



News Release

13 November 2007

CDL CONFERRED HIGHEST HONOUR FOR ITS OUTSTANDING CONTRIBUTIONS TO THE COMMUNITY – THE PRESIDENT’S SOCIAL SERVICE AWARD 2007

City Developments Limited (CDL) has been conferred the prestigious President’s Social Service Award (PSSA) 2007 by the office of the President of the Republic of Singapore, in recognition of its firm commitment and outstanding voluntary contributions to the community. CDL is the only corporation to be awarded this high honour this year.

The PSSA is testimony to CDL’s strong corporate giving philosophy instilled by the late founder of its parent Hong Leong Group, Mr Kwek Hong Png; and reflects CDL’s sustained commitment towards the social service needs of the community. Since its introduction in 2001, the PSSA has been accorded only to a handful of individuals, groups and corporations, all of whom have been identified as role models for others to emulate.

CDL is an active Corporate Citizen and has contributed generously and widely towards many causes from charity, youth development, environmental conservation, to the arts and culture. Beyond philanthropy, CDL’s corporate giving philosophy also extends to employee volunteerism and corporate fund-raising.

Through City Sunshine Club (CSC), the company’s employee volunteer platform, employees and their families are encouraged to lend a helping hand to the less fortunate through a broad range of structured programmes that reach out to the underserved. This includes an elderly befriending programme and a development mentoring programme for children-at-risk.

CSC was initiated by CDL’s Managing Director Mr Kwek Leng Joo in 1999, with the aim of nurturing a spirit of volunteerism among staff, and cultivating an engaged workforce. “We believe that giving extends beyond monetary contributions. Where possible, we offer time and talent of our people to create more effective and sustainable programmes to help the causes we identify. Through their involvement, our employees will also have a greater appreciation of those less fortunate,” said Mr Kwek.

This dynamic “pro-giving” environment has been instrumental in inspiring the employees, successfully cultivating a compassionate and generous workforce that actively participates in community work. In fact, in 2005 and 2006, employee volunteerism was 70%, chalking up over 6,000 volunteer manhours, most of which are generously undertaken by employees in their own personal time.

As shared by Ms Foo Chui Mui, President of CSC, “Volunteerism should come from the heart – and not for the reason of having being allocated time off by employers for charity work. It is very fulfilling when we give our time to people in need of help and the benefits far exceed the little sacrifices we make. I am proud to say that City Sunshine Club will not stop in its involvement with the less fortunate.”

Apart from the broad range of established community programmes undertaken by CSC, CDL has also been engaging the community-at-large through several other initiatives it pioneered in support of environmental conservation and the arts. These include Project Eco-Office, Let's Live Green!, the CDL Singapore Sculpture Award and the CDL Young Architectural Photographer Award.

CDL has been a constituent of the FTSE4Good Social Responsibility Index – an international benchmark that measures corporate social responsibility standards – since 2002. It is a member of the Singapore Compact and one of the founding Singapore signatories of the United Nations Global Compact for the advancement of responsible corporate citizenship in Singapore.

In 2006, CDL was also conferred the prestigious Corporate Citizen Award by the National Volunteer & Philanthropy Centre for its firm commitment to active corporate citizenship through the years.

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CDL FACT SHEET

STAFF VOLUNTEERISM

The City Sunshine Club (an employee volunteer programme)



Mission:
"To light up the lives of the less fortunate by offering our friendship and to contribute towards making our society a better place."

The City Sunshine Club (CSC) is a staff volunteer club started in 1999. Through the CSC, the company is able to facilitate and encourage staff to personally lend a helping hand to the needy.

Most of the activities are held after office hours or during weekends, yet 70% of its 300 staff-strength chalked up over 6,000 volunteer manhours in 2005 and 2006.

Befriending the elderly

Since 1999, CDL employee volunteers have been spending time with the needy elderly who live in one-bedroom HDB flats every month. Besides offering them the basic necessities, they befriend them and extend their friendship and care. The volunteers organise festive outings and fun activities, and also visit them when they are in the hospital, so as to bring cheer to these lonely elderly.

Mentoring children at risk

Since 2003, employee volunteers run a youth programme together with We-Sharecare Children and Youth Society, which focuses on character development to help children at risk of delinquency remain in the education mainstream. In February 2007, the Club expanded the programme to include the youth at Kolam Ayer, of Viriya Community Services.

CDL staff volunteers are trained to manage and mentor children, inculcating good character traits through songs, role play and art and craft activities. They organise educational field trips e.g. Gardenia Bread Factory, the Singapore Zoological Gardens, and organises social events and outings that makes the children feel cared for. In addition, CDL volunteers help out in the annual We-Sharecare and Children and Youth Society camp for children.

