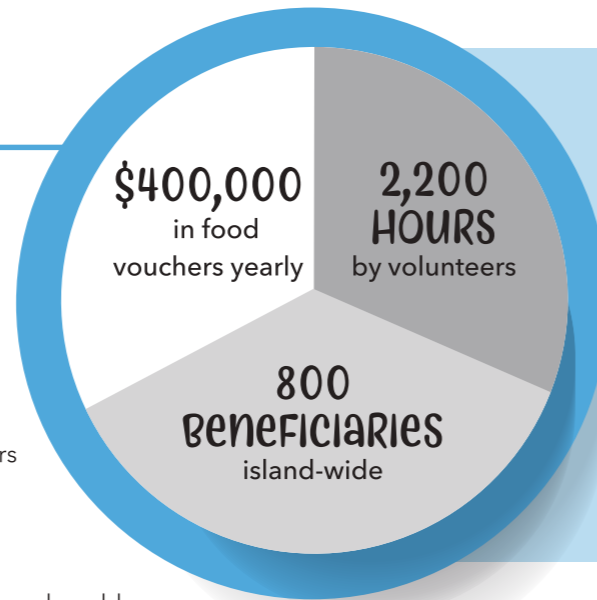
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Meals With Love

OFFERING INTERIM SUPPORT FOR THOSE WHO FALL THROUGH THE CRACKS

Serving humanity, Singapore Red Cross champions for those who have fallen through the cracks of social safety nets. From single-parent households, to skipped generation families, the working poor and migrant workers in Singapore, we strive to provide these individuals and families with targeted assistance in the interim.

Support programmes like **Meals with love** ensure that the vulnerable continues to gain access to nutritious food. **Community Health on Wheels (CHoW)** provides ancillary support including mental wellness workshops and activities for foreign domestic workers, and migrant workers. Our **Community Befrienders** also help these vulnerable groups overcome social isolation, and offer referrals to other Red Cross' support services, self-enrichment and employment opportunities.



FairPrice Group embraces the spirit of corporate philanthropy and doing good to empower the less fortunate in our community. Through the '**Singapore Red Cross-FairPrice Meals with Love**' programme, we seek to provide beneficiaries with access to healthy balanced meals as we nourish generations and make life better for all.

Mr Seah Kian Peng, CEO

FairPrice Foundation made a \$1.2 million contribution to the Singapore Red Cross Family LifeAid over three years from 2022 to 2024. The contribution would be channelled to the 'Singapore Red Cross-FairPrice Meals with Love' programme and is expected to empower an estimated 2,400 individuals from 600 low-income families with their choice of fresh, nutritious foods, over a six-monthly cycle for each family



The Overlooked



The Meals with Love programme has provided us with vouchers every month which we have been using to purchase groceries. The help we received from the Singapore Red Cross lessens my family's financial burden.

Mdm Nuraini Bte Mohd Noor

Family LifeAid beneficiary with four children, three of whom with special needs.



I love helping people. Their happiness, smiles and the gratitude in their eyes are the greatest rewards to me. By helping others, I gain immense satisfaction knowing that what I do makes a positive impact on someone else's life.

Mr Phung Minh Tan

Family LifeAid (Meals with Love) volunteer



Community at Large

At the Singapore Red Cross, we champion emergency preparedness and community resilience by advocating and mobilising blood donation; providing training and coverage in first aid and psychological first aid.

To support international communities affected by disasters and armed conflicts, we deliver relief and recovery; rehabilitation and rebuilding.

