

# 06

## COMMUNITY Invest. Engage. Support.

SingTel is committed to being a responsible corporate citizen in all the markets where we operate. We want to enable the inclusion and well-being of people and help them realise their potential through our core competence in digital and infocomm technologies. It is our belief that we can drive positive and sustainable changes to disadvantaged communities, especially the vulnerable children and youth, through the support of corporate and workplace giving, staff volunteering and leveraging our skills and ICT innovations.

### Our approach

With so many worthy community causes out there, we have identified vulnerable children and youth – including those with special needs or from disadvantaged backgrounds – as the primary beneficiary of our community support and investment. We review opportunities that tap on our competencies and resources to determine how best we can contribute and make a positive impact on our community.

### Highlights

**Raised S\$2.75 million for SingTel Touching Lives Fund, bringing total funds raised to ~S\$28 million since 2002**

**Clocked ~12,000 staff volunteering hours**

**Inaugural Year-end Carnival for our beneficiaries organised and operated by 600 staff volunteers**

**FY2014 community investment of S\$9.3 million**

### Results for FY2014

Key Areas of Focus	FY2014 Targets	FY2014 Performance
Support community development	<ul style="list-style-type: none"> <li>Raise more than S\$2 million for STLTF beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>Achieved – S\$2.75 million was raised for our STLTF beneficiaries</li> </ul>
Active employee volunteerism	<ul style="list-style-type: none"> <li>10% increase in number of staff volunteering hours from FY2013</li> <li>10% increase in number of VolunTeaming activities</li> </ul>	<ul style="list-style-type: none"> <li>Achieved – more than 2,700 staff volunteers contributed ~12,000 hours</li> <li>Achieved – 19% increase in number of VolunTeaming activities</li> </ul>
Engage future leaders	<ul style="list-style-type: none"> <li>Continue programme in Singapore and with our associates</li> <li>Target 6 scholars under the SingTel Group Undergraduate Scholarships: 2 Singapore, 2 Philippines, 2 Thailand</li> </ul>	<ul style="list-style-type: none"> <li>Achieved – 7 scholarships awarded: 3 Singapore and 4 Philippines</li> </ul>

## Plans for FY2015

From our stakeholder engagement, we have identified transition support for employment of vulnerable youth with disabilities – from school to work – as a gap in today's Singapore social sector. We will therefore embark on supporting and training this segment for gainful employment in Singapore. While this is a new initiative, it is a natural extension of our ongoing help for young people with special needs.

We also plan to move up the value chain of staff volunteering from general to skilled volunteering. This will allow our people to contribute and bring value to the recipients and beneficiaries based on their own skillsets and competencies, such as ICT, marketing or legal knowledge. We will look for opportunities and collaborate with partners who will benefit from our pool of skilled volunteers.



*SingTel Touching Lives Fund's Fold-A-Heart school outreach programme*



*Internal Audit department's volunteaming activity with APSN Chaoyang School*

## SUPPORT COMMUNITY DEVELOPMENT

Investing in our community has always been an important part of our sustainability strategy. We want the community to benefit and grow along with SingTel.

In FY2014, SingTel's community investment was S\$9.3 million<sup>[1]</sup>. This was generated from a broad range of activities that supported both local and regional communities. We have provided time, expertise and direct financial contributions to a variety of social causes that are important to our stakeholders and us. Our FY2014 community investment programme focused on areas where we believe we can make the biggest difference:

- Supporting local community through programmes for disadvantaged children and youth
- Community awareness among our employees

*[1] Since FY2012, we have used the London Benchmarking Group (LBG) Guidelines to assess and calculate our community investment*

## Supporting local community programmes for disadvantaged children and youth

### SingTel Touching Lives Fund

The SingTel Touching Lives Fund (STLF) is our corporate philanthropy programme, focusing on disadvantaged children and young people with special needs.

We have continued our support for a number of critical programmes through Community Chest, a fundraising arm for more than 80 charities in Singapore under the auspices of the National Council of Social Service.

