

**SPEECH POINTERS FOR MAYOR  
MAYOR'S APPRECIATION LUNCHEON @ SOUTH EAST  
ON THURSDAY, 15 SEPTEMBER 2016  
AT CONCORDE HOTEL SINGAPORE, BALLROOM,  
100 ORCHARD ROAD, SINGAPORE 238840**

High Commissioner of Canada, Her Excellency Lynn McDonald,

Esteemed Corporate Partners,

Community Partners,

District Councillors,

Grassroots Leaders,

Distinguished Guests,

Ladies and Gentlemen,

**Introduction**

3.) It is an honour for me to be amongst all of you for this special occasion. This afternoon, we celebrate the efforts of our corporate and community partners who had contributed their precious resources- be it donations, expertise and time in service of the South East Community.

4.) Your contributions have helped to build a more vibrant and caring South East District.

### **Doing good can be Mutually Beneficial**

5.) Increasingly, more companies have recognised their important role as a Corporate Citizen and have given back to the wider community that they are a part of. By contributing to the progress of the community, companies can also build a strong relationship and connection with the people which will help them to thrive, both economically and socially.

6.) A strong corporate giving culture also leads to a healthier workplace culture. More employees, especially the younger staff, want to feel part of something bigger, beyond the usual 8 to 5 routines. Corporate giving initiatives offer opportunities for them to give back, and in the process, build staff engagement and bonds.

## **Importance of Working with Community Stakeholders**

- 7.) As a social broker, South East CDC works with our corporate partners to direct their resources to where it matters most. We want to ensure that what we do is based on real needs on the ground, instead of doing what is convenient. However, we cannot do this alone. We need the strong support of our community partners—our Voluntary Welfare Organisations, Schools, and Grassroots Organisations.
- 8.) That is why we have expanded our Corporate Appreciation event to include our Community Partners. The exhibition booths in the reception area you have seen earlier are put up by some of our community partners. It showcases the diverse range of community issues and sustainable interventions which you can be a part of.
- 9.) We want to create more conversations and hopefully, more meaningful partnerships between our corporate and community partners.

## **South East CDC's Partnership with AmCham**

- 10.) Over the last 10 years, the CDC has collaborated with more than 70 corporate partners.
- 11.) One exciting new partnership that we have forged is with the American Chamber of Commerce (AmCham), a leading business association with more than 750 member companies. As AmCham's Charity partner for 2016, we see this as an opportunity to build new partnerships and initiate meaningful projects.
- 12.) One such project is the Career Kickstarter Series that we have piloted with AmCham. Through our school networking session, we understood that many schools are looking out for immersive experiences to help their students gain a better understanding of the different industries. However, schools lack the resources and contacts for such opportunities.

13.) We shared this observation with AmCham, and decided to co-pilot a Career Kickstarter Session with Temasek Secondary School. AmCham tapped on their extensive networks and invited speakers from Citi Singapore, Coca-Cola and Procter & Gamble to share their work experiences with the students. The feedback from the teachers and students, as well as the speakers, has been very positive.

14.) We will continue to work closely with AmCham and its member companies to plan for more interesting engagements for our schools.

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## South East CDC's Vision for Corporate Social Ownership

15.) In the course of our engagement with our Corporate Partners, we are heartened to see that more Companies have moved beyond doing one-off CSR events, to investing in more long-term, impactful programmes. This reflects their desire to go beyond 'feeling good' to actually 'doing good' for the community. It also demonstrates an ownership of the community issues and causes that they want to be a part of. At South East CDC, we term this **Corporate Social Ownership**.

16.) We are prepared to journey with our partners to nurture Corporate Social Ownership. One key programme is the Corporate Community Laboratory @ South East.

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17.) Corporate volunteers are immersed in the local communities so that they can better understand ground issues and work with our community partners to co-create more meaningful projects. In the process, they also build strong relationships and connections which last beyond the duration of their Comm Lab Programme.

18.) I would like to share one example of how Comm Lab Programme had impacted our volunteers.

- **Mr Pankaj Lunia**, 46 years old, IBM Corporate Comm Lab Volunteer
- Mr Pankaj shared that he has gained a deeper insight into local issues which may not be discussed about amongst his peers. He got to interact with the residents of Pertapis Halfway House over a few sessions. From the interactions, he and his fellow volunteers observed that the residents desire to go back to the community, but there is a disconnect in terms of their IT savviness and more importantly, self- confidence.

