

11 November 2019



Dear *Fellow Redas Members & Friends*

### **GIVING BACK AS WE CELEBRATE 60 YEARS OF BUILDING COMMUNITIES**

2019 marks the 60th year of REDAS' establishment in 1959. The Association has indeed come a long way in the last 60 years and this milestone anniversary will not be possible without the unwavering support of all our members, the government and the various stakeholders in the built environment value chain.

As we commemorate this journey of 60 years of success as a collaborative and supportive business community that partners with the government to create a shared future and fostering a growth story for our country where our enterprises thrive, we will like to reiterate our resolution to reach out, as a responsible corporate citizen, to the underprivileged within our community and build a caring fraternity in REDAS .

In this connection, we will like to **invite all members to join us in a special fund-raising event by contributing to a worthy cause, the KidSTART programme.**

Research has shown that experiences in children's early years can significantly influence their physical, cognitive and social development which would subsequently impact their lifelong outcome. Run by the Early Childhood Development Agency (ECDA), KidSTART aims to build an 'ecosystem of support' around vulnerable children from low-income families, for their holistic development and help them grow up in a safe and secure home environment. More details of the programme are in the attached note and donation form.

We will like to urge all members to contribute generously to this worthy cause by making a donation of **at least \$1,000**. Your gift will go towards the **KidSTART programme** and will be qualified for **tax deduction (250%)**.

**All donations from members will also be matched dollar for dollar by the REDAS Foundation** which was set up in 2013 to support the underprivileged within our community. **The combined donations will be presented at this year's REDAS Annual Dinner to be held on 2 December** and it will be graced by **Minister Desmond Lee**.

This collective effort will certainly be a highlight of the evening and leave a lasting memory for everyone on 2 December!

I look forward to your strong support for this meaningful cause. Thank you.

Best Regards,

A handwritten signature in black ink, appearing to read "Chia Ngiang Hong".

**Chia Ngiang Hong**  
**President**  
**REDAS**

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**Association of Singapore**  
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**RESPONSE FORM**

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**GIVING BACK AS WE CELEBRATE 60 YEARS OF BUILDING COMMUNITIES**

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We would like to support “*KidSTART Programme*” through a one-time donation of :

- S\$1,000       S\$3,000       S\$5,000       Other amounts : \_\_\_\_\_

\_\_\_\_\_  
Company Stamp / Signature

\_\_\_\_\_  
Date

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**Your donation will be fully tax deductible (250%) in accordance to IRAS guidelines. Kindly make your cheque payable to “Community Foundation of Singapore” (CFS) and indicate “REDAS Foundation – KidSTART” at the back of the cheque. CFS is a registered charity with IPC status.**

Please mail the completed form and cheque to REDAS at 190, Clemenceau Avenue #07-01, Singapore Shopping Centre, Singapore 239924.

Your favourable reply **on or before Wednesday, 20 November 2019** would be much appreciated. For enquiries, kindly contact Geok Lee or Celine Ng at tel: 63366655. Thank you.

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**My Contact Information**

Name : \_\_\_\_\_ Designation : \_\_\_\_\_  
Company : \_\_\_\_\_  
Telephone : \_\_\_\_\_ Email : \_\_\_\_\_

**Tax deductible receipt issued to** : \_\_\_\_\_  
**UEN Number / FIN Number** : \_\_\_\_\_

**ABOUT KidSTART Programme ( <https://www.ecda.gov.sg/Parents/Pages/KidSTART.aspx> )**

KidSTART is a pilot programme for low-income and vulnerable young children, to enable them to have a good start in life. The pilot will provide new forms of support for child development, coordinate and strengthen holistic support for families where needed, and monitors the developmental progress of children from birth onwards.

Building an Ecosystem of Support around the Child

KidSTART aims to build an ‘ecosystem of support’ around the child. Multi-disciplinary professionals and the community will work jointly together, and with the parents, to respond effectively to the changing needs of the child and his family, and to support the child in achieving age-appropriate development in his immediate settings. KidSTART has been rolled out since July 2016, and about 1,000 children living in the pilot sites – Kreta Ayer, Bukit Merah, Taman Jurong, Boon Lay and Geylang Serai – are expected to benefit from the pilot programme. As of May 2018, over 800 children are receiving KidSTART support.

The Eligibility Criteria of KidSTART are :

- Singapore Citizen children aged up to 6 years old
- Low-income household
- Residing in one of the pilot regions

Ministry of Social and Family Development (MSF) / The Early Childhood Development Agency (ECDA) is working with NCSS ComChest to develop a relationship-based giving model to galvanise community partners to play a greater role in supporting the children on this programme.

The relationship-based giving model will:

- a. Encourage corporates and high net worth individuals to ‘adopt a local community’ and give sustained donations (e.g. 3 to 5 years) to KidSTART children in the area.
- b. Deepen the giving relationship, by inviting donors to also volunteer with KidSTART programmes in the local community.

Items to be funded include:

- a. Child Development & Education
- b. Food, Health & Nutrition
- c. KidSTART Programme

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**ABOUT CFS ( <https://www.cf.org.sg> )**

The Community Foundation of Singapore (CFS) is a non-profit organisation founded in 2008 to encourage and enable philanthropy in Singapore. CFS is a registered charity with Institution of Public Character (IPC) status. They match donors’ interests with causes and offer ways for them to make a greater impact through their charitable funds. They also collaborate with charity partners to identify and develop programmes that support diverse communities. Their purpose is to create real and meaningful change while building a philanthropic culture in Singapore.