



Media Release

‘Project Reach 2013’ Partners Non-Profit Organisations Championing Meaningful Causes and Social Responsibility

April 12th 2013 - Into its 7th cycle this year, a total of 100 students at SMF Institute of Higher Learning successfully raised awareness on 14 non-profit organisations through ‘Project Reach 2013’.

First launched in 2009, ‘Project Reach’ was devised as a platform for students to champion meaningful causes and social responsibility through hands-on participation with various not-for-profit/non-governmental organisations (NGO). Previous beneficiaries include organisations such as Habitat for Humanity, Muscular Dystrophy Association of Singapore and UN Women.

This year, a total of 14 non-profit organisations were selected. Often smaller in scale and without proper funding, they encompass a wide spectrum of third sector causes; ranging from welfare travelling through to charitable arts.

“Working together with non-profit organisations, our students learn the importance of understanding client needs and translating those needs into workable communications solutions. Through this hands-on approach, Project Reach gives students a valuable learning experience and equips them with relevant industry skills necessary to achieve success in the future,” said Dr. Angela Tan, Head of School, SMF Institute of Higher Learning.

Over a period of four months, student teams were tasked with drawing up a sustainable communication strategy for their respective NGOs. Through close collaboration, students gained immeasurable experience outside the classroom towards a worthy cause, while NGOs were able to leverage on the services provided by students and SMF, to proactively educate and engage the public on its community efforts.

“Project Reach 2013 has definitely been an insightful process for all of us. We have benefitted greatly through our interactions with Simply Hands - a charitable organisation that acquires basic commodities for the financially challenged. Through our participation, we are able to comprehend the

essentials of initiating and sustaining an effective communicational system,” said Jack Li, group leader of Brainwerkz.

With a greater purpose as an added motivational factor, “Project Reach 2013” achieved the goal of inspiring both heart and mind. Sounding the call for greater awareness on the less privileged, Lim Koon Long, group leader of Shiny Munchkins said, “Working with Shiny Munchkins has made us realise that many things we take for granted are a luxury to others. Where our world revolves around Facebook, Google, Wikipedia and YouTube, these orphans face the everyday lesson of life, and of love.”

Presenting their media strategies to a panel of three judges, student teams were judged on both team effort and feasibility of their strategies. This year’s list of panel judges includes Ms. Nilma Missir, Senior Manager of Grayling Asia Pte Ltd, Ms. Ginny Ann Oh, Associate Director of Asia PR Werkz and Ms. Melinda Ilagan, Associate Director, EASTWEST PR Singapore.

“SMF continues to partner universities recognised globally as leaders in fields of media, law and business. This ensures that our students benefit from carefully considered, responsible, educational implementations such as “Project Reach 2013” and that they are provided with the quality programmes, facilities and opportunities they need to succeed in their studies and careers,” concluded Mr. Richard Soh, Chief Executive Officer, SMF Institute of Higher Learning.

About SMF

Established since 1932, SMF represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and 6 Centres of Excellence, SMF offers a holistic approach towards enhancing competitiveness of its members. Current membership stands at more than 3,000 corporate members ranging from SMEs to MNCs. For more information, please visit www.smfederation.org.sg

About SMF Institute of Higher Learning (SMF Institute)

SMF Institute of Higher Learning (SMF Institute) was established in 2003 with the aim towards capacity and capability building of human resources in Singapore. Being one of the leading educational providers in Singapore, SMF Institute advocates higher education with applied learning through internship attachments at SMF corporate member companies. Students can also look forward to networking opportunities and practical learning that stems from the Institute’s close alliance with industry leaders.

SMF Institute offers a wide range of graduate, post-graduate and professional qualifications in partnership with renowned overseas universities and professional institutions.

Registered with the Council for Private Education (CPE) and EduTrust certified, SMF Institute is committed to providing a holistic education incorporating both academic robustness and practical knowledge for its students.

