SINGAPORE

EMPOWERING **LIVES.** ENHANCING **RESILIENCE.**

SINGAPORE RED CROSS

IMPACT REPORT 2014

SINGAPORE

VISION

To realise the Singapore Red Cross as a leading and distinctive humanitarian organisation that brings people and institutions together in aid of the vulnerable

MISSION

Protecting human life and dignity, relieving human suffering and responding to emergencies

CORE VALUES

COMPASSION
Having a caring culture and a love for people in whatever we do, guided by the seven Fundamental Principles of the Red Cross Red Crescent Movement

PASSION
Giving our heart and soul selflessly in all that we do

PROFESSIONALISM
Achieving excellence in our service delivery with integrity and transparency

SEVEN FUNDAMENTAL PRINCIPLES

HUMANITY
The Red Cross is born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for fellow human beings. It promotes mutual understanding, friendship, cooperation and lasting peace among all people.

IMPARTIALITY
It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours only to relieve suffering, giving priority to the most urgent cases of distress.

NEUTRALITY
In order to enjoy the confidence of all, the Red Cross will not take sides in hostilities and engage at any time in controversies involving political, racial, religious or ideological nature.

INDEPENDENCE
The Red Cross is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with Red Cross principles.

VOLUNTARY SERVICE
The Red Cross is a voluntary relief organisation not prompted in any manner by desire or gain in any area.

UNITY
There can only be one Red Cross Society in any country. It must be open to all. It must carry on its humanitarian work throughout its territory.

UNIVERSALITY
The Red Cross is a world-wide institution in which all societies have equal status and share equal responsibilities and duties in helping each other.

65 years of service to humanity

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ACHIEVEMENTS AT A GLANCE

7,899
Life-sustaining trips on TransportAid

1,550
Volunteers deployed for First Aider on Wheels

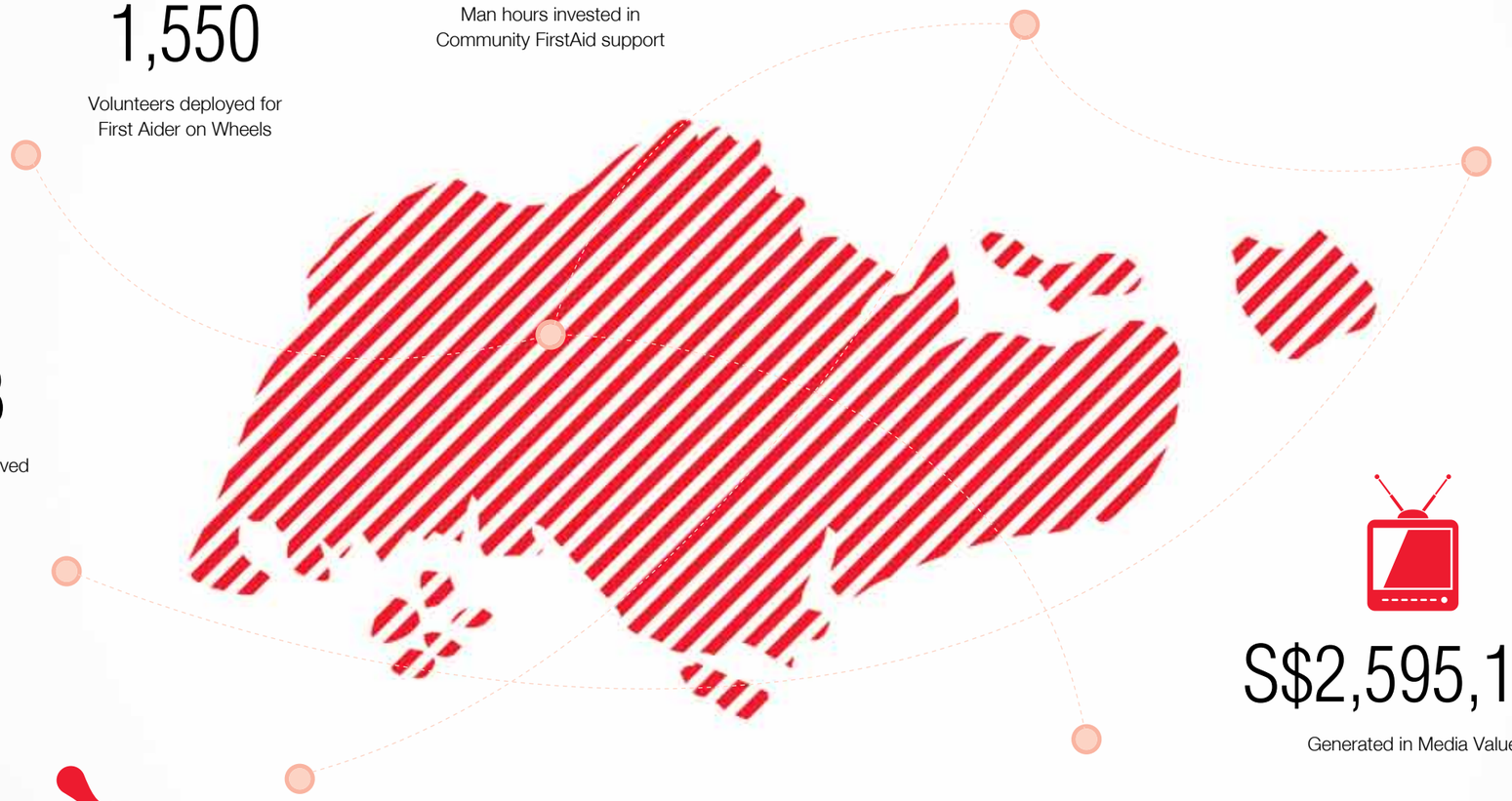
11,855
Man hours invested in Community FirstAid support

39
First Aid awareness talks conducted

534
First Aid courses conducted

866
Participants learnt first aid via the first aid awareness talks

8,485
People trained in First Aid courses



S$3,092,755
Raised for local humanitarian services

108,058
Whole blood donations achieved

68,868
Blood donors who have given their gift of life

S$2,595,183
Generated in Media Value

13,853
YouTube Views

42
Families received food packets every month through 'Meals with Love' of the FoodAid service.

97,155 kg
Of rice collected through Project R.I.C.E and benefitted 25,900 individuals

101
Residents received quality and round-the-clock care at Red Cross Home for the Disabled

11
Clients benefit from the activities enriching their physical, mental, social and emotional well-being at the Day Activity Centre.

45,789
Facebook Fans

3,415
Twitter Followers

GOVERNANCE

The work of the Red Cross in Singapore began on 30 September 1949 as a branch of the British Red Cross. On 6 April 1973, it was incorporated as an Act of Parliament and became known as the Singapore Red Cross (SRC).

The SRC is governed by a 19-member Council headed by a Chairman who is appointed by the President of the Republic of Singapore, the Patron of the SRC. The Council is responsible for pursuing the objective of the SRC as laid down by the Act of Parliament and its Constitution. The Council has four oversight committees providing the relevant advice and expertise; namely the Finance and Investment, Audit, Corporate Governance and Nomination and Human Resource and Compensation Committees.

The general management of the SRC is overseen by the Management Committee, headed by the Secretary General / Chief Executive Officer (CEO) of the SRC. Implementation of the policies and directives laid down by the Council is done by the Secretariat which is headed by the Secretary General / CEO.

The Secretariat is organised into three divisions; Operations, Administration and the Red Cross Youth. The strength and commitment of our volunteer corps is critical for the realisation of our vision and to carry out our vision. Volunteers and staff work closely together in planning, organising and implementing the activities and programmes of the SRC.

In 2013, SRC was awarded the Charity Governance Award which honours charities that have adopted the highest standards of governance and implemented the best practices to ensure sustained effectiveness.

Charity Governance Awards 2013
Distinguished Winner

FINANCIAL HIGHLIGHTS

UNRESTRICTED FUNDS

The SRC's incoming resources for unrestricted funds amounted to S$10,342,762 Principal funding sources for unrestricted income are as follows:

- SRC-organised fundraising projects
- Funds raised through third-party fundraising events
- Public and corporate donations
- Programme fees to the Red Cross Home for the Disabled
- Course fees for first aid and Cardio-Pulmonary
- Resuscitation (CPR) training courses provided by the
- Singapore Red Cross Academy
- Fees from SRC's TransportAid
- Interests on fixed deposits with financial institutions and
- Investments in quoted bonds
- Government subvention

Total resources expended for the year amounted to S$9,138,412 including depreciation of S$411,960. The funds of the SRC were allocated for the following services and programmes:

- Red Cross Home for the Disabled
- Singapore Red Cross Academy
- Red Cross Blood Donor Recruitment Programme
- Community FirstAid
- FoodAid
- TransportAid
- International Relief and Assistance
- Red Cross Youth activities
- Other community-based services

Through the strong support and generosity of the public and corporate sector for our local humanitarian service, the SRC was able to achieve a surplus of S$1,204,350. SRC's unrestricted reserves as at year end stood at S$14,952,956 (equivalent to 1.6 years' annual operating expenditure at its current level of expenditure).

INTERNATIONAL RELIEF FUNDS

These funds are made up of donations from the public in response to appeals for international relief efforts in disaster and crisis stricken countries. The funds received were used for emergency relief and development work specified in the public appeal. The total collection for the year amounted to S$2,991,151. The disbursements pertaining to all the relief funds for the year amounted to S$20,511,775. At year end, the total balances of all relief funds inclusive of interest of S$184,438 and net of support costs of S$293,402. The International Relief Funds were collected for specific relief purposes and hence, were not recognised as incoming resources of SRC. Details of these funds are listed on page 64.

DISASTER RESPONSE EMERGENCY FUND

The fund was set up to enable the Society to provide assistance to disaster-afflicted countries during acute emergency phases and recovery phases. The fund is administered in a similar manner as the Tidal Waves Asia Fund and its use is restricted to disaster relief efforts undertaken by the Society or jointly with partners. The Society has set up the Committee for International Humanitarian Intervention to administer the DREF.

As at year end, the Society had disbursed S$266,361 leaving a balance of S$4,384,150 after deducting support costs of S$5,327.

INVESTMENT POLICY AND OBJECTIVES

The Financial and Investment Committee reviews and invests the SRC's funds in accordance with the Trustee's Act and in compliance with the guidelines set by the Council. The SRC's funds are currently invested in quasi-government and corporate fixed income bonds, preference shares in local financial institutions and deposits in financial institutions. These investments are made with primary objective of capital preservation and to provide an investment return for the Society. The portfolios are closely monitored and periodic reviews are conducted by the Finance and Investment Committee.

GOVERNANCE

The assets of the charity are held for the purpose of furthering its humanitarian objectives, which includes maintaining and ensuring physical resources as well as working capital to develop and support these objectives. Financial obligations and commitments are reflected in the financial statements.

The SRC has in place policies and procedures to manage and avoid situations of conflict of interest. Volunteers, staff and board members are advised to avoid situations that may give rise to conflict of interest and are required to make full declaration and disclosure should it inevitably arise. This is to ensure that all parties will act in the best interest of the Society.

ANNUAL AUDIT

The accounts for the year were audited by KPMG LLP, Public Accountants and Chartered Accountants. The financial statements of the SRC for the year ended 31 December 2014 are prepared in accordance with the Singapore Financial Reporting Standards.

CHAIRMAN'S MESSAGE

The year 2014 marked a significant milestone in the history of the Singapore Red Cross (SRC) as we celebrated our 65th anniversary.

It was an opportunity to reflect on the rich heritage of the Society. Having started as a branch of the British Red Cross in 1949, for the past 65 years, we have been actively serving humanity and saving lives within our community and beyond our shores. In the early days, we ran the Red Cross hospital car, a home for disabled children, classes for hearing-impaired children (which is today the Singapore Association for the Deaf) and the Junior Red Cross, now known as Red Cross Youth. Along the journey, our services grew and we took on other duties such as first aid training and first aid services, as well as blood donation advocacy, subsequently becoming the public face of blood donation in Singapore after being appointed the National Blood Donor Recruiter in 2001. Our volunteers were also regularly mobilised to provide support during major local disasters, such as the Bukit Ho Swee fire in 1961, the Spyros tanker explosion in 1978, the cable car accident in 1983, the Hotel New World collapse in 1986 and SARS in 2001. Indeed, as we celebrate SG50, we can be proud that the SRC has played a significant role in the history of our young nation.

As the economic and social environment in Singapore evolved, so has the priorities and humanitarian services of the SRC. Nevertheless, the mission of the Society has remained consistent - to bring people and institutions together to relieve human suffering amongst the vulnerable, protect human lives and dignity and respond to emergencies. The activities in commemoration of our 65th anniversary, including the roving heritage and digital museums, reaffirmed this commitment to serve humanity and save lives.

The theme of this year's Annual Report is 'Empowering Lives. Enhancing Resilience.' We have placed great emphasis on playing our part in ensuring that Singapore and Singaporeans are always prepared for any adverse situation or circumstances, and that we are able to respond quickly and efficiently and thereby recover swiftly. Among our goals are to have a first aider in every home by 2020, to build a sustainable blood donor pool which has a sizeable youth component, and to build a more resilient community especially focused on the elderly and disabled. We have also strengthened our capacity to respond to disasters by providing training in areas such as disaster management, water and sanitation, psychosocial support, restoring family links and International Humanitarian Law.

Besides consolidating our services, we have continued to strengthen our structures and systems over the past year. These efforts were aimed at expanding SRC's outreach to the vulnerable, strengthening community resilience, increasing volunteer and staff capacity, and enhancing the IT capability of the Society.

I am pleased to share the following achievements.

EMPOWERING LIVES AND ENHANCING RESILIENCE IN THE LOCAL COMMUNITY

- Soft-launched the Community-Led Action for REsilience (CLARE) programme in Tampines West in December 2014. The programme equips volunteers with the knowledge and technical skills to provide first response and aid, elder care, befriending and community service to the vulnerable. It also enables us to reach out to the disadvantaged and provide access to signature Red Cross services such as Community FirstAid, TransportAid and FoodAid.
- Strengthened the management of the Red Cross Home for the Disabled (RCHD); and RCHD now serves more residents and the Day Activity Centre has more clients.
- Launched the "Singapore Red Cross first aid" app and a first aid booklet, the latter in collaboration with 3M Nexcare™.
- Leveraged technology to develop the Red Cross Connection App that enhances youth engagement. This ensures the long-term sustainability of the National Blood Donor Recruitment Programme.

We also promoted activities that better prepared youth to face any possible adversities in the future. The Singapore team, comprising Chia Yaru of National University of Singapore, and Sui Yi Siong and Hilda Foo of Singapore Management University, won the top prizes (for oralists) at the 12th Red Cross International Humanitarian Law Moot, held in Hong Kong from 13 to 15 March 2014. Sui Yi Siong emerged the Best Mooter while Chia Yaru was the runner-up Best Mooter.

A total of S$3.09 million was raised in 2014 to support SRC's local humanitarian efforts. In addition, our publicity efforts generated about S$2.6 million in media value, raising awareness and garnering support to advance the cause of the Singapore Red Cross.

IMPACTING LIVES BEYOND OUR SHORES

In addition to serving the local community, SRC has also impacted the lives of individuals and communities beyond our shores. Over the years, SRC has acquired a good reputation in the humanitarian community both within and outside the Red Cross Movement, for mobilising resources and responding to disasters swiftly and effectively, throughout the immediate response and relief, recovery and rebuilding phases. In doing so, we have worked closely with partners to enable us to respond with emergency supplies and our immediate response teams (medical, water and sanitation and psychosocial support) as well as, identify and implement early recovery and long-term rebuilding projects for the survivors.

In 2014, SRC responded in the aftermath of Typhoon Haiyan (locally known as Yolanda) in the Visayas region of the Philippines. We were able to deploy an advance relief team to Malapascua, Cebu, Mahayahay barangay (district) and Ormoc, and mounted three medical relief missions providing critical support at the San Pablo Health Centre Catchment Area, serving 20,000 people from 17 barangays.

We successfully mobilised S$12.38 million for the survivors of Typhoon Haiyan (as of 31 December 2014). Besides providing relief support, we are collaborating with 11 partners to complete 20 post-disaster recovery and reconstruction programmes, benefiting some 87 communities and impacting an estimated 1.5 million lives. Many of these projects have been completed, and by the second anniversary in November 2015, we hope to have handed over most of these rebuilding projects to the local communities.

In our international response, a key priority has been to build up a strong pool of volunteers who are properly trained and adequately equipped. Hence, SRC also provided our volunteers with training in water and sanitation, psychosocial support and Restoring Family Links (RFL) service. The RFL is a tracing programme of the International Committee of the Red Cross (ICRC) to restore contact and clarify the fate of missing people in times of disasters. We have also held a number of networking sessions during the past year for our volunteers, including our medical volunteers, to bond and build camaraderie.

We continued to take steps to establish ourselves as a thought leader in Singapore for humanitarian work. In February, we successfully hosted the 11th Red Cross Red Crescent Southeast Asian Leadership Meeting. Besides bringing together the leaders from all the 11 SEA National Societies, Mr Tadateru Konoe, President of the International Federation of Red Cross and Red Crescent Societies (IFRC) and Mr Bekele Geleta, then Secretary General of IFRC also attended the event. The inaugural Singapore Red Cross Humanitarian Lecture was delivered by Mr Geleta at the opening of the meeting. Later in the year, the Director-General of the ICRC, Mr Yves Daccord, delivered the second SRC Humanitarian Lecture.

YOUTH DEVELOPMENT

The development of our Youth remains a key priority for us. Since 2011, we have progressively restructured and integrated the Red Cross Youth Movement, recognising that the RCY is vital for the long-term strength of the SRC, as well as, a factor in building community responsibility and resilience. In line with this, we moved to appoint a full-time staff member as Director of RCY - a first in the history of RCY. After serving with distinction for six years, Mr Ling Khoon Chow handed over the reins of command to Mr Sahari Ani (concurrently Director of Services) on 28 May 2014.

A few initiatives were introduced in RCY in 2014. First, Red Cross Youth aligned its Youth Engagement Model to the Youth Engagement Strategies of IFRC, with the introduction of the Youth as Ambassadors of Behavioural Change (YABC) programme. We also extending Overseas Humanitarian Programmes to Links in primary schools and Cadets in secondary schools for the first time, to broaden their horizon and enrich their lives. Disaster management has also been incorporated into the curriculum for Cadets, to prepare them to join the efforts when they come of age. In December 2014, Red Cross Youth organised the first Peer-to-Peer Youth Symposium, which highlighted the involvement of our youth in the humanitarian mission of SRC.

The Red Cross Youth book, 'Celebrating the Red Cross Spirit' was launched in July 2014 chronicling the work of RCY over the past 62 years. Written by volunteers Ms Annie Gay, Ms Doreen Tan and Mr Tang Chun Tuck, the book seeks to spur the current and future batch of RCY members to continue their good work and inspire others to join the Red Cross mission.

MEMBERSHIP AND VOLUNTEERS

Members and volunteers form the backbone of the SRC, without whom we would not be able to provide our services to the community. Our goal remains to empower our members and volunteers with the knowledge and skill sets, to enable them to make a positive difference in the lives of the vulnerable, and to help build a resilient nation.

Following a structural review and remodelling exercise in 2012, a volunteer career pathway was instituted in 2013 which included improved volunteer training framework and a well-defined scope of work for volunteers. Basic training was also extended to members and volunteers.

Volunteer recognition and appreciation are important to inspire our active volunteers to continue their good work and to motivate people to join SRC as a volunteer. Volunteers were also recognised at the annual SRC Awards for their outstanding contributions. The annual SRC Awards, was held in conjunction with the launch of SRC's 65th anniversary celebrations, on 27 September 2014 at Toa Payoh HDB Hub Mall. It was graced by the Guest of Honour and Patron of SRC, President Tony Tan.

LOOKING AHEAD

In 2015, we will continue to build on the framework that we have already established. We will need to continue to empower and enhance the lives of the disadvantaged, especially the elderly and the disabled. We aim to reach more than 100 families with the FoodAid programme, train an additional 7,000 first aiders, as well as to meet the whole blood collection target of 122,000 units of blood in 2015 and increase the pool of youth donors. We are also looking to extend the First Aider on Wheels programme beyond East Coast Park in the longer-term. Having officially launched the CLARE in Tampines West, we hope to be able to establish a rigorous and effective model for CLARE. Once that is done, we will launch the CLARE programme in Bedok by the end of 2015.

SRC will continually review and strengthen our humanitarian services, sharpen our core competencies, determine areas to enhance our value proposition and where needed, reinvent ourselves to be able to do so. We will also strive to continually empower our staff, volunteers and members by investing in training and capacity building for them.

As we complete a five-year cycle, we will need to look ahead and set the broad directions and goals for the next five years, 2016-2020, based on the needs of the community and on our capacity and competencies.

CONCLUSION

In closing, I wish to reiterate that all that we have managed to achieve was only possible because of the dedication, perseverance and generosity of our volunteers, supporters, donors, members and staff. To our stakeholders, I would like to thank each and every one of you. We truly appreciate your unwavering support and tireless effort in working with us to enrich the lives of the vulnerable and build a more gracious and caring community in Singapore. Together, we can make a difference for humanity, and indeed in 2014 we had made a difference together.

