

Fostering Family Fun

CapitaLand gives kids a P.E.E.K. at JCube's Olympic-size rink and Green features

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Hand in hand, staff volunteers and children having a great time at the rink

Nine-year-old Alicia Thiam topped her class at the mid-year exams in May. But the avid reader has set her sights on more.

"I want to be a prefect next year," she confessed shyly.

This is no small goal, given that she has little support at home. Her parents are divorced and she lives with her single mom who is currently unemployed.

"If I work, who will take care of the children?" said her mother, Magdalene, who has three other children apart from Alicia, including an oldest son who is autistic and requires special care.

Alicia and her second brother, Nicholas, were among the 10 CapitaKids from HELP Family Service Centre whom select CapitaLand staff members have volunteered to mentor under a new 10-year support programme, CapitaKids Programme. Along with their parents and siblings, these children joined 112 others who are beneficiaries of the Green for Hope @ CapitaLand programme on a P.E.E.K. (Providing Educational Exposure for Kids) excursion to CapitaLand's latest family shopping, dining and entertainment destination, JCube. P.E.E.K. is a volunteer-led educational tour which gives school-going children an opportunity to witness and understand the eco-friendly efforts and facilities behind select CapitaLand properties.



To promote the family, the P.E.E.K. event was also open to staff and their children

“While on the P.E.E.K. tour, the children will learn more about JCube’s green features and how they, too, can go green in their daily lives. JCube has numerous eco-friendly features and was awarded Green Mark Platinum, the highest green accolade, by the Building and Construction Authority. We hope this will inspire the children, our next generation, to think and live green,” said Mr Wilson Tan, CEO, CapitaMall Trust Management Limited.

Over 50 staff volunteers across 7 Singapore business units signed up to volunteer; the call for volunteers was met with an overwhelming response. Completing this family affair, children of CapitaLand staff were also invited to the outing. “I wanted my child to mingle with the other children from different backgrounds so that they can learn to understand them and

better empathise with their situation,” said Lee Aik Mei, Finance Executive at CapitaLand Commercial Limited, who not only volunteered to help at the event but also brought along her eight-year-old daughter, Chiew Yee Jie.

Building Strong Families

CapitaLand is one company that places value on building families whether it is providing underprivileged families with education, healthcare and shelter; or encouraging everyone to think Green to protect the Earth and build a greener future. That is why, every year, CapitaLand’s philanthropic arm, CapitaLand Hope Foundation (CHF) raises funds to help underprivileged children through its Green for Hope @ CapitaLand programme. Green for Hope @ CapitaLand is a creative initiative in which CapitaLand donates money for every kilogramme of recyclable waste its participating properties collect, successfully combining recycling efforts with philanthropy.

This year, for the second time running, CHF is partnering the People’s Association (PA) and the Community Development Councils (CDCs) to use the funds raised to help more than 5,000 children in need island-wide. The money will go to the CDCs’ localised programmes and CapitaMalls Asia’s signature annual charity event, “My Schoolbag” programme.

“We are pleased to partner the five CDCs once again for Green for Hope @ CapitaLand 2012. With more than 400,000 kilogrammes of recyclable waste collected at 26 participating CapitaLand properties across Singapore as of end-March, we are confident of achieving the S\$700,000 donation target for the year and look forward to continue helping underprivileged children through the five CDCs. To date, CHF has donated close to S\$16.8 million to support the education, shelter and healthcare needs of underprivileged children,” said Mr S R Nathan, Chairman of CapitaLand Hope Foundation.

All this is part of CapitaLand’s participation in the Corporate Singapore and the People’s Association’s “Project We Care” initiative which encourages corporations to give back to society and make an impact for the better.

Introducing Cool Activities



Ms Denise Phua, Vice-Chairperson of Central Singapore District; Dr Mohamad Maliki Osman, Mayor of South East District; Dr Teo Ho Pin, Mayor of North West District; Dr Amy Khor, Mayor of South West District; Mr S R Nathan, Chairman of CapitaLand Hope Foun

Of CapitaLand's involvement in aiding underprivileged students, Dr Amy Khor, Mayor of South West District, said, "These programmes will help to alleviate the financial burden of needy families with school-going children due to the rising cost of living. Ensuring that these children can continue with their education despite the family's financial difficulties will also contribute towards their social mobility. This collaboration with CapitaLand exemplifies good corporate social responsibility and forms part of the CDCs' 'Many Helping Hands' approach towards building community self-help."

