



For immediate release

NEWS RELEASE

**CapitaLand's call to support volunteerism receives  
overwhelming response with over 200,000 volunteer hours  
pledged towards its #100KHopeHours initiative  
*#100KHopeHours earns S\$1.3 million donation from  
CapitaLand Hope Foundation to benefit children's charities***

**Singapore, 3 October 2015** – CapitaLand's year-long #100KHopeHours global volunteer initiative has received overwhelming support from the community, garnering over 200,000 pledged volunteer hours surpassing its 2015 target ahead of schedule. This is also more than double the target of 100,000 pledged volunteer hours set by CapitaLand in March to mark its philanthropic arm CapitaLand Hope Foundation's (CHF) 10<sup>th</sup> anniversary this year.

In light of this achievement, CapitaLand announced today at the finale of its #100KHopeHours Online to Offline (O2O) Challenge, that it will donate S\$300,000 to President's Challenge (PC) 2015. This is in addition to the S\$1 million donation it had earlier committed to benefit underprivileged children in Asia, under the #100KHopeHours global volunteer initiative.

Despite the cancellation of this morning's experiential heritage trail due to health and safety concerns over the haze, CapitaLand kept the intent of the Challenge by bringing key activities indoors. Conceived as a special SG50 edition of the annual CapitaLand Volunteer Day, CapitaLand staff, their families and friends, business associates and the public gathered at Raffles City Singapore for the finale of the Challenge to show their unwavering support for volunteerism.

Participants went through three experiential activities – 'Sign to Me', 'Guide Me' and 'Read with Me' – at the indoor CapitaLand Carnival @ Raffles City Singapore, where they had to learn sign language, walk blindfolded and decipher messages in dyslexic font to experience and understand some of the hardships faced by the deaf and hard of hearing, visually impaired and dyslexic respectively in the community. An SG50 trivia activity that was meant to take place at eight heritage sites across central Singapore during the trail was also brought to the Carnival, where participants were tested on their knowledge of the sites' historic past. Limited edition CapitaLand SG50 collectibles were given to those who scanned QR codes at the Carnival and answered the trivia questions correctly.

Topping off the Carnival of food, fun and games was a cheque presentation to President's Challenge 2015. Guest-of-Honour Dr Tony Tan Keng Yam, President of the Republic of Singapore, received the S\$300,000 cheque donation from Mr Lim Ming Yan, President & Group CEO, CapitaLand Limited and Director, CapitaLand Hope Foundation. Nine

companies and non-profit organisations were also recognised as Champions of Volunteerism for their contributions in pledged volunteer hours.

President Tony Tan Keng Yam said: “I was delighted to join in the CapitaLand #100KHopeHours Challenge this morning. Besides earning donations for charities, this event provides a platform for CapitaLand’s corporate partners, their staff and families, and the community to bond with one another. This shows that doing charity can be fun too! It is also a wonderful example of how corporates play an important role in contributing towards the building of a cohesive and caring society. On behalf of the beneficiaries of President’s Challenge, I thank CapitaLand for their strong and steadfast support.”

Mr S R Nathan, Chairman of CapitaLand Hope Foundation, said: “CapitaLand Hope Foundation has been a long-term supporter of President’s Challenge, having donated S\$1.7 million since 2008 to benefit underprivileged children under its care. Beyond donations, we also advocate volunteerism. CHF marked its 10th anniversary this year with the start of the #100KHopeHours global volunteer initiative in March. With a target to garner 100,000 pledged volunteer hours, #100KHopeHours signified CapitaLand’s focus on rallying people within and beyond the Group to support volunteerism. CHF has committed to donate S\$10 for every volunteer hour pledged. I am heartened by the support received from companies and non-profit organisations that have answered our call for volunteerism. With the support from these Champions of Volunteerism, #100KHopeHours has garnered over 200,000 pledged volunteer hours to-date, double our target.”