We raised S\$2.75 million in FY2014 for our 6 STLF beneficiary organisations that offer special education for the intellectually or physically challenged, and programmes that help young people affected by cancer. The 6 beneficiaries are: APSN Chaoyang School, APSN Tanglin School, Cerebral Palsy Alliance Singapore School, Eden School, MINDS Lee Kong Chian Gardens School and the Singapore Cancer Society's Help the Children and Youth Programme.

Our corporate Christmas e-cards in FY2014 had a call-to-action for people to donate to STLF. At our stores during that festive season, customers could also donate any amount to STLF to enjoy free gift wrapping service.

Since the inception of STLF in 2002, we have raised close to S\$28 million for over 20 beneficiaries – contributed by the company, our staff, business partners and associates, customers and the public. SingTel underwrites all the fundraising costs, ensuring that every dollar raised goes towards the work of the supported charities.



From left: Sim Gim Guan (CEO, NCSS), Phillip Tan (Chairman, Community Chest), Chua Sock Koong (SingTel, Group CEO), Jeann Low (SingTel, Group CFO)



Chia Wee Boon, CEO of NCS, with the students and Sharon Ng, Principal of MINDS Lee Kong Chian Gardens School

### Providing access to technology – laptop donation by NCS

In September 2013, NCS donated 400 refurbished laptops to 9 charities to facilitate classroom teaching and support their administrative needs. More than 50 of our people participated in this initiative to refurbish the laptops over a couple of weeks. One of the recipients was our STLF beneficiary MINDS Lee Kong Chian Gardens School. There are now enough laptops for every student in the computer class to improve their IT knowledge and skills. Before the donation, the students had to share and take turns to use the computers.

*"We will be utilising them in our computer classes to teach our students computer skills. We will also be passing some of these laptops to students who do not have a computer at home."  
– Sharon Ng, Principal, MINDS Lee Kong Chian Gardens School*





Staff volunteers sorting the donated items for delivery to Compostela Valley, Philippines

### Sharing with the community – Eco-Expression of Love

Eco-Expression of Love is an initiative to encourage our employees to give their 2<sup>nd</sup> hand items a new lease of life by donating them to people in need. During a 3-week donation drive in April 2013, we collected about 200 bags of clothes and books in good condition from our staff. The initiative was to help the people in Compostela Valley in Davao, Philippines, who were affected by Typhoon Bopha in December 2012.

On Earth Day 22 April 2013, about 40 volunteers from Business Sales sorted and packed the items into boxes which were then shipped to that community.

This was an extension of SingTel's financial support during Typhoon Bopha and our 3<sup>rd</sup> SingTel Overseas Volunteering Programme. In March 2013, 16 staff volunteers helped with the village rebuilding works in Compostela Valley.

### Supporting overseas community in times of need

When Typhoon Haiyan hit the Philippines in November 2013, SingTel, as part of our community support and disaster relief effort, donated S\$50,000 to help those affected by the super typhoon. We organised a workplace donation drive in both Singapore and Australia which saw a further contribution of over S\$115,000 from our staff.

During that time of need, we also offered our prepaid Filipino customers free 10 minutes of v019 calls and 10 Global SMS to the Philippines, and waived remittance fees should they need to send money back home using our SingTel mRemit service.



A portion of SingTel's donation went towards purchasing 7,000 relief packs for Typhoon Haiyan victims



### Plant-A-Tree Day

In July 2013, we partnered the National Parks Board of Singapore to celebrate 50 years of greening Singapore. We organised SingTel's 5<sup>th</sup> Plant-A-Tree Day, when 200 staff and their family members planted 100 trees as part of SingTel's effort towards environmental conservation.

## Community awareness among staff

### Learning about our community and environment – SingTel CSR Month

Staff awareness on community volunteering and giving, workplace well-being and environmental responsibility is generated through various campaigns throughout the year. July is SingTel's designated CSR Month and a platform to raise social and environmental awareness among our people.

For our 4<sup>th</sup> annual CSR Month in 2013, we organised talks and workshops that focused on social issues such as cyber wellness, workplace health and safety and hearing disability. More than 300 employees participated in our activities.