Mr Tee Tua Ba
Chairman

主席报告

2014年是不同寻常的一年，在新加坡红十字会的历史上是一个重要的里程碑，因为今年我们65岁了。

此时此刻，是我们重新审视和学习自己悠久传统的很好的契机。1949年，作为大不列颠红十字会的一个分支，新加坡红十字会成立了。65年以来，我们积极的弘扬人道主义精神，在国内外为拯救生命奋斗不息。早年间，我们有红十字会医疗车，残疾儿童之家，为听障儿童开设的课程（现在已经成为新加坡聋哑人协会），以及青少年红十字军（现在已改组为红十字会青少年）。在成长的道路上，我们渐渐又承担起了更多的责任，例如急救培训和服务，以及献血的呼吁和采血。后来我们在2001年被指定为全国无偿献血者的招募机构，成为新加坡无偿献血的代言人。一路上，我们的志愿者们多次响应号召，在新加坡陷入灾难时挺身而出。1961年的河水山大火，1978年的史拜罗斯号大爆炸，1983年的缆车意外，1986年的新世界酒店坍塌，还有2001年的非典，都有他们的身影。可以说，在新加坡50年国庆之际，我们可以很骄傲的看到，新加坡红十字会在这个年轻的国家历史中扮演了举足轻重的角色。

随着新加坡经济和社会的发展与繁荣，红十字会的人道主义服务和优先关注的人群也时常变化。红十字会的任务保持不改变 – 团结大众力量，为弱小群体提供人道救援，保护生命和尊严，并及时在紧急时刻提供人道服务。我们65周年一系列庆典活动，包括流动展览和数码博物馆，都重申了我们对人道主义服务和拯救生命的承诺。

今年的年度报告的主题是：赋予生命力，增强抗灾力。我们充分提供新加坡和人民为随时到来的灾难做好准备，以及如何能让我们迅速有效的反应，从而提高抗灾能力。我们的目标包括，在2020年，每家每户都有一名成员接受过急救培训，建造一个以青年人为中心的无偿献血志愿者队伍，建造一个拥有更强抗灾能力的家园，重点帮助乐龄人士和残障人士。为了增强抗灾能力，我们在提供了全方面的培训：包括灾难管理，水资源管理与卫生，社交及心理辅导，家庭关系重建，以及国际人道主义法。

除了整合各项服务，在过去的一年里，我们也继续加强我们的组织架构和系统建设。所有的努力都是为了能把我们的服务带给更多需要帮助的人，增强社区抗灾力，培养志愿者和员工的能力，以及加强本红会的信息服务。

接下来，我很高兴地与大家分享一些成就。

在本地 – 赋予生命力，增强抗灾力

- 2014年12月在淡滨尼西首次开幕CLARE项目。该项目旨在培训志愿者相关知识和技能以提供急救服务，乐龄人士关怀，以及为其他需要帮助的人提供友情和社区服务。这些训练活动使志愿者能为需要帮助的群体，包括受益于红十字会急救护理、交通援助以及食品援助的弱势群体。
- 加强红十字会之家的管理。如今RCHD红十字会残疾人中心已迎来了更多的住户，日间活动中心的服务对象也逐渐增多。
- 启动了”新加坡红十字会急救“应用，并与 3M NexcareTM 联合发布急救手册
- 开发了红十字会在线联系红会应用，搭建与年轻人沟通的桥梁。这款应用主要目的是为了保证国家血液资源的可持续性。

我们也大力推广各项旨在帮助年轻人面对未来多元化挑战的活动。在2014年3月13–15日于香港举办的第十二届国际红十字人道主义法学辩论会上，由新加坡国立大学的Chia Yaru，新加坡管理大学的Hilda Foo组成的新加坡队，获得了最高奖（口才类）。Sui Yi Siong被评为最佳辩手， Chia Yaru获得第二名。

2014年红十字会共筹得善款309万元，用与支持本地的人道主义工作。除此之外，各种公关和宣传共创造了260万元的媒体价值，大大提高了本会的知名度，为本会的各项工作提供了保障和支持。

海外的救援工作

除了服务于本地社区，红十字会向海外伸出把援手。多年来，本会在红十字运动内外的人道主义社区皆获得了优良的声誉。我们对各种灾难及时有效的反应，对灾难发生时的处理，灾后的管理和重建，都赢得了广泛的赞誉。我们与多方精诚合作，不但在最短的时间内把救援队伍和物资（包括医疗，水资源，卫生用品，社交心理辅导）送到第一线，而且在帮助灾民短期复原和长期重建的各个项目中都表现抢眼。

2014年，红十字会继续对台风海燕（菲律宾本地称为”约兰达”）的遭遇作出反应。我们往马拉帕斯卡，宿雾，马哈雅赫，奥尔莫克派出了紧急救援队，共派遣三个医疗队伍，在圣巴勃罗医疗中心集散地，为来自17个村落的2万名灾民提供了帮助。

我们共为台风海燕的受灾者筹集了1238万元（至2014年12月）善款。除了救援工作，我们还协同与11个合作伙伴，承担了20个灾后的灾后重建项目，受益社区超过87个，受益灾民约150万。这些项目中的大多数都已顺利完成。到2015年11月台风海燕两周年之际，我们希望能把剩余项目的大多数转让给当地社区。

我们国际救援的核心之一就在建立一支受过专业培训并且装备完善的强大的志愿者团队。因此，红十字会在志愿者培训方面也不遗余力，包括水资源管理与卫生，社交及心理辅导，”与家庭重建关系“等。其中“与家人重建关系”是红十字国际委员会为灾难中协助失散的家庭寻人、恢复通讯、重聚，以及协助遣返战俘、管理和转交死者信息等。我们还在过去一年里多次举办联谊会，让我们的志愿者，包括医疗团队能够建立感情，交流分享。

我们也继续在新加坡的人道主义事业中承担领导者的角色。二月，我们成功的举办了第11届红十字红新月会东南亚领导人会议。11名来自东南亚国家的协会领导人出席了会议。红十字会及红新月会国际联合会主席近卫忠辉先生，时任联合会秘书长的贝克莱・格雷塔先生也出席了会议。首届新加坡红十字会人道主义讲座也在会议前开课，由格雷塔先生主讲。第二次讲座在下半年举行，主讲是红十字委员会总干事伊夫・达科尔先生。

青少年发展

青少年的发展始终是我们工作的重中之重。2011年以来，我们逐步地将红十字会青年活动进行改组和整合，使其成为红十字会长期发展的力量源泉的同时，也在创建社区责任感和复原能力中扮演重要角色。本着这一精神，我们为RCY任命了一位全职主管，这在RCY的历史上是第一次。在兢兢业业地为RCY辛勤付出了六年之后，林孔昭先生在2014年5月28日把工作移交给了Sahari Ani先生（现任服务部主管）。

RCY在2014年引进了一些新的项目。首先，RCY将其旗下的青年参与战略与国际并轨，推出了“青春善言行”培训。我们也首次把海外人道计划发展进小学与中学中，拓展了中小学生们的视野，丰富了他们的生活。中学生的学习大纲中还增加了灾难管理的课程，为日后做好准备。2014年12月，红十字会青少年组办了首届青年挚友座谈会，会上重点强调了青年在红十字会人道主义任务中的参与。

红十字会青年丛书《为红十字精神欢呼》在2014年7月发行，书中列举了RCY62年来的工作内容。作者叶菁杰女士，陈淑贞女士和邓振达先生，希望通过这本书能够鼓舞现在和以后的RCY成员们的工作热情，并通过他们的辛勤工作启发更多人加入到红十字运动的洪流中。

会员与志愿者

会员和志愿者始终是红十字会的骨干力量，没有他们，我们无法开展我们的工作，服务我们的社区。我们致力于用知识和技能武装我们的会员和志愿者们，让他们能够为需要帮助的人带去正能量，让我们的国家和人民更加强大。

在2012年的组织结构审查和模型重组之后，2013年，一条为志愿者架设的成长道路初具规模，包括改良的志愿者培训框架，和一套详尽的工作内容。每个会员和志愿者也都会参加一个基本培训，以确定他们未来工作的主要方向。

表彰和感谢是激发志愿者们努力工作，并通过他们鼓励更多人加入红十字会的重要工作之一。一年一度的红十字会大奖正是为了表彰他们的杰出贡献而设立的。2014年9月27日，在大巴窑建屋局中心大厅举办的新加坡红十字会65周年庆祝活动上，颁发了年度红十字会大奖。大会嘉宾是红十字会赞助人陈庆炎总统。

前瞻

2015年，我们将在已经建立的各个框架上继续努力。我们需要继续改善弱势群体，特别是乐龄人士和残障人士的生活。我们的目标是在2015年通过食品救助计划让至少100个家庭受益，培训7000名急救人员，达到采集12.2万单位的血液的指标。我们也希望能够将“脚踏车急救队”项目从东海岸扩展到其他地区。CLARE项目已经在淡滨尼西正式启动，我们希望能为其建立一个完善有效的模型，在这之后，我们将在2015年年底在勿洛正式启动CLARE。

红十字会将继续总结和强化我们的各项人道主义服务，增强我们的核心竞争力，明确我们的价值主张，并调整自己从而适应形势和需求。我们还将继续致力于完善培训和能力建设，从而武装我们的员工，志愿者和会员。

随着我们完成了这一个五年规划，我们需要高瞻远瞩，以社区需求和自己的能力与竞争力作基础，为下一个五年2016 – 2020制定方向和目标。

总结

最后，请允许我重申，如果没有我们的志愿者，支持者，赞助者，会员和员工共同的奉献，坚持和慷慨，我们无法取得上述的成就。我想对所有与我们一起努力的人们说一声谢谢，谢谢你们大公无私的支持，谢谢你们不辞劳苦的努力，谢谢你们与我们一起帮助那些需要帮助的人，谢谢你们与我们一起为新加坡带来了更多的感恩和关怀。有你们与我们一起，就能为人道主义事业贡献一分力量，而在2014年，我们确实做到了！

郑大岩
主席

中文翻译：刘伟嘉（志愿者）

LAPORAN PENGERUSI

Tahun 2014 menandakan satu detik yang bersejarah bagi Persatuan Palang Merah Singapura (SRC) dengan sambutan ulang tahun kami yang ke-65.

La adalah satu peluang bagi kami merenung kembali warisan Persatuan kami yang kaya. Ditubuhkan pada tahun 1949 sebagai satu cawangan Persatuan Palang Merah British, kami aktif berkhidmat kepada masyarakat dan menyelamatkan nyawa dalam dan luar negara sepanjang 65 tahun. Pada peringkat awal, kami telah mengendalikan hospital bergerak Palang Merah, rumah tumpangan kanak-kanak kurang upaya, kelas-kelas bagi kanak-kanak cacat pendengaran (kini ia dinamakan Persatuan Cacat Pendengaran Singapura) dan Palang Merah Junior, kini dikenali sebagai Persatuan Palang Merah Belia. Sepanjang perjalanan kami, perkhidmatan kami berkembang dan kami mula mengambil tugas lain seperti perkhidmatan dan latihan pertolongan kecemasan, advokasi menderma darah. Kami menjadi duta penderma darah setelah dilantik sebagai **Perekrut** Penderma Darah Kebangsaan pada tahun 2001. Sukarelawan kami sering dikerahkan untuk memberi bantuan sewaktu negara mengalami kecemasan. Ini termasuk kebakaran di Bukit Ho Swee pada tahun 1961, letupan tanki Spyros pada tahun 1978, kemalangan kereta kabel pada tahun 1983, keruntuhan bangunan Hotel New World pada tahun 1986 dan krisis SARS pada tahun 2003. Sesungguhnya, sambil kita menyambut SG50, kami boleh berbangga dengan peranan besar SRC dalam sejarah negara ini.

Dengan perubahan ekonomi dan evolusi sosial Singapura, keutamaan dan perkhidmatan kemanusiaan SRC turut berubah. Namun, misi kami tetap konsisten – untuk menyatukan masyarakat dan institusi dalam mengurangkan penderitaan manusia di kalangan mereka yang terjejas, melindungi kehidupan dan maruah setiap manusia dan membantu dalam situasi kecemasan. Kegiatan sempena sambutan ulang tahun kami yang ke-65, termasuk pameran bergerak dan museum digital, mengesahkan lagi komitmen untuk berkhidmat kepada masyarakat dan menyelamatkan nyawa.

Tema bagi Laporan Tahunan tahun ini ialah 'Memperkasa Kehidupan. Meningkatkan Daya Tahan.' Kami telah meletakkan penekanan yang besar atas sumbangan kami bagi memastikan Singapura dan warganya akan sentiasa bersedia menghadapi sebarang keadaan, dan kami boleh bertindak dengan cepat dan cekap, dengan itu, pulih dengan pantas. Antara matlamat kami ialah supaya setiap rumah mempunyai seorang yang mahir dalam pertolongan kecemasan pada tahun 2020, untuk membina kumpulan penderma darah yang mampan dan sebahagian besar adalah golongan belia, dan juga untuk membina masyarakat yang lebih berdaya tahan, dengan tumpuan lebih bagi warga tua dan golongan kurang upaya. Kami juga telah mengukuhkan lagi keupayaan kami untuk membantu sewaktu kecemasan dengan menyediakan latihan dalam bidang seperti pengurusan bencana, air dan kebersihan air, sokongan psikososial, mengembalikan pertalian keluarga dan Undang-undang Kemanusiaan Antarabangsa.

Selain daripada menyatukan perkhidmatan, kami juga terus mengukuhkan struktur dan sistem kami sepanjang tahun lalu. Segala usaha ini bertujuan untuk mengembangkan jangkauan SRC kepada golongan yang terjejas, menguatkan daya tahan masyarakat, meningkatkan keupayaan kakitangan dan sukarelawan dan meningkatkan keupayaan IT kami.

Saya ingin berkongsi pencapaian berikut.

MEMPERKASA KEHIDUPAN DAN MENINGKATKAN DAYA TAHAN DALAM MASYARAKAT TEMPATAN

- Pelancaran awal program Kegiatan Meningkatkan Daya Tahanan Pimpinan Masyarakat (Community-Led Action for REsilience (CLARE)) diadakan di Tampines West pada bulan Disember 2014. Program ini membekalkan relawan dengan ilmu pengetahuan dan kemahiran teknikal untuk bertindak dalam kecemasan dan pertolongan, jagaan warga tua, dan khidmat masyarakat bagi yang memerlukan. Ia juga membolehkan kami menghulurkan bantuan kepada mereka yang memerlukan perkhidmatan Palang Merah seperti Community FirstAid, TransportAid dan FoodAid.

- Mengukuhkan lagi pengurusan Rumah Tumpangan Palang Merah bagi Golongan Kurang Upaya (RCHD). RCHD kini berkhidmat kepada lebih ramai penduduk dan Pusat Aktiviti Seharian pula mempunyai lebih ramai pelanggan.

- Pelancaran applikasi Bantuan Awal Palang Merah Singapura dan buku kecil Bantuan Awal, yang kedua bersama 3M Nexcare.

- Menggunakan teknologi untuk mencipta Aplikasi Perhubungan Palang Merah yang mempertingkatkan penglibatan belia. Ini memastikan kemampuan jangka panjang program **Mendapatkan Penderma Darah Kebangsaan**.

Kami juga mempromosi kegiatan yang boleh menyiapkan belia untuk menghadapi segala cabaran pada masa yang akan datang. Pasukan Singapura, terdiri daripada Chia Yaru daripada Universiti Kebangsaan Singapura dan Sui Yi Siong dan Hilda Foo dari Universiti Pengurusan Singapura, memenangi hadiah utama (untuk bahagian oralis) di Pertandingan Moot Undang-undang Kemanusiaan Antarabangsa Palang Merah yang ke-12, yang diadakan di Hong Kong dari 13 hingga 15 Mac 2014. Sui Yi Siong muncul sebagai Mooter terbaik and Chia Yaru pula sebagai Naib Johan Mooter terbaik.

Sebanyak $3.09 juta telah dikumpulkan pada tahun 2014 untuk menyokong usaha kemanusiaan tempatan SRC. Di samping itu, usaha-usaha publisiti kami telah menjana sebanyak $2.6 juta dari nilai media, meningkatkan kesedaran dan mendapatkan sokongan bagi kegiatan Palang Merah Singapura.

KESAN TERHADAP KEHIDUPAN MASYARAKAT LUAR NEGARA

Selain daripada berkhidmat untuk masyarakat tempatan, SRC juga memberi kesan kepada kehidupan masyarakat dan rakyat luar negara. Sepanjang perkhidmatan kami, SRC telah mendapat reputasi yang baik di kalangan masyarakat kemanusiaan, dalam dan luar gerakan Palang Merah, kerana dapat mengerahkan tenaga dan bertindak cekap dan cepat dalam kecemasan, sepanjang fasa penyelamat, pemulihan dan pembinaan semula. Dengan berbuat demikian, kami telah bekerjasama rapat dengan rakan seperjuangan kami untuk membolehkan kami bertindak dengan bekalan kecemasan dan pasukan tindakan segera (perubatan, air dan sanitasi dan sokongan psikososial) serta mengenalpasti dan melaksanakan projek pemulihan awal dan pembinaan semula buat jangka masa panjang.

KESAN TERHADAP KEHIDUPAN MASYARAKAT LUAR NEGARA

Pada tahun 2014, SRC bertindak cepat setelah Negara Filipina dilanda Taufan Haiyan (juga digelar Yolanda oleh penduduk Filipina) di wilayah Visayas. Kami telah menghantar pasukan bantuan ke Malapascua, Cebu, daerah Mahayahay dan Ormoc dan mengikuti tiga misi bantuan perubatan bagi menyediakan bantuan kritikal di Pusat Kesihatan Kawasan Tadahan San Pablo, membantu 20,000 penduduk dari 17 daerah.

Kami berjaya menyalurkan $12.38 juta kepada mangsa Taufan Haiyan (pada 31 December 2014). Selain menyediakan sokongan, kami bekerjasama dengan 11 rakan kongsi untuk mengendalikan 20 program pemulihan dan pembinaan semula, untuk manfaat kira-kira 1.5 juta nyawa. Banyak program ini sudah selesai, dan kami berharap dapat menyerahkan projek ini kepada masyarakat tempatan sebelum ulang tahun kedua bencana ini, pada November 2015.

Bagi bantuan kecemasan luar negara, keutamaan kami ialah untuk membina tenaga sukarelawan yang kuat, dengan kemahiran yang secukupnya. Oleh itu, SRC juga menyediakan latihan bagi sukarelawan kami dalam air dan kebersihan air, sokongan psikososial dan Mengembalikan Pertalian Keluarga. Ia merupakan program oleh Persatuan Palang Merah Antarabangsa bagi mengesan, berhubung dan menjelaskan status mangsa yang hilang sewaktu bencana. Kami telah mengadakan beberapa sesi berkenalan tahun lalu bersama sukarelawan kami, termasuk sukarelawan perubatan, untuk berkenalan dan membina keakraban .

Kami terus bergerak untuk memantapkan kedudukan kami sebagai badan utama di Singapura bagi kerja kemanusiaan. Pada bulan Februari, kami berjaya menganjurkan Mesyuarat Pemimpin Palang Merah dan Bulan Sabit Merah Asia Tenggara yang ke-11. Selain daripada menyatukan pemimpin daripada kesemua 11 Persatuan Kebangsaan Asia Tenggara, President Persekutuan Antarabangsa Palang Merah Dan Bulan Sabit Merah Encik Tadateru Konoe, dan Encik Bekele Geleta, Setiausaha Agung IFRC ketika itu turut hadir pada acara tersebut. Perbentangan Palang Merah Kemanusiaan Singapura yang pertama telah disampaikan oleh Encik Geleta pada pembukaan majlis. Ketua Pengarah ICRC, Encik Yves Daccord pula menyampaikan Pembentangan Kemanusiaan SRC yang kedua lewat tahun lalu.

PERKEMBANGAN BELIA

Perkembangan belia kami terus menjadi antara keutamaan kami. Sejak 2011, kami telah menyusun semula struktur kami secara bertahap-tahap dan menyatupadukan Gerakan Belia Palang Merah (RCY). Kami menganggap RCY penting untuk tenaga jangka panjang SRC, dan juga boleh membina masyarakat yang berdaya tahan dan bertanggungjawab. Dengan itu, kami telah melantik seorang kakitangan sepenuh masa sebagai pengarah RCY – pertama kali dalam sejarah RCY. Setelah berkhidmat with cemerlang selama enam tahun, Encik Ling Khoon Chow menyerahkan tugas memimpin RCY kepada Encik Sahari Ani (juga Pengarah Perkhidmatan) pada 28 Mei 2014.

Beberapa usaha telah diperkenalkan kepada RCY dalam tahun 2014. Pertama, Belia Palang Merah mengendalikan Model Penglibatan Belia sejajar dengan Strategi Penglibatan Belia IFRC, dengan memperkenalkan belia sebagai duta program Perubahan Kelakuan (YABC). Kami juga memperluaskan Program Kemanusiaan Luar Negara kepada belia di sekolah rendah dan menengah buat pertama kalinya, untuk meluaskan pemikiran mereka dan memperkayakan hidup mereka. Program Pengurusan Bencana juga dimasukkan dalam kurikulum cadet belia, untuk mempersiapkan mereka bagi menyertai usaha kemanusiaan apabila dewasa kelak. Pada bulan Disember 2014, Belia Palang Merah telah menganjurkan Simposium Rakan-ke-Rakan Belia yang pertama, yang menonjolkan penglibatan belia kami dalam misi kemanusiaan SRC.

Buku Belia Palang Merah, 'Raikan Semangat Palang Merah' dilancarkan pada Julai 2014, mengisahkan tugas RCY sepanjang 62 tahun yang lalu. Ditulis oleh relawan Cik Annie Gay, Cik Doreen Tan dan Encik Tang Chun Tuck, buku ini bertujuan membakar semangat anggota kini dan yang akan datang untuk meneruskan kerja keras mereka dan mendorong belia lain untuk menyertai misi Palang Merah.

Anggota dan relawan membentuk tulang belakang SRC. Tanpa mereka, kami tidak akan boleh berkhidmat kepada masyarakat dengan sepenuhnya. Matlamat kami kekal untuk membekalkan anggota dan sukarelawan kami dengan ilmu dan kemahiran, membolehkan mereka membawa perubahan positif dalam kehidupan golongan yang memerlukan dan membina negara yang berdaya tahan.

Berikutan perubahan dan rombakan pada struktur kami dalam tahun 2012, laluan kerjaya seorang relawan diperkenalkan pada tahun 2013, termasuk rangka kerja latihan lanjutan dan skop kerja yang jelas bagi relawan. Kursus latihan asas juga ditawarkan kepada ahli dan sukarelawan.

Pengiktirafan bagi sukarelawan penting untuk mendorong sukarelawan yang aktif untuk teruskan kerja keras mereka dan menggalakkan masyarakat untuk menyertai SRC sebagai sukarelawan. Mereka juga diiktiraf di majlis anugerah SRC bagi sumbangan yang cemerlang. Majlis anugerah tahunan SRC telah diadakan sempena pelancaran sambutan ulang tahun SRC yang ke-65 pada 27 September 2014, di Hab HDB Pusat Membeli-Belah Toa Payoh. Ia dihadiri tetamu terhormat dan penaung SRC Presiden Tony Tan.

MELIHAT KE HADAPAN

Dalam tahun 2015, kami akan terus mengembangkan rangka kerja yang sedia ada. Kami perlu terus memperkasa dan meningkatkan kehidupan mereka yang kurang bernasib baik, terutama sekali warga tua dan orang kurang upaya. Kami menyasarkan untuk mendekati lebih 100 keluarga dalam program FoodAid, melatih lebih 7,000 ahli pertolongan kecemasan, dan juga mengumpulkan sebanyak 122,000 unit darah pada tahun 2015 dan meningkatkan jumlah penderma darah muda. Kami juga mahu mengembangkan program Ahli Pertolongan Kecemasan rondaan lebih daripada di Taman East Coast buat jangka masa panjang. Dengan pelancaran CLARE di Tampines West, kami berharap dapat menubuhkan satu model yang ketat dan berkesan untuk program CLARE. Selanjutnya, kami akan melancarkan program CLARE di Bedok pada akhir 2015.

SRC akan terus mengkaji semula dan menguatkan khidmat kemanusiaan kami, mengukuhkan kecekapan kami, mengenal pasti bidang untuk diperbaiki dan, jika perlu, merombak persatuan kami. Kami akan terus berusaha untuk mempertingkatkan kakitangan, sukarelawan dan anggota kami dengan menyediakan latihan untuk mereka.

Dengan tamatnya tempoh lima tahun bagi pusingan ini, kami perlu melihat ke hadapan dan meletakkan panduan dan matlamat untuk lima tahun akan datang, 2016 – 2020, berdasarkan keperluan masyarakat dan kemampuan kami.

PENUTUP

Sebagai penutup, sekali lagi saya mengulangi bahawa segala kejayaan kami hanya boleh dikecapi dengan dedikasi, kesabaran dan sifat pemurah sukarelawan, penyokong, penderma, anggota dan kakitangan kami. Saya juga ingin mengucapkan terima kasih kepada semua pemegang saham. Kami amat menghargai sokongan yang tidak putus dan usaha berterusan dalam kerjasama memperkayakan kehidupan mereka yang terjejas dan membina masyarakat yang lebih prihatin dan peka. Bersama, kita boleh membuat perbedaan dalam kemanusiaan, dan jelas, pada tahun 2014, kami telah melakukan perbezaan bersama.

Tee Tua Ba
Pengerusi

(Dialih bahasa oleh Nadzirah Bte Sariman, Sukarelawati)

தலைவர் செய்தி

2014 ஆம் ஆண்டு சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் (SRC) வரலாற்றில் ஒரு முக்கியமான மைல்கல். இந்த ஆண்டு சங்கத்தின் 65 வது ஆண்டு நிறைவை கொண்டாடினோம்.

சமூகத்தின் வளமான பாரம்பரியத்தை பிரதிபலிக்கும் ஒரு வாய்ப்பாக இந்த ஆண்டு அமைந்தது. 1949- ல் பிரிட்டிஷ் செஞ்சிலுவை சங்கத்தின் கிளையாகத் தொடங்கிய நாங்கள், கடந்த 65 ஆண்டுகளாக, மனித சேவை மற்றும் உயிர்களை காப்பாற்றுவதில் நம் சமூகத்திலும் வெளியிலும் சேவை செய்து வருகிறோம். ஆரம்ப நாட்களில், செஞ்சிலுவை மருத்துவமனை ஊர்தி, ஊனமுற்ற குழந்தைகள் இல்லம், காதுகேளாத குழந்தைகளுக்கான வகுப்புகள் (இன்றைய சிங்கப்பூர் காது கேளாதோர் சங்கம்) மற்றும் இளைஞர் செஞ்சிலுவை சங்கத்தை நடத்தி வந்தோம். நாளடைவில், எங்கள் சேவைகள் வளர்ந்து முதல் உதவி பயிற்சி மற்றும் முதல் உதவி சேவைகள், இரத்த தான பரிந்துரை, என மற்ற கடமைகளை ஆற்றினோம். 2001 ல் தேசிய இரத்த தான தோவாளராக நியமனமானதைத் தொடர்ந்து, சிங்கப்பூரின் இரத்த தான பொது முகமானோம். எங்கள் தொண்டர்கள் 1961 இல் ஏற்ப்பட்ட புக்கிட் ஹோ சுவி தீ, 1978 ஆம் ஆண்டின் ஸ்பிரியோஸ் டேங்கர் வெடிப்பு, 1983 இன் கேபிள் கார் விபத்து, 1986 இன் ஹோட்டல் புதிய உலக சரிவு மற்றும் 2001 இன் சார்ஸ் போன்ற முக்கிய உள்ளூர் பேரழிவுகளின் போது தொடர்ந்து ஆதரவு வழங்கினர். சிங்கப்பூரின் 50 வது ஆண்டை கொண்டாடும் இவ்வேளையில், நம் இளம் நாட்டின் வரலாற்றில், சிங்கப்பூர் செஞ்சிலுவை சங்கம் ஒரு குறிப்பிடத்தக்க பங்காற்றியுள்ளது என பெருமை கொள்ள முடிகிறது.