Mr Lim Ming Yan said: “CapitaLand has been actively promoting volunteerism in our people, in line with our credo of ‘Building People. Building Communities.’. The Challenge is our first public volunteer engagement in Singapore and I am pleased to see people within and outside CapitaLand coming together, despite the challenging weather, to support volunteerism at the Carnival. Undeterred by the challenges we faced today, CapitaLand Hope Foundation will fulfill its S\$300,000 donation to President’s Challenge 2015. Going beyond donations, we believe that it is the strong commitment of volunteers that embodies the true spirit of giving. With over 200,000 pledged volunteer hours garnered from all facets of the community, we are confident that this will not be a one-off effort and our spirit to volunteer remains strong. There are many other disadvantaged members of society, and we hope that our initiative will continue to spur volunteerism within CapitaLand, as well as among other organisations and the public.”

#### CapitaLand Carnival @ Raffles City Singapore

Apart from indoor experiential activities, participants enjoyed a bonanza of food, fun and games at the CapitaLand Carnival @ Raffles City Singapore Level 3 atrium. Other activities included stage games, performances by popular singing duo Jack & Rai and percussion band Voodoo Sound, and nostalgic carnival games such as Milk Can Toss, Pick-Up Sticks, Five Stones and more.

Besides reminiscing the good old times, participants were also invited to send an e-card through a special SG50 edition of CHF’s popular Send E-card and Donate (S.E.N.D) For Hope initiative to benefit underprivileged children through The Straits Times School Pocket Money Fund. CHF will donate S\$5 for every e-card sent by a unique individual until 4 October 2015.

Other PC beneficiaries such as the Dyslexia Association of Singapore, The Singapore Association for the Deaf, SportsCares Foundation, iC2 PrepHouse and Care Corner – Teck Ghee Youth Centre raised awareness of their causes through interactive and educational games at their event booths.

As a treat for both the young and young at heart, the carnival also featured funfair staples such as ice-cream, popcorn, candy floss, balloon sculpting and a roving magic show.

#### Champions of Volunteerism

Several organisations, including corporations MediaCorp, OMD Singapore and Dentsu Aegis Network Singapore as well as non-profit organisations SportCares Foundation, Care Corner Singapore, the Dyslexia Association of Singapore, The Straits Times School Pocket Money Fund, The Singapore Association for the Deaf and iC2 PrepHouse have come on board to support #100KHopeHours and pledged staff volunteer hours. These nine organisations were recognised as Champions of Volunteerism at today's event.

#### **Annexes:**

##### **A. Quotes from volunteers**

##### **B. Beneficiaries**

##### **C. Quotes from Champions of Volunteerism**

#### **About CapitaLand Limited ([www.capitaland.com](http://www.capitaland.com))**

CapitaLand is one of Asia's largest real estate companies headquartered and listed in Singapore. The company leverages its significant asset base, design and development capabilities, active capital management strategies, extensive market network and operational capabilities to develop high-quality real estate products and services. Its diversified global real estate portfolio includes integrated developments, shopping malls, serviced residences, offices and homes. Its two core markets are Singapore and China, while Indonesia, Malaysia and Vietnam have been identified as new growth markets. The company also has one of the largest real estate fund management businesses with assets located in Asia.

CapitaLand's listed real estate investment trusts are Ascott Residence Trust, CapitaLand Commercial Trust, CapitaLand Mall Trust, CapitaLand Retail China Trust and CapitaMalls Malaysia Trust.

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**Issued by: CapitaLand Limited (Co. Regn.: 198900036N)**

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## **ANNEX A – QUOTES FROM VOLUNTEERS**

**Mr Kevin Siew, CapitaLand staff volunteer**, said: “It is a great idea to combine CapitaLand Volunteer Day with our Family Day. We spend a lot of time at work, so allowing our families to be part of what we do gives them an opportunity to share the company’s values. This will be the first time my three young children are exposed to volunteering! My elder daughter is very inquisitive and shares my passion for history. I believe that incorporating the element of fun into volunteering will really encourage more of us to be more actively involved in the community.”