For more information, please visit www.smf.edu.sg

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Team Eureka! Solutions devised a communications strategy across both traditional and online media platforms, to actively promote community art



Mr. Richard Soh, Chief Executive Officer of SMF Institute of Higher Learning said that the objective of SMF Institute is to hone the skills and abilities of the students, to better prepare them to meet the needs of their future employers



The panel of judges this year include Ms. Ginny Ann Oh, Associate Director, Asia PR Werkz, Ms. Nilma Missir, Senior Manager, Grayling Asia Pte Ltd and Ms. Melinda Ilagan, Associate Director, EASTWEST PR Singapore



Team Blitz PR with their client, Ms. Katrina Dick, representative of UN Women Singapore

Appendix A

PROGRAMME SCHEDULE

12 April (Friday): SMF House, Auditorium

Time	Programme
Session A	
0830	Registration at SMF, 2985 Jalan Bukit Merah, S (159457)
0900	Commencement of conference (Groups 1-4)
1040	Refreshment Break
1100	Conference resumes (Groups 5-7)
1215	Lunch break
Session B	
1330	Conference resumes (Groups 8-11)
1510	Tea break
1530	Conference resumes (Groups 12-14)
1645	Collation of results
1700	Announcement of results, prize-giving and token of appreciation
1730	End of Conference

Appendix B

GLOSSARY

Singapore Manufacturing Federation	新加坡制造商联合会
Mr. George Huang, President of SMF	黄章谊，新加坡制造商总会会长
Mr. Lam Joon Khoi, Secretary-General of SMF	蓝运开，新加坡制造商总会秘书长
Dr. Michael Teng, Assistant Secretary-General of SMF	邓耀兴，新加坡制造商总会副秘书长
SMF Institute of Higher Learning	新加坡制造商总会高等教育学院
Centres of Excellence	卓越中心

Appendix C

LIST OF NON-PROFIT ORGANISATIONS



The Bowling Association for the Disabled (Singapore), BADS in short, is a non-profit & national disability sports association (NDSA) registered with the Registry Of Societies in April 2010. It is affiliated to the Singapore Disability Sports Council and is registered as an Institution of Public Character with approval to issue tax-exempt receipts to its donors. BADS' vision is to instil self-worth and confidence in all disabled individuals. Having achieved numerous awards in both local and international Paralympics competition, they look to cultivate and train more of their members to be of International competition level and bring glory to the nation.



**Children's
Cancer
Foundation**

Children's Cancer Foundation (CCF) is a non-profit organisation with a mission of improving the quality of lives of children with cancer and their families through enhancing their emotional, social and medical well-being. CCF has helped more than 2,000 children and their families since 1992 through its programmes and services. It provides financial assistance and counselling for children during their treatment period at KK Women's and Children's Hospital and National University Hospital. CCF also runs Place for Academic Learning (PALS) for these children who are unable to attend main stream schools. Its well-known "Hair For Hope" event is held yearly to raise funds and create awareness for childhood cancer.



CityCare is a not-for-profit organization started in January 2007 by a group of young professionals to promote volunteerism and philanthropy in the community. Through educational programmes in schools and strategic partnerships with the private sector, CityCare creates platforms for individuals and companies to give back to society by helping them in their voluntary efforts. The organization's 9 permanent staff, together with its pool of youth volunteers, empowers individuals to become Caretalysts – social change agents who can build a more caring community.

Club Rainbow (Singapore)



Established in 1992, Club Rainbow (Singapore) is a registered charity committed to helping children and youths suffering from a range of chronic and potentially life-threatening illnesses. By working closely with KK women's and Children's Hospital (KKWCH), the National University Hospital (NUH) and the neonatal ward of the Singapore General Hospital (SGH), Club rainbow presently helps more than 470 Children and their families. Club Rainbow is a charitable organisation that relies solely on donations from compassionate corporations and kind-hearted individuals to support them in their mission.



Our CHAT logo

Founded in 2010 and initiated by the Institute of Mental Health in June 2011, Community Health Assessment Team (CHAT) was formed by a group of healthcare experts. The aim of Chat is to help youths between the ages of 16 and 30 with mental health issues by providing them with avenues to seek treatment.

CHAT provides free, confidential assessment service and mental health information from healthcare professionals to help affected youths overcome their stress and problems. Their objective is to de-stigmatise mental health issues and create more awareness about the journey of those suffering from mental illness.



Save the Children is an independent organization which places itself at the forefront in bringing about lasting changes in the lives of children in the United States and all around the world. Today, Save the Children is committed to three key areas of their philanthropy work - Accountability, Innovation and Collaboration. Their standing partnership with various individuals, foundations, corporations and government bodies promotes the welfare of children and their families, and function independently without any political agenda or religious motives. Save the Children also channels its efforts in resolving the ongoing struggles of children as well. They pledge to fight poverty, hunger, illiteracy and diseases and restore them with hope for a better future for all children.