சிங்கப்பூரின் பொருளாதார மற்றும் சமூக சூழ்நிலை மாற்றமடைந்தது போல, செஞ்சிலுவை சங்கத்தின் மனிதாபிமான சேவைகளின் முன்னுரிமைகளும் மாற்றம் அடைந்திருக்கிறது. இருப்பினும், செஞ்சிலுவை சங்கத்தின் சமூக நோக்கம் - மக்கள் மற்றும் நிறுவனங்களை ஒன்றாக சேர்க்கவும், தேவை உள்ளவர்களின் மனித துயரத்தைப் போக்கவும், மனித உயிர்கள் மற்றும் கண்ணியத்தை காக்கவும் மற்றும் அவசர நிலையில் சேவை செய்வதில் நிலையாக இருந்தது. எங்கள் 65 வது ஆண்டை ஒட்டி அனுசரிக்கப்பட்ட நடவடிக்கைகள், சுற்றி வந்த பாரம்பரிய மற்றும் மின்னிலக்க அருங்காட்சியகங்கள் போன்றவை மனித சேவை மற்றும் உயிர்களை காப்பாற்றும் இந்த உறுதிப்பாட்டை, மீண்டும் உறுதிப்படுத்தியது.

வாழ்க்கை ஊக்குவிப்பு மற்றும் உள்ளூர் சமூக மீள்திறன் மேம்பாடு

இந்த ஆண்டு ஆண்டறிக்கையின் கருப்பொருள் 'வாழ்க்கை ஊக்குவிப்பு மற்றும் உள்ளூர் சமூக மீள்திறன் மேம்பாடு'. சிங்கப்பூர் மற்றும் சிங்கப்பூரர்கள் எப்போதும் எந்த இக்கட்டான சூழ்நிலையிலும் தயார் நிலையில் இருக்க வேண்டும் என்பதை உறுதி செய்ய மிகுந்த முக்கியத்துவம் கொடுத்துள்ளோம்.

எங்கள் இலக்குகளில் சில: 2020 இல் வீட்டிற்கோர் முதலுதவியாளர் இருக்க வேண்டும், ஒரு கணிசமான இளைஞர் கூறு கொண்ட நிலையான இரத்த தான குழு அமைக்க வேண்டும், குறிப்பாக முதியோர் மற்றும் ஊனமுற்றோரை கவனத்தில் கொண்டு ஒரு மீள்திறனுள்ள சமூகத்தை அமைக்க வேண்டும். பேரழிவுகளின் போது உதவி செய்யும் எங்கள் திறனை, பேரழிவு நிர்வாகம், குடிநீர் மற்றும் சுகாதார, உளவியல் ஆதரவு, குடும்ப இணைப்புகள் மற்றும் சர்வதேச மனிதாபிமான சட்டத்தை மீட்சியை போன்ற பகுதிகளில் பயிற்சி வழங்கும் பேரழிவுகள் வலுப்படுத்தியுள்ளோம்.

எங்கள் சேவைகளை ஒருங்கினைத்ததோடு, கடந்த ஆண்டில் எங்கள் கட்டமைப்புகள் மற்றும் முறைகளை தொடர்ந்து வலுப்படுத்தி உள்ளோம். இந்த முயற்சிகள், தேவைப்படுவோருக்கு சங்கத்தின் சேவை எல்லையை விரிவுபடுத்துவதிலும், சமூக மீள்திறனை வலுப்படுத்துவதிலும், தொண்டூளியர்கள் மற்றும் ஊழியர்களின் திறனை அதிகரிப்பதிலும் மற்றும் சமுதாயத்தின் தகவல் தொழில்நுட்பத் திறனை அதிகரிப்பதிலும் மேற்கொள்ளப்பட்டன.

நான் பின்வரும் சாதனைகளை பகிர்ந்து கொள்வதில் மகிழ்ச்சி அடைகிறேன்.

- சமூக தலைமையில் செயல் மீள்திறன் திட்டத்தின் (CLARE) மென் தொடக்கம் டிசம்பர் 2014 இல் தெம்பினிஸ் மேற்க்கில் நடை பெற்றது. இந்த திட்டம் முதலுதவி செய்வதற்கான அறிவு மற்றும் தொழில்நுட்ப திறன்கள், முதியோர் பரமரிப்பு, நட்பு மற்றும் தேவைபடுவோருக்க்கு சமூக சேவை வழங்க தொண்டர்களை தயாரபடுத்துகிறது. இது பின்தங்கியோரை சென்றடையவும் சமூக முதலுதவி, போக்குவரத்து உதவி மற்றும் உணவு உதவி போன்ற செஞ்சிலுவையின் அடையாள சேவைகள் வழங்கவும் உதவுகிறது.
- ஊனமுற்றோருக்கான செஞ்சிலுவை இல்லத்தின் (RCHD) மேலாண்மை வலுப்படுத்தப் பட்டது; செஞ்சிலுவை இல்லம் இப்போது இன்னும் பல குடியிருப்பாளர்கள் வாழ உதவுகிறது. நாள் செயல்பாடு மையம் பல வாடிக்கையாளர்களுக்கு சேவை அளிக்கிறது.
- "சிங்கப்பூர் செஞ்சிலுவை முதலுதவி" செயலி மற்றும் ஒரு முதல் உதவி கையேட்டை 3M நெக்ஸ்கேருடன் இணைந்து வெளியிட்டது.
- தொழில்நுட்பத்தின் உதவியுடன் இளைஞர்களை ஈடுபடுத்தும் செஞ்சிலுவை இணைப்பு செயலியை உருவாக்கியது. இது தேசிய இரத்த தான ஆட்சேர்ப்பு நிகழ்ச்சித்திட்டத்தின் நீண்ட கால நீட்டிப்பை உறுதி செய்கிறது.

இளைஞர்கள் எதிர்கால இக்கட்டுக்களை எதிர்கொள்ள, தேவையான நடவடிக்கைகள் மூலம் சிறப்பாக தயார் படுத்தியுள்ளோம். ஹாங்காங்கில் மார்ச் 13-15, 2014 இல் நடைபெற்ற 12 வது செஞ்சிலுவை சர்வதேச மனிதாபிமானச் சட்ட விவாதத்தில், சிங்கப்பூர் தேசிய பல்கலைக்கழகத்தின் தூயி ஈ சியோங் மற்றும் சிங்கப்பூர் மேலாண்மை பல்கலைக்கழகத்தின் ஹில்டா பூ மற்றும் சியா யாருவை உள்ளடக்கிய சிங்கப்பூர் அணி உயர் பரிசுகளை வென்றது. தூயி ஈ சியோங் சிறந்த பேச்சாளருக்கான முதலிடத்தையும், சியா யாரு இரண்டாவது இடத்தையும் பெற்றனர்.

சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் உள்ளூர் மனிதாபிமான முயற்சிகளுக்காக 2014 இல் $3.09 மில்லியன் எழுப்பப்பட்டது. கூடுதலாக, எங்கள் விளம்பர முயற்சிகள்,விழிப்புணர்வு ஏற்படுத்தி, சிங்கப்பூர் செஞ்சிலுவை நோக்கத்தை முன்னெடுத்துச் ஆதரவைப் பெற்று $2.6 மில்லியன் ஊடக மதிப்பை உருவாக்கியது.

வெளிநாடுகளுக்கு உதவி

உள்ளூர் சமூக சேவையோடு, சிங்கப்பூர் செஞ்சிலுவை சங்கம் வெளிநாடுகளிலுள்ள தனிநபர்கள் மற்றும் சமூகத்தினரின் வாழ்வில் தாக்கத்தை ஏற்ப்படுத்தியுள்ளது. பல ஆண்டுகளாக, சிங்கப்பூர் செஞ்சிலுவை சங்கம் வளங்கள் திரட்டி துரித உதவி அளிப்பதிலும், வெகுவிரைவிலேயே திறம்பட பேரழிவுகளை எதிர்கொண்டு நிவாரண, மீட்பு மற்றும் மறுஉருவாக்கத்திலும் மனிதாபிமான சமூகத்தில் ஒரு நல்ல பெயரை, செஞ்சிலுவைச் இயக்கத்திலும் வெளியேயும் பெற்றிருக்கிறது. இந்த பணியில், அவசர பொருட்கள் அளிக்கவும், எங்கள் துரித உதவி அணிகள் (மருத்துவ, குடிநீர் மற்றும் சுகாதார மற்றும் உளவியல் ஆதரவு) கொண்டு உதவவும், உயிர் பிழைத்தவர்களை விரைவில் மீட்ப்பதற்கும், நீண்ட கால மறுகட்டமைப்பு திட்டங்களுக்கும் பங்காளிகளுடன் நெருக்கமாக பணியாற்றியுள்ளோம்.

2014 ஆம் ஆண்டில், சிங்கப்பூர் செஞ்சிலுவை சங்கம் பிலிப்பைன்ஸ் விசயாஸ் பகுதியில் (உள்ளூரில் யோலண்டா என அழைக்கப்படும்) டைபூன் ஹய்யனுக்கு பின்னர் மீட்புப் பணியில் ஈடுபட்டது. நாங்கள் ஒரு மேம்பட்ட நிவாரண குழுவை மலாபாஸ்க்குவா, ஸிபூ, மகாயாஹெய் பராங்கே (மாவட்டம்) மற்றும் ஓர்மோக்க இல் அமைத்து சான் பாப்லோ சுகாதார நிலைய நீர்ப்பிடிப்பு பகுதியில் முக்கியமான ஆதரவு வழங்கும் மூன்று மருத்துவ நிவாரண தூதுக்குழுவை அமைத்தது. இந்தக் குழு 17 மாவட்டத்திலுள்ள 20,000 மக்களுக்கு சேவையாற்றியது.

சிங்கப்பூர் செஞ்சிலுவை சங்கம் டைபூன் ஹய்யனில் உயிர் பிழைத்தவர்களுக்காக 12.38 மில்லியன் சிங்கப்பூர் வெள்ளி (31 டிசம்பர் 2014 வரை) திரட்டியுள்ளது. நிவாரண ஆதரவு வழங்குவது தவிர, நாங்கள் 87 சமூகங்களில் உள்ள சுமார் 1.5 மில்லியன் நபர்களுக்காக 20 பிந்தைய பேரிடர் மீட்பு மற்றும் மறுகட்டமைப்பு திட்டத்தை முடிக்க 11 பங்காளிகளுடன் ஒத்துழைத்து பணி செய்து வருகிறோம். பெரும்பாலான இந்த திட்டங்கள் முடிந்து விட்டன. வருகிற நவம்பர் 2015, இரண்டாம் ஆண்டு நினைவு நாளுக்கு முன், நாங்கள் உள்ளூர் சமுதாயங்களிடம் பெரும்பாலன இந்த மறுகட்டமைப்பு திட்டங்களை ஒப்படைக்க முடியும் என்று நம்புகிறேன்.

நமது சர்வதேச சேவைகளுக்காக, முறையாக பயிற்சி பெற்ற ஒரு வலுவான தொண்டர் குழு அமைப்பது பிரதானமான ஒன்று. எனவே, சிங்கப்பூர் செஞ்சிலுவை சங்கம் எங்கள் தொண்டர்களுக்கு தண்ணீர் மற்றும் சுகாதார வசதிகள், உளவியல் ஆதரவு மற்றும் குடும்ப இணைப்புகள் மீட்பதற்கு பயிற்சி வழங்கியுள்ளது. பிந்தைய திட்டம் தொடர்பு மீட்க மற்றும் பேரழிவு காலங்களில் காணாமல் போன மக்களை கண்டெடுக்கும் சர்வதேச செஞ்சிலுவை குழுவின் (ICRC) குழுவின் தடமறியும் திட்டம் ஆகும். கடந்த ஓராண்டு காலத்தில் எங்கள் தொண்டர்கள் மற்றும் மருத்துவ தொண்டர்களுக்கு, பிணைப்பு மற்றும் தோழமை உருவாக்க, பல நெட்வொர்க்கிங் அமர்வுகளை நாங்கள் நடத்தியுள்ளோம்.

மனிதாபிமான பணிகளில் சிங்கப்பூரின் ஒரு முன்னோடி என எங்களை நிறுவும் நடவடிக்கைகள் தொடர்ந்தது. பிப்ரவரியில், 11 வது செஞ்சிலுவை செம்பிறை கிளையின் தென்கிழக்கு ஆசிய தலைமைத்துவ கூட்டத்தை வெற்றிகரமாக நடத்தினோம். 11 சீ (SEA) தேசிய சங்கங்களின் எல்லா தலைவர்களை ஒன்றாக கொண்டு வந்தது தவிர, செஞ்சிலுவை மற்றும் செம்பிறை சங்கங்களின் சர்வதேச கூட்டமைப்பின் (IFRC) தலைவர் திரு ததாதெரு கோனோ மற்றும் பொதுச் செயலாளர் திரு பெக்கேலே கெலெடா வும் நிகழ்ச்சியில் கலந்து கொண்டனர். சிங்கப்பூர் செஞ்சிலுவை மனிதாபிமான விரிவுரையின் முதல் உரையை திரு கெலெடா கூட்டத்தின் தொடக்கத்தில் வழங்கினார். பிறகு அதே வருடத்தில், செஞ்சிலுவைச் சங்கத்தின் தலைமை இயக்குனர், திரு. யெவெஸ் டெகார்ட், சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் இரண்டாவது மனிதாபிமான விரிவுரையை நிகழ்த்தினார்.

இளைஞர் மேம்பாடு

இளைஞர் வளர்ச்சி எங்களுக்கு ஒரு முக்கிய முன்னுரிமையாக உள்ளது. செஞ்சிலுவை சங்கத்தின் நீண்ட கால வலிமைக்கு, செஞ்சிலுவை இளைஞர் இயக்கம் முக்கியமானது என்பதை உணர்ந்து, 2011 ல் இருந்து, நாம் படிப்படியாக மறு சீரமைப்பு செய்து செஞ்சிலுவை இளைஞர் இயக்கம் ஒருங்கிணைக்கப்பட்டது. இந்த வரிசையில், நாங்கள் ஒரு முழு நேர ஊழியரை செஞ்சிலுவை இளைஞர் சங்கத்தின் இயக்குனராக நியமித்தோம். இது செஞ்சிலுவை இளைஞர் சங்கத்தின் வரலாற்றில் முதல் தடவை ஆகும். ஆறு ஆண்டுகளாக சிறப்பாக பணியாற்றிய பிறகு, திரு லிங், கூன் சோவ் மே 28, 2014 அன்று திரு சஹாரி டெல்லி (அதே நேரத்தில் சேவைகள் இயக்குநராகவும் உள்ளார்) அவர்களிடம் ஒப்படைத்தார்.

ஒரு சில முயற்சிகள் 2014 முதல் செஞ்சிலுவை இளைஞர் சங்கத்தில் அறிமுகப்படுத்தப்பட்டது. இளைய நடத்தை மாற்ற தூதுவர் (YBAC) திட்டத்தை அறிமுகம் செய்து, செஞ்சிலுவை மற்றும் செம்பிறை சங்கங்களின் சர்வதேச கூட்டமைப்பின் (IFRC) இளைஞர் ஈடுபாடு உத்திகளின் படி சீரமைக்கப்பட்டது. நாங்கள் முதல் முறையாக வெளிநாட்டு மனிதாபிமான திட்டங்களை, இணைப்புகள் உள்ள ஆரம்ப பள்ளிகள் மற்றும் துருப்புகள் உள்ள உயர் நிலைப் பள்ளிகளுக்கும் விரிவாக்கம் செய்கிறோம். டிசம்பர் 2014 இல், செஞ்சிலுவை இளைஞர் சங்கம் மனிதாபிமான சேவையில் இளையரின் ஈடுபாடு பற்றிய முதல் பீர்-டு-பீர் இளைஞர் கருத்தரங்கை ஏற்ப்பாடு செய்தது.

கடந்த 62 ஆண்டுகளின், செஞ்சிலுவை இளைஞர் சங்க வேலை வரலாரை கொண்ட 'செஞ்சிலுவை உற்சாக கொண்டாட்டம்' என்ற செஞ்சிலுவை இளைஞர் புத்தகம், ஜூலை 2014 இல் வெளியிடப்பட்டது. தொண்டர்கள் திருமதி அன்னி கே, திருமதி டோரீன் டான் மற்றும் திரு டாங் சுன் டக் ஆல் எழுதப்பட்ட, இந்த புத்தகம் தற்போதைய மற்றும் எதிர்கால இளைஞர் சங்க உறுப்பினர்களை ஊக்குவிக்கிறது.

உறுப்பினர் மற்றும் தொண்டர்கள்

உறுப்பினர் மற்றும் தொண்டர்கள் சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் முதுகெலும்பாக திகழ்கின்றனர். அவர்கள் இல்லாமல் எங்கள் சேவைகளை சமூகத்திற்க்கு வழங்க முடியாது. எங்கள் இலக்கு எங்கள் உறுப்பினர் மற்றும் தொண்டர்களின் அறிவு மற்றும் திறன்களை வலுவூட்டி, தேவைப்படுவோரின் வாழ்வில் ஒரு நேர்மறையான வித்தியாசத்தையும், மீள் திறன் உள்ள தேசத்தை உருவாக்க உதவுவது ஆகும்.

2012 ல் நடைபெற்ற கட்டமைப்பு ஆய்வை தொடர்ந்து, மேம்பட்ட தன்னார்வ பயிற்சி கட்டமைப்பு மற்றும் வரையறுக்கப்பட்ட தொண்டர்கள் வேலை அடங்கிய ஒரு தன்னார்வ வாழ்க்கை வழித்தடம் 2013 இல் நிறுவப்பட்டது. அடிப்படை பயிற்சி உறுப்பினர்களுக்கும் தொண்டர்களுக்கும் நீட்டிக்கப்பட்டது.

தொண்டர் அங்கீகாரம் மற்றும் பாராட்டு தொண்டர்களை ஊக்குவிக்கவும் அவர்களின் நல்ல பணியை தொடரவும் சிங்கப்பூர் செஞ்சிலுவை சங்கத்தில் தொண்டூளியராக சேர, மற்றவர்களை ஊக்குவிக்கவும் மிக முக்கியமாகும் தொண்டர்கள் தங்கள் சிறந்த பங்களிப்புக்காக ஆண்டு விருதுகளில் அங்கீகரிக்கப் பட்டனர். வருடாந்திர சிங்கப்பூர் செஞ்சிலுவை சங்க விருதுகள் தோ பாயோ தேசிய வீடமைப்பு கழக மைய கடைத்தொகுதியில் 27 செப்டம்பர் 2014 அன்று, சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் 65 வது ஆண்டு நிறைவு கொண்டாட்ட துவக்கத்துடன் இணைந்து நடத்தப்பட்டது. சிங்கப்பூர் செஞ்சிலுவை சங்கத்தின் புரவலர், அதிபர் டோனி டான் சிறப்பு விருந்தினராக கலந்துகொண்டு சிறப்பித்தார்.

அடுத்த நடவடிக்கைகள்

2015 இல், ஏற்கனவே நிறுவப்பட்ட கட்டமைப்பை நாங்கள் தொடந்து மேம்படுத்துவோம். பின்தங்கியோர் குறிப்பாக முதியோர் மற்றும் ஊனமுற்றோர் வாழ்வை வலுவூட்டி மேம்படுத்துவதை தொடர வேண்டும்.

எங்களின் இலக்கு,உணவு உதவி திட்டத்தை 100 க்கும் மேற்பட்ட குடும்பங்களுக்கு கொண்டு செல்ல வேண்டும், மேலும் 7,000 பேருக்கு முதலுதவி பயிற்சி அளிக்க வேண்டும், 2015 இல் 122.000 அலகு முழு இரத்த சேகரிப்பு இலக்கை அடைவது மற்றும் இளைஞர் தான குழுவை அதிகரிப்பதும் ஆகும். நாங்கள் வருங்காலத்தில் பர்ஸ்ட் எய்டர் ஆன் வில்ஸ் திட்டத்தை கிழக்கு கடற்கரை பூங்காவை தவிர பிற இடங்களிலும் நீட்டிக்க எண்ணுகிறோம். தெம்பினிஸ் மேற்கில் அதிகாரப்பூர்வமாக துவக்கம் ஆன செயல் மீள்திறன் திட்டத்தின் (CLARE) மூலம் ஒரு பயனுள்ள முன் மாதிரியை நிறுவ முடியும் என்று நம்புகிறேன். அதன் பின், செயல் மீள்திறன் திட்டத்தை 2015 இறுதிக்கு ஸ்பிடோக்கில் துவங்க முடிவு செய்துள்ளோம்.சிங்கப்பூர் செஞ்சிலுவை சங்கம், தன் மனிதாபிமான சேவைகளை தொடர்ந்து ஆய்வு செய்து பலப்படுத்தும், தன் முக்கிய திறன்களை செம்மைபடுத்தி, தேவையான பகுதிகளில் மேம்படுத்தி, அந்த பகுதிகளில் சேவை செய்ய எங்களை தயார் செய்து கொள்வோம். எங்கள் ஊழியர்கள், தொண்டர்கள் மற்றும் உறுப்பினர்களைத் தொடர்ந்து வலுவூட்ட பயிற்சி மற்றும் திறன் வளர்ப்பில் முதலீடு செய்வதற்க்கு பாடுபடுவோம். நாங்கள் தொடர்ந்து அவர்களின் பயிற்சி மற்றும் திறன் வளர்ப்பில் முதலீடு செய்வதன் மூலம் எங்கள் ஊழியர்கள், தன்னார்வலர்கள் மற்றும் உறுப்பினர்களை வலுவூட்ட பாடுபடுவோம்.

ஒரு ஐந்து ஆண்டு சுழற்சியை முடிக்கும் போது, நம் சமூகத்தின் தேவைகள் மற்றும் நம்முடைய திறன் மற்றும் திறமைகளின் அடிப்படையில், அடுத்த ஐந்து ஆண்டுகளின் (2016-2020), பரந்த வழிநடத்துதல் மற்றும் இலக்குகளை முன்னோக்கி பார்த்து அமைக்க வேண்டும்.

முடிவுரை

எங்கள் சாதனைகள் எல்லாம், எங்களுடைய தொண்டர்கள், ஆதரவாளர்கள், நன்கொடையாளர்கள், உறுப்பினர்கள் மற்றும் ஊழியர்களின் அர்ப்பணிப்பு, விடாமுயற்சி மற்றும் தாராளத்தால் மட்டுமே சாத்தியமானது என்று வலியுறுத்த விரும்புகிறேன். எமது பங்குதாரர்கள் அனைவருக்கும் நன்றி கூற விரும்புகிறேன். உங்களின் அசைக்க முடியாத ஆதரவுக்கும், தேவைப்படுவோரின் வாழ்க்கையை வளப்படுத்தவும் சிங்கப்பூரை கருணை மற்றும் அக்கறை உள்ள ஒரு சமூகமாக உருவாக்க, எங்களுடன் வேலை செய்யும் உங்களின் அயராத முயற்சியை பாராட்டுகிறேன். நாம் ஒன்றாக சேர்ந்தால், மனித குலத்துக்கு ஒரு வித்தியாசத்தை ஏற்ப்படுத்தலாம், உண்மையில் 2014 இல் நாம் ஒன்றி ஒரு வித்தியாத்தை ஏற்ப்படுத்தினோம்.

டீ டுவா பா
தலைவர்
(மொழிபெயர்ப்பு: செந்தில் அண்ணாமலை, தொண்டூளியர்)

ORGANISATIONAL STRUCTURE

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PANEL OF GOVERNMENT ADVISORS

COMMITTEES OF THE COUNCIL

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- Audit Committee
- Corporate Governance and Nomination Committee
- Finance and Investment Committee
- Human Resource and Compensation Committee

FUND RAISING

MANAGEMENT

OPERATIONAL AND ADVISORY COMMITTEES

- Home Management Committee
- Marketing and Communications Advisory Panel
- Red Cross Academy Advisory Panel
- Committee for Humanitarian Assistance and International Relief
- Red Cross Infocomm Technologies Advisory Panel

MANAGEMENT COMMITTEE

SECRETARIAT

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- Operations
  - Community Service
  - International Services
  - Red Cross Blood Donor Recruitment Programme
  - Red Cross Home for the Disabled
- Resources
  - Admin & IT
  - Corporate Communications & Marketing
  - Finance
  - Human Resource
  - Membership & Volunteer Development
  - Singapore Red Cross Academy
  - Fund Raising

RED CROSS YOUTH STEERING COMMITTEE.

The staff of the Singapore Red Cross embrace the core values of compassion, passion and professionalism and adopt the Seven Fundamental Principles of the Red Cross Movement in the work that we do.