BUILDING CAPACITY, STRENGTHENING RESILIENCE

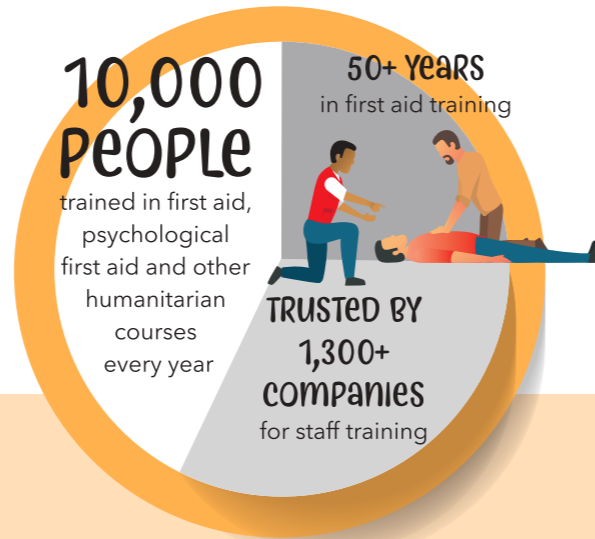
Singapore Red Cross Academy (SRCA)

The region's go-to institute for humanitarian studies, SRCA is backed by more than five decades of knowledge and expertise in teaching standard and specialised first aid, psychosocial support, humanitarian action, and continuing professional development courses.

Supporting the national goal of having one first aider in every home, we innovate first aid training to suit diverse needs for home and workplace, to fulfil specific objectives.

Singapore Red Cross Youth (RCY)

Part of the International Red Cross and Red Crescent Movement, RCY educates, enables and empowers young people to learn, serve and become humanitarian leaders of tomorrow. Through RCY, corporates have invested in youth-led initiatives that bring positive impact to local communities.



It is mandatory for all our crew to have basic first aid knowledge before they commence their flying duties... First aid knowledge can save someone's life!

Ms Tan Liren, Jermaine
Star Development Manager, Jetstar Airways / Valair Ltd.
Jetstar Airways has sent more than 600 employees through training with SRCA.

LEARN FIRST AID & PSYCHOSOCIAL SUPPORT

Skills Development Fund (SDF, up to 95% funding) available for company-sponsored participants of selected first aid courses.
More information at redcross.sg/learn

SAVING LIVES

Blood Donor Programme (BDP)

As Singapore's national blood donor recruiter, we rally the community to donate blood for the nation's transfusion needs.

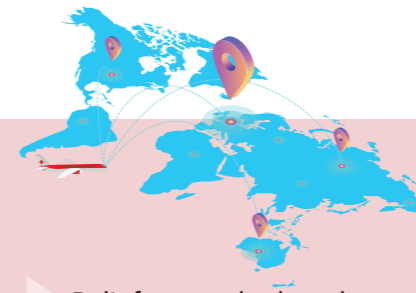
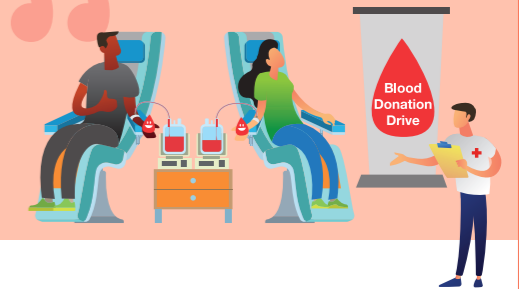
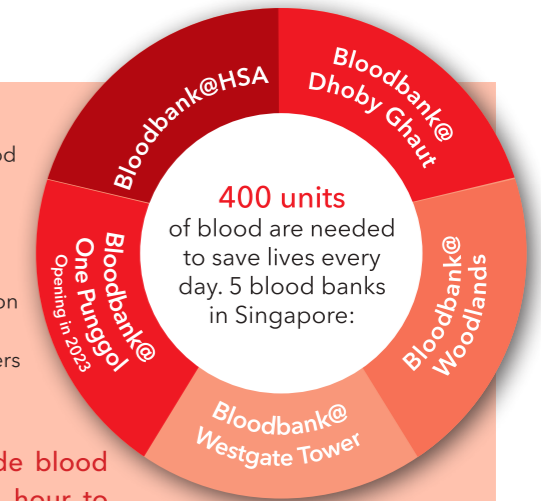
- 1 Promote & raise public awareness of the importance of blood donation
- 2 Recruit & inspire donors to embrace a lifestyle of voluntary, regular blood donation
- 3 Retain & recognise the contributions of blood donors and blood mobile organisers

Our regularly held bloodmobile drives at HP Singapore has made blood donation part of our corporate culture. Staff can simply take an hour to donate blood, save three lives, and rest before heading back to work again.