SG Cares, a division of National Volunteer and Philanthropy Centre (NVPC), is an organization that aims to 'create a dynamic volunteerism ecosystem through collaborative efforts with various stakeholders'. SG Cares, strives to engage and foster the public who are keen to offer their time and effort to volunteer for various causes, using a portal that allows its volunteers to view volunteering schedules and sign up for preferred causes. At the same time, SG Cares hopes to bring across the message that volunteering not only brings happiness to others, but is to joy to one's self as well.



The non-profit organisation, Shiny Munchkins, advocates welfare travelling - travelling with a charitable purpose. Currently, there are many families and young adults taking vacations overseas. Shiny Munchkins hope that they will take a few hours of their vacation to visit less privileged children and make a

difference to the children's life, and to their own vacation. Beyond a vacation, the organisation hopes to create memorable experiences for the children and at the same time help travellers embrace life, love and children. Abroad, the society that many children live in is not the same as Singapore, where education is very much within reach and being surrounded by plentiful of resources, opportunities and warmth from the family. Shiny Munchkins hopes to enlighten Singaporeans to appreciate what is taken for granted here and allow them to see that it is very much different across the borders.

Simply Hands

Simply Hands is a small non-governmental charitable organization established in 2005. It uses resources generated from its fundraising events and charity drives to help acquire basic commodities, such as clothes and household goods, for the elderly who are financially challenged and possibly infirmed. Simply Hands' active workforce is limited to a pool of volunteers - from assisting in donations and charity drives to the final delivery of the acquisitions. Being a relatively small organization, collaborative efforts with external non-affiliated sponsors and constantly being engaged as part of a unified endeavour necessary in achieving organizational objectives and goals are important.



Singapore Chinese Orchestra (SCO), started in 1997, comprises of 80 musicians and is Singapore's only professional Chinese orchestra as well as flagship local arts group. Taking on the role to preserve traditional arts and culture and establish new frontiers through incorporating exotic Southeast Asian cultural artefacts, its home is in the Singapore Conference Hall, a prime performance venue in the financial district. Well-known for its high performance standards and versatility, SCO is fast establishing itself among its counterparts around the world and have performed at many events and festivals. These international platforms have provided SCO with the opportunities to showcase its talents, propelling it to the forefront of the international music arena.

SocialCreatives

Social Creatives is a non-profit social enterprise and is part of the Institute of A Public Character (IPC). It aims to promote art with a purpose and believes in community art. Social Creatives strives to make Singapore and the society more colourful both visually and emotionally. In addition, it hopes to increase arts appreciation through the promotion of public art and inclusion of the community. The organisation engages mentoring artists, budding artists and non-artists for their projects. So far, Social Creatives has engaged more than 19,000 volunteers, worked or assisted 50 Voluntary Welfare Organisations (VWOs) created 165 murals (as of 24 October 2012) and painted about 350 homes for the elderly and the less fortunate. The organisation sees itself as an intermediary that works with the social service sectors and other arts organisations to make the arts more inclusive.



350 Singapore was founded by Young NTUC in March 2010. It is the Singapore chapter to the global 350.org movement. 350, measured in parts per million (ppm), is widely believed by many scientists to be the safe upper limit of carbon dioxide in the atmosphere. It is the number humanity needs to get back to as soon as possible to avoid runaway climate change. Therefore, the organization's mission is to inspire Singapore and the world to rise to the challenge of the climate crisis — to create a new sense of urgency and of possibility for our planet. To raise awareness on 350.org, 350 Singapore aims to encourage Singaporeans to find out how they can contribute through our programmes.



Transient Workers Count Too (TWC2) is a non-profit organisation that promotes the rights and welfare of workers and good relations between migrant workers and employers. Through ground research and engagement with policy makers like Ministry of Manpower and employers (MOM), TWC2

advocates a more enlightened policy framework for migrant workers in Singapore.



The National Committee for UN Women Singapore is a non-profit organisation working towards women's empowerment and gender equality in developing countries. Established in 1999, the organisation functions as a National Committee of the United Nations Development Fund for Women (UNIFEM), headquartered in New York.

NCUNS supports activities such as economic empowerment programmes, government and leadership programmes that provide women and children with access to education, healthcare, economic independence and a life free of violence and abuse. In order to achieve this mission, UN Women undertakes a wide range of fundraising activities, membership drives and public education programs and events.