▸ Secretary General of Singapore Red Cross, Mr Benjamin William

▾ From left: Dr Tan Hun Hoe (Medical Advisor, International Services), Ms Macy Marollano Carpio (Nusing Aide, Red Cross Home for the Disabled), Mr Muhamad Haikel Bin Mohamed (Executive, Community Services), Ms Tilynn Low (Executive, Red Cross Youth), Mr Roslan Bin Ibrahim (TransportAid Responder), Ms Koh Ting Ting (Executive, Human Resources)

▸ From top left (clockwise): Ms Nurulazhana Labib (Training Coordinator, SRC Academy), Ms Lim Cheng Hong (Executive, Blood Donor Recruitment Programme), Mr Pozi Bin Oman (Office Assistant), Ms Karine Tan (Executive, Fund Raising), Ms Zulaiha Begum Binti Mohamed Hassan (Training Coordinator, SRC Academy), Ms Hsu Nan-Ting (Assistant Head, Corporate Communications and Marketing)

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The President of the Republic of Singapore

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(up to 28 June 2014)

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(from 29 June 2014)

Mr Han Eng Juan

Dr Mark Hon

Mr Chris Liew

Ms Lim Choon Noi
(up to 29 June 2014)

Dr Lim Ghee Hian
(up to 29 June 2014)

Mr Eric Low
(from 30 June 2014)

Mr Winston Milner

Mr Mohammad Zaidi Bin Ariffin

Assoc Prof (Dr) Phua Kai Hong

Mr Edwin Seah Tian Rong
(from 30 June 2014)

Ms Emily Tan Shu Min
(from 30 June 2014)

Mr Tan Kai Hoe
(up to 29 June 2014)

Mr Zulkifli Baharuddin

(From left to right)

Mr Eric Low, Mr Han Eng Juan, Vice Chairman Mr Axel Chan, Mr Chris Liew, Dr Chan Soon Keng, Mr Winston Milner, Chairman Mr Tee Tua Ba, SLTC (NS) Laurence Goh, Dr Caroline Brassard, Secretary General Mr Benjamin William, Dr Mark Hon, Mr Mohammad Zaidi Bin Ariffin

Not Present

Ms Rose Tan, Vice Chairperson

Members: Mr Chew Hai Chwee, Assoc Prof (Dr) Phua Kai Hong, Mr Edwin Seah Tian Rong, Ms Emily Tan Shu Min, Mr Zulkifli Baharuddin

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LTC Ling Young Ern
– Ministry of Home Affairs

Ms Tan Lay Hong
– Ministry of Education

Mr Mark Tan
– Ministry of Health (Alternate Member)

COL Tan Ying Kiat
– Ministry of Defence (up to 23 Sept 2014)

Ms Catherine Wong
– Ministry of Foreign Affairs

Ms Yeo Seow Peng
- Ministry of Defence (from 24 Sept 2014)

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(from 1 January 2014)

Adviser
Mr Chris Liew
(from 1 January 2014)

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(from 30 June 2014)

Assoc Prof (Dr) Phua Kai Hong

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(from 30 June 2014)

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(up to 29 June 2014)

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Mr Lim Theam Poh

Mr Ling Khoon Chow
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Mr Sahari bin Ani

Mr Edwin Seah
(from 30 June 2014)

Ms Cecilia Tan

Mr Andy Yeo
(up to 29 June 2014)

Mr Tim Yeo

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(From 1 April to December 2014)

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Mr Ling Khoon Chow
(up to 31 March 2014)

Mr Sahari Ani
(from 1 April 2014)

Deputy Director, Operations
Ms Loh Wai Min

Deputy Director, Units
Mr Edwin Seah

Deputy Director, Chapters
Mr Prathivmohan Chandramohan

Deputy Director, Projects
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Assistant Director, Operations
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Assistant Directors, Strategic Planning

Mr Ambrose Lee

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(from 1 August)

Mr David Ong
(from 1 August 2014)

Dr D R Paul

Ms Roshini Prakash
(from 6 August 2014)

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(from 1 October 2014)

Ms Emily Tan
(from 30 June 2014)

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(from 30 June 2014)

Dr Mark Leong
(from 30 June 2014)

Ms Pat Loh
(from 30 June 2014)

Prof Anantharaman Venkataraman
(from 30 June 2014)

COMMITTEE FOR HUMANITARIAN ASSISTANCE AND INTERNATIONAL RELIEF

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Members

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(up to 29 June 2014)

SLTC (NS) Laurence Goh
(from 30 June 2014)

Mr Arnold Khoo
(up to 29 June 2014)

Ms Cynthia Phua

Mr Saiful Nizam bin Subari
(from 30 June 2014)

Ms Emily Tan
(from 30 June 2014)

Mr Benjamin William

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Enterprise Leader
Mrs Lim Li Hoon

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SINGAPORE RED CROSS TRANSPORT AID
Tel: (65) 6337 3333

Find us

EMPOWERING LIVES
IN OUR LOCAL COMMUNITY

Since 1949, Singapore Red Cross (SRC) has been actively serving the vulnerable in our community through local humanitarian services such as the Red Cross Home for the Disabled.

SRC adopts a proactive stance by constantly reviewing the impact of its services, identifying service gaps and reinventing itself to meet critical needs. In 2014, the SRC has deepened its community outreach to meet the needs of beneficiaries. Through these efforts, SRC remains steadfast in its mission of mobilising the power of humanity to relieve human suffering and protect human lives and dignity.

CARING FOR PEOPLE WITH DISABILITIES

RED CROSS HOME FOR THE DISABLED
People suffering from severe and multiple disabilities require round-the-clock care to ensure their well-being. Over time, it could become challenging for family members to provide care for their loved ones with disabilities while continuing with their daily routines.

This is where the Red Cross Home for the Disabled (RCHD) and the Day Activity Centre (DAC) play a part by providing residential, respite and, in recent years, day care services for adults and children with multiple disabilities. Family members are provided with the peace of mind to go about their daily activities with the assurance that their loved ones are well

Red Cross Home for the Disabled engages the residents in activities that develop their social, emotional and physical well-being.

cared for when they stay with the Home. In 2014, a total of 101 residents and 11 clients were cared for at RCHD and DAC respectively. This marked a 65.6 per cent increase from 2000, where there were only 61 residents. This can be attributed to the increased capacity at Family Link@ Lengkok Bahru, where the Home relocated to in March 2010.

RCHD strives to amplify its value proposition with its commitment to be the model residential and day care home. The goal is to enhance the physical, mental, social and emotional well-being of the disabled, by engaging them in enriching activities and showering them with love. RCHD provides quality, all rounded care and the precious gift of friendship, thereby bringing the residents happiness at a Home away from home.

To ensure optimal care and service are rendered to our residents and their families, RCHD and DAC had, in 2014, embraced a disciplined and proactive approach by continually reviewing its operations and conducting needs analysis and satisfaction survey to identify service gaps. The Home had also bolstered its volunteer management and retention, enhanced the training and competency of the staff, optimised operational efficiency and benchmarked against standards in the nursing care sector.

These efforts to strengthen the fundamentals in terms of service, structures and systems will go a long way to better serve the residents of RCHD and clients of DAC, thereby enabling RCHD to establish a strong foothold in serving the disabled in our community.

101

Residents received quality and round-the-clock care at Red Cross Home for the Disabled

11 Clients benefit from the activities enriching their physical, mental, social and emotional well-being at the Day Activity Centre.

HOME AWAY FROM HOME

For Mr Dani Chew, 55, a remisier, it was heart-wrenching to see his older sister, Ms Chew Yin Leng, 57, go from being an active, talkative young girl to someone who could barely walk at 16 because of weakness on one side of her body.

After countless hospital consultations and uncertainty on the cause of her paralysis, she was eventually diagnosed with Cerebral Palsy and Cervical Stenosis.

Yin Leng had been cared for by their parents for several years. As their mother was getting on with age, the family needed help taking care of her. By then, Dani was already married and had his own family to look after. Dani and his wife spent countless hours researching for possible nursing homes for Yin Leng before deciding on the Red Cross Home for the Disabled (RCHD) in December 1996.

"At RCHD, her daily needs are well taken care of. The nursing aides are very attentive to the needs of the residents; they follow closely to the tight schedules for feeding, changing and medication. They also turn them frequently to prevent bed sores. The staff to residents ratio has improved over the years so it is good. The bright, airy and spacious environment at RCHD is conducive for residents, "

Mr Dani Chew, on his sister, Chew Yin Leng, resident of Red Cross Home for the Disabled

Dani also witnessed a marked improvement in his sister's condition over the years. "Initially, my sister could not move at all. Now, my sister can move and retract her limbs when touched. They are getting a wheelchair for her. My dream is for her to recover. I am optimistic that she will."

Dani and his family now have the peace of mind and assurance to go about their daily lives knowing that Yin Leng is well cared for at RCHD.

Mr Dani Chew observed that the nursing aides at the Red Cross Home for the Disabled are attentive to the needs of the residents including his sister, Ms Chew Yin Leng.
Photo by Jamie Chan, Volunteer

Mdm Nuraini Bte Mohd Noor is glad to see that her son, Ahmad Fahmi Bin Yusof (pictured here) is more sociable after enrolling in the Day Activity Centre.
Photo by Jamie Chan, Volunteer

A MOTHER'S HOPE

Ahmad Fahmi Bin Yusuf, 21, was born a normal and healthy baby. But at four months' old, he suffered epileptic fits that led to multiple disabilities. From 18 months to 18 years old, Ahmad attended Rainbow Centre Singapore which cares for infants and youth with multiple disabilities.

After Ahmad graduated from the centre at 18 years old, the school encouraged his parents to consider placing Ahmad at Singapore Red Cross' Day Activity Centre (DAC), where he has been a client for three years.

"We chose the DAC because of the homely, airy and bright environment, the food provided and its cleanliness. We are happy with the service as the staff are very responsive, they constantly update us on Ahmad's well-being and condition and they also know how to handle the situation when Ahmad experiences an epileptic fit," shared Mdm Nuraini Bte Mohd Noor, 46, Ahmad's mother.

Mdm Nuraini, a homemaker, noticed some improvements in her eldest son after enrolling him at the DAC.

"In the past, he used to be in his own world; he would play on his own in his room. These days, he can sit with us in the living room for longer periods of time to watch TV and he is no longer afraid of being in the presence of people,"

Mdm Nuraini Bte Mohd Noor, on her son Ahmad Fahmi Bin Yusuf, a client of SRC's Day Activity Centre

Since enrolling Ahmad at DAC, Mdm Nuraini has had more time to do her household chores and attend to Ahmad's other siblings who were diagnosed with the same medical condition.

Like all parents, Mdm Nuraini has dreams for Ahmad. "I hope he will learn to be independent one day," she quipped.

FOOD WITH LOVE

FOOD AID

Despite growing affluence in Singapore, there are still people in our community who have fallen through the cracks of welfare schemes and have difficulty providing for their families. These may include skipped-generation families (where grandparents take care of young children), single-parent families and the working poor. With a per capita income of S$400 or less, providing nutritious food to their families may be a constant challenge.

In recognition of the challenges faced by these families, Singapore Red Cross (SRC) broadened its community outreach with the launch of our 'Meals with Love' programme in 2013. This programme of the FoodAid service mobilises the power of humanity to provide monthly rations of food to 42 disadvantaged families in 2014, up 35.4 per cent from 2013. Besides bringing fresh and nutritious food to the dinner table of the beneficiary families, many volunteers go the extra mile to help the families with household chores, tutoring the younger children, and much more.

The FoodAid service is testament to SRC' efforts to continually assess the unmet needs of our community and provide solutions that enhance our value proposition.

Although the 'Meals with Love' programme is still at its nascent stage, it has struck a resounding chord in many hearts. Our FoodAid beneficiaries are appreciative of the provision of food, friendship and time invested by volunteers to help out in their homes. This programme has also gained much traction amongst volunteers as they derive joy in giving the beneficiaries hope and strength, thereby empowering their lives.

Project R.I.C.E is another core FoodAid project organised annually since 2008. The nation-wide rice collection initiative has been organised by Red Cross Youth - Chapters in partnership with Sheng Siong Supermarket Pte Ltd for many years. In 2014, Project R.I.C.E collected 97,155kg of rice for beneficiaries during the Lunar New Year festive period, surpassing its original target of 30,000kg.

42

Families received S$250 worth of food packets every month through Meals with Love

87 Volunteers mobilised for the Meals with Love programme

97,155 kg

Of rice collected through Project R.I.C.E and benefitted 25,900 individuals

A MOTHER'S SACRIFICE

When Mdm Tan Meang Hui's elder son, John*, nine, was diagnosed with Duchenne's Muscular Dystrophy two years ago, it came as a shock to her. She couldn't believe that her once active child would progressively get weaker. Though John is still able to talk and write, he now has difficulty walking and climbing the stairs and needs help moving around.

Mdm Tan, 41, also has a younger daughter, eight-year-old Michelle*, currently in primary school. Mdm Tan has been raising her two children single-handedly for the last two years as her husband is currently serving a prison sentence.

Despite the challenges, Mdm Tan soldiers on. She cares for John full time leaving her unable to earn an income. She tends to his daily needs and brings him to the hospital quite regularly for medical appointments. She was introduced to Singapore Red Cross' FoodAid service to help alleviate her situation and provide for her family.

"Food can be very expensive these days. Without the S$250 worth of food vouchers, it is really not easy for my family to get by. I do not mind not eating but I will buy food for my children," said Mdm Tan.

"The FoodAid service provided by the Singapore Red Cross is useful because the food vouchers enable us to purchase fish, meat and vegetables that we don't get much of. Eating canned food or maggi noodles may not be healthy for my children over the long-term,"

Mdm Tan Meang Hui, a beneficiary of SRC's Food Aid service.

Her family also looks forward to the visits by the volunteers of the FoodAid service who will play with her children and chat with them.

FoodAid beneficiary Mdm Tan Meang Hui felt that the FoodAid service enables her to buy fish, meat and vegetables that are nutritious for her children.

As a mother, Mdm Tan wants to provide the best for her children. She has been told that people with her son's condition may live only to their teens or 30s. "I do not know how long he will live. I want to do my best to make him happy and adequately meet his needs while he is still alive," she affirmed.

Like all mothers, Mdm Tan has dreams for her two children. "I hope a miracle will come about and there would be a cure for his medical condition. I really hope he can recover from his illness one day. For my daughter, I hope she will study hard so that she can contribute back to society and help others. I often tell my children, now we are receiving society's help. I hope that when they grow up, they will in turn, contribute back to society by helping others," shared Mdm Tan.

*Names have been changed to protect their identity

DEDICATION ON WHEELS

TRANSPORT AID

For many wheelchair-bound patients, getting to and from their medical appointments can be a constant challenge because of their limited mobility. The problem is exacerbated for those facing financial difficulties as private transport services are not economically feasible for the long term.

Singapore Red Cross (SRC) TransportAid service helps the elderly and disabled from low-income homes get to and from their healthcare service facilities, such as rehabilitation and day activity centres for their life-sustaining care and treatments. The TransportAid service, formerly known as the Singapore Red Cross Non-Emergency Ambulance Service, made a total of 7,899 trips in 2014, a 16.2 per-cent increase from 2013 where 6,792 trips were made.

The TransportAid service is one of the flagship services of the SRC. Compassion, passion, professionalism, dedication, reliability and commitment to punctuality are some of the traits of the TransportAid drivers and responders.

Going forward, Singapore Red Cross will concentrate on optimising resources to ensure efficient and effective service and continue to establish collaboration with more partners to bolster the capacity of our TransportAid service. This will serve to enhance our outreach to the vulnerable in our community.

7,899

Life-sustaining trips on TransportAid

Photo of Mdm Marhamah with her husband: Mr Abdul Rahman B. Abdullah finds the TransportAid responders very responsive, experienced and friendly. The service is also affordable.

TRANSPORT WITH HEART

Mr Abdul Rahman B. Abdullah, 54, saw how diabetes took a toll on his family.

His wife, Mdm Marhamah Bte Bahrom, 55, was first diagnosed with diabetes 20 years ago. With diabetes came a host of other problems like kidney failure, eye problems and heart problems. In September 2013, Mdm Marhamah was hospitalised due to low blood sugar. It was there that she suffered a stroke and could no longer move her arm and leg on her left side. She remained hospitalised for four months.

The family initially relied on hired vans to ferry Mdm Marhamah to and from her medical appointments but they found it untenable to sustain in the long-term. Mr Abdul, a diabetic himself, had also suffered from a stroke years ago and was advised not to work. With two children still in tertiary education, a social worker from a hospital referred them to Singapore Red Cross' TransportAid service.

Mdm Marhamah now utilises the TransportAid service once a month on average and has been benefitting from the service for one and a half years.

"The TransportAid responders are very attentive and punctual; they usually come on time and are very experienced; the ride is very smooth. They are very friendly; they would chat with us on the rides to and from the hospital,"

Mr Abdul Rahman B. Abdullah, whose wife is a beneficiary of SRC's Transport Aid service

The family also found the Singapore Red Cross TransportAid service to be more affordable. Mr Abdul explained, "It is not charged by distance. Singapore Red Cross charges only S$25 for a two-way trip. Commercial transportation charges about S$75 for a two-way trip. I would recommend Singapore Red Cross' TransportAid service to others who need it as it provides affordable and good service."

COMMUNITY-LED ACTION FOR RESILIENCE

Singapore Red Cross (SRC) had a soft launch of the Community-Led Action for REsilience (CLARE) programme in December 2014 in Tampines West.

It empowers community volunteers with the necessary knowledge and technical skills to provide first response and aid, elder care, befriending and community service to the vulnerable.

This enhances community resilience - the ability of the community to harness available resources to respond to, withstand and recover from adversity. In the longer term, CLARE will open the door for the less privileged in other areas of Singapore to access signature Red Cross services such as Community FirstAid, FoodAid and TransportAid, thereby providing neighbourhoods with a 'one-stop' support framework.

EMPOWERING LIVES
BEYOND OUR SHORES

The Asia Pacific region is regarded as one of the most disaster-prone areas in the world. Not only do people in this region suffer from earthquakes, they are also affected by floods and typhoons that destroy their homes, property and livelihoods, and even claim the lives of their loved ones.

Singapore Red Cross (SRC) works closely with National Societies, the International Federation of Red Cross and Red Crescent Societies (IFRC), International Committee of the Red Cross (ICRC) partners, organisations and individuals to rebuild the lives of disaster survivors with immediate relief, early recovery work and long-term rebuilding projects.

To ensure our volunteers are well-prepared to be deployed on such missions, they go through comprehensive training programmes that include first aid, water and sanitation, psychosocial support, operations, logistics and Restoring Family Links (RFL) service to enhance their capacity. In 2014, SRC conducted training on water and sanitation, psychosocial support and the RFL service. RFL serves to reunite separated family members through the Red Cross network in times of armed conflicts or disasters.

TYPHOON HAIYAN

In the aftermath of Typhoon Haiyan, SRC deployed an advance relief team to Mahayahay barangay, Malapascua, Cebu and Ormoc. Three medical relief missions provided critical support at the San Pablo Health Centre Catchment Area, serving 20,000 in 17 barangays. Psychosocial support activities such as art therapy were also conducted to help children cope with their loss.

AS OF 31 DECEMBER 2014, SINGAPORE RED CROSS RAISED S$12.38 MILLION FROM THE GOVERNMENT AND PEOPLE OF SINGAPORE FOR THE SURVIVORS OF TYPHOON HAIYAN. SRC COLLABORATED WITH 11 ESTABLISHED IMPLEMENTING PARTNERS TO COMPLETE THE 20 POST-DISASTER RECOVERY AND RECONSTRUCTION PROGRAMMES, BENEFITING SOME 87 COMMUNITIES AND POSITIVELY IMPACTING AN ESTIMATED 1.5 MILLION LIVES.

President Tony Tan Keng Yam, Patron of the Singapore Red Cross (SRC) presented over S$7 million in donations to SRC partners for the rebuilding projects across Typhoon Haiyan affected areas.

As of 31 December 2014, Singapore Red Cross raised S$12.38 million from the Government and People of Singapore for the survivors of Typhoon Haiyan. SRC collaborated with 11 established implementing partners to complete the 20 post-disaster recovery and reconstruction programmes, benefiting some 87 communities and positively impacting an estimated 1.5 million lives.

SRC rolled out a swathe of rebuilding projects together with partners, some of which were officially handed over to local communities in November 2014.

- Some 21,358 locals from Buluang, Salvacion, San Rafael barangays in Busuanga, Palawan, Philippines benefited from 15 rebuilding projects worth S$800,000 (₱28.36 million) involving health, water and sanitation, infrastructure and livelihood programmes such as a model farm and farmer's cooperative, in collaboration with Life! Community Development.

- Some 400 families of the Calingatan community in Albuera Municipality, Leyte (San Pedro barangay) benefited from the erection of a S$310,000 school with vocational training facilities that will serve as an emergency evacuation centre in times of disaster, in collaboration with Mr Julian Tan, the Municipality of Albuera and WYNASEAN.

Other rebuilding projects undertaken in the aftermath of Typhoon Haiyan included:

- Distribution of shelter materials and jerry cans as well as construction of six community water filtration systems costing S$553,000 (₱19.60 million) and benefiting 150,000 people in Bantayan Island (Cebu), in collaboration with Anglican Crisis Relief Outreach and Support, Singapore

- Reconstruction and rehabilitation of educational and healthcare facilities in the Aklan and Capiz municipalities, Panay costing S$1.565 million (₱52.42 million), benefiting 1.25 million people, in collaboration with the Philippine Red Cross

- Reconstruction of five rural health units and five barangay health stations costing S$950,128 (₱31.85 million) benefiting 1.25 million people in the Vasayas region in collaboration with the IFRC

- Rehabilitation of Basey District Hospital, Balangiga District Hospital, Balangiga Rural Health Unit and reconstruction of 27 barangay health stations in Southern Districts, Samar, costing S$1.17 million (₱41.79 million) benefiting 53,000 people, in collaboration with ICRC

- Rehabilitation of shelter for 500 families in Dulag Municipality, Leyte costing S$94,500 (₱3.35 million) in collaboration with Humanitarian Assistance Network for Disaster

- Repair of the Municipal Health Centre and reconstruction of 33 classrooms in an elementary school in Pastrana Municipality and repair of three Barangay Health Stations, health centre and maternal delivery building in one barangay in Tabon Tabon Municipality in Leyte costing $586,000 (₱19.63 million), in partnership with Assisi Foundation

- Rehabilitation of two schools in Iloilo benefiting 1,000 students and costing S$20,990, in collaboration with Singapore Management University

"We have seen for ourselves the widespread damage inflicted by Typhoon Haiyan to homes, schools, hospitals and livelihoods. We will focus our efforts to help rehabilitate this infrastructure and hence restore the delivery of critical services to the affected communities. We will ensure that the funds received from the people of Singapore are used in the most effective and impactful way,"

Mr Benjamin William, Secretary General of the Singapore Red Cross said on 29 July 2014 at the signing of the three agreements between the Singapore Red Cross and its Red Cross Movement Partners: Philippine Red Cross; IFRC and ICRC.

President Tony Tan Keng Yam, Patron of Singapore Red Cross, visited the Basey District Hospital, a joint rehabilitation project between the Singapore Red Cross, the Philippine Red Cross and the International Committee of the Red Cross.

OTHER HUMANITARIAN PROJECTS

MIDDLE EAST HUMANITARIAN RESPONSE

Singapore Red Cross (SRC) launched a fundraising appeal from 20 July to 16 September 2014 to provide immediate relief supplies to help people affected by the conflicts in the Middle East. This follows SRC's initial commitment of humanitarian aid worth US$30,000 (S$37,500) in support of humanitarian operations in the Gaza strip, Iraq and Syria (US$10,000 each).

Singapore Red Cross launched a fundraising appeal to provide immediate relief supplies to help people affected by the conflicts in the Middle East.
Photo by the International Committee of the Red Cross

Photo by the International Committee of the Red Cross

TYPHOON HAGUPIT

On 8 December 2014, an advance team of five Singaporeans were deployed to distribute relief supplies to affected communities in Masbate, the Philippines, in response to Typhoon Hagupit. The Singapore Red Cross, through its Disaster Response Emergency Fund contributed S$20,000 each to the Philippine Red Cross, the International Federation of Red Cross and Red Crescent Societies and the International Committee of the Red Cross for the immediate response efforts.

A team of five was deployed to distribute supplies to affected communities in Masbate, the Philippines, in response to Typhoon Hagupit in December 2014.

MALAYSIAN FLOODS

Singapore Red Cross contributed S$227,000 (MYR600,000) to relief efforts of the Malaysian Red Crescent Society in response to severe flooding in Malaysia in December 2014. Of this S$227,000, S$100,000 was from the Government of Singapore and the remaining from SRC's Disaster Response Emergency Fund.

YUNNAN EARTHQUAKE

Singapore Red Cross also contributed US$50,000 in humanitarian aid that was delivered by the Red Cross Society of China (RCSC), to survivors of the Yunnan Earthquake.

STORY OF MERRICK LIU, RESTORING FAMILY LINKS VOLUNTEER

Despite Merrick Liu's short time serving as a Restoring Family Links (RFL) service volunteer, she has successfully reunited two Singaporean families.