HP Singapore

Community FirstAid / First Aider on Wheels (FAOW)

A public service for national, community and corporate events, involving volunteer first aiders and responders to protect the community.



BUILDING CAPACITY, SAVING LIVES

Global Engagement

Singapore Red Cross helps communities beyond our shores to build resilience during peacetime, and to recover and rebuild after disasters.

- ▶ Relief teams deployed to provide aid to affected communities within 48-72 hours post disaster
- ▶ Specialised in first aid, medical care, water & sanitation and psychosocial support
- ▶ Support relief, recovery and reconstruction work in the aftermath of disasters



IMPACTFUL PARTNERSHIPS FOR HUMANITY

365 days a year, we work with dedicated volunteers, donors, partners and employees to provide critical services to thousands of beneficiaries. In today's affluent, modern and cosmopolitan Singapore, many forget that there are disadvantaged individuals and families who struggle with unmet needs. We bring assistance to the most vulnerable in our society, namely **the elderly, the disabled, children and youth**, as well as **everyone else fallen through the cracks of social safety nets** (skipped-generation and single-parent families, the chronically ill, the single-elderly, the working poor, etc.) With your support, we can revitalise and strengthen these vulnerable groups to set them up for a better tomorrow.

Over the years, the Singapore Red Cross has partnered with leading brands to leverage each other's brand value and to translate corporate social responsibility (CSR) into competitive advantage for all parties. We work closely with our partners to ensure that their CSR goals are met, and to increase their brand visibility through activities like co-branding, corporate sponsorships and volunteerism.

The work of Singapore Red Cross is an ongoing mission. The needs of vulnerable individuals, families and communities will evolve as Singapore continues to transform. As we move forward, there will be more complex social challenges that our society must overcome. We therefore call upon our partners, volunteers, members and donors to continue working with us to uplift and strengthen communities for decades to come!



THE SINGAPORE RED CROSS, YOUR CHARITY OF CHOICE



Established & Credible

For more than 70 years, we have supported the recovery of countless global communities. In Singapore, we provide essential social services to vulnerable individuals, families and disabled individuals to lift them out of intergenerational poverty cycle, and empower them for a better tomorrow.



Strong Governance

Our Chairman is appointed by the President of the Republic of Singapore, who is our Patron. We have been conferred the Charity Governance Award and the Charity Transparency Awards.



Leaving a Legacy and Impact

Your donation is a reflection of your organisation's legacy and leaves a lasting impact. Your contribution will make a positive difference to our community and enable us to develop and sustain new programmes to help vulnerable Singaporeans.



Enjoy Tax Exemption Benefits

Singapore-resident individuals and corporations will enjoy tax deduction of 2.5 times on all donation to local causes.



Acknowledgement and Recognition

We acknowledge and thank our donors through various publicity channels. Major donors will be invited to a special appreciation ceremony, graced by our Patron, the President of the Republic of Singapore.



START YOUR PARTNERSHIP WITH THE SINGAPORE RED CROSS

365 days of the year, the work of the Red Cross goes on quietly and around the clock. Our volunteers, donors, partners and employees work behind the scenes to provide essential services to thousands of beneficiaries, and at same time, raise awareness and funds to sustain our work.

Every hour of every day, a beneficiary is receiving assistance from a Red Cross volunteer; a volunteer is training to become a qualified first aider; and someone

is receiving a blood transfusion that Red Cross has mobilised. When an organisation like yours is searching for opportunities to widen your charity footprint, we say let us be it!

We are proud of the work that we do, to uplift the lives of the vulnerable communities, to revitalise and strengthen these groups in ways that set them up for a better tomorrow. You can help us to make a bigger difference. Join us today.



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