**Ms Marlina Bte Ali, CapitaLand staff volunteer**, said: “I support volunteerism because I believe helping others gives people a sense of achievement. I appreciate that CapitaLand is always thinking of new and innovative ways to engage us in volunteering - there’s something new to look forward to every year! It is great that my four children can learn while having fun at the same time. I hope that the understanding they gain of the hardships faced by disadvantaged children through today’s event will spur their interest and enthusiasm towards volunteerism.”

**Mr Lam Kwok Hoong, CapitaLand staff volunteer**, said: “CapitaLand Family Day is a yearly event that I look forward to. This year’s Family Day is extra special as it is an opportunity for my family and I to spend quality time together while doing charity. I have participated in CapitaLand’s volunteer activity previously, and feel happy to share this experience with my two young boys. In fact, this is their first volunteering experience! The fact that we are given Volunteer Service Leave, despite the event being held on a weekend, shows the company’s commitment to encourage volunteerism among us.”

## **ANNEX B – BENEFICIARIES OF CAPITALAND #100KHOPEHOURS CHALLENGE**

### **President's Challenge**

The President's Challenge represents a coming together of people from all walks of life, under the President's patronage, to help those who are less fortunate. It is the President's call to all Singaporeans to do their part to build a more caring and cohesive society.

It was initiated by former President S R Nathan in 2000 and continued by President Tony Tan Keng Yam in 2012 to bring the community together to do their part to help the less fortunate. Beyond fundraising, the President's Challenge also encompasses the annual President's Challenge Volunteer drive and the President's Challenge Social Enterprise Award.

The President's Challenge will continue to rally the community to help the less fortunate among us through the giving of time, skills and enterprise. Beyond Social Services, the President's Challenge will also reach out to transform lives through worthy causes related to Sports and Arts.

### **Selected Children's Charities under President's Challenge**

#### **The Straits Times School Pocket Money Fund**

The Straits Times School Pocket Money Fund (STSPMF) started in 2000 as a community project initiated by The Straits Times that provides pocket money to children from low-income families to help them through school.

Since the project inception in 2000, STSPMF has helped over 130,000 cases of children and youth in need. They come from families whose per capita gross monthly household income is not more than \$560. Funds raised go towards school pocket money disbursements and support of the social and educational development of the children and youth. STSPMF disburses about \$7 million yearly, helping about 14,000 needy students.

STSPMF works closely with the National Council of Social Service (NCSS) to disburse the funds to the beneficiaries through the 68 appointed Disbursing Agencies under the NCSS network. These comprise the family service centres, SPED schools, disability voluntary welfare organisations and children's homes.

#### **SportCares Foundation**

Great sports programming is just the beginning at the SportCares Foundation.

With support from partners in the community and corporate sectors, SportCares has organised values-driven sport programmes and activities that have touched the lives of more than 8,000 underprivileged children and youths.

While each programme has its unique characteristics, the mission has never varied: Using sport as a force for social good by empowering people in need, providing social inclusion and bridging communities through sport.

As the philanthropic arm of Sport Singapore (formerly known as Singapore Sports Council), SportCares Foundation links needy beneficiaries, passionate volunteers and community-

spirited donors. The strategy is simple: coach, feed and befriend the kids who come off the street and into our stadiums to play sport.

Then, the youths are converted into volunteers for good causes. In 2014, SportCares youths volunteered a total of 3,700 hours. They are changing their lives and giving back to society.

### **Care Corner – Teck Ghee Youth Centre**

Developing Competent, Confident and Compassionate Youths for the Community!

Care Corner – Teck Ghee Youth Centre (CC-TGYC) is a programme operated by Care Corner Singapore, a registered charity and voluntary welfare organisation. It supports children and youths aged between 10 and 21 years old with the aim of developing competent, confident and compassionate youths for the community.

Activities are conducted by a team of dedicated professional social workers, counsellors and youth workers, and are designed to help young people develop pro-social values and essential life skills so they can make better choices in life. CC-TGYC programmes include Evergreen Bees Mentoring Programme, Youth Rangers Mentoring Programme, Children and Youth Clubs, as well as intervention services such as school social work and juvenile delinquency diversionary programmes.