Merrick helped a Singaporean detainee in North Africa get in touch with his family and reconnected a detainee in Myanmar with her mother.

For Merrick, the experience has put a spotlight on family bonds.

Merrick Liu, Restoring Family Links volunteer who successfully reunited two families.

"Some of us go through life taking our family for granted. Some might not be on good terms. But at the end of the day, family always comes around. The first family I visited was on behalf of the Singaporean detainee in North Africa. Though the family was initially reserved, they slowly opened up and shared their concerns for their family member detained far away and for so many years,"

Merrick Liu, Restoring Family Links volunteer

"The second family we visited were the elderly parents of the Singaporean detainee in Myanmar. The couple was very much grateful to Red Cross for delivering the message to them. Hearing from a family member, especially one who has been detained for more than 10 years, definitely brings immense comfort," she explained.

Indeed, when the family links are restored, the healing process begins. For the volunteers, the most rewarding part is to see their efforts being paid off when families are reconnected.

ENHANCING COMMUNITY RESILIENCE

Singapore Red Cross is committed to enhancing community resilience by leveraging available resources to respond to, withstand and recover from adversity. Some of the efforts include building a sustainable blood donor pool, provision of first aid coverage at national and community events, and training the public in first aid.

Champion Blood Donors were recognised for their contributions at the World Blood Donor Day 2014.

INSPIRING PEOPLE TO GIVE THE GIFT OF LIFE

BLOOD DONOR RECRUITMENT PROGRAMME

Blood saves lives, sustains the lives of those requiring blood transfusions and gives family members the assurance that their loved ones are still around.

As the National Blood Donor Recruiter since 2001, the Singapore Red Cross (SRC) focuses on the advocacy, recruitment, retention and recognition of blood donors for their gift of life.

SRC works in close partnership with the Blood Services Group of Health Sciences Authority (HSA) to ensure an adequate and safe supply of blood, to meet the nation's transfusion needs at all times. It is projected that 400 units of blood are required every day to meet the country's blood needs, to save lives in times of emergencies and to sustain the lives of patients suffering from medical conditions such as leukaemia, anaemia, thalassaemia, etc.

In 2014, efforts were undertaken to strengthen the fundamentals of the National Blood Donor Recruitment Programme by enhancing its service, structure and systems to recruit, retain and recognise blood donors as well as to maintain a pool of active donors, volunteers and bloodmobile organisers.

The blood collected in Singapore increased nearly two-fold from 66,000 in 2001 to 117,395 in 2014. The figure includes both whole blood donations and apheresis donations. In 2014, there were a total of 537 bloodmobile drives which collected 35,817 units of blood.

SRC organised a Champion Blood Donor Recognition Ceremony in conjunction with World Blood Donor Day on 7 June 2014, at Port of Lost Wonder, Sentosa to recognise the contribution of blood donors. A total of 1,610 individuals and 32 corporate and community Bloodmobile Organisers (BMOs) were recognised for their contributions.

To ensure the long-term sustainability of the National Blood Donor Recruitment Programme, SRC leveraged technology to develop the Red Cross Connection app to enhance youth engagement.

As part of blood donations advocacy efforts, SRC organised a Bloodmobile Organiser Seminar on 5 March 2014 at the Singapore Red Cross Academy @ Atrium for 55 participants from 34 organisations. The seminar aimed to broaden the outreach and encourage more to donate blood and organise bloodmobiles.

108,058
Whole blood donations

68,868
Blood donors who have given their gift of life

20,452
Youth blood donors in our community

537 Bloodmobile drives

ADVOCATING BLOOD DONATION AMONG THE YOUTH

Blood donation advocacy amongst youth is important as it ensures the long-term sustainability of the blood programme. As the National Blood Donor Recruiter, Singapore Red Cross (SRC) strives to inculcate a lifestyle of donating blood amongst the people, especially the youth.

In 2014, there were 20,452 youth donors, constituting 29.6 per cent of the total blood donor population in Singapore. World Blood Donor Day 2014 saw a record number of winners who were the youngests in their respective Champion Blood Donor categories. Mr Raymond Chong, 34, was the youngest ever Champion of Champions, having achieved a milestone of 153 blood donations. Ms Amick Teo, 40, was the youngest ever female winner in the Diamond category with 100 donations made.

SRC continued to recognise the efforts of youth who increased blood donations through creative means. Republic Polytechnic was awarded the Bloodmobile Organiser (BMO) Merit Award for harnessing more than 260 donations over three drives. Moreover, the blood donations collected internally at the school increased by 24 per cent in comparison with 2013 because they engaged their peers on social media platforms and developed an animated website as part of a creative donor recruitment campaign.

In a bid to encourage blood donations amongst youth, SRC organised 'Blood Ties' donation drive on 12 and 13 July 2014 at *Scape to recruit more youth donors. The blood advocacy campaign profiled youth as catalysts of positive change, leveraging their 'ties' to inspire their circle of influence to donate blood. The blood drive hinges on a concept that the youth can relate to. Drawing on the 'selfie' trend, 'Blood Ties' encouraged the youth community to be part of the movement by declaring their passion through a 'selfie'. They then uploaded these 'selfies' onto their social media channels. The 'Blood Ties' blood drive collected 177 units of blood.

Red Cross Youth - Chapter members also did their part by organising blood

Youth spread word about blood donation through an advocacy campaign 'Blood Ties'.

drives. Red Cross Youth - NTU Chapter organised a blood donation drive, "Vibrant Blood" on 7 and 8 August 2014 at Fountain Square at City Square Mall. The blood drive inspired people to donate blood in conjunction with National Day. A total of 122 units of blood were collected. Red Cross Youth - SMU Chapter organised a "Truly Magical Christmas" blood drive on 20 to 21 December 2014 at Bloodbank@ Dhoby Ghaut and Bloodbank@Woodlands to encourage people to give the 'gift of life' during the Christmas period. A total of 366 units of blood was collected at the blood drive.

Organised by Red Cross Youth - SMU Chapter, a 'Truly Magical Christmas' blood drive garnered 366 units of blood.

Besides these youth efforts, SRC also commissioned a research project in 2014 to understand the psyche and sentiments of non blood donors, lapsed blood donors and current blood donors. The results of the research underscore the following: meaningful, authentic and credible stories appeal to people, more information should be put forth for the public to understand the blood donation process, and digital or social media platforms can be tapped on as group motivation to spur people into action.

Going forward, the research results will shape the marketing strategies adopted by the National Blood Donor Recruiter. SRC will continue to fortify the fundamentals of the National Blood Donor Recruitment Programme. As the nation builds its blood donor capacity, community resilience will be further enhanced.

BLOOD SUSTAINS HIS LIFE

Mr Goh Chun Hui, an instructor, was diagnosed with Thalassemia when he was only three. His parents brought him to consult the doctor because he always appeared pale, weak and without much appetite.

Goh Chun Hui, a blood recipient diagnosed with Thalassemia is thankful to blood donors for the gift of blood.
Photo by Chia Pak Yuen, Volunteer

He started blood transfusions at a tender age of seven. At that time, Mr Goh would go for blood transfusions every five weeks. Now 27, he goes for blood transfusions every three weeks.

He thanks blood donors for the gift of blood.

"Without your blood donation, I would feel very tired, restless and I will also not be able to concentrate on anything. With each blood transfusion, I feel more energetic and am able to focus more. I also have better stamina,"
Mr Goh Chun Hui, a blood recipient.

"I would like to thank blood donors for keeping me alive. Thank you for taking your time, effort and trouble to donate blood during your free day, to help us get through this period when we are low in blood. Your blood runs through our veins. You

have really made a difference in our lives. Without you, we won't be here," affirmed Mr Goh.

RESPONDING TO EMERGENCIES

COMMUNITY FIRST AID

Since the 1960s, Singapore Red Cross (SRC) has been providing first aid coverage at national and community events, as well as training volunteers to prepare and respond swiftly and effectively to emergencies. This is aligned with the SRC's mission of relieving human suffering, protecting human lives and dignity and responding to emergencies.

In 2014, volunteers provided first aid coverage at 44 events including the National Day Parade 2014, Bike Rally 2014, Singapore Gymnastics Open Championships 2014, National Youth Envirolympics Challenge, Earth Hour, Project Happy Feet Slipper Race, Great Marina Bay Challenge, Unified 5-a-side Football Competition, SFCCA Youth Sports Festival, and many more.

Another aspect of providing first aid coverage within the community is the First Aider on Wheels (FAOW) programme. Introduced in 2012 with support from the National Parks Board, the FAOW programme provides first aid coverage at East Coast park every weekend and on public holidays. In 2014, 1,550 volunteers, including volunteers from Ngee Ann Polytechnic's School of Nursing and Red Cross Youth and other organisations, contributed their time and first aid skills to the community through FAOW.

While the provision of first aid in the community is important, it is also fundamental to ensure that effective mechanisms are in place to respond to emergencies. The volunteers and staff of SRC participate in emergency simulation exercises on a regular basis. On 11 July 2014, 12 staff and six volunteers of SRC and other government health authorities put their emergency response skills to the test in a large-scale simulated civil emergency exercise "'Exercise Blue Dolphin', organised by the Maritime and Port Authority of Singapore (MPA), at Marina Waterfront.

In September 2014, a team of SRC staff and volunteers took part in an exercise simulating an emergency situation involving a passenger plane crash at sea where the team gained valuable experience as civil emergency responders.

Going forward, SRC will continue to build the capacity of our volunteers and expand the volunteer pool in order to extend our provision of first aid coverage to more

events. In addition, SRC continually looks for opportunities to build effective response mechanisms. By learning from the best practices within the industry, SRC will be better poised to respond effectively and efficiently in times of emergencies.

11,855

Man hours invested in Community FirstAid support

1,550

Volunteers deployed for First Aider on Wheels

Volunteers provided first aid coverage to spectators at the National Day Parade 2014.

A first aid demonstration was conducted at the World First Aid Day celebration on 28 September 2014 to educate the public on how to use the automated external defibrillator.

Singapore Red Cross launched a mobile first aid app featuring first aid advice on every day scenarios. The app is available on iOS and Android platforms in five languages; English, Chinese, Malay, Tamil and Tagalog.

BUILDING COMMUNITY RESILIENCE THROUGH TRAINING

SINGAPORE RED CROSS ACADEMY

Singapore Red Cross Academy (SRCA) contributes to building community resilience by equipping people with various first aid skills.

The Academy offers standard and specialised first aid courses tailored to various needs of the community to prepare them for emergencies, particularly before medical aid arrives. The courses include caregivers' first aid for the elderly and children, general first aid, occupational first aid, and many more.

In 2014, SRCA reviewed and fortified the quality and standards of its training. Research was also undertaken to understand the prevailing market trends. SRCA also developed structured attachment programmes and audit processes for instructors.

In 2014, 534 first aid certified courses were conducted by SRCA. A total of 8,485 people were trained and certified in first aid, signifying a slight increase of 3.7 per cent from 2013 where 8,182 people were trained. In addition, 39 first aid awareness talks were conducted and reached 866 participants. This brings the total number of people trained in first aid in 2014 to 9,351.

Singapore Red Cross (SRC) commemorated World First Aid Day 2014 with the launch of a multilingual first aid mobile app and a first aid booklet. Mr Masagos Zulkifli, Senior Minister of State, Ministries of Home and Foreign Affairs and Member of Parliament, Tampines Grassroots Organisations was the Guest-of-Honour of the launch event.

"I am glad that the Singapore Red Cross is working actively with the community to build resilience, especially for and amongst the elderly. Facing an ageing population, it is important for us to work together in empowering caregivers, elderly and the community at large with skills to build a healthy, vigorous and resilient society. I also applaud Singapore Red Cross for making first aid even more accessible with the launch of the mobile app,"

Mr Masagos Zulkifli, Senior Minister of State, Ministries of Home and Foreign Affairs and Member of Parliament, Tampines GRC.

The free app, 'Singapore Red Cross first aid', available on both iOS and Android platforms, features simple advice on everyday first-aid scenarios in five languages – English, Mandarin, Malay, Tamil and Tagalog. It also features videos, interactive quizzes and important helpline information – all in one place. This is a proactive effort by the SRC to stay relevant with the times and actively engage the community.

The first aid booklet, comprising basic first aid tips and simple steps to treat common injuries, was a community effort sponsored by 3M Nexcare™.

The booklet exemplifies how partnerships can be developed with industry players to co-create solutions that enhance community resilience. Together, we can move a step closer to our national goal of having a first aider in every home.

Going forward, SRC will continuously review and enhance the quality and standards of its courses. Partnerships will be proactively identified and leveraged to enhance the training and advocacy of first aid amongst the public.

8,485
People trained in First Aid courses

534 First Aid courses conducted

39 First Aid awareness talks conducted

866 Participants learnt first aid via the first aid awareness talks

EDUCATION AND ADVOCACY

Singapore Red Cross Academy (SRCA) also disseminates and advocates the adherence of International Humanitarian Law (IHL) and its principles.

Commonly known as the Laws of War, IHL seeks to protect and limit the effects of war on those who are particularly vulnerable (e.g. civilians who include the elderly, women and children, casualties, sick and prisoners of war) and/or those who no longer take part in the conflict, by regulating relations between states and defining the boundaries of behaviour in armed conflict situations.

Singapore Red Cross (SRC) supports youth participation in international moot competitions. In 2014, the Singapore team consisting of Sui Yi Siong, Chia Yaru and Hilda Foo did us proud when the team swept the top oralist prizes at the 12th Red Cross International Humanitarian Law Moot held in Hong Kong from 13 to 15 March 2014. Sui Yi Siong was named Best Mooter while Chia Yaru clinched the runner-up position. Their Defence memo received a second runner-up prize.

In addition, SRC works in close partnership with the Debate Association (Singapore) to organise annual inter-school debates locally. 2014 was the first time that the debates were extended to secondary school students. On 19 and 20 July 2014, 16 teams from tertiary institutions and 12 secondary school teams participated in the inter-school debates held at Anglo-Chinese Junior College. The team from Anglo Chinese School (Independent) emerged the winner of the Senior Category while Hwa Chong Institution triumphed in the Junior Category.

Apart from supporting the international and local debate competitions, SRC has also been promulgating the dissemination of IHL to youth by incorporating Exploring Humanitarian Law, a simplified version of IHL, into the curriculum of Red Cross Youth since 2011.

SRC will continue to work in close partnership with the Debate Association (Singapore), Red Cross Youth, International Committee of the Red Cross (ICRC) and International Federation of Red Cross and Red Crescent Societies (IFRC) to organise debates and lectures to garner greater awareness of International Humanitarian Law amongst the public.

The Singapore Team swept the top oralist prizes at the 12th Red Cross International Humanitarian Law Moot in Hong Kong from 13 to 15 March 2014.

Anglo-Chinese Junior College emerged the winner of the Senior Category in the inter-school debates that Singapore Red Cross jointly organised with the Debate Association (Singapore).

RESOURCE MOBILISATION

ENHANCING HUMAN CAPITAL

Volunteers and members form the pillars of the Singapore Red Cross (SRC). They play an instrumental role by partnering with the SRC in our efforts to serve humanity and save lives. SRC strives to empower our volunteers and members with the knowledge and skill sets to make a difference in the lives of the vulnerable.

MEMBERS

By volunteering their time, contributing their expertise and providing regular monetary support, SRC members renew their commitment to and passion for the Red Cross cause of serving the vulnerable and saving lives.

In 2014, Singapore Red Cross' Membership programme has been bolstered with 241 new ordinary members who are given voting and nomination rights at the Annual General Meetings. Besides the ordinary members, SRC is also committed to engaging the youth members.

VOLUNTEERS

In 2014, the SRC Volunteer and Youth Development (VYD) department has continued its focus on recruiting highly motivated and dedicated volunteers and building their capacity. This follows a structural review exercise put in place in 2013, where a volunteer career pathway was instituted and a well-defined scope of work was developed for volunteers. SRC's signature Basic Training was also extended to all volunteers and members to equip them with knowledge of the Red Cross Movement and the work of the Singapore Red Cross.

In 2014, 314 volunteers went through Basic Training (held six times a year to prepare volunteers to be service ready). Of these, 153 volunteers have achieved First Responder Certification.

As of end 2014, there were 241 new members and 1,100 general volunteers were mobilised to support SRC's events.

International Volunteer Day 2014 was organised on 5 December at YWCA Fort Canning Lodge to celebrate the spirit of volunteerism. Themed 'Small Things. Great Love', the celebration showcased an inspiring video featuring how volunteering with love and kindness could go a long way.

CAPACITY BUILDING

Two master-classes were held in 2014 to equip volunteers and staff with useful writing tips. More than 50 volunteers and staff gleaned useful tips on how to write interesting features and ask the right questions at an intensive two-hour master-class, conducted by Mr Andre Yeo, Assistant Editor of The New Paper on 20 February 2014.

On 14 August 2014, over 40 volunteers learnt the importance of being sensitive to the cultures, lifestyles, languages and religious beliefs of disaster survivors at the 'Covering Disasters and Natural Hazards' master-class conducted by Editor of Channel NewsAsia's Current Affairs team, Mr Augustine Anthuvan.

Mr Andre Yeo shared tips on how to write interesting features with volunteers.

STAKEHOLDER RECOGNITION

Singapore Red Cross (SRC) appreciates the contributions of all the volunteers, donors and partners in joining our efforts of serving humanity and saving lives.

The SRC Awards Ceremony 2014, was held on 27 September 2014 at Toa Payoh HDB Hub Mall, in conjunction with the celebration of the organisation's 65th anniversary. The celebrations recognised the contributions of the many dedicated stakeholders, and inspire others to partner with the Singapore Red Cross to serve the vulnerable, enhance community resilience and save lives.

There were a total of 34 award recipients, from youth to members of the pioneer generation, individuals to organisations, who were recognised for their invaluable contribution of time, expertise and resources to further SRC's humanitarian mission.

Dr W.R. Rasanayagam and **Oxley Holdings Limited** were conferred the Singapore Red Cross Humanitarian Award. **Senior Warrant Officer Ye Jingxuan**, **Senior Warrant Officer Sy Hildy Lynn** and **Assistant Cadet Officer Pang Yu Sze** received the Singapore Red Cross President's Youth Award 2014 from SRC Patron, President Tony Tan Keng Yam. The Singapore Red Cross Distinguished Service Award recipients were **Associate Professor (Dr) Phua Kai Hong**, **Associate Professor (Dr) Goh Lee Gan** and the **late Brigadier General (Retd) Dr Lim Meng Kin** who was awarded

posthumously. **Mr Ling Khoon Chow**, **Mr N Sreenivasan** and **Mr Goh Chee Kong** were presented the Singapore Red Cross Outstanding Service Award 2014. **Ms Doreen Tan, Ms Angelia Al Johary, Dr Alex Ooi, Mr James Law Gie Hoy, Mr Jimmy Koh, Dr K. Gunaratana, Mrs Lim Li Hoon, Mr Stefan Smola** were among those who received the Singapore Red Cross Commendation Award 2014.

"Our humanitarian efforts over the past 65 years were only possible because of the tireless and selfless contributions of many – our veterans, leaders, volunteers, partners and donors. These are truly the pillars of the SRC in our mission to serve humanity. They are the centre of the wheel that keeps us moving," said Mr Tee Tua Ba, Chairman of Singapore Red Cross.

FUND RAISING

Singapore Red Cross (SRC) has continued its focus on putting in place systematic best practices to raise funds to sustain SRC's humanitarian services.

The generosity of the donor community - including corporate partners and individual donors - and the tireless efforts of the staff, volunteers and ambassadors of SRC have contributed to the $3,092,755 raised for its local humanitarian services. These were derived from but not limited to the following:

FLAG DAY 2014

The tremendous support received from schools, volunteers, businesses and members of the public for the Singapore Red Cross Flag Day 2014 has enabled SRC to raise a record of slightly more than $400,000. This also bears testimony that

the three-pronged fundraising approach adopted by SRC incorporating internal collections, pledge card collections and street collections, has once again proven to be a formula for success.

The street collections, held on 15 February 2014, saw a total of 5,053 tin bearers (which included 40 couples who celebrated Valentine's Day by supporting SRC), 100 general volunteers, 81 Red Cross Youth volunteer instructors and 83 staff mobilised for the island-wide event, signalling a powerful showcase of solidarity.

SRC BENEFIT GALA DINNER 2014

Following a two-year hiatus, the Singapore Red Cross Benefit Gala Dinner 2014 made its return at the Shangri-La Hotel on 1 March 2014 with a record-breaking $685,000 raised for SRC's local humanitarian services, surpassing the last

record of $668,000 raised in 2011. Attended by more than 500 guests, the event was graced by the Guests-of-Honour SRC Patron, President Tony Tan Keng Yam and Mrs Mary Tan. The event was a success thanks to the support of the donors and the contributions of the SRC Gala Dinner Organising Committee led by Chairperson, Mrs Genevieve Peggy Jeffs and the organising committee who worked tirelessly to see the event through to fruition.

Singapore Red Cross Benefit Gala 2014 raised a record S$685,000 for its local humanitarian services.

SRC CHARITY CONCERT 2014

Singapore Red Cross (SRC) raised $394,355 through

'Love on Stage' a Mandarin Charity Concert raised S$394,355 for the Singapore Red Cross' humanitarian services.

its inaugural Mandarin Charity Concert 'Love On Stage' showcasing SRC's local humanitarian efforts and the spirit of volunteerism. Held on 18 October 2014 at the Singapore Conference Hall, the concert was the brainchild of longtime SRC volunteer Ms Terene Seow, who served as the Concert Executive Producer. Supported by Dance Ensemble Singapore, SAF Music & Drama Company and veteran Red Cross Youth volunteers, the event was graced by the Minister for Culture, Community and Youth, Mr Lawrence Wong who was the Guest-of-Honour.

SHOP@REDCROSS

Shop@RedCross opened a second store on 8 January 2014 at the Red Cross House. The shop opens every Wednesday from 11am to 4pm and complements the flagship shop at Jalan Khairuddin which opens on Fridays from 10.30am to 3.30pm. Collectively, the thrift shops generated close to $400,000 in 2014. This was made possible with the in-kind donations from individuals and companies, the invaluable contributions of the volunteers as well as the strong support of the shop patrons.

DONOR CONTRIBUTIONS

The altruism of individuals, corporations, businesses, grant-makers, foundations and the efforts of third-party fundraisers have paved the way for SRC to continue its efforts in serving the vulnerable, saving lives and responding to emergencies. Besides making cash donations, electronic platforms such as PayPal, AXS, SG Gives, GIRO, iNets and monthly credit card giving have enhanced the ease and convenience for donors to make their donations. SRC recognises the contributions of all who have partnered with us in our journey to serve humanity and save lives.

ENGAGING THE COMMUNITY

Singapore Red Cross celebrated its 65th anniversary with the launch of the roving museum and an interactive microsite showcasing the milestones and stories of 80 individuals whose lives have been touched our humanitarian services.

Singapore Red Cross (SRC) strives to generate greater awareness amongst the public about SRC's humanitarian services, provided to local, regional and international communities.

COMMUNITY OUTREACH

SRC celebrated its 65th anniversary with a roving museum that went around Singapore from 27 September to 26 October 2014 showcasing SRC's rich heritage and a digital heritage museum featuring 80 powerful stories of beneficiaries, staff and volunteers. The celebration was launched by SRC Patron, President Dr Tony Tan Keng Yam at Toa Payoh HDB Hub Mall on 27 September 2014.

The roving heritage museum toured Singapore for a month, injecting fun and nostalgia to shoppers at Big Splash, Bugis Junction, Courts Megastore (Tampines), Rivervale Plaza, Toa Payoh HDB Hub Mall, VivoCity; parkgoers at West Coast Park; and students at Evergreen Secondary School, ITE College East, ITE College West, Nanyang Technological University (NTU), National Institute of Education (NIE), Ngee Ann Polytechnic and Singapore Polytechnic.

To reach those on-the-go as well as Singaporeans living overseas, SRC created an interactive microsite (my.redcross.sg) which hosts enriching stories and significant Red Cross milestones over the years. The dedicated microsite also called for public submissions of Red Cross memories. These efforts were targeted at raising awareness on the role of SRC in the history and development of the nation, as well as the local humanitarian services provided within our local community today. Both the roving and digital museums were partially supported by grants from the National Heritage Board.

HUMANITARIAN LECTURE SERIES

To promote public interest and understanding in humanitarian issues, current trends and challenges, the SRC Humanitarian Lecture Series was launched in 2014. Renowned humanitarian leaders and experienced aid workers were invited to share their insights on subjects related to humanitarian aid. The lectures were co-developed by the Singapore Red Cross Academy and its partners, as part of our enduring efforts in humanitarian diplomacy.