FUNDRAISING & DONATIONS (MONEY OR IN-KIND)

Besides contributing monetarily, CDL staff and management also lend their time, creative talent and effort to contribute meaningfully.

Assisi Hospice "Teddy Bank" Fund-raising Campaign

Beyond raising a total of \$60,000 within a month by canvassing for support of families, friends and business associates in a month, CDL staff also brought cheer to the children of Assisi Children's Centre by decorating and dressing up the plastic Teddy Banks provided by the Hospice for the fund-raising campaign.

Raising Funds for Charity – Duck Adoption Certificates (2001, 2003, 2007)

For two weeks during each campaign, employees would render their time and effort, giving up their lunch hour to help sell Duck Adoption Certificates for the Great Singapore Duck Race outside the CDL commercial buildings. Employees also contributed by approaching their business associates for donations.

Photography For Charity

Believing that talent should be offered for a good cause, Mr Kwek Leng Joo, Managing Director of CDL, contributed 100 copies of his limited-edition photo art book Heart Voyage, which raised \$100,000 for President's Challenge 2005. In 2004, his photo work taken in Shangri La, Yunnan Province, raised an unprecedented sum of \$300,000 for Ren Ci Hospital. In 2002, Mr Kwek contributed six exhibits at his Timeless Jiangnan Exhibition for a charity auction, which raised over \$40,000 for the ST Pocket Money Fund.

At the inaugural Singapore Garden Festival in 2006, Mr Kwek raised \$80,000 through the auction of his photographs for the Garden City Fund, managed by the National Parks Board. The fund was set up to finance conservation, outreach, education, research and other infrastructure programmes in support of environmental conservation.

Ren Ci Charity Show (2006 & 2007)

For two consecutive years, CDL has rendered its facilities to support Ren Ci Hospital and Medicare Centre's annual fundraising drive. It has offered its premises such as Republic Plaza (2006) and City House (2007) for Venerable Shi Ming Yi's breathtaking stunts which have been the highlight of the charity show. Numerous late-night and weekend rehearsals were required and CDL supported with its resources (i.e. manpower, security, etc).

Assisi Hospice Fundraising Carnivals at Central Mall

Since 1999, the CDL Group of companies have rallied together to make the large-scale fundraising carnival in aid of Assisi Hospice a huge success. Central Mall was host and joint organiser of the 180-stall carnival. CDL employees, through CSC, volunteered their time to man various food and games stalls. All proceeds went towards defraying the cost of in-patient home and day care for cancer patients of Assisi Hospice and its Children's Centre.

Tsunami Relief Efforts 2005

In aid of the victims of the Tsunami Disaster that struck on 26 December 2004, CDL and its staff embarked on various initiatives to assist in the relief efforts. These included:

- **Dollar for Dollar Donation Campaign**

CDL matched every dollar donated by its employees. A total of \$100,000 was raised for the Singapore Red Cross Society's Tidal Waves Asia Fund.

- **Mercy Relief Collection Centre in the Central Business District (CBD)**

A central and convenient premise was provided at CDL's The Corporate Office along Robinson Road as a collection point for the public to drop off donations and supplies. In addition, four other CDL buildings, Republic Plaza, Fuji Xerox Towers, New Tech Park and City House were also designated as collection centres. Over 100 employees lent their time and effort to man the collection points which received more than 800 boxes of supplies.

- **Fundraising Reception for "Hotshots Asian Icons" Exhibition**

CDL co-sponsored a fund-raising opening reception of "Hotshots Asian Icons", an exhibition by celebrity photographer Russel Wong at the Singapore Tyler Print Institute. The proceeds raised from ticket sales went to the Singapore Red Cross Society's Tidal Waves Asia Fund.

China Exploration & Research Society (CERS)

Since 1997, CDL has been a corporate patron of CERS, whose mission is to conduct research as well as nature and culture conservation projects in remote regions of China. CDL contributes an annual financial aid, plus an in-kind contribution in the form of hotel room accommodation valued at \$30,000. To help promote and further CERS' work among the business community, CDL organised and hosted CERS' first fundraising dinner in Singapore in November 2004, which rose over \$250,000.

Earth Day Charity Drive 2005

As part of CDL's green philosophy, CDL Staff embarked on a 2-day charity drive for The Salvation Army on Earth Day by collecting furniture, appliances and recyclable materials from CDL's condominium residents. The subsequent sale of these items raised a total of \$9,000 for The Salvation Army.