Dr Khor was at the P.E.E.K. event at JCube along with Dr Mohamad Maliki Osman, Mayor of South East District; Dr Teo Ho Pin, Mayor of North West District; Ms Denise Phua, Vice-Chairperson of Central Singapore District; Mr S R Nathan, Chairman of CapitaLand Hope Foundation; Mr Ng Kee Choe, Chairman of CapitaLand Limited; Mr Liew Mun Leong, President and CEO of CapitaLand Group and Director of CapitaLand Hope Foundation; and Ms Jennie Chua, Chief Corporate Officer of CapitaLand Limited and Director of CapitaLand Hope Foundation. Dr Khor also took the opportunity to congratulate CapitaLand Hope Foundation on being one of two corporations to be given the Excellence Award – People's Association Community Spirit Awards 2012 under the partners of People's Association category.

For the well over 100 children, though, the highlight of the morning was the chance to have a go at Singapore's first Olympic-size ice-skating rink at JCube. They were all a jitter with excitement as they put on the ice skates, many for the first time. Several were seen holding on to the CapitaLand volunteers for support as they teetered towards the giant rink. Being fearless, most kids were able to get the hang of things within minutes. "I just held onto the railings and tried out the movements I watched others doing," said 11-year-old Long Si Yong. "After a while, I could skate out to the middle of the rink."



From left to right: Mr Simon Ho, Deputy CEO of CapitaMalls Asia; Mr Ng Kee Choe, Chairman of CapitaLand Limited; Mr Liew Mun Leong, President and CEO of CapitaLand Group and Director of CapitaLand Hope Foundation; Mr Wilson Tan, CEO of CapitaMall Trust Management Limited; Mr S R Nathan, Chairman of CapitaLand Hope Foundation; Ms Jennie Chua, Chief Corporate Officer of CapitaLand Limited; Dr Amy Khor, Mayor of South West District; Ms Denise Phua, Vice-Chairperson of Central Singapore District and Dr Teo Ho Pin, Mayor of North West District with the children

The children were then brought around the mall and introduced to its environmentally-friendly features. Solar panels on the roof gather sunlight that is then converted into electricity.

Nine-year-old Chin Zech was particularly wowed by the solar panels. "I thought it was so interesting that the solar panels can absorb light to be converted into energy."



Children getting a P.E.E.K. at a cool way to have fun

The stairways near the lift lobby are equipped with motion-sensor lights so that the lights are activated only when there is movement. This helps to save 1.4 million kWh of energy or enough power to power 292 four-room Housing Development Board (HDB) flats for a whole year. This particular feature was something the children loved best not only because the energy-savings were astounding, it was also a fun feature.

At The Rink, ice scraped off during the resurfacing of the rink is collected in an ice-melting pit along with condensate water from the dehumidifiers. The grey water is then used to pre-cool the water entering the cooling towers and evaporative cooling system in the air-conditioning system of the mall. This cuts down about 8.8 tonnes of carbon emission a year.

"I like the motion lights feature best because it helps to save electricity and money said 11-year-old Nurul Shazwina.

The final pit stop was the toilets in B1 that have green-labelled toilet partitions made of 30 per cent recycled material which is low in emission and toxicity. More than half the toilet walls are also coated with titanium dioxide, a substance that can remove mould, bacteria, viruses, and odour; and prevent discolouration and rust.



A toilet stop - children were taught about the Green features of the mall's restrooms

At the end of the tour, the children were treated to a Kentucky Fried Chicken lunch and given goodie bags with a CHF stationery set and a CapitaFrog plush toy each.

“I have always wanted to volunteer and CapitaLand has given me the opportunity to do so. I have three teenagers of my own so I want to be able to help other families with their children,” said Belinda Gan, Financial Controller, CapitaLand Limited.

Manager, Design Development, CapitaValue Homes, Carl Wee who has a two-year-old son agreed, “I like volunteering to help children. They are so genuine and they enjoy the activities so much that it is such a joy and stress-reliever to watch them.”

So, even as CapitaLand works to build families at the corporate level, the individual CapitaLand volunteers have found that they are similarly inspired to give to families beyond their own. And that, is what fostering strong families through the community is all about.