



MEDIA RELEASE

For Immediate Release

BBSGB STRIVES TO BRING CHRISTMAS CHEER DESPITE FINANCIAL CRISIS

Singapore, 11 November 2008 – The Boys' Brigade Sharity Gift Box (BBSGB), which remains as one of Singapore's longest running and largest charity project during the year-end season, will strive to continue bringing Christmas cheer to the less privileged despite challenges in fund-raising efforts for its operational costs. The project returns for her 21st year aiming to raise general household items and specific gifts for a total of 28,189 beneficiaries. Of these beneficiaries, 3,000 are on the Public Assistance (PA) Scheme with the Ministry of Community Development, Youth and Sports; and the remaining beneficiaries come from a total of 171 Voluntary Welfare Organisations (VWOs).

BBSGB 2008 aims to fulfil the wishes of 28,189 beneficiaries:

- **General Wishes:**
 - o **3,000 beneficiaries from the PA Scheme with MCYS**
 - o **15,173 beneficiaries from 154 VWOs**
- **Specific Wishes: 10,016 beneficiaries from 171 VWOs**
 - o **2,609 children**
 - o **5,231 elderly**
 - o **372 persons with special needs**
 - o **1,804 families**

"These are difficult times and all the more challenging for the less fortunate. The BBSGB has helped many over the last 20 years and we have faced crisis before, but we are confident that this project will fulfill the wishes of the 28,189 beneficiaries. It is times like now that it becomes even more pertinent for us to bring cheer to those who really need



help. We place our faith in the generosity and efforts of the public and our corporate partners to contribute,” said Mr. Lui Chong Chee, Chairman of BBSGB 2008.

BBSGB this year invited four personalities to join the project as “Ambassadors” in a bid to further reach out to the public to join in the giving and sharing.

1. Ms. Eunice Olson, Nominated MP
2. Mr. Mok Ying Ren, Team Singapore Triathlon Athlete, SEA Games 2007 Gold Medallist
3. Ms. Yip Pin Xiu, Team Singapore Paralympian, Beijing Paralympic Games 2008 Gold Medallist (50m backstroke)
4. Mrs. Beatrice Chia-Richmond, Celebrity

Mr. Mok, one of the BBSGB 2008 Ambassadors, took the lead in giving and helped to fulfil the Christmas wishes of two children with special needs at AWWA School today:

Name of Child (age)	Christmas Wish
Fathu Robian Shah, aged 10	Lego construction Set/Board Games
Mabel Ho Yi Xian, aged 7	Gym Tunnel

Mr. Mok shared, “The magic of the BBSGB is allowing everyone to be involved through actions rather than just monetary contributions. The joy from being able to bring cheer to someone else is priceless and I would like to appeal to everyone to join in the effort to have a heart and share a gift.”

The fundamental principle of BBSGB is to spread the spirit of caring and sharing to the needy by enforcing the role of social responsibility from the nation. It is a project that encourages everyone to play a role in the community beyond cash donations, such as the fulfilment of Specific Wishes, donation of food items and the actual actions of packing and delivery of the gifts to the less fortunate. The project relies on the public to make direct donations of general household items and the specific gifts requested by



beneficiaries. Donations from the public is used directly and entirely to benefit the beneficiaries of the project and not used for operating expenses. In 2007, it is estimated that the items donated by the public was worth close to S\$3 million.

FUNDRAISING SHORTFALL FOR OPERATING EXPENSES

BBSGB 2008 faced its first challenge of not raising enough money for the operating expenses required to run the project. The project depends on corporate sponsors to raise the operating cost of running the project annually – at about \$250,000. This amount is used to fund the warehousing, operations, transport and administrative support required to run the project. The project has currently only raised \$120,000 thus far for operating expenses.

Addressing the shortfall, Mr. Desmond Koh, Executive Director of the Boys' Brigade shared, "We are addressing the shortfall by calling out for corporations to support us with direct donation of their products and services. For example, we are speaking to several companies to source for direct sponsorship of about 7,000 packs of food for the Boys and Volunteers working on the project. Everyday, 2 meals would be provided for them as they work on sorting, packing and distributing the collections to the beneficiaries during the month-long project. If we can successfully find this sponsor, it would amount to meeting about \$15,000 of the shortfall. Using the money saved in our \$200,000 of reserved funds would be our last resort."



