

mypaper

## ENGLISH EDITORIAL

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6388-3838, Mon-Fri (9am-5pm)**sph** A SINGAPORE PRESS HOLDINGS PUBLICATIONSINGAPORE  
ROUND-UPMCYS PERM SEC TO HEAD  
NEW POPULATION DIVISION

THE Permanent Secretary to the Ministry of Community Development, Youth and Sports (MCYS), Mr Niam Chiang Meng, will be appointed as Permanent Secretary to the National Population and Talent Division under the Prime Minister's Office from Jan 1.

This will be concurrent with his MCYS appointment.

NEA GUIDELINES ON  
ENGAGING FOOD CATERERS

THE National Environment Agency reminds members of the public to adopt good practices when engaging the services of food caterers this festive season to minimise the risk of food poisoning.

Engage only licensed food caterers and request food to be delivered no more than an hour before mealtime.

SERIAL-HOUSEBREAKING  
SUSPECT NABBED

A 37-YEAR-OLD man was arrested on Tuesday in connection with several coffeeshop break-ins in locations such as Geylang East Central and Bedok North, between October and this month. In total, cash and cigarettes worth about \$6,550 were stolen.

The suspect was arrested in an ambush in Upper Boon Keng Road as he attempted to break into another coffeeshop.

A pair of latex gloves and two screwdrivers were recovered from the suspect.

## Small firms should engage society

By DAVID LIM

**S**MALL companies should consider inculcating corporate social responsibility (CSR) into their business models to do more for the less fortunate here.

By making even a small contribution, they would be able to make a big **impact** on the community, said Mr Teo Ser Luck, Senior Parliamentary Secretary for Community Development, Youth and Sports, and Transport, yesterday.

Mr Teo, who is also mayor of the North East District, said: "I don't think we want to measure contributions by their magnitude. It's more important that companies and successful individuals step forward to contribute. I think that, in itself, is a success."

He added that companies should not step up their CSR efforts only when times are good as, "in bad times, there are even more people worse off".

He was speaking to *my paper* at a Christmas charity event organised by the North East Community Development Council (CDC) and Ebenezer NDT Services, which acted as a sponsor.

Ebenezer NDT Services is a home-grown company which



**EARLY GIFTS:** Ebenezer's managing director, Mr Lawrence Kim, delighted 116 underprivileged kids at Toys "R" Us yesterday when he dressed as Santa to give them presents. (PHOTO: JAMIE KOH)

provides technical inspections and services for the engineering sector.

The event, which was held at Tampines Mall, was organised as part of the CDC's CSR outreach to 116 underprivileged children from three homes - The Salvation Army Children's Home, Pertapis Children's Home and the Singapore Cancer Society.

The children, some of whom were **accompanied** by relatives, were treated to a meal at a McDonald's restaurant and later were each given a budget of \$50

to shop at Toys "R" Us.

Mr Lawrence Kim, the managing director of Ebenezer, came up with the idea of the shopping spree.

The company picked up the tab for the presents, which amounted to \$5,286.30.

The 28-year-old managing director, who oversees a 31-strong staff, also represented the company in paying for the children's meals and the cost of **chartered** buses, all of which amounted to nearly \$1,000.

Mr Kim said: "We felt that this is something that would

bring joy to the kids. Seeing how things turned out, our purpose was met."

He also stressed that CSR was dependent on companies' management and warned against implementing programmes with expectations of gain.

He said: "When such expectations kick in, (the giving) won't come from the heart."

Small companies *my paper* spoke to agreed that more should be done to engage the community.

For instance, Singapore alcoholic-beverage company 6 Drunk Men was one of the sponsors of a football match organised by the Disabled People's Association.

The company's assistant director of marketing and branding, Mr Mark Lee, said: "It's about being a good citizen as a company and showing that we care for the community as well."

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## HELPDESK 我的字典

**Impact:** 影响 yǐng xiǎng

**Accompanied:** 伴随 bàn suí

**Chartered:** 包租的 bāo zū de

**Beverage:** 饮料 yǐn liào

SPH raises record \$8m  
for charity this year

By VICTORIA BARKER

SINGAPORE Press Holdings (SPH) raised a record of over \$8 million for charitable causes this year, the company said in a statement yesterday.

The giving culminated in a festive party held yesterday at the News Centre auditorium in Toa Payoh North for some 100 beneficiaries, who had their Christmas wishes granted as part of this year's Boys' Brigade Share-a-Gift programme.

The beneficiaries included the sick and needy from organisations such as the Caregiving Welfare Association and Touch Cancer Support. Their wishes ranged from household appliances like rice cookers and irons to requests like toiletries and clothing.

Mr Ismail Abdullah, 77, from care centre Yuhua Neighbourhood Link, had his wish for a DVD player granted yesterday.

"I get very bored at home and like to watch movies...I'm

very happy (to receive it)," he said.

SPH also said that it raised over \$6.2 million this year for needy students through its Straits Times School Pocket Money Fund, which is now in its 10th year. In August, the company also donated \$400,000 to Community Chest.

SPH chief executive Alan Chan said: "Not only do we make regular donations to worthy causes as a company, our staff also contribute much time and effort to raise funds for various charitable organisations."

In total, almost 300 wishes were fulfilled for beneficiaries from 10 organisations - with contributions from SPH's management and staff alone totalling \$18,000.

The Boys' Brigade's executive director, Mr Desmond Koh, told *my paper*: "It's a very meaningful initiative and I'm glad SPH has gone the extra mile this year to give our beneficiaries an all-round great experience."

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Child flautist  
to perform  
at ChildAid

By CHRISTINA NG

PLAYING the flute is his passion and seven-year-old Nikolai Song wants to make sure he gets his performance right for the ChildAid 2010 concert this weekend.

Nikolai, who is of Korean and Russian parentage, said: "It will be my first time performing at ChildAid and I'm excited to share the stage with other children."

He has been religiously devoting two hours each day to practice, despite having to juggle that with his schoolwork.

He is among 144 performers, aged between seven and 19, who will perform at this year's ChildAid concert, which is being held at Resorts World Sentosa tomorrow and on Saturday.

A record \$1.28 million has been raised so far for the show - now in its sixth year - through sponsorships and donations from corporate compa-



**DEBUT:** Nikolai Song, seven, will perform this weekend.

nies and individuals, surpassing the \$1 million raised at last year's event.

Ms Bertha Henson, organising vice-chairman of ChildAid 2010, said: "We received an overwhelming response, with tickets fully sold out within two days. We still have requests for tickets which we are unfortunately not able to oblige."

She added that the support shown by sponsors, partners and members of the public has been phenomenal and that the organising committee is "heartened" by their charity.

The concert will showcase 13 acts covering a range of musical genres, such as classical, hip-hop and pop-rock.

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