## ACTIVE EMPLOYEE VOLUNTEERISM

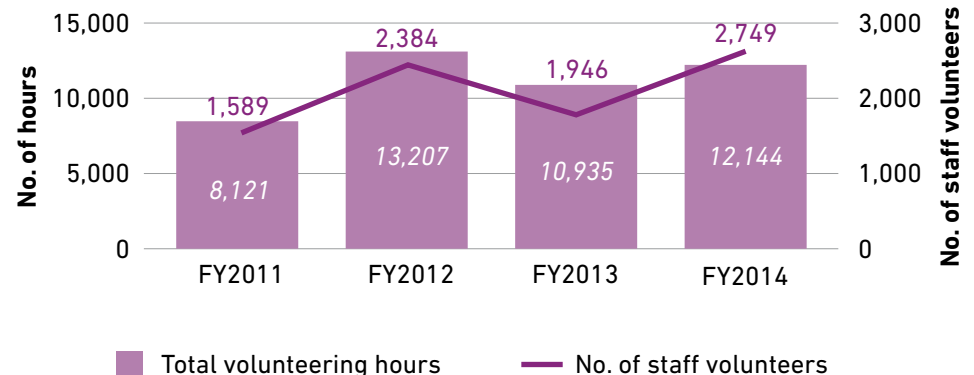
We encourage staff volunteering on an individual or team basis. We believe that active employee volunteerism not only helps the community but contributes to the holistic development of our people in terms of empathy, perspective and character building.

We encourage our staff to work with our STLF beneficiaries and other Voluntary Welfare Organisations (VWOs) and take a more active role in our communities.

Besides giving our employee 1 day of paid volunteer leave each year, we encourage our business units to adopt VolunTeaming – SingTel's concept of teambuilding with a CSR or volunteering element – where our employees volunteer together as a department.

In FY2014, more than 2,700 staff volunteers contributed about 12,000 hours to community and environmental projects – both company-organised events and activities at individual and team levels. This includes over 8,500 VolunTeaming hours clocked by various departments through 38 activities with 18 VWOs.

**Volunteering hours and number of staff volunteers**



## VolunTeaming

### Practising classroom skills – RURO 2013

SingTel partnered APSN Tanglin School for the 2<sup>nd</sup> consecutive year for the school's Reach Up to Reach Out, Reach Out to Reach Up (RURO) programme in May 2013. The programme aims to provide the students with a platform to apply the skills, knowledge and attitudes that they have learnt in their curriculum. Over 120 staff volunteers mainly from Consumer Marketing as part of their VolunTeaming, interacted with the students during the 4-day event. One of the activities was a mock job interview that aimed to equip the students with interview skills.

### SingTel Year-end Carnival

Organised by Group CSR, the 1<sup>st</sup> SingTel Year-end Carnival in October 2013 is a great example of VolunTeaming activities. 600 staff volunteers manned 25 stalls to entertain over 450 children from our STLF beneficiaries. Each department came up with the stall ideas and organised themselves to operate the stall for morning and afternoon shifts.

Besides the positive feedback from our beneficiaries, our staff volunteers felt that the activity was not only a great avenue for teambuilding but also an opportunity to give back to the society and interact with our STLF beneficiaries. Cara Reil, SingTel's Vice President, Group Talent Management and Development, said: "It was great to see the smiles on the children's faces and you could see how much they enjoyed the games and the prizes. The SingTel volunteers did an amazing job of working together to deliver an exciting event for a very special group of children!"



*Andrew Buay, Vice President, Group CSR, and Aileen Tan, Group Director Human Resources, spending time with students from Eden School at our Year-end Carnival*

## ENGAGE FUTURE LEADERS

In SingTel, we believe in nurturing the future leaders of the community as their actions will have a significant impact on the society. To support this goal, we created the SingTel Group Undergraduate Scholarship in FY2009, targeting talents across the markets where we operate who possess the drive and passion to grow and develop into future business leaders.

We award promising young people full scholarships at top universities across various academic disciplines. On top of excellent academic results, scholars must also demonstrate leadership and community roles. In FY2014, 7 scholarships were awarded: 4 in the Philippines and 3 in Singapore.