At the inaugural public Humanitarian Lecture held on 24 March 2014 at Rendezvous Hotel, Secretary General of the International Federation of Red Cross and Red Crescent Societies (IFRC), Mr Bekele Geleta spoke about the global humanitarian diplomacy agenda. He shared how National Red Cross and Red Crescent Societies could work in close partnership with governments, donors, private sector, civil society, different interest groups and the public, at the national, regional and international levels, to create and implement laws or regulations that protect beneficiaries, volunteers and the vulnerable.

On 28 November 2014, Mr Yves Daccord, Director-General of the International Committee of the Red Cross (ICRC), spoke at the second Humanitarian Lecture, about the challenges faced by humanitarian workers today in the increasingly connected and volatile world, at ParkRoyal on Beach Road.

On a separate note, the SRC hosted the 11th Annual South-East Asia Red Cross Red Crescent Leadership Meeting 2014 from 24 to 26 March 2014, at Rendezvous Hotel Singapore. The regional leaders discussed ways to mitigate and overcome the many humanitarian challenges faced by countries in the region. Guest-of-Honour,

Mr Yves Daccord, Director-General of ICRC speaking at the second Humanitarian Lecture. *Photo by ICRC.*

Senior Minister of State, Ministry of Foreign Affairs, Mr Masagos Zulkifli, graced the opening ceremony and launched the SRC Humanitarian Lecture Series.

'2004 ASIAN TSUNAMI - TEN YEARS ON' EXHIBITION

To commemorate the 10th anniversary of the 2004 Asian Tsunami, SRC organised a photo exhibition '2004 Asian Tsunami - Ten Years On' from 13 December to 30 December 2014.

Besides showcasing the different communities in Indonesia, Sri Lanka and the Maldives, the exhibition recognised the resilience of the people affected by the disaster, and showcased how the contributions of the People of Singapore had revived hopes and reignited passions of the survivors to pursue their dreams.

Photojournalist Mr Carlo Heathcote shared a story of a photo he had taken, with Mr Tan Chuan-Jin, Minister of Manpower, at the '2004 Asian Tsunami - Ten Years On exhibition.

The exhibition also ensured donor accountability and transparency of the S$89 million raised for the relief and rebuilding efforts in communities affected by the Asian Tsunami.

Held on 15 December 2014, the launch of the photo exhibition was graced by Mr Tan Chuan-Jin, Minister for Manpower. Mr Tan was the Commander of the Singapore Armed Forces' Humanitarian Assistance Task Force in Meulaboh, Indonesia back in 2004. National Library Board was the venue sponsor while AVS Printing Pte Ltd was the print sponsor of the photo exhibition. The photojournalists of the exhibition were Ms Hoe Pei Shan, Mr Irvin Tan and Mr Carlo Heathcote.

PHOTO EXHIBITION 'WAR FROM THE VICTIMS' PERSPECTIVE'

SRC co-presented a photo exhibition, 'War from the Victims' Perspective' together with the Embassy of Switzerland at the International Involvement Hub from 25 March to 30 March 2014. The exhibition, featuring the works of Jean Mohr, a renowned photographer, was to commemorate the 150 years of humanitarian action by the Red Cross Red Crescent Movement, as well as the 150th Anniversary of the International Committee of the Red Cross (ICRC), and the signing of the First Geneva Convention. The exhibition, which had made its rounds worldwide, was produced by Musée de l'Elysée in Lausanne, Switzerland.

At the 11th Annual South-East Asia Red Cross Red Crescent Leadership Meeting 2014, the leaders discussed ways to overcome humanitarian challenges. *Photo by Wong Leong Jeam, Volunteer*

Guests viewed the photos of Jean Mohr, to commemorate the 150 years of humanitarian action by the Red Cross Red Crescent Movement.

YOUTH DEVELOPMENT

Since 1952, Red Cross Youth (RCY, formerly known as Junior Red Cross) has shaped the character of countless youth and equipped them with useful first aid and life-saving skills to prepare them for emergencies.

The rich heritage of RCY over the past 62 years was captured in the book 'Celebrating the Red Cross Spirit' launched on 18 July 2014. Written by volunteers Mrs Annie Gay, Ms Doreen Tan and Mr Tang Chun Tuck, the book encourages current members to continue their good work, inspires new members to join us in the service to humanity, and raises awareness of Red Cross Youth's contribution in the community.

In 2014, RCY welcomed new members; 1,467 links (primary school), 2,451 cadets (secondary school) and 936 chapter (tertiary) members.

CHANGE OF COMMAND

2014 was a significant year for RCY as there was a change of directorship. After serving as the RCY Director for six years, Mr Ling Khoon Chow handed over the reins of RCY to Mr Sahari Ani, concurrently the Director of Services of Singapore Red Cross (SRC), at a symbolic Change-of-Command Parade on 28 May 2014. It was the second time in SRC' history that a Change-of-Command Parade was held to symbolise the changing of guards at RCY.

With the change of guard, a few initiatives have been put in place in RCY.

YOUTH AS AGENTS OF BEHAVIOURAL CHANGE (YABC)

For a start, a five-day 'Youth as Agents for Behavioural Change (YABC)' training course was conducted on 7 November 2014 by the International Federation of Red Cross and Red Crescent Societies (IFRC).

From 12 to 15 December 2014, 250 youth and volunteers from the South-East Asia region participated in a four-day Red Cross Youth Challenge Camp centred on YABC. Participants learnt much through the YABC training; how self awareness and self reflection can inspire a change of mindsets; how attitudes can be transformed to behavioural change; and how creative solutions can be adopted to contribute to community resilience.

SOUTH EAST ASIA YOUTH NETWORK

Singapore Red Cross hosted the 2nd South East Asia Youth Network (SEAYN) meeting on 12 December 2014. Attended by seven National Society Youth leaders from Cambodia, Lao, Myanmar, Philippines, Singapore, Thailand and Timor-Leste, the meeting confirmed the action plan 2015-2016 as well as advocacy and innovation plans for strengthening National Societies Youths and Network in the region. The Youth leaders also attended the Peer-to-Peer Youth Symposium and the annual Red Cross Youth Challenge.

One of our Youth Leaders, Mr Mohammad Zaidi was elected as the Asia Pacific Youth Network (APYN) South East Asia members (Youth Leaders) and also as the Co-Chair of SEAYN.

Youth learn the importance of teamwork at the Red Cross Youth Challenge.

RED CROSS YOUTH CHALLENGE

The annual Red Cross Youth Challenge (RCYC) was held from 12 to 15 December 2014 at the Singapore Red Cross (SRC) campsite, with participation of close to 400 cadets, chapter members, teachers, volunteers and international delegates.

Themed 'Ready, Render and Reflect', the 2014 RCYC aimed at inculcating values in our Youth Leaders as well as to engaging, enabling and empowering the participants by challenging their survival-skills.

PEER-TO-PEER YOUTH SYMPOSIUM

The inaugural RCY Peer-to-Peer Youth Symposium was held on 13 December 2014 at NTU, to encourage and empower youth to volunteer towards various causes. A special focus was placed on serving and caring for the elderly. The Symposium was followed up with a direct service opportunity on the next day at Jamiyah Home for the Aged (Darul Takrim). Participants of the Youth Symposium had the opportunity to interact and bring joy to the elderly residents of the Home. The collective willingness of youth to serve the community exemplified the meaning of volunteerism in support of the SRC cause, paving the way to touch the lives of the vulnerable in our community.

PARTICIPATION IN THE MALAYSIAN NATIONAL YOUTH FESTIVAL 2014 IN KUALA LUMPUR

From 23 to 25 May 2014, four members of Singapore Red Cross Youth attended the Malaysian National Youth Festival 2014 organised by the Malaysian Red Crescent Society in Putrajaya, Kuala Lumpur. The festival was a three-day, two-night camp. It saw 1,200 host-participants from chapters all over Malaysia, and 23 foreign delegates from Indonesia, Vietnam, Thailand, Philippines and Singapore.

Singapore Red Cross Youth attended the Malaysian National Youth Festival 2014 organised by the Malaysian Red Crescent Society in Putrajaya, Kuala Lumpur.

EXPOSURE TO OVERSEAS HUMANITARIAN PROGRAMMES (OHP)

Though the Overseas Humanitarian Programme (OHP) has traditionally been the mainstay of Chapter members, it was extended to Red Cross Youth (RCY) cadets in secondary schools for the first time in 2014 to enrich their exposure.

Twelve RCY cadets gained their first exposure to an OHP when they organised a relief programme in Albuera, Philippines, in June 2014. They constructed a handwashing facility in San Pedro Elementary School, taught basic hygiene habits and first aid to the pupils and devised an evacuation plan for the school.

Seventeen youth volunteers and SRC staff also embarked on a project as part of the OHP to Demak, Indonesia, on 17 December 2014. The team undertook a SPLASH (Schools Promoting and Learning About Safety and Health) project, which included conducting hygiene education, training on basic first aid, life saving training and evacuation, establishing a first aid room in school, and hygiene facility improvements.

Red Cross Youth cadets constructed a handwashing facility as part of their Overseas Humanitarian Programme.

DISASTER MANAGEMENT COURSE

A new curriculum on Disaster Management was added as part of RCY's core subjects to provide youth with early exposure to Disaster Management knowledge, empowering them to eventually be part of the Disaster Management team when they come of age.

RCY cadets from various secondary schools gathered at St. Margaret's Secondary School on 22 March 2014 to participate in a Disaster Management (Bronze) workshop. In this workshop, the cadets gained some insights on the overview of Disaster Management, including understanding the risks, mitigation, preparation and response during a disaster. A second Disaster Management workshop was held on 8 November at Hougang Secondary School.

RED CROSS YOUTH - NTU CHAPTER'S 20TH ANNIVERSARY

Red Cross Youth - NTU Chapter celebrated its 20th anniversary on 10 May 2014 at Red Cross House. Over the past 20 years, Red Cross Youth - NTU Chapter has been actively serving the local community by providing first aid coverage, participating in Project R.I.C.E and organising successful blood donation drives, Chinese New Year celebrations, visits and fundraising activities at the Red Cross Home for the Disabled. The students also ventured abroad and did good regionally through Overseas Humanitarian Programmes.

RED CROSS YOUTH SCHOOLS

LINK UNITS

Ang Mo Kio Primary School
Bedok West Primary School
Blangah Rise Primary School
Boon Lay Garden Primary School
Bukit Panjang Primary School
Bukit View Primary School
Cantonment Primary School
Casuarina Primary School
Chongfu School
Chua Chu Kang Primary School
Compassvale Primary School
Concord Primary School
Coral Primary School
Corporation Primary School
De La Salle School
East View Primary School
Eunos Primary School
Fairfield Methodist School (Primary)
Fengshan Primary School
Fuhua Primary School
Greendale Primary School
Griffiths Primary School
Haig Girls' School
Holy Innocents' Primary School
Innova Primary School
Jing Shan Primary School
Kheng Cheng School
Nan Chiau Primary School
Naval Base Primary School
New Town Primary School
Northland Primary School
Peiying Primary School
Queenstown Primary School
River Valley Primary School
Rivervale Primary School
Sembawang Primary School
Temasek Primary School
Xinghua Primary School
Xinmin Primary School
Yumin Primary School
Zhenghua Primary School

CADET UNITS

Admiralty Secondary School
Ang Mo Kio Secondary School
Assumption English School
Bartley Secondary School
Bendemeer Secondary School
Broadrick Secondary School
Cedar Girls' Secondary School
CHIJ Secondary (Toa Payoh)
Commonwealth Secondary School
Compassvale Secondary School
Coral Secondary School
Crescent Girls' School
Dunman Secondary School
Evergreen Secondary School
Fairfield Methodist School (Secondary)
Fuhua Secondary School
Greendale Secondary School
Guangyang Secondary School
Hougang Secondary School
Hua Yi Secondary School
Jurong Secondary School
Jurong West Secondary School
Marsiling Secondary School
Nan Chiau High School
Northbrooks Secondary School
Pasir Ris Secondary School
Punggol Secondary School
Queenstown Secondary School
Raffles Girls' School
Raffles Institution
Regent Secondary School
Seng Kang Secondary School
Serangoon Garden Secondary School
Serangoon Secondary School
Singapore Chinese Girls' School
St Gabriel's Secondary School
St. Margaret's Secondary School
Tanjong Katong Girls' School
Tanjong Katong Secondary School
Victoria School
Woodgrove Secondary School
Yio Chu Kang Secondary School
Zhenghua Secondary School

CHAPTERS

Anderson Junior College
ITE College East
Nanyang Junior College
Nanyang Technological University
National University of Singapore
Ngee Ann Polytechnic
Raffles Institution (Junior College)
Singapore American School
Singapore Management University
Singapore Polytechnic

SIGNIFICANT EVENTS IN 2014

JANUARY

8 - 30	Medical relief assistance - survivors of Typhoon Haiyan, as part of ICRC Medical Mission
16	FirstAid coverage - spectators at Airshow
25, 26	Project R.I.C.E 2014 - rice distribution to 25,900 beneficiaries by youth volunteers

FEBRUARY

6 - 8	First Aid coverage - spectators at Chingay Parade
12	Contributed S$240,000 - ICRC operations in Iraq
15	Raised more than S$400,000 for Singapore Red Cross' Flag Day 2014

MARCH

1	Singapore Red Cross (SRC) Benefit Gala 2014 - raised funds for SRC's local humanitarian services
5	Bloodmobile Organiser Seminar - shared best practices among bloodmobile organisers
15	National First Aid Competition - Red Cross Youth cadets put first aid skills to the test
24, 25	11th Annual Red Cross Red Crescent South East Asia Leadership Meeting 2014
24	Public Humanitarian Lecture on 'Humanitarian Diplomacy in Action'
25 - 30	Co-presented a photo exhibition 'War from the Victims' Perspective' to commemorate 150th anniversary of the Red Cross Movement, ICRC and signing of the First Geneva Convention
31	Contributed S$900,000 - ICRC operations in Iran

APRIL

4, 5	SRC Patron, President of the Republic of Singapore, President Tony Tan Keng Yam attended the SRC Typhoon Haiyan Response Ceremony and visited Basey District Hospital in Basey, Western Samar, the Philippines
29	Contributed CHF236,393 - IFRC operations in Iraq Contributed S$100,000 and S$30,000 - ICRC operations in Rwanda and South Sudan respectively Conducted the National Disaster Response Training - volunteers

MAY

22	Contribution of S$49,000 - IFRC operations in Central African Republic
22	Participated in Disaster Management Exercise by Ministry of Health to build capacity in responding to emergencies
28	Red Cross Youth Change-of-Command Ceremony - Directorship handed over from Mr Ling Khoon Chow to Mr Sahari Ani, concurrently Director of Services

JUNE

7	World Blood Donor Day 2014 - recognised blood donors
22	Contributed S$10,000 - sinking of the MV Sewol which claimed more than 300 lives via Korean Red Cross
25	40th Annual General Meeting - updated Members on SRC's achievements in 2013

SIGNIFICANT EVENTS IN 2014

JULY

11	Participated in a Disaster Management Exercise conducted by Ministry of Health - enhance response capacity in emergencies
20	Finals of International Humanitarian Law (IHL) Inter-School Debate - generate awareness of IHL
23, 24	Attended the World Humanitarian Summit in Tokyo - Volunteers

AUGUST

9	Provided first aid coverage to spectators at National Day Parade
14	Contributed US$50,000 - survivors of the Yunnan earthquake via Red Cross Society of China
28	Contributed US$110,000 to Gaza Operations via ICRC, US$10,000 to Iraq operations and US$10,000 to Syria Operations via the IFRC.

OCTOBER

13	Participated in an International Disaster Risk Reduction Day Exhibition, ITE East
18	Organised a Chinese charity concert, "Love on Stage" - raise funds for SRC's local humanitarian services
20 - 24	Participated in the Asia Pacific Regional Conference, Beijing

NOVEMBER

1 - 2	Conducted the National Disaster Response Training (Basic) for volunteers
14 - 17	Participated in the T10 Summit in Sri Lanka commemorating the 10th anniversary of the Asian Tsunami
17 - 20	Hosted a SEA Red Cross Pandemic Preparedness workshop in collaboration with the IFRC - government health representatives and partner organisations
28	Organised a Public Humanitarian Lecture on 'Humanitarian Action in a Volatile World'

SEPTEMBER

16	Handed over the Semarang Warehouse - Indonesia Red Crescent Society (PMI)
17	Participated in Ministry of Health's Disaster Management Exercise - build response capacity in emergencies
19 - 21	Provided first aid coverage - spectators at SingTel Singapore Grand Prix 2014
27	Celebrated SRC's 65th anniversary - SRC Awards and launch of a microsite my.redcross.sg
28	Organised health talks and launched the first aid app and first aid booklet in conjunction with World First Aid Day
30	Participated in Ministry of Health's Disaster Management Exercise - build response capacity in emergencies

DECEMBER

7 - 19	Red Cross Youth - NTU Chapter organised an Overseas Humanitarian Project in Vietnam
9 - 13	Deployed an advance team - distribute relief supplies to survivors in Masbate, the Philippines following Typhoon Hagupit
13 - 30	Organised a photo exhibition to commemorate 10th anniversary of the Asian Tsunami
25	Organised an exhibition featuring tsunami projects in Banda Aceh City
26	Opened the Singapore-Sri Lanka Friendship Kindergarten and the Tangalle Base Hospital in Sri Lanka
30	Contributed S$227,000 (MYR 600,000) - relief efforts following the severe flooding in Malaysia; S$100,000 from the Government of Singapore and the remaining from SRC's Disaster Response Emergency Fund.

CORPORATE INFORMATION

Registration
Singapore Red Cross Society (the "Society") was constituted as a body corporate by the Singapore Red Cross Society (Incorporation) Act, Chapter 304. The Society is registered as a charity under the Charities Act, Chapter 37 (Unique Entity Number S86CC0370E).

Registered Address
15 Penang Lane
Red Cross House
Singapore 238486

COUNCIL MEMBERS 1 JANUARY TO 31 DECEMBER 2014

Chairman
Mr Tee Tua Ba
Singapore Ambassador to Switzerland (Non-Resident)

Vice Chairpersons
Mr Axel Chan
Director, Internal Audit and Risk Management, Health Sciences Authority

Ms Rose Tan
Chairman, Crowd Pte Ltd

Chairman, Finance and Investment Committee
Dr Mark Hon
Deputy Chairman, Business Angel Network South East Asia Ltd

Secretary General/CEO
Mr Benjamin William

Members
Dr Caroline Brassard
Dr Chan Soon Keng
Mrs Susan Chan (up to 29 June 2014)
Mr Chew Hai Chwee
SLTC (NS) Laurence Goh Eng Yau (from 30 June 2014)
Mr Han Eng Juan
Ms Lim Choon Noi (up to 29 June 2014)
Dr Lim Ghee Hian (up to 29 June 2014)
Mr Eric Low Siak Meng (from 30 June 2014)
Mr Winston Milner
Mr Mohammad Zaidi Bin Ariffin
Assoc Prof (Dr) Phua Kai Hong
Mr Edwin Seah Tian Rong (from 30 June 2014)
Ms Emily Tan Shu Min (from 30 June 2014)
Mr Tan Kai Hoe (up to 29 June 2014)
Mr Zulkifli Baharuddin
Mr Chris Liew Peng Fook

CORPORATE INFORMATION

Auditors
KPMG LLP
16 Raffles Quay #22-00
Hong Leong Building
Singapore 048581

Bankers

The HongKong and Shanghai Banking Corporation Limited
68 Orchard Road
#B1-05 Plaza Singapura
Singapore 238839

United Overseas Bank Limited
80 Raffles Place
UOB Plaza 1, #11-00
Singapore 048624

The Overseas-Chinese Banking Corporation Limited
65 Chulia Street
OCBC Centre East #06-00
Singapore 068896

Australia and New Zealand Banking Group Limited
10 Collyer Quay
#03-00 Ocean Financial Centre
Singapore 049315

DBS Bank Ltd
12 Marina Boulevard, Level 40
DBS Asia Central @ Marina Bay
Financial Centre Tower 3
Singapore 018982

Hong Leong Finance Limited
16 Raffles Quay
#01-05, Hong Leong Building
Singapore 048581

Credit Industriel et Commercial
12 Marina Boulevard
#37-01 MBFC Tower 3
Singapore 018982

STATEMENT BY MANAGEMENT COMMITTEE

(YEAR ENDED 31 DECEMBER 2014)

In our opinion, the financial statements set out on pages 49 to 72 present fairly the state of affairs of the Society as at 31 December 2014 and the results, changes in funds and cash flows of the Society for the year ended on that date in accordance with the provisions of the Charities Act (Chapter 37), Singapore Financial Reporting Standards, Regulation 16 of the Charities (Institutions of a Public Character) Regulations and the requirements of Regulation 15 (fund-raising expenses) of the Charities (Institutions of a Public Character) Regulations.

The Council (Management Committee) has authorised these financial statements for issue on the date of this statement.

On behalf of the Council

Dr Mark Hon
Chairman, Finance and Investment Committee

Mr Jeyaraj Benjamin William
Secretary General/CEO

25th May 2015

INDEPENDENT AUDITORS' REPORT

MEMBERS OF SINGAPORE RED CROSS SOCIETY
(REGISTERED UNDER THE CHARITIES ACT, CHAPTER 37)

REPORT ON THE FINANCIAL STATEMENTS

We have audited the accompanying financial statements of Singapore Red Cross Society (the "Society"), which comprise the statement of financial position as at 31 December 2014, the statement of financial activities/statement of comprehensive income, statement of changes in funds and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information, as set out on pages 49 to 72.

Management's responsibility for the financial statements

The Society's management is responsible for the preparation of financial statements that give a true and fair view in accordance with the provisions of the Charities Act (Chapter 37) (the "Act") and Singapore Financial Reporting Standards, and for devising and maintaining a system of internal accounting controls sufficient to provide a reasonable assurance that assets are safeguarded against loss from unauthorised use or disposition; and transactions are properly authorised and that they are recorded as necessary to permit the preparation of true and fair profit and loss accounts and balance sheets and to maintain accountability of assets.

Auditors' responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Singapore Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the state of affairs of the Society as at 31 December 2014 and the results, changes in funds and cash flows of the Society for the year then ended in accordance with the provisions of the Act and Singapore Financial Reporting Standards.

REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS

During the course of our audit, nothing has come to our attention that causes us to believe that during the year:

(a) the use of the donation monies was not in accordance with the objectives of the Society as required under Regulation 16 of the Charities (Institutions of a Public Character) Regulations; and

(b) the Society has not complied with the requirements of Regulation 15 (fund-raising expenses) of the Charities (Institutions of a Public Character) Regulations.

KPMG LLP
Public Accountants and
Chartered Accountants

Singapore

The accompanying notes form an integral part of these financial statements.

STATEMENT OF FINANCIAL POSITION

(YEAR ENDED 31 DECEMBER 2014)

	Note	2014	2013
		$	$
Non-current assets			
Property, plant and equipment	4	637,380	868,182
Investment securities	5	6,240,515	5,159,208
Total non-current assets		6,877,895	6,027,390
Current assets			
Other receivables, deposits and prepayments	6	2,424,867	1,702,382
Fixed deposits with financial institutions	7	5,369,467	5,557,389
Cash at banks and in hand	7	4,212,323	3,128,399
Total current assets		12,006,657	10,388,170
Total assets		**18,884,552**	**16,415,560**
Current liabilities			
Other payables and accruals	8	3,838,481	2,609,821
Total liabilities		3,838,481	2,609,821
Funds of the Society			
General funds		14,952,956	13,748,606
Fair value reserves	12	93,115	57,133
Total funds		15,046,071	13,805,739
Total liabilities and funds		**18,884,552**	**16,415,560**
Net assets of:			
International Relief Funds	9	29,068,459	45,980,145
Tidal Waves Asia Funds	10	2,266,305	2,984,207
Disaster Response Emergency Fund	11	4,384,150	4,647,092
Total net assets of Funds		**35,718,914**	**53,611,444**

The accompanying notes form an integral part of these financial statements.