Sponsors, Co-Sponsors and Participating Organizations for BBSGB 2008 include:

Sponsors	
NTUC FairPrice Corporative Ltd	\$30,000
DBS Bank	\$30,000
The Tan Chin Tuan Foundation	\$30,000
Co-sponsors	
American International Assurance Company, Limited	\$10,000
Lee Foundation	\$20,000
Officials	
MediaCorp Radio	Contribute towards radio advertisement
ST Logistics Pte Ltd	Provide transportation of donated goods and warehouse management.
ComfortDelgro Corporations Ltd	Provide transport for the BB Boys and volunteers to deliver gifts
Asia PR Werkz	Provide public relations consultancy and communications support
XODBOX Design Multimedia	Provide creative and design support



How the public can take part in BBSGB 2008

The BBSGB 2008 invites contribution for general food and household wishes such as rice, oil, sugar, biscuits, cereals, powdered milk, canned food, instant noodles, soap, toothbrush and diapers (children and adult).

Members of the public who wish to donate can drop their gifts at any of the project's 14 gift boxes island-wide. Those who want to fulfil specific wishes can adopt a Wish from any of the 7 Boys' Brigade Sharity Wish Trees in Singapore.

Every one can play a part in this charity project! Besides gift/cash contributions, the public can also be part of this project by lending their helping hands on packing or delivery of gifts. The duration of BBSGB 2008 is between 28 November and 19 December 2008. Operating hours are from 11.00 am to 9.00 pm daily.

No.	Name of Location	Nature of Collection
1	Main Gift Box (Orchard Road outside Takashimaya Shopping Centre)	Food Collection
2	AMK Hub (FairPrice Xtra - Exit Area)	Food Collection – NTUC FairPrice Outlets
3	Bedok North (Blk 212)	
4	Bishan Junction 8	
5	Bukit Panjang Plaza	
6	Bukit Timah Plaza (FairPrice Finest)	
7	East Point Mall	
8	Hougang Mall (FairPrice Lifestyle)	
9	Hougang Point (FairPrice Xtra)	
10	Jurong East (Blk 135)	
11	Marine Parade Central	
12	Tampines Mall	
13	Thomson Plaza (FairPrice Finest)	
14	Toa Payoh HDB Hub	
15	Allson Hotel	
16	AMK Hub (FairPrice Xtra - Entrance)	
17	Seletar Country Club	
18	TANGS Orchard	
19	Plaza Singapura	
20	Raffles City Mall	



About BBSGB

The BBSGB is a national community service project organized annually by The Boys' Brigade, and is strongly supported by the National Council of Social Service (NCSS) and Ministry of Community Development Youth and Sports (MCYS). This project is:

- A high profile national community service project that promotes the spirit of *caring* and *sharing* among Singaporeans during Christmas season.
- A significant annual event, which mobilizes more than 3,500 BB officers and Boys, and hundreds of other volunteers to collect gifts from thousands of Singaporeans for distribution to the needy in Singapore.
- A unique project, as donors have to go beyond purely financial giving. They would be challenged to make the extra effort to buy presents for the less privileged in our society.

The Sharity Gift Box theme: "Have a Heart, Share a Gift" clearly summaries the project's purposes. Since the launch of BBSGB in 1988, the objectives of the project are:

- Bring cheer to the less fortunate in Singapore during the Christmas season (by collecting gifts for the less fortunate).
- Inculcate the spirit of community service among members of The Boys' Brigade
- Promote the spirit of caring and sharing among Singaporeans.

Having accomplished the task of bringing cheer and joy to the less fortunate with their past charity efforts, BBSGB hopes to educate members of The Boys' Brigade as well as the public that caring and sharing should become part of their lives and should be embraced as an everyday value.

The BBSGB was inaugurated in 1988, bringing cheer to about 7,000 beneficiaries. Last year, more than general food and household items with an estimated value of S\$3 million were collected.



For more information, the public can contact:

BBSGB hotline at 1800 742 7489 (1800-SHARITY) or visit the website at www.bbsgb.org.sg

Opening Ceremony

The Opening Ceremony for BBSGB 2008 will be held on 28 November 2008 at the BBSGB Main Box outside Takashimaya Shopping Centre. The Guest-of-Honour will be President SR Nathan.

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