

# Corporate Social Responsibility

## SPH

**As a socially responsible corporate citizen, SPH gives back to society by actively engaging all segments of the community. Whether it is at the organisational, divisional, departmental or individual level, the growing diversity of programmes and initiatives that SPH champions shows its ability to engage minds and enrich lives through different activities and platforms.**

### Arts & Culture

The annual SPH Gift of Music series, which celebrated its tenth anniversary this year, is instrumental in bringing the arts to the masses and creating a vibrant arts scene in Singapore. A total of 26 concerts were staged throughout the year at various locations, including parks, shopping malls, the heartlands, the Esplanade and the Botanic Gardens, which was recently awarded the UNESCO World Heritage Site. The audiences were entertained with a variety of music genres ranging from classical, pop, jazz, rock to opera.

### Charity & Community

SPH and SPH Foundation donated \$400,000 to 20 charities serving the elderly, disabled and underprivileged children as part of its annual charity cheque presentation at SPH Gift of Music's 10<sup>th</sup> Anniversary Concert at the Esplanade in July 2015. The charities, recommended by the National Council of Social Service, included The Seniors Helpline, Care Corner Counselling Centre, HELP Family Service Centre, APSN Katong School, Towner Gardens School and St Andrew's Autism School.

Past and present beneficiaries supported by the annual charity giving were also invited to attend this special concert. Besides monetary donations, SPH also gives in-kind donations to different charitable organisations throughout the year.

The SPH Staff Volunteers Club was launched in 2010 to enhance the company's image as a good corporate citizen and to encourage active volunteerism among staff. It comprises members from different departments in SPH and organises many charity activities. The Club

visited patients from Bright Vision Hospital in March 2015. The elderly took part in games and karaoke, and those who celebrated their birthdays were presented with cake and gifts. In celebration of the Club's 5<sup>th</sup> anniversary in July 2015, it sponsored a group of 40 seniors from Toa Payoh Care Corner Seniors Activity Centre to lunch at Dignity Kitchen, a social enterprise that trains the disadvantaged and disabled to be hawkers. The Club also organises other activities like the annual SPH Charity Carnival, Lunching in the Dark and SPH Food for Furry Friends.



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The SPH Red Apple Day, into its 15<sup>th</sup> year, encourages both SPH staff and members of the public to donate blood. Held in partnership with the Singapore Red Cross Society, it was made a biannual drive in 2011 to encourage blood donations during festive periods when blood supplies are usually low.

SPH is also a loyal supporter of the Boys' Brigade Share-A-Gift programme. In celebration of SPH's 30<sup>th</sup> anniversary last year, staff of SPH fulfilled more than 300 wishes and gave close to \$18,000 worth of contributions to four charitable organisations serving children and elderly beneficiaries. A year-end party was also held at SPH News Centre for 80 beneficiaries and their family members and caregivers from Club Rainbow.

Besides giving as a Group, SPH's products are also actively involved in community and charity projects to help those in need. The Straits Times School Pocket Money Fund (SPMF) was started in 2000 as a community project initiated by The Straits Times to provide pocket money to children from low-income families to help them through school. SPMF received its charity status in November 2011 and supports about 14,000 children and youths a year. It disbursed close to \$50 million and helped more than 130,000 cases of needy children and youths since its inception.

The annual ChildAid concerts provide a platform for children and youths to showcase their talents and be involved in charity at the same time. Co-organised by The Straits

Times and The Business Times, last year's event raised a record \$2.327 million for its two youth-related beneficiaries, The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund. Held at the Marina Bay Sands in December, the audience was treated to a star-studded line up who sang and performed.

The Chinese Media group has been organising fund raising events in support of the President's Challenge since 2002. The 2015 Getai Awards Night, which was graced by President Tony Tan Keng Yam, was held in October 2015 and net proceeds from ticket sales were channelled to the appointed beneficiaries under the President's Challenge 2015.



### Education

As part of its efforts to build an effective team of human capital, SPH awarded five outstanding young men and women with the SPH Journalism Scholarships this year. SPH also gave out 15 scholarships to the children of SPH staff and newspaper vendors, in recognition of their contributions to the company.

### Nature & Conservation

The SPH Flea Market, a collaboration between SPH and The Salvation Army, was made a biannual drive this year to encourage more staff to recycle usable items while raising funds for charity at the same time. Held at SPH News Centre Auditorium, the event raised more than \$15,000 for the beneficiaries of The Salvation Army over two drives.

SPH received a Heritage Tree dedicated by The National Parks Board (NParks) in appreciation of its contributions to promote Singapore as a City in a Garden. A Heritage Tree Dedication Award is a prestigious mark of recognition for any organisation or individual who has contributed to the greening of Singapore. SPH is the proud sponsor of The SPH Walk of Giants, a Learning Forest at the Singapore Botanic Gardens, which will be unveiled next year. See case study on page 112.