STATEMENT OF FINANCIAL ACTIVITIES/STATEMENT OF COMPREHENSIVE INCOME

(YEAR ENDED 31 DECEMBER 2014)

	Note	2014 $	2013 $
Incoming resources			
Incoming resources from generated funds			
Voluntary income:			
Donations – General	13	1,214,682	1,276,000
Membership subscriptions		17,730	8,365
Activities for generating income: Fundraising events	13	2,014,234	1,378,752
Investment and interest income	18	214,580	256,258
		3,461,226	2,919,375
Charitable activities			
Red Cross Training Academy fees		1,319,609	1,091,354
Community Service – Transport Aid:			
Programme fees		49,144	47,235
Funding from Tote Board		170,371	167,649
Blood Donor Recruitment Programme subsidy from Health Science Authority		1,911,115	1,769,918
Red Cross Home for the Disabled:			
Residents' contribution		45,298	207,399
Grant from Ministry of Social and Family Development		2,399,050	1,908,861
Deferred capital grants		175,166	175,166
Government grants:			
Ministry of Education (Volunteer Development – Red Cross Youth)		172,940	116,523
		6,242,693	5,484,105
Other incoming resources			
Programme Support Recovery – International Relief and Assistance	14	298,729	373,051
Miscellaneous	18	340,114	70,093
Total incoming resources		**10,342,762**	**8,846,624**
Resources expended			
Cost of generating funds			
Fundraising costs	15	666,622	541,307
Charitable activities – local			
Red Cross Home for the Disabled		2,804,111	2,443,994
Blood Donor Recruitment Programme		2,088,568	1,954,876
Red Cross Training Academy		1,243,524	1,124,232
Services and disaster management		755,839	667,631
International Services		634,122	615,428
Community Service – Transport Aid		558,090	464,184
	16	8,084,254	7,270,345
Red Cross Youth		387,536	202,876
Contribution to International Federation of the Red Cross and Red Cross Crescent Societies		–	116,446
Total resources expended		**9,138,412**	**8,130,974**
Net incoming resources	18	**1,204,350**	**715,650**

The accompanying notes form an integral part of these financial statements.

STATEMENT OF COMPREHENSIVE INCOME

(YEAR ENDED 31 DECEMBER 2014)

	Note	2014 $	2013 $
Net incoming resources		1,204,350	715,650
Other comprehensive income			
Items that are or may be reclassified subsequently to profit or loss:			
Net change in fair value of available-for-sale financial assets		37,382	(333,282)
Fair value of available-for-sale financial assets reclassified to profit or loss upon disposal		(1,400)	(46,500)
Other comprehensive income for the year	5	35,982	(379,782)
Total comprehensive income for the year		**1,240,332**	**335,868**

The accompanying notes form an integral part of these financial statements.

STATEMENT OF CHANGES IN FUNDS

(YEAR ENDED 31 DECEMBER 2014)

	General funds	Fair value reserves	Total
	$	$	$
At 1 January 2013	**13,032,956**	**436,915**	**13,469,871**
Total comprehensive income for the year			
Net incoming resources	715,650	–	715,650
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	(333,282)	(333,282)
Fair value of available-for-sale financial assets reclassified to profit or loss upon disposal	–	(46,500)	(46,500)
Total other comprehensive income	–	(379,782)	(379,782)
Total comprehensive income for the year	715,650	(379,782)	335,868
At 31 December 2013	**13,748,606**	**57,133**	**13,805,739**
At 1 January 2014	**13,748,606**	**57,133**	**13,805,739**
Total comprehensive income for the year			
Net incoming resources	1,204,350	–	1,204,350
Other comprehensive income			
Net change in fair value of available-for-sale financial assets	–	37,382	37,382
Fair value of available-for-sale financial assets reclassified to profit or loss upon disposal	–	(1,400)	(1,400)
Total other comprehensive income	–	35,982	35,982
Total comprehensive income for the year	1,204,350	35,982	1,240,332
At 31 December 2014	**14,952,956**	**93,115**	**15,046,071**

The accompanying notes form an integral part of these financial statements.

STATEMENT OF CASH FLOWS

(YEAR ENDED 31 DECEMBER 2014)

	Note	2014	2013
		$	$
Cash flows from operating activities			
Net incoming resources for the year		1,204,350	715,650
Adjustments for:			
Depreciation of property, plant and equipment	4	411,960	435,312
Investment and interest income	18	(214,580)	(256,258)
Loss on disposal of plant and equipment		–	3
Operating profit before working capital changes		1,401,730	894,707
Other receivables, deposits and prepayments		(691,158)	(748,002)
Other payables and accruals		1,228,660	34,539
Net cash flows from operating activities		1,939,232	181,244
Cash flows from investing activities			
Disposal of investment securities	5	1,992,600	1,000,000
Dividends received		169,691	152,500
Interest received		13,562	89,281
Purchase of investment securities	5	(3,037,925)	(503,625)
Purchase of property, plant and equipment	4	(181,158)	(407,297)
Net cash flows (used in)/from investing activities		(1,043,230)	330,859
Net increase in cash and cash equivalents		896,002	512,103
Cash and cash equivalents at 1 January		8,685,788	8,173,685
Cash and cash equivalents at 31 December	7	**9,581,790**	**8,685,788**

The accompanying notes form an integral part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

These notes form an integral part of the financial statements.

The financial statements were authorised for issue by the Council (Management Committee) of Singapore Red Cross Society on

1. DOMICILE AND ACTIVITIES

Singapore Red Cross Society (the "Society" or "SRC") was constituted as a body corporate by the Singapore Red Cross Society (Incorporation) Act, Chapter 304. The Society is registered as a charity under the Charities Act, Chapter 37 (Unique Entity Number S86CC0370E).

The registered office of the Society is at 15 Penang Lane, Red Cross House, Singapore 238486.

The principal objectives of the Society, which is registered in Singapore, are to provide assistance in relief operations in times of disaster and auxiliary health and welfare services to the sick, the handicapped, the aged and the poor without any distinction on grounds of race, nationality, religion or political opinions, and to furnish voluntary aid to the sick and wounded in times of war and to non-belligerents, prisoners of war and civilian sufferers from the effects of war.

In pursuance of the Society's objectives, the general policy adopted by the Society is the provision of relief to financially needy persons irrespective of race or religion.

The Society's assets are held for purposes of meeting its charitable objectives. The Society's future plans are also to provide relief to persons needing financial support.

2. BASIS OF PREPARATION

2.1 Statement of compliance

The financial statements have been prepared in accordance with the provision of the Charities Act (Chapter 37) and Singapore Financial Reporting Standards (FRS).

2.2 Basis of measurement

The financial statements have been presented on the historical cost basis except for certain financial assets and liabilities which are measured at fair value as stated in the respective accounting policies detailed below.

2.3 Functional and presentation currency

The financial statements are presented in Singapore dollars, which is the functional currency of the Society. As donations and expenses are denominated primarily in Singapore dollars, the Council is of the opinion that the Singapore dollars reflects the economic substance of the underlying events and circumstances relevant to the Society.

2.4 Use of estimates and judgements

The preparation of financial statements in conformity with FRSs requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

Information about significant areas of estimation uncertainty that have the most significant effect on the amounts recognised in the financial statements are described in the note 22 -valuation of financial instruments.

Measurement of fair values

A number of the Society's accounting policies and disclosures require the measurement of fair values, for both financial and non-financial assets and liabilities.

When measuring the fair value of an asset or a liability, the Society uses market observable data as far as possible. Fair values are categorised into different levels in a fair value hierarchy based on the inputs used in the valuation techniques as follows:

- Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities.
- Level 2: inputs other than quoted prices included in Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).
- Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

If the inputs used to measure the fair value of an asset or a liability might be categorised in different levels of the fair value hierarchy, then the fair value measurement is categorised in its entirety in the same level of the fair value hierarchy as the lowest level input that is significant to the entire measurement (with Level 3 being the lowest).

Further information about the assumptions made in measuring fair values is included in note 22.

2.5 Funds structure

The general funds are available for use at the discretion of the Council in furtherance of the Society's objects.

Relief funds are those donated for a particular cause, the use of which is restricted to that cause. Such donations are held in custody of the Society and are principally for international relief and assistance (see notes 9, 10 and 11).

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accounting policies set out below have been applied consistently to all periods presented in these financial statements, and have been applied consistently by the Society.

3.1 Property, plant and equipment

Property, plant and equipment are recognised at cost less accumulated depreciation and accumulated impairment losses. Subsequent expenditure relating to property, plant and equipment that has already been recognised is added to the carrying amount of the asset only when it is probable that future economic benefits associated with the item will flow to the Society and the cost of the item can be measured reliably.

Property, plant and equipment obtained through donations that can be reliably measured are recognised at their fair value. Property, plant and equipment obtained through donations which cannot be reliably measured are taken into the financial statements at a nominal value of $1 for each item.

Leased assets are depreciated over the shorter of the lease term and their useful lives unless it is reasonably certain that the Society will obtain ownership by the end of the lease term.

Depreciation is based on the cost of an asset less its residual value. Significant components of individual assets are assessed and if a component has a useful life that is different from the remainder of that asset, that component is depreciated separately.

Depreciation is recognised as an expense in the statement of comprehensive income on a straight-line basis over the estimated useful lives of each component of an item of property, plant and equipment, unless it is included in the carrying amount of another asset.

The estimated useful lives for the current and comparative years are as follows:

Motor vehicles	5 years
Furniture and fittings	5 years
Medical equipment	3 to 5 years
Office equipment	3 to 5 years
Building and renovation	3 to 10 years

Depreciation methods, useful lives and residual values are reviewed at the end of each reporting period and adjusted if appropriate.

3.2 Financial instruments

(i) Non-derivative financial assets

The Society initially recognises loans and receivables and deposits on the date that they are originated. All other financial assets are recognised initially on the trade date, which is the date that the Society becomes a party to the contractual provisions of the instrument.

The Society derecognises a financial asset when the contractual rights to the cash flows from the asset expires, or it transfers the rights to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risks and rewards of ownership of the financial asset is transferred. Any interest in transferred financial assets that is created or retained by the Society is recognised as a separate asset or liability.

Financial assets and liabilities are offset and the net amount presented in the statement of financial position when, and only when, the Society has a legal right to offset the amounts and intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

The Society classifies non-derivative financial assets into the following categories: loans and receivables and financial assets available-for-sale. The classification depends on the nature and purpose for which the assets were acquired and is determined by management at the time of initial recognition.

Loans and receivables

Loans and receivables are financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, loans and receivables are measured at amortised cost using the effective interest method, less any impairment losses.

Loans and receivables comprise other receivables and deposits, fixed deposits with financial institutions and cash at banks and in hand.

Cash at banks and in hand comprise cash balances and cash on hand.

Fixed deposits with financial institutions comprise call deposits with original maturities of three months or less that are subject to an insignificant risk of changes in their fair value.

Financial assets available-for-sale

Financial assets available-for-sale are non-derivative financial assets that are designated as available-for-sale or are not classified in any of the above categories of financial assets.

The Society designated available-for-sale investments consist of non-cumulative perpetual preference shares and long-term corporate bonds with an expected investment period of 3 to 10 years (2013: 7 to 17 years). The financial assets are presented as non-current unless management intends to dispose the assets within 12 months after the reporting date.

Financial assets available-for-sale are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, they are measured at fair value and changes therein, other than impairment losses and foreign currency differences on available-for-sale debt instruments, are recognised in other comprehensive income and presented in the fair value reserve in funds. When an investment is derecognised, the gain or loss accumulated in equity is reclassified to the statement of comprehensive income.

Investments in equity instruments that do not have a quoted market price in an active market and whose fair value cannot be reliably measured and derivatives that are linked to and must be settled by delivery of such unquoted equity instruments are measured at cost.

Financial assets available-for-sale comprise equity securities and corporate and government bonds.

(ii) Non-derivative financial liabilities

Financial liabilities are recognised initially on the trade date, which is the date that the Society becomes a party to the contractual provisions of the instrument.

The Society derecognises a financial liability when its contractual obligations are discharged, cancelled or expire.

Financial assets and liabilities are offset and the net amount presented in the statement of financial position when, and only when, the Society has a legal right to offset the amounts and intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

The Society classifies non-derivative financial liabilities into the other financial liabilities category. Such financial liabilities are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition, these financial liabilities are measured at amortised cost using the effective interest method.
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Other financial liabilities comprise other payables and accruals, excluding funding received in advance, advance donations received and deferred capital grant.

3.3 Impairment

(i) Non-derivative financial assets

A financial asset not carried at fair value through profit or loss is assessed at the end of each reporting period to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event has a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

Objective evidence that financial assets (including equity securities) are impaired can include default or delinquency by a debtor, restructuring of an amount due to the Society on terms that the Society would not consider otherwise, indications that a debtor or issuer will enter bankruptcy, adverse changes in the payment status of borrowers or issuers in the group, economic conditions that correlate with defaults or the disappearance of an active market for a security. In addition, for an investment in an equity security, a significant or prolonged decline in its fair value below its cost is objective evidence of impairment.

Loans and receivables

The Society considers evidence of impairment for loans and receivables at both a specific asset and collective level. All individually significant loans and receivables are assessed for specific impairment. All individually significant receivables found not to be specifically impaired are then collectively assessed for any impairment that has been incurred but not yet identified.

Loans and receivables that are not individually significant are collectively assessed for impairment by grouping together loans and receivables with similar risk characteristics.

In assessing collective impairment, the Society uses historical trends of the probability of default, the timing of recoveries and the amount of loss incurred, adjusted for management's judgement as to whether current economic and credit conditions are such that the actual losses are likely to be greater or less than suggested by historical trends.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows, discounted at the asset's original effective interest rate.

Losses are recognised in income or expenditure and reflected in an allowance account against loans and receivables. Interest on the impaired asset continues to be recognised. When a subsequent event (e.g. repayment by a debtor) causes the amount of impairment loss to decrease, the decrease in impairment loss is reversed through income or expenditure.

Financial assets available-for-sale

Impairment losses on financial assets available-for-sale are recognised by reclassifying the losses accumulated in the fair value reserve in funds to income or expenditure. The cumulative loss that is reclassified from funds to income or expenditure is the difference between the acquisition cost, net of any principal repayment and amortisation, and the current fair value, less any impairment loss recognised previously in income or expenditure.

Changes in cumulative impairment provisions attributable to application of the effective interest method are reflected as a component of interest income. If, in a subsequent period, the fair value of an impaired available-for-sale debt security increases and the increase can be related objectively to an event occurring after the impairment loss was recognised, then the impairment loss is reversed. The amount of the reversal is recognised in income or expenditure. However, any subsequent recovery in the fair value of an impaired available-for-sale equity security is recognised in other comprehensive income.

(ii) Non-financial assets

The carrying amounts of the Society's non-financial assets are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated.

An impairment loss is recognised if the carrying amount of an asset or its related cash-generating unit (CGU) exceeds its estimated recoverable amount.

The recoverable amount of an asset or CGU is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset or CGU. For the purpose of impairment testing, assets that cannot be tested individually are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or CGUs.

Impairment losses are recognised in income or expenditure. Impairment losses recognised in respect of CGUs are allocated to reduce the carrying amounts of the other assets in the CGU (group of CGUs) on a pro rata basis.

Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

3.4 Employee benefits

Defined contribution plans
A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an employee benefit expense in profit or loss in the periods during which related services are rendered by employees.

Short-term employee benefits
Short-term employee benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided. A liability is recognised for the amount expected to be paid under short-term cash bonus if the Company has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee, and the obligation can be estimated reliably.

3.5 Incoming resources

(i) Donations and income from fund raising projects are recognised as and when the Society's entitlement to such income is established with certainty and the amount can be measured with sufficient reliability. This normally coincides with the receipt of the donation and income from the fund raising project. Donations received in advance for future fund raising projects are deferred and recognised as incoming resources as and when the fund raising projects are held.

(ii) Grants and subsidies are recognised as income to match the related expenditure.

(iii) Interest income on operating funds is recognised on an accrual basis on an effective interest basis.

(iv) All other income including membership subscriptions are recognised on an accrual basis.

(v) Revenue from rendering of services is recognised when the services are performed.

(vi) Programme support recovery income is recognised upon receipt and disbursement of solicited and unsolicited donations for international relief and assistance (see note 14).

3.6 Resources expended

All expenditure is accounted for on an accrual basis and has been classified under headings that aggregate all costs related to that activity. Cost comprises direct expenditure, including direct staff costs attributable to the activity. Where costs cannot be wholly attributed to an activity, they have been apportioned on a basis consistent with the use of resources. These include overheads like utilities, amortisation of renovations and support costs.

(i) Allocation of support costs

Support costs are staff costs relating to general management, human resource and administration, budgeting, accounting and finance functions and have been allocated to fundraising, charitable activities, governance and corporate communications based on the estimated amount of time spent on each activity.

(ii) Costs of generating funds

The costs of generating funds are those costs attributable to generating income for the Society, other than those costs incurred in undertaking charitable activities or the costs incurred in undertaking trading activities in furtherance of the Society's objects.

(iii) Charitable activities

Costs of charitable activities comprise all costs incurred in the pursuit of the charitable objects of the Society. Those costs, which are not wholly attributable, are apportioned between the categories of charitable expenditure. The total costs of each category of charitable expenditure therefore include an apportionment of support costs.

3.7 Foreign currency

Transactions in foreign currencies are translated to the functional currency of the Society at exchange rates at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies at the end of the reporting period are translated to the functional currency at the exchange rate at that date. The foreign currency gain or loss on monetary items is the difference between amortised cost in the functional currency at the beginning of the year, adjusted for effective interest and payments during the year, and the amortised cost in foreign currency translated at the exchange rate at the end of the reporting year.

Non-monetary assets and liabilities denominated in foreign currencies that are measured at fair value are translated to the functional currency at the exchange rate at the date that the fair value was determined. Non-monetary items in a foreign currency that are measured in terms of historical cost are translated using the exchange rate at the date of the transaction. Foreign currency differences arising on translation are recognised in profit or loss.

3.8 Government grants

Government grants and contributions from other organisations are recognised initially at their fair value where there is reasonable assurance that the grants and contributions will be received and the Society will comply with the conditions associated with the grants and contributions.

Government grants received to meet the Society's operating expenditure are recognised as income in the same financial year.

Government grants utilised for the purchase of depreciable tangible assets are recorded in the deferred capital grants account. The deferred capital grants are amortised to the statement of comprehensive income over the period necessary to match the annual depreciation charge of these assets purchased with the related grants. On disposal of these assets, the balance of the related deferred capital grant is recognised in the statement of comprehensive income to match the net book value of the assets disposed.

Government grants received in relation to the Wage Credit Scheme are recognised in profit or loss on a systematic basis over the periods for which the entity recognises as expenses, the related costs the grants are intended to compensate. Such grants are provided to defray the wage costs incurred by the Society; these are presented as part of the miscellaneous income in the profit or loss.

3.9 Lease payments

Payments made under operating leases are recognised in profit or loss on a straight-line basis over the term of the lease.

3.10 New standards and interpretations not adopted

A number of new standards, amendments to standards and interpretations are effective for annual periods beginning after 1 January 2014, and have not been applied in preparing these financial statements. Those which may be relevant to Society in future financial periods, and which the Society does not plan to early adopt, are set out below.

- *FRS 109 Financial Instruments replaces FRS 39 Financial Instruments: Recognition and Measurement.* The standard contains only two primary measurement categories for financial assets: amortised cost and fair value; the existing 'held to maturity', 'loans and receivables' and 'available-for-sale' categories for financial assets under FRS 39 are eliminated. It also sets out the requirements for recognising and measuring financial assets, financial liabilities and some contracts to buy or sell non-financial items. *FRS 109 Financial Instruments* is effective for annual periods beginning on or after 1 January 2018.

- *FRS 115 Revenue from Contracts with Customers* will replace FRS 18 *Revenue*, FRS 11 *Construction Contracts* and related interpretations. The standard establishes the principle for entities to recognise revenue to depict the transfer of goods or services to customers in amounts that reflect the consideration to which the entity expects to be entitled to in exchange for those goods or services. The new standard will also result in enhanced disclosures about revenue, provide guidance for transactions that were not previously addressed (e.g. service revenue and contract modifications) and improved guidance for multi-element arrangements. FRS 115 *Revenue from Contracts with Customers* is effective for annual periods beginning on or after 1 January 2017.

FRS 115 and FRS 109 were issued on 19 November 2014 and 11 December 2014 respectively. The Society is currently evaluating the impact of the implementation of these standards.

4. PROPERTY, PLANT AND EQUIPMENT

	Motor vehicles	Furniture and fittings	Medical equipment	Office equipment	Building and renovation	Total
	$	$	$	$	$	$
Cost						
At 1 January 2013	343,247	368,897	339,432	371,389	1,709,628	3,132,593
Additions	128,167	–	23,505	2,700	252,925	407,297
Disposals	(3)	–	–	(10,527)	–	(10,530)
At 31 December 2013	471,411	368,897	362,937	363,562	1,962,553	3,529,360
Additions	113,443	–	1,630	66,085	–	181,158
Disposals	(16,934)	–	–	–	–	(16,934)
At 31 December 2014	567,920	368,897	364,567	429,647	1,962,553	3,693,584
Accumulated depreciation						
At 1 January 2013	112,422	223,274	204,386	258,020	1,438,291	2,236,393
Depreciation for the year	70,568	72,811	43,497	56,599	191,837	435,312
Disposals	–	–	–	(10,527)	–	(10,527)
At 31 December 2013	182,990	296,085	247,883	304,092	1,630,128	2,661,178
Depreciation for the year	107,912	72,811	45,611	52,839	132,787	411,960
Disposals	(16,934)	–	–	–	–	(16,934)
At 31 December 2014	273,968	368,896	293,494	356,931	1,762,915	3,056,204
Carrying amount						
At 1 January 2013	230,825	145,623	135,046	113,369	271,337	896,200
At 31 December 2013	288,421	72,812	115,054	59,470	332,425	868,182
At 31 December 2014	293,952	1	71,073	72,716	199,638	637,380

In addition to the above property, plant and equipment, the Society occupies two land and buildings with lease terms of 30 years each commencing from 1 April 1989 and 9 December 1988, respectively, on a rent-free basis till the end of the lease terms.

5. INVESTMENT SECURITIES

	2014	2013
	$	$
Available-for-sale:		
Fair value at beginning of year	5,159,208	6,035,365
Additions	3,037,925	503,625
Disposals	(1,992,600)	(1,000,000)
Fair value changes	35,982	(379,782)
Fair value at end of year	6,240,515	5,159,208

The above investment securities, represents investments in corporate non-cumulative perpetual preference shares issued by The Overseas-Chinese Banking Corporation Limited (OCBC) and DBS Bank Ltd (DBS); and corporate/government bonds issued by Singapore Airlines Limited (SIA), Keppel Corporation Limited, CMT MTN Pte. Ltd., SMRT Corporation, Housing & Development Board (HDB), Land Transport Authority (LTA), Public Utilities Board and the Singapore Government are held primarily to provide an investment return for the Society.

Unrealised gains or losses on available-for-sale investment securities reflect the market movements of the investment securities but may not be significant as the gains or losses only crystallise upon the investment securities is derecognised. For a bond that is held until maturity, the Society is entitled to redeem the bond at its face value in addition to the earned interest.

Credit quality

An analysis of the credit quality of the maximum credit exposure of the investment securities based on rating agency, Standard and Poor's ratings, where applicable, is as follows:

	2014	2013
	$	$
Corporate bonds (AAA/A/BBB/unrated)	4,030,815	1,070,208
Equity securities rated BBB	2,209,700	2,130,000
Government bonds rated AAA	–	1,959,000
	6,240,515	5,159,208

The government bonds held are neither past due nor impaired.

6. OTHER RECEIVABLES, DEPOSITS AND PREPAYMENTS

	2014	2013
	$	$
Blood Donor Recruitment Programme subsidy receivable from Health Sciences Authority	970,935	919,817
Grant/Funding receivables	856,679	364,659
Deposits	81,392	89,272
Interest receivable	74,615	33,870
Programme support recovery receivable	–	213,429
Other receivables	371,546	65,508
	2,355,167	1,686,555
Prepayments	69,700	15,827
	2,424,867	1,702,382

7. FIXED DEPOSITS AND CASH AT BANKS AND IN HAND

	2014	2013
	$	$
Fixed deposits with financial institutions	5,369,467	5,557,389
Cash at banks and in hand	4,212,323	3,128,399
	9,581,790	8,685,788

8. OTHER PAYABLES AND ACCRUALS

	2014	2013
	$	$
Funding received in advance (Community Silver Trust and Care & Share)	1,598,320	–
Accrued operating expenses	617,554	576,719
Advance donations received (Lee Foundation)	690,819	752,990
Advance donations received (specific projects)	620,660	814,249
Employee benefits – staff leave provision	189,764	165,836
Deferred capital grant	77,305	252,472
Residents' deposits	32,160	32,160
Funding received in advance (Red Cross Home for the Disabled)	11,899	15,395
	3,838,481	2,609,821

9. INTERNATIONAL DISASTER RELIEF FUNDS

The Society receives donations from the public in response to international public appeals for relief efforts in disaster and crisis stricken countries. The funds received are in the custody of the Society and are disbursed to the International Federation of Red Cross and Red Crescent Societies (IFRC) and International Committee of the Red Cross (ICRC) and national societies of affected countries for specific relief cause and development work specified in the public appeal. These are not reflected in the statement of financial position and profit or loss of the Society.

The SRC Humanitarian Relief Fund (HRF) was set up in 2014 to consolidate the inactive unsolicited funds with balances not sufficient to undertake any project or activity individually. These funds are consolidated into a common pool and are in the custody of the Society. The Fund was set up to undertake small-scale (below $50,000) humanitarian projects within and beyond the region.