- He and his IBM volunteers decided to build up their confidence by conducting workshops to prepare them for job interviews. They also compiled materials relating to interview and resume writing and guided the residents as part of their community project. They even raised funds internally to set up a computer room so that the residents can continue to brush up their IT literacy.
- To Mr Pankaj, he was able to see another aspect of life which one rarely gets to see. Besides being able to show the ex-offenders that the society still cares for them, it also gave him a deeper sense of rootedness and responsibility towards the community.

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## Sharing Exemplary Partnerships

19.) I would also like to highlight some of our corporate and community partners who have embodied the spirit of Corporate Social Ownership.

### **a) Corporate Partner: IBM Singapore Pte Ltd**

- In 2014, IBM Singapore Pte Ltd started off by donating \$30,000 in supporting our efforts to immersing students in “real” community experiments and raised their social consciousness. Through these ground experiences, students will identify service gaps and spin off community projects. Through the years, IBM staff volunteered as mentors to value-add the experiences for them.

- Last year, IBM spearheaded Changi Business Park Gives in 2015 with 7 other Corporate Organisations; Capri by Fraser, Cisco Systems, Citi Singapore, Credit Suisse, DBS Bank, Standard Chartered Bank and UPS.

- Apart from raising funds for charity, they included skills-based volunteerism and giving donations-in-kind. Collectively, they adopted 194 wishes for 18 Partners (comprising of schools and VWOs), raising around \$28,000. Corporate Volunteers also took time to impart IT and smartphone application skills to residents from HighPoint Community Services Association. In addition, 12 IBM Volunteers embarked on a Corp Comm Lab project with Pertapis Halfway House to help residents integrate into the society.

**b) Corporate Partner: 3M Singapore**

- 3M Singapore started their partnership with us in 2013 with the 3M Step-Up Challenge, donating \$120,000 worth of stationery products. They continued to support this initiative over the years and constantly explored items to respond to ground needs.

- In 2015, they donated household products to 3,500 underprivileged households amounting to \$215,000 in the South East District and involved more than 150 staff. In response to the Haze, they added N95 respirators in addition to useful health and hygiene products.
- Recently, in response to ZIKA, 3M Singapore decided to donate Insect Repellents to 100 senior residents from Geylang East Neighbourhood Harmony Activity Centre who are living around a Zika Cluster. This is how we work together and react to emerging ground issues.

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### **c) Voluntary Welfare Organisation: GoodLife!**

- GoodLife! has been a close partner of South East CDC since they partnered us for the Community Outreach Programme (COPE).

- In 2014, GoodLife! partnered us for the 'Neighbors for Active Programme' to reach out and befriend vulnerable elderly in the community. Currently, 26 of their volunteers are on-board the Neighbours programme.
- GoodLife! has also actively supported our Corporate partners' efforts to give back to the community. Recently, we linked up GoodLife! with DHL who is looking for volunteering opportunities. Last Saturday, GoodLife! hosted around 100 volunteers from DHL at their new Community Kitchen, called GoodLife! Makan. The volunteers prepared 'bubur cha cha' for the seniors, went to their homes to do housekeeping and befriending and also brought them out for an outing to sea aquarium. We see this as just a start to building a long term relationship between GoodLife! and DHL.

#### **d) School: ITE College East**

- Over the years, ITE College East has been an invaluable partner to us.
- They have actively organised roadshows in support in our various 5E programmes such as Walk for Rice, Skipping Challenge and Step-Up Challenge, as they want their students to be more involved in the local community.
- In 2015, we partnered ITE for their ITE Fiesta 2015. ITE CE was inspired by our 5E concept, and decided to hold a Cycle50 Wheels for Wheels fund-raising event. 50 ITE staff, students and 2 handcyclists from the Handcycling Association of Singapore completed 50 laps at the stadium. Their efforts raised a total of \$12,000 which was donated by Nikko Asset Management Asia, through a link-up by the CDC. The donation goes towards the purchase of 50 wheelchairs for 6 Voluntary Welfare Organisations (VWOs), and the ITE Education Fund to support needy students.

## Conclusion

20.) I am proud to share that this year, we will be presenting awards in the form of Lego creations. These are assembled by students from APSN Katong School, Metta Welfare Association and seniors from THK SAC @ MacPherson.

21.) Every piece of brick represents our diverse attributes. Just like how the individual bricks are pieced together to form the beautiful structures, each of us is able to contribute in our own way, and collectively we can do so much more to create a vibrant community.

22.) As such, I would like to encourage all of you to join us to do more for our community and feel free to let any of our staff know if you would like to explore collaborations.

23.) Thank you very much and have a fruitful and meaningful day ahead.