It also partners with volunteers extensively to widen its reach so that more children and youths in-need can be served as it seeks to impact the next generation.

### **The Singapore Association for the Deaf**

The Singapore Association for the Deaf (SADeaf) is a voluntary welfare organisation that has been serving the deaf and hard-of-hearing community in Singapore for the past six decades. This year marks the 60th anniversary of SADeaf. Established in 1955, it now serves more than 5,100 deaf and hard-of-hearing persons and provides a gamut of services such as sign language interpretation, note-taking, deaf awareness workshops, employment support, counselling and financial assistance, and sports and recreational activities. A member of the National Council of Social Service (NCSS) and affiliated to the World Federation of the Deaf (WFD), SADeaf's mission is to assist the deaf and hard-of-hearing persons to achieve a better quality of life, as well as enable them to integrate and contribute to society.

SADeaf needs about \$3.6 million per year to run all its services and programmes, and it depends on the generosity of corporates and the general public for the bulk of its funding.

### **iC2 PrepHouse**

iC2 PrepHouse Limited was set up to fill the missing gap of support services in the community service for the visually impaired children/youth in Singapore. It is the first and only institution in Singapore that provides professional advice and structured educational and rehabilitative programmes for the visually impaired children/youths. Each programme is customised to the child based on the functional vision assessments conducted.

Some of its programmes involve Specialised Educational Assessments, Braille Learning Programme and Early Intervention for pre-schoolers. The organisation also imparts Visual

Efficiency Skills, Orientation and Mobility Skills in order to enable confident living for the visually impaired in a sighted community.

### **Dyslexia Association of Singapore (DAS)**

Its mission is to build a world class organisation dedicated to helping dyslexic people, those with specific learning differences, and reaching out to the region.

Registered in 1991, the Dyslexia Association of Singapore (DAS) is today a vibrant voluntary welfare organisation with over 240 full-time staff who provide a wide array of services for dyslexics not only in Singapore, but in the region.

DAS Educational Therapists, Speech and Language Therapists and Specialist Psychologists provide support for over 3,000 preschool, primary and secondary school students in 13 centres all over Singapore. Besides the main literacy programme, DAS also offers support in Mathematics, Chinese, English Exam Skills and Speech and Drama Arts. Increasingly, DAS will provide support for dyslexics who also suffer from other specific learning differences such as attention deficit hyperactivity disorder (ADHD), dyspraxia, dyscalculia and non-verbal learning differences.

## ANNEX C – QUOTES FROM CHAMPIONS OF VOLUNTEERISM

### Non-profit organisations

#### SportCares Foundation

**Ms Laura Reid, Deputy Director, SportCares Foundation**, said: “We have spent the past two years reaching out to underprivileged or at-risk children and youth with a view to promote social inclusion, community bridging and personal empowerment. Equally important, we also encourage them to give back to society by developing their life skills and practical capabilities through volunteerism. We hope that the #100KHopeHours initiative by CapitaLand inspires everyone to volunteer their time, enthusiasm and ideas for a good cause. We cannot think of a better way for CapitaLand Hope Foundation to celebrate 10 years of doing good and growing hope among the vulnerable in Singapore. We are happy to pledge the over 160,000 volunteer hours expected of the 8th ASEAN Para Games in support of #100KHopeHours.”

#### Care Corner Singapore

**Mr Daniel Ong, Group Head, Youth Services and Corporate Partnership, Care Corner**, said: “At the core of Care Corner is a pool of committed and dedicated volunteers who give their time, skills and money to support and expand the work we engage in. CapitaLand #100KHopeHours Challenge’s focus on encouraging volunteerism further affirms the value and importance of voluntary contributions to any non-profit organisation.”