Designated country/disaster	At 1 January 2014	Collections	Disbursements	Interest earned*	Programme Support Recovery (note 14)	At 31 December 2014
	$	$	$	$	$	$
Africa Relief Fund	61,779	70,605	(83,292)	–	(3,784)	45,308
Brazil Relief Fund	4,850	–	–	–	–	4,850
North Korea Relief Fund	55,052	45,000	–	–	(1,350)	98,702
Turkey Relief Fund	75,628	–	–	–	–	75,628
New Zealand Relief Fund	1,730	–	–	–	–	1,730
Thailand Relief Fund	26,147	–	–	–	–	26,147
Italy Earthquake	3,835	–	–	–	–	3,835
Taiwan Typhoon	144,691	–	–	–	–	144,691
Chile Earthquake Relief	8,796	–	–	–	–	8,796
Qinghai Earthquake Relief	145,081	–	–	–	–	145,081
China Flood Relief	58,621	–	–	–	–	58,621
Yunnan Earthquake	66,305	15,306	–	–	(459)	81,152
Philippines Typhoon	743,106	5,341	(90,078)	–	(1,962)	656,407
Indonesia Operasi Bakti	81,443	–	–	–	–	81,443
Indonesia Twin Disaster	386,215	7,278	(13,577)	–	(460)	379,456

Others (with balances of $2,000 or less)	25,083	26,270	(6,347)	–	(581)	44,425
Total miscellaneous funds	**1,888,362**	**169,800**	**(193,294)**	**–**	**(8,596)**	**1,856,272**
Rwanda Relief Fund	116,487	–	(104,200)	129	(2,084)	10,332
Indonesia Relief Fund	183,011	–	(183,011)	–	–	–
Indonesia Disaster Relief	1,505,592	–	(1,054,324)	4,197	(24,746)	430,719
Iran Relief Fund	985,066	–	(900,140)	303	(18,003)	67,226
Iraq Relief Fund	592,269	–	(577,876)	80	(11,558)	2,915
China Earthquake	12,183,033	–	(3,532,917)	49,773	(28,263)	8,671,626
Myanmar Cyclone	2,212,884	–	–	8,537	–	2,221,421
Indonesia Padang Earthquake	156,262	–	–	1,437	–	157,699
Philippines Tropical Storm	273,562	–	–	3,220	–	276,782
Pakistan Flood	656,608	5,000	(243,121)	4,812	(5,012)	418,287
SEA Tropical Storm	43,353	–	(17,464)	327	(349)	25,867
Haiti Relief Fund	604,163	–	–	6,829	–	610,992
SEA Flood Relief Fund	108,908	–	(60,505)	1,314	(1,230)	48,487
Japan Disaster Relief Fund	15,188,466	–	(6,399,352)	40,067	(25,597)	8,803,584
Sichuan Earthquake	237,242	–	(210)	2,750	(4)	239,778
SEA Emergencies	124,607	–	(34,742)	1,103	(695)	90,273
Haiyan Relief Fund	8,920,270	2,634,100	(6,359,630)	55,408	(144,778)	5,105,370
Middle East Humanitarian Response	–	182,251	(143,490)	405	(8,337)	30,829
	45,980,145	**2,991,151**	**(19,804,276)**	**180,691**	**(279,252)**	**29,068,459**

9. INTERNATIONAL DISASTER RELIEF FUNDS (CONTINUED)

	2014	2013
	$	$
Represented by:		
- Fixed deposits with financial institutions	27,161,021	35,130,029
- Cash at banks and in hand	1,886,046	11,056,273
- Interest receivable	21,392	7,272
- Programme support recovery/support costs payable to the Society	–	(213,429)
	29,068,459	45,980,145

* *Interest earned on International Disaster Relief Funds is recognised on an accrual basis and allocated based on the funds balance.*

Total miscellaneous funds – These balances were either:

(i) residual amounts or donations made after the planned relief efforts had been completed; or

(ii) donations made for specific countries for which the Society had not made any appeals.

Rwanda Relief Fund – The Society is in touch with Rwanda Red Cross Society to disburse the balance sum of funds.

Indonesia and Indonesia Disaster – The Society has committed $1.5 million to help Palang Merah Indonesia (Indonesia Red Cross) to enhance the disaster preparedness and response capabilities of Palang Merah Indonesia to respond to disasters and emergencies, including the development of regional warehouses to cut down response time to disasters and training facilities to improve disasters response training.

Iran Relief Fund – The fund balance will be disbursed to IFRC or ICRC for their ongoing operations.

Iraq Relief Fund – The Society is working with ICRC to support the ongoing operations in Iraq. ICRC will discuss their plan of action with the Society to utilise the fund balance.

China Earthquake – The Society will continue to support projects partnering with Sichuan Provincial People's Association for Friendship with Foreign Countries (SIFA), Ministry of Foreign Affairs – PRC, Beijing Foreign Studies University, Red Cross Society of China, SALT Initiatives Ltd and Sichuan Provincial Orthopaedics Hospital, totalling to the amount of about $12 million. Till date, most projects mentioned above are ongoing, with an amount of about $8.5 million committed to these operations.

Myanmar Cyclone – Solicited funds have been earmarked for reconstruction projects.

Indonesia Padang Earthquake – The Society is in discussion with the Palang Merah Indonesia (Indonesia Red Cross) to utilise the balance funds.

Philippines Tropical Storm – The Society is working with Philippines Red Cross to complete a housing project to build 303 transitional houses in Botolan, Zambales, Philippines.

Pakistan Flood – The Society has released the final disbursement for the collaboration with Diocese of Singapore to build permanent houses for 184 families, a Health and Development Centre and purchase a vehicle in January 2014. The Society is presently collaborating with Life! Community Development Limited to complete a water and irrigation project in Mankyal Village, Pakistan.

SEA Tropical Storm – The Society will disburse the fund balance to the National Societies of Philippines, Thailand and Vietnam.

Haiti Relief Fund – The Society is in discussion with IFRC to utilise the balance funds for a healthcare project.

SEA Flood Relief Fund – The Society is in touch with Vietnam Red Cross to disburse committed funds for a community water project.

Japan Disaster Relief Fund – The Society has pledged to collaborate with Japan Red Cross in its relief and recovery operations for the affected community. The Society is also funding an ongoing project in Rikuzentaka, Japan, which is projected to be completed by end of 2016. The rest of the funds will be committed to the expansion of existing reconstruction projects, as well as other rehabilitation programmes. Humanitarian missions have also been planned for the upcoming years, focusing on psychosocial support programmes.

Sichuan Earthquake – The Society had disbursed funds to the National Society of China during the acute phase and will scope and undertake new projects.

SEA Emergencies – The Society had disbursed funds to the National Societies of Cambodia, Laos, Vietnam and Philippines and will scope and undertake new projects.

Haiyan Relief – The Society disbursed funds to various implementing partners including Philippines Red Cross, IFRC and ICRC. Acute phase efforts are completed, reconstruction efforts are ongoing and the Society will continue to scope new projects to disburse the fund balance.

10. TIDAL WAVES ASIA FUND (TWAF)

The Tidal Waves Asia appeal raised a cumulative total of $89,234,718 as at 31 December 2014 (2013: $89,234,718) towards Singapore's efforts for the victims affected by the earthquake and tsunami which occurred on 26 December 2004. The funds received are in custody of the Society. All monies will go towards helping the victims of the tsunami disaster. These are not reflected in the statement of financial position and profit or loss of the Society. In 2012, the Society received approval from the Charities Unit (Ministry of Culture, Community and Youth) to transfer $5,000,000 of the Tidal Wave Asia Fund to the Disaster Response Emergency Fund (see note 11).

	2014	2013
	$	$
Balance at 1 January	2,984,207	3,116,442
Interest earned*	3,747	8,523
Disbursements#	(707,499)	(137,998)
Program Support Recovery	(14,150)	(2,760)
Balance at 31 December	2,266,305	2,984,207
Represented by:		
- Fixed deposits with financial institutions	2,255,006	2,217,546
- Cash at banks and in hand	9,595	764,515
- Interest receivable	1,704	2,146
	2,266,305	2,984,207
#Disbursements for the year were for the following items:		
Reconstruction projects	652,430	137,934
Secretariat and project management	55,069	64
Total disbursements	707,499	137,998

* *Interest earned on Tidal Waves Asia Fund is recognised on an accrual basis.*

The Society had set up the Tsunami Reconstruction Facilitation Committee (TRFC) to administer the Tidal Waves Asia Fund. The TRFC had approved funding for 77 (2013: 70) reconstruction projects to date, amounting to $82,093,749 (2013: $81,441,319). These include projects initiated by the Society, joint projects with the government and corporate sector and projects by Singapore-registered Voluntary Welfare Organisations (VWOs) and Non-Governmental Organisations (NGOs). A total of $81,859,830 (2013: $81,152,331) which comprised progress payments had been disbursed for reconstruction projects and project related costs as at 31 December 2014. All the projects except five had been completed.

A summary of approved projects is as follows:

	Community	Health	Education	Economic	Others	Total
	$	$	$	$	$	$
2014						
Indonesia	15,458,424	25,083,645	7,999,661	7,530,549	435,462	56,507,741
Sri Lanka	12,327,782	189,806	6,111,123	–	–	18,628,711
Maldives	324,583	–	5,544,923	43,324	611,509	6,524,339
Multi countries	256,012	–	176,946	–	–	432,958
	28,366,801	25,273,451	19,832,653	7,573,873	1,046,971	82,093,749
Number of projects	28	13	18	13	5	77
2013						
Indonesia	15,436,884	25,083,645	7,999,661	7,530,549	435,462	56,486,201
Sri Lanka	12,182,018	–	5,931,815	–	–	18,113,833
Maldives	324,583	–	5,544,923	43,324	611,509	6,524,339
Multi countries	140,000	–	176,946	–	–	316,946
	28,083,485	25,083,645	19,653,345	7,573,873	1,046,971	81,441,319
Number of projects	25	12	15	13	5	70

The accompanying notes form an integral part of these financial statements.

11. DISASTER RESPONSE EMERGENCY FUND (DREF)

The DREF was set up to enable the Society to provide assistance to disaster afflicted countries during acute emergency phases and recovery phases. The fund is administered in a similar manner as the TWAF, and its use is restricted to disaster relief efforts undertaken by the Society or jointly with partners. The Society had set up the Committee for International Humanitarian Interventions (CIHI) to administer the DREF.

	2014	2013
	$	$
Balance at 1 January	4,647,092	4,772,967
Disbursements*	(266,361)	(135,287)
Interest earned	8,746	12,118
Program Support Recovery	(5,327)	(2,706)
Balance at 31 December	4,384,150	4,647,092
Represented by:		
• - Fixed deposits with financial institutions	3,384,150	4,150,019
• - Cash at banks and in hand	1,000,000	497,073
	4,384,150	4,647,092
*Disbursements for the year were for the following items:		
Emergency aid projects	266,361	135,287

12. FAIR VALUE RESERVES

The fair value reserves include the cumulative net change in the fair value of available-for-sale investments until the investments are derecognised.

13. TAX AND NON-TAX EXEMPT RECEIPTS

Included in donation income and fundraising income are donations for which tax exempt and non-tax exempt receipts have been issued amounting to $1,616,276 (2013: $1,489,481) and $1,039,267 (2013: $520,342) respectively. Out of these amounts, $391,948 (2013: $639,226) of tax exempt receipts and $236,806 (2013: $430,460) of non-tax-exempt receipts were allocated to Red Cross Home for the Disabled by the Management Committee of the Society.

14. PROGRAMME SUPPORT RECOVERY

With effect from 1 January 2011, the Society has levied a Programme Support Recovery charge on all solicited and unsolicited donations for international relief and assistance at the following rates:

First $5,000,000	5%
Next $10,000,000	2%
Amounts above $15,000,000	1%

60% of the Programme Support Recovery charge will be recognised upon collection of the funds whilst the remaining 40% will be recognised upon disbursement of the funds. The levy rates are reassessed annually.

	Note	2014	2013
		$	$
International Relief Funds	9	279,252	367,585
Tidal Waves Asia Funds	10	14,150	2,760
Disaster Response Emergency Fund	11	5,327	2,706
		298,729	373,051

The accompanying notes form an integral part of these financial statements.

15. FUNDRAISING COSTS

	Note	2014	2013
		$	$
Manpower and operating costs		297,526	235,095
Fundraising events		199,470	134,201
Support costs	17	130,486	128,059
Administrative and operating expenses		30,765	30,334
Depreciation		8,375	13,618
		666,622	541,307

Pursuant to Regulation 15 of the Charities (Institutions of a Public Character) Regulations, total fund raising and sponsorship expenses for the year shall not exceed 30% of total gross receipts from fundraising and sponsorships. The Society's total fundraising expenses represent approximately 20.6% (2013: 20.4%) of the total gross receipts from fundraising for the year.

16. CHARITABLE ACTIVITIES

	Note	Service and disaster management	Red Cross Training Academy	Community Service – Transport Aid	Blood Donor Recruitment Programme	Red Cross Home for the Disabled	International Services	Total 2014	Total 2013
		$	$	$	$	$	$	$	$
Manpower and operating costs		392,159	861,813	385,456	1,752,864	1,805,200	265,316	5,462,808	4,752,822
Depreciation		21,332	25,849	49,953	–	221,126	3,317	321,577	323,810
Support costs	17	342,348	355,862	122,681	335,704	777,785	365,489	2,299,869	2,193,713
		755,839	**1,243,524**	**558,090**	**2,088,568**	**2,804,111**	**634,122**	**8,084,254**	**7,270,345**

17. SUPPORT COSTS

	Note	Finance	Human Resource	Corporate Communi-cations	Administration and Information Technology	Secretary General Office	Volunteer Youth Develop-ment	Red Cross Youth	Total 2014	Total 2013
		$	$	$	$	$	$	$	$	$
Fundraising	15	13,323	10,594	21,582	28,311	17,796	18,483	20,397	130,486	128,059
Charitable activities – Local:										
- Service and disaster management	16	39,971	12,714	51,796	106,164	35,592	96,111	–	342,348	333,232
- Red Cross Training Academy	16	39,971	23,308	64,745	134,475	71,185	22,178	–	355,862	350,202
- Community service – Transport Aid	16	26,647	16,951	25,898	35,389	17,796	–	–	122,681	128,929
- Blood Donor Recruitment Programme	16	66,618	16,951	107,909	35,388	53,389	55,449	–	335,704	328,208
-Red Cross Home for the Disabled	16	99,928	120,776	94,959	268,950	71,186	121,986	–	777,785	690,400
- International services	16	46,632	10,594	64,745	99,088	88,981	55,449	–	365,489	362,742
		333,090	**211,888**	**431,634**	**707,765**	**355,925**	**369,656**	**20,397**	**2,430,355**	**2,321,772**

The accompanying notes form an integral part of these financial statements.

18. NET INCOMING RESOURCES

	Note	2014	2013
		$	$
These are stated after charging/(crediting):			
Depreciation of property, plant and equipment	4	411,960	435,312
Rental of premises *		56,387	56,488
Investment and interest income:			
- Fixed deposits and bank balance		(28,396)	(11,323)
- Investment securities		(186,184)	(244,935)
		(214,580)	(256,258)
Miscellaneous:			
Wage credit scheme		252,726	50,301
Special employment credit		70,133	19,792
Others		17,255	–
		340,114	70,093
- Salary expenses		3,912,560	3,481,299
- Bonus expense		495,429	393,147
- Contributions to defined contribution plans (CPF)		508,863	452,241
- Foreign worker levy		216,571	214,817
- Benefits		119,152	99,782
		5,252,575	4,641,286
Audit fees		64,000	60,000

* *Rental expenses do not include lease payments of $187,164 (2013: $187,164) incurred by the Society that were reimbursed by the Ministry of Education.*

The Society received in-kind sponsorship for its fundraising events in the form of prizes, goodie bags and items for auction. It also received consumables and food items for its Red Cross Home for the Disabled. As part of its awareness building and publicity efforts, the Blood Donor Recruitment Programme undertaken by the Society also garners corporate and individual support for its publicity drives, exhibitions, road shows, and other activities to promote public awareness in blood donation. The Society does not recognise donations in-kind in the profit or loss.

19. EMPLOYEES REMUNERATION

The number of employees whose remuneration exceeded $100,000 during the year was as follows:

	2014	2013
Number of employee in bands:		
$50,001 to $100,000	12	9
$100,001 to $150,000	2	2

The number of staff employed by the Society as at 31 December 2014 was 160 (2013: 144).

The accompanying notes form an integral part of these financial statements.

20 COUNCIL MEMBERS EXPENSE

None of the members of the Council received remuneration for their contributions. The Society paid for the following expenses incurred by Council members for official events and meetings:

	2014	2013
	$	$
Travel and meeting expenses	21,540	21,216
Number of Officer Bearers	2	3

21 INCOME TAX EXPENSE

The Society is an approved charity institution under the Charities Act, Chapter 37 and an institution of public character under the Income Tax Act, Chapter 134. No provision for tax has been made in the financial statements as the Society is exempt from income tax.

22 FINANCIAL RISK MANAGEMENT

Exposure to credit, interest rate and equity risks arises in the normal course of the Society's operations. The management of these risks is discussed below:

Credit risk

Management has a credit policy in place and the exposure to credit risk is monitored on an ongoing basis. Investments are only allowed in parties that are of high credit standing.

Fixed deposits and bank balances are placed with financial institutions of high credit standing and regulated.

At the reporting date, the maximum exposure to credit risk is represented by the carrying amount of each financial asset in the statement of financial position.

Interest rate risk

The Society's exposure to changes in interest rates relates primarily to the interest-earning fixed deposits and investment securities. The effective interest rates at the reporting date and the periods in which they mature or re-price (whichever is earlier) are as follows:

	Effective interest rate	Within 1 year	1 to 5 years	Total
	%	$	$	$
2014				
Fixed deposits with financial institutions	0.60 to 1.40	5,369,467	–	5,369,467
Investment securities	1.11 to 4.47	–	4,030,815	4,030,815
		5,369,467	4,030,815	9,400,282
2013				
Fixed deposits with financial institutions	0.15 to 0.30	5,557,389	–	5,557,389
Investment securities	2.51 to 4.70	–	3,029,208	3,029,208
		5,557,389	3,029,208	8,586,597

At the reporting date, if market interest rate had been 10 basis points higher or lower, assuming no asymmetrical movement in yield curves and a constant balance for the 12 months after the reporting date, the Society's incoming resources would increase or decrease by approximately $5,369 (2013: $5,557). The Society's fair value reserve would increase or decrease by $4,000 (2013: $3,029).

Equity price risk

The Society's exposures to changes in equity prices relate primarily to the investment securities.

At the reporting date, if equity prices had declined by 10%, assuming no asymmetrical movement in yield curves and a constant balance for the 12 months after the reporting date, the fair value reserves of the Society would decrease by approximately $210,000 (2013: $213,000). An increase in 10% of the equity prices would have an equal but opposite effect.

Reserves management

The reserves of the Society are the general funds available to the Society. It is the policy of the Society to achieve a level of general funds of approximately 3 years of its total annual operating expenditure to ensure that the Society's operational activities could continue during a period of unforeseen difficulty.

There were no changes in the Society's approach to reserves management during the year.

The Society is not subject to externally imposed reserves requirements.

Fair value

Fair value represents the amount at which an asset could be exchanged, or a liability settled, between knowledgeable, willing parties in an arm's length transaction.

Although management has employed its best judgement in the estimation of fair values, there is inevitably a significant element of subjectivity involved in the calculations. Therefore, the fair value estimates are not necessarily indicative of the amount the Society could realise in a sale transaction as at 31 December 2014.

The carrying value of the financial assets (classified as loans and receivables) and liabilities is an approximation of the fair value because they are either (i) short-term in nature or repriced frequently or (ii) are receivable or payable on demand. The fair values of investment securities (classified as available-for-sale) are based on market values or brokers' price quotations at the reporting date. Where this information is not available, fair value has been estimated using quoted market prices for securities with similar credit, maturity and yield characteristics. The fair values of these instruments are disclosed in note 5.

Valuation of financial instruments

At 31 December 2014, the Society only held investment securities (available-for-sale) amounting to $6,240,515 (2013: $5,159,208). The fair value measurement of these investment securities is categorised as Level 1 (2013: Level 1) based on quoted market prices as at 31 December 2014.

Accounting classifications and fair values

Fair values versus carrying amounts

The carrying amounts and fair values of financial assets and financial liabilities, including their fair value are as follows. It does not include fair value information for financial assets and financial liabilities not measured at fair value if the carrying amount is a reasonable approximation of fair value.

	Note	Available-for-sale	Loans and receivables	Other financial liabilities within the scope of FRS 39	Total carrying amount	Fair value
		$	$	$	$	$
2014						
Cash at banks and in hand	7	–	4,212,323	–	4,212,323	
Other receivables, deposits and prepayments*	6	–	2,355,167	–	2,355,167	
Fixed deposits with financial institutions	7	–	5,369,467	–	5,369,467	
Investment securities	5	6,240,515	–	–	6,240,515	6,240,515
		6,240,515	11,936,957	–	18,177,472	6,240,515
Other payables and accruals**	8	–	–	(839,478)	(839,478)	
2013						
Cash at banks and in hand	7	–	3,128,399	–	3,128,399	
Other receivables, deposits and prepayments*	6	–	1,686,555	–	1,686,555	
Fixed deposits with financial institutions	7	–	5,557,389	–	5,557,389	
Investment securities	5	5,159,208	–	–	5,159,208	5,159,208
		5,159,208	10,372,343	–	15,531,551	5,159,208
Other payables and accruals**	8	–	–	(774,715)	(774,715)	

** Excludes prepayments*
*** Excludes advance donations received, deferred grant and funding received in advance*

23 COMMITMENTS

Operating lease commitment

At 31 December, the Society has commitments for future minimum lease payments under non-cancellable operating leases as follows:

	2014	2013
	$	$
Within 1 year	239,599	239,599
Within 2 to 5 years	505,244	533,945
More than 5 years	63,292	87,027
	808,135	860,571

The Society leases office premises and residential homes for the Red Cross Home for the Disabled. Such lease payments are subsidised by the Ministry of Education (100%) and the Ministry of Social and Family Development (89%).

Capital commitment

At 31 December 2014, the Society had capital expenditure commitments to purchase three motor vehicles amounting to $397,764 (2013: nil).

24 RELATED PARTY TRANSACTIONS

The Society is governed by the Council which is the final authority and is overall responsible for the policy making and determination of all activities. The members of the Council are volunteers and receive no monetary remuneration for their contribution. This also applies to all volunteers of the Society. The expenses incurred by the Council members are disclosed in note 20.

The accompanying notes form an integral part of these financial statements.

GET INVOLVED

CONNECT

- Connect with us on Facebook, Twitter, YouTube, Instagram and LinkedIn @sgredcross for news and updates! Support us by spreading the word and advocating our causes through your social networks.
- Value add to an assembly or lunchtime by organising a talk on disaster management. Be inspired by real-life stories of volunteers and their experiences at overseas relief mission. Call 6664 0500 or visit www.redcross.sg for more details.

VOLUNTEER

- Befriend residents at the Red Cross Home for the Disabled or volunteer at our fundraisers – light up another's life by your gift of time.
- Organise a group visit to the Home or a party for the residents. Or team up to raise funds on our flag day. Add new meaning to an anniversary, family day or teambuilding retreat!
- Share your talent and skills. Be it video production, public speaking or journalism!
- Offer consultancy or design a project which allows us to leverage your expertise to benefit the community.
- Volunteer your professional expertise and be rewarded in ways you'd never imagine.

LEARN FIRST AID

- Learn first aid at Red Cross to protect your loved ones and prepare for emergencies. Volunteer with your first aid skills to benefit the community.
- Work with Red Cross to customise an in-house first aid and CPR workshop for your stakeholders, or appoint representatives to learn first aid at the Singapore Red Cross Academy.

GIVE BLOOD

- Donate regularly – you can save three lives with every blood donation. Call 6220 0183 to make an appointment today.
- Organise blood drive at your premises or make a date to donate blood at the blood bank as a group.

DONATE

- Give regularly via Giro or online at www.sggives.org/srcs. Your gift helps us help the vulnerable in our community.
- Designate Red Cross as a beneficiary of your CSR programme and serve humanity with us.
- Donate pre-loved apparels, books, toys, household items and electronics to our thrift shop and help raise funds to sustain our local community services!
- Support us with every purchase at SHOP@REDCROSS® at 62 Jalan Khairuddin on every Friday between 10:30am and 3:30pm; and 15 Penang Lane, Red Cross House on every Wednesday between 11am and 4pm. Closed on Public Holiday.
- Designate Shop@REDCROSS® as a beneficiary of overstock of good quality wears and wares. Sponsor items and services for our corporate events!

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Find us