

AN AVIATION COMMUNITY WITH HEART

Amidst the hustle and bustle of day-to-day work in the aviation sector in Singapore, the Singapore aviation community has always placed the wider society close to its heart by



aviation community in 2014.

dedicating time and effort to help the less fortunate through a variety of corporate social responsibility initiatives. Staff from SATS visit the aged during Chinese New Year to spread some festive cheer. *Photo courtesy of SATS.* (CSR) initiatives.

In this Bridging Skies feature, we find out some of the CSR activities undertaken by the

Exceptional People, Connecting Lives

Changi Airport Group (CAG) takes immense pride in providing impeccable service and unrivalled capabilities to deliver the iconic Changi Experience. More than just a model of functionality, the Changi Experience is about connecting passengers and engaging them, in ways that will enhance their lives. Every journey through Changi Airport is an opportunity to bring people together and to help them realise their aspirations.

In this same spirit, CAG focusses its CSR efforts through the Changi Foundation, a community initiative launched in April 2012 to reach out to disadvantaged youths. Each year, CAG allocates a percentage of its net profit to the foundation in support of youth community efforts. The Changi Foundation also provides support in other areas, namely Academic Education, Skills Development and Community Service. Through such programmes, CAG aims to aid in the transformation of the lives of youths and help their futures take flight.

In 2014, CAG adopted NorthLight School as its main beneficiary. Northlight accepts students who have failed their Primary School Leaving Examinations (PSLE) more than once. CAG volunteers have been actively engaging with the students through specially designed

initiatives such as a reading programme, a career development programme and even a weekend sports programme called Saturday Night Lights-Central, with the aim to provide the students with a holistic all-round development experience.

The Changi Foundation will continue its efforts to support disadvantaged youth in 2015, by supporting partners such as Assumption Pathway School, Children-At-Risk-Empowerment Association (CARE Singapore), ITE, Straits Times (Straits Times School Pocket Money Fund) and Students Care Service.

Empowering the Community through Skills Development

Today, SATS caters to the needs of the aviation sector and a host of other businesses in hospitality, food, healthcare, freight and logistics industries besides governments. With the same passion that believes in bringing the best to every customer, the key focus of SATS' philanthropic efforts is to make a positive contribution to society. Through the SATS Foundation, SATS enables change and empowers individuals through long-term initiatives such as training.

Working with the Community Foundation of Singapore (CFS), an independent non-profit organisation, SATS administers and disburses an average of approximately \$270,000 each year to Assumption Pathway School (APS), an educational institute that helps secondary school students who are unable to further their studies in the mainstream educational system; and RSVP Singapore, a non-profit organisation that provides seniors with an opportunity to serve the community with their talent and experience.

Last year, SATS also supported the Metta School's signature visual arts programme, which promotes integration, independence and employment for youths with special needs. In July 2014, SATS' senior management took time out of their schedules to attend a batik painting session at the school. With the students' help and know-how on the craft, the management team were able to produce Hari Raya-themed batik pieces. The pieces were then expertly put together to create beverage coasters and presented to SATS staff as tokens of appreciation. Beyond the Foundation, the SATS Staff Association promotes bonding among colleagues through meaningful community service work. Through the association, SATS staff has contributed nearly \$100,000 in funds in addition to donating their time and services over the year.

A Great Way to Care

Singapore Airlines (SIA) believes that operating a successful airline involves contributing actively to the communities in which we work and live. This includes supporting programmes that benefit the communities they serve throughout the world. SIA is committed to making contributions to initiatives in the arts, sports, community welfare and education, among others. Through its flagship events, SIA has garnered about \$2.5 million for Community Chest in 2014. The Charity Gala Dinner held in October 2014, for example, raised \$1.28 million for Community Chest's many programmes. Meanwhile, the SIA Charity Run, which was flagged off on 2 November 2014, raised a total of \$1.22 million.

Enabling Opportunities Through Aviation

Besides its commitment to enable opportunities through aviation and develop Singapore into a global aviation hub of choice, the Civil Aviation Authority of Singapore (CAAS) also strives to enable opportunities and develop the lives of the less fortunate.

It has taken on a range of community outreach initiatives, where staff and management alike have taken the opportunity to give back to society. The CAAS HOPE Fund, a charity fund that embodies CAAS' outlook towards community involvement and social responsibility, is one such initiative. Since 2009, a total of \$513,112 (which includes funds raised through other CAAS charity events) has been channelled to Rainbow Centre Margaret Drive School, in support of its work with children with multiple disabilities.

Beyond raising funds, CAAS staff volunteered their time and effort to organise a grocery drive collection for Tampines Family Service Centre (FSC) in October 2014. The Centre extends help to low income families in the Tampines and Simei community. The drive saw good response from staff, who donated everyday food items such as canned food and condiments, as well as other items on the children's wish list, such as dictionaries and school bags. The collected items exceeded the quantities that Tampines FSC has requested for, and would go on to help reduce the financial burden on the low-income families, especially those with school-going children.

At the same time, CAAS provides aid to the larger community by raising funds for the charities through various activities supported by Community Chest under the overarching platform of Aviation Community Cares. One such event is the **Aviation Community Charity Movie** (see *box story below*).

Such initiatives encapsulate the true spirit of caring and sharing among Singapore's aviation family and how we come together collectively as an aviation community with heart. With more plans lined up for the coming year, the aviation community looks set to continue its efforts and commitment to giving back to society.

Taking Community Chest Beneficiaries On A Journey To Overcome The Impossible At Movie Premiere Of “Interstellar”



The CAAS Aviation Community Charity Movie is part of the Aviation Community Cares platform that brings the aviation community together to raise funds for Community Chest beneficiaries. In 2014, the charity movie premiered 'Interstellar', which features a group of explorers who overcame great odds to achieve the impossible. The movie's theme resonated strongly with the beneficiaries, who came from organisations such as Metta School, Rainbow Centre and Hougang Sheng Hong Family Service Centre. Like the characters in the movie, many of them have to work hard to surpass challenges and overcome their disabilities in order to succeed.

One of the beneficiaries is 19-year-old Lai Bo Cheng, who was diagnosed with a mild intellectual disability. Despite his condition, Bo Cheng was determined to succeed. He picked up housekeeping skills from Metta School, a special needs school supported by Community Chest, and graduated with an ITE Skills Certificate last year. Against the odds, he found full-time employment at Mandarin Orchard Singapore. Not only is he a model employee at Mandarin Orchard Singapore, he is also a proud winner of NTUC's "May Day Partnership Award – Individual Category" and the "Enabling Employers Award – Exemplary Employee" by SG Enable and the Enabling Employers Network.

With the generosity of aviation partners (*see list below*), a total of \$166,880 was raised through the charity movie event. Vice-Chairman for Community Chest Mr Chew Kwee San said: "I am glad that funds raised from the charity movie event qualify for the dollar-

for-dollar matching under the Care & Share Movement. This will double the help for the less fortunate and provide more opportunities for them to shine.”

Aviation Community Charity Movie 2014 List Of Aviation Partners

Major Partners

Changi Airport Group (Singapore) Pte Ltd

SATS Ltd

Partners

Air Transport Training College

BOC Aviation Pte Ltd

Changi Airports International Pte Ltd

Chiron Flight Services Pte Ltd

Jet Quay Pte Ltd

JTC Corporation

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