#### Dyslexia Association of Singapore

**Mr Lee Siang, CEO, Dyslexia Association of Singapore**, said; “Although the Dyslexia Association of Singapore (DAS) has over 3,000 preschool, primary and secondary students enrolled in our various programmes, this is still only a fraction of the total number of children and adults with dyslexia we should be providing support for in Singapore. The contributions of volunteers is a critical component of our work and we hope more organisations will encourage volunteerism as CapitaLand has. The funding received from the CapitaLand #100KHopeHours Challenge through President’s Challenge will be used to pay for the training costs of the DAS educational therapists. These will enable that the DAS students receive meaningful instruction and effectively support learners with dyslexia in literacy areas such as phonics, vocabulary, fluency and reading comprehension. On behalf of the children with dyslexia whom we serve, we would like to thank CapitaLand for this wonderful project.”

#### iC2 PrepHouse Limited

**Ms Jamuna Rani Govindaraju, Executive Director, iC2 PrepHouse Limited**, said: “The CapitaLand #100KHopeHours Challenge is an innovative initiative that engages the public to actively give back to society, especially the younger generation. It certainly helps to raise awareness of the needs of the low vision community in Singapore. Such initiatives should be encouraged and repeated, because of the need for volunteers by volunteer welfare organisations. We hope more organisations will be inspired by this initiative and follow suit.”

## **The Singapore Association for the Deaf**

**Mr Alvan Yap, Deputy Director, The Singapore Association for the Deaf**, said: “As an organisation that was started by volunteers 60 years ago, SADeaf values our volunteers who come from all walks of life. SADeaf, being a voluntary welfare organisation, is dependent on volunteers’ support to complement our staff in providing quality services to the deaf and hard-of-hearing community. CapitaLand #100KHopeHours Challenge is indeed an innovative and novel approach in engaging netizens, especially the youth, in volunteerism. We are glad to be part of CapitaLand’s initiative to spur volunteerism through its ground-breaking target to garner 100,000 pledged volunteer hours.”

## **The Straits Times School Pocket Money Fund**

**Ms Tan Bee Heong, General Manager, The Straits Times School Pocket Money Fund**, said: “The Straits Times School Pocket Money Fund (SPMF) believes that volunteers are important resources in supporting charities and have an enormous impact in the non-profit ecosystem. We are thankful for CapitaLand’s efforts in promoting volunteerism and encouraging the public to step forward to provide their time and skills to help the disadvantaged. Its efforts are very meaningful, creative, and make a difference in the community.”

## **Companies**

### **MediaCorp Pte Ltd**

**Ms Karen Yew, Head, Brand and Communications, MediaCorp**, said: “Corporate responsibility, outreach and partnership are central to MediaCorp, and a strong sense of community service lies at the heart of what we do. This year, MediaCorp staff have partnered with over 20 organisations, and have given some 700 hours to projects ranging from beach clean ups and cooking for the elderly to a full-day event dedicated to celebrating and promoting volunteerism. We are delighted to contribute these volunteer hours towards CapitaLand Hope Foundation’s #100KHopeHours, a project which demonstrates the collective impact of corporate giving.”

### **OMD Singapore**

**Ms Chloe Neo, Managing Director, OMD Singapore**, said: “OMD Singapore has invested close to 2,000 hours to date on our CSR activities. CapitaLand Hope Foundation’s #100KHopeHours provides our people not only the opportunity to make a commitment, but also to walk the talk. It is also inspiring to see people from all walks of lives coming together to pledge their commitment. Today’s activity is a meaningful event that has multiple dimensions: an appreciation for Singapore’s history, with the opportunity to understand and experience some of the hardships of disadvantaged children while raising funds for fellow Singaporeans in need.”

## **Dentsu Aegis Network Singapore**

**Ms Rosalynn Tay, CEO, Dentsu Aegis Network Singapore**, said: “We are honoured to support and be part of CapitaLand’s #100KHopeHours global volunteer initiative. In the last two years, as an organisation, we have leapfrogged towards giving our time and efforts towards various national-level community outreach programmes. Among our efforts is the annual ‘One Day for Change’ programme, a unified approach for our group to contribute something back to the societies within which we all earn a living. It is only the contribution of one day out of our lives, but we recognise that the contribution could make a positive difference to someone. We thank CapitaLand for this opportunity to make a difference in our local communities.”