### Sports

SPH aims to promote lifelong values such as character building, discipline and teamwork through its support of various sports events. Together with the Singapore Athletic Association, SPH hosted the

SPH Schools Relay Championships at the Toa Payoh stadium on 14 and 15 March. The competition attracted more than 800 participants from 30 schools.

SPH is also Bronze sponsor for GymFest Singapore. Organised by Singapore Gymnastics, the event aims to promote a healthy lifestyle and provides a platform for people of all ages and abilities to showcase their talents through creative performances.



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## SPH Foundation

**Singapore Press Holdings Foundation (SPH Foundation) is a registered charity and an Institution of Public Character. Incorporated in 2003 with a seed funding of \$20 million from SPH, it is committed to build a community that embraces language enrichment, creativity, diversity, healthy living and sports.**



### Arts & Culture

The SPH Foundation Arts Fund supports local arts productions and gives the underprivileged the opportunity to enjoy and appreciate the arts by purchasing tickets to these productions. Beneficiaries from various Voluntary Welfare Organisations (VWOs) like Thye Hua Kwan Family Service Centre, Dyslexia Association of Singapore and YMCA Singapore were treated to performances by local arts groups such as Toy Factory and Drama Box.

SPH Foundation is also the Company Sponsor of the Singapore Repertory Theatre's The Little Company, which features professional full-time actors and produces quality plays for children up to 12 years old. The plays serve as excellent opportunities for family bonding while teaching the children values such as caring and sharing.

### Charity & Community

SPH Foundation donated \$200,000 to 10 charities serving underprivileged children and youths, as part of the annual SPH and SPH Foundation charity cheque presentation this year. Charities that benefitted from the donations included AWWA School, Metta School, Experiential Learning and Mentoring Programme (Woodlands) and Rainbow Centre - Margaret Drive School. SPH Foundation also donated to other charitable organisations throughout the year.

### Education

SPH Foundation gave out the Lim Kim San Memorial Scholarships to 11 deserving students from modest backgrounds to fund their studies at local universities. Since its inception in 2006, 74 bond-free scholarships have been given out to deserving students reading languages, linguistics and the humanities.

For the fourth consecutive year, SPH Foundation was the Presenting Sponsor of "The Straits Times - MOE National Current Affairs Quiz 2015". The quiz heightened the awareness of current affairs amongst pre-university students and encouraged them to develop the habit of reading news publications.

SPH Foundation was sponsor of "Shop For Your School", a campaign that rewards best proposals by students to make a difference to their school, peers or community. It is organised by Little Red Dot, a student publication by The Straits Times. Applications were received from a range of primary schools, including some special needs schools.

The seventh edition of the Eminent Speakers Series was held in November 2014. Dr Martin Jacques, a Senior Fellow at the Department of Politics and International Studies,



Cambridge University, and a Visiting Professor at Tsinghua University, Beijing and the Lee Kuan Yew School of Public Policy, Singapore, spoke on the theme “Why China Will be A Very Different Kind of Great Power”. Jointly organised by Lianhe Zaobao and Business China, and supported by SPH Foundation, the series invites prominent personalities who are highly regarded authorities in their respective fields to share their unique perspectives and insights on a broad range of topics, including current affairs, politics, business, economics, media, culture and the arts.

SPH Foundation also sponsored a three-day workshop organised by the Wee Kim Wee School of Communications and Information. The workshop was designed to introduce junior college students

to Chinese language journalism on multiple platforms including print, broadcast and new media.

#### Nature & Conservation

SPH Foundation is the proud adopter of the Amazon Flooded Forest at the River Safari, as well as Inuka the polar bear and the SPH Foundation Conservation Centre at the Singapore Zoo. It also sponsors the High Flyers Show at Jurong Bird Park.

SPH Foundation is also the pioneering sponsor of the Special Projects to Understand Nature (SUN) Club, a partnership with The National Parks Board (NParks) that brings tailor-made nature appreciation projects to students with special needs. A total of 931 students from six schools benefitted from the nature trips this year.

#### Sports

SPH Foundation sponsored the fourth edition of the SPH Foundation National Primary Schools Tchoukball Championships. In addition to promoting an active lifestyle amongst primary school students, the event also aims to inculcate values such as teamwork, discipline and sportsmanship.



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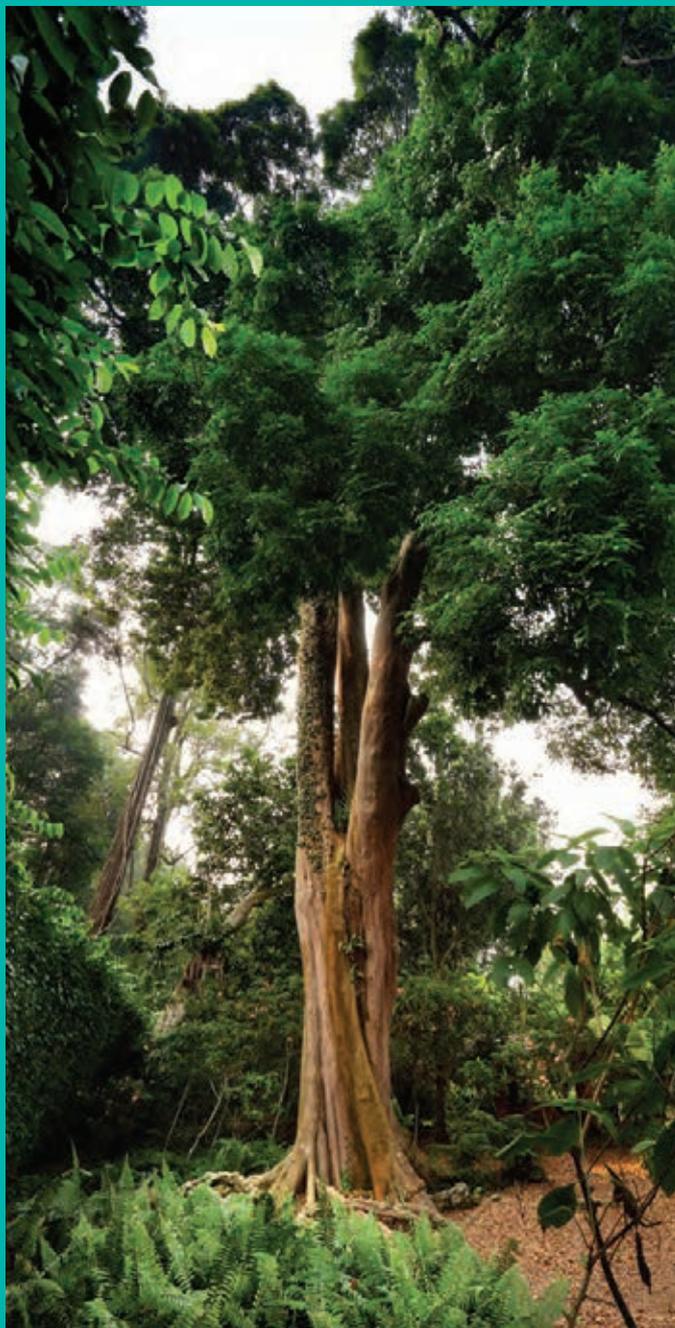
A total of 61 teams took part in the Senior Division (for Primary 6 students) segment, which was held at Junyuan Primary School on 21 May 2015. The Junior Division (for Primary 4 and 5 students) segment will take place in November 2015.

SPH Foundation partnered the Singapore Disability Sports Council (SDSC) to host the fifth edition of the SPH Foundation National Para-Swimming Championships on 25 July 2015 at the OCBC Aquatic Centre. The annual event is aimed at creating opportunities for persons with

disabilities to swim at a competitive level. Over 90 para-athletes from 17 special schools, associations and clubs took part in this one-day event. Outstanding swimmers were selected to represent Singapore in prestigious competitions such as the Asian Para and ASEAN Para games.

## CASE STUDY

### SPH RECEIVES HERITAGE TREE FOR CONTRIBUTING TO GREENING OF SINGAPORE



SPH received a Heritage Tree dedicated by NParks in appreciation of its contributions to promote Singapore as a City in a Garden.

Prime Minister Lee Hsien Loong presented the Heritage Tree Dedication Award to SPH CEO Alan Chan at the launch of the Clean and Green Singapore 2015 campaign on 8 November 2014.

Heritage Trees are dedicated to recognise organisations or individuals who have donated significant amounts (SGD\$500,000 and above) to the Garden City Fund. A Heritage Tree Dedication Award is a prestigious mark of recognition for any organisation or individual who has contributed to the greening of Singapore. Each Heritage Tree Dedication is for life.

SPH is the proud sponsor of The SPH Walk of Giants, a Learning Forest at the Singapore Botanic Gardens. To be unveiled in 2016, it aims to promote botanical research, appreciation and conservation. Since 2006, SPH Foundation has also been sponsoring NParks' "Special Projects to Understand Nature" (SUN) Club programme, a series of nature appreciation tours for special needs children to understand and admire nature.

SPH's Heritage Tree is the Purple Millettia. It was planted in 1889 when the lawn adjacent to Swan Lake was developed for a collection of plants from the bean family. Native to this region, the Purple Millettia is a handsome, evergreen tree which can grow up to 30m height. It has a dense, dome-like crown and its dark glossy leaves give it a dark appearance. Its flowers are reddish purple. Pods are hard, brown, leathery, thick and flat, around 10x 6cm in size, with 1-2 seeds in a pod.