



MEDIA RELEASE

Schools welcome Sharity as part of character and citizenship education (CCE)

SINGAPORE, SEPTEMBER 29, 2016 – As part of the **Character and Citizenship Education** in primary schools, Sharity, Community Chest's pink elephant ambassador has made a comeback to encourage students to be more compassionate, by performing good deeds at home, in school and the community. Part of the outreach efforts includes **Sharity Day**, on 30 September 2016, for students from primary and special education schools, with **Guest-of-Honour, Mr Ng Chee Meng, Acting Minister for Education (Schools)** and Senior Minister of State, Ministry of Transport.

Last year, with Ministry of Education's support, Community Chest piloted an outreach project, the '**Good Deeds with Sharity**' for **Primary 3** students. Over two years since it started, more than 72,000 students participated in the activity encouraging them to record good deeds at home, in school and the community. *See Annex for journal examples.*

Spurred by the positive response, Community Chest will roll out '**Family Time with Sharity**', designed for **Primary 1** students on Children's Day this year. With Care & Share fun packs and stickers, the younger students are encouraged to do simple acts of caring and sharing for family members to show their love. Family members can pen down words of encouragement to affirm these efforts.

"Community Chest encourages young children to learn to interact with others with different abilities and extend help to those in need in the community. Together with the Ministry of Education and through various Sharity initiatives, we hope to instil the values of compassion and empathy in our children that will remain throughout their lives," said Mr Phillip Tan, Chairman of Community Chest.

"Doing good deeds are something that should be cultivated in our children since young. The Sharity programme and its initiatives have provided authentic experiences and platforms for pupils to put their values into action. Kindness starts young and we would like to encourage our pupils to discover that doing good is a natural part of who they are as human beings," said Mdm Sally Lee, CCE Teacher, Sengkang Green Primary School.

One of the outreach platforms is the Community Chest **Sharity Day**, organised with **Wildlife Reserves Singapore** (WRS), as an opportunity for students from primary and special education schools to learn and have fun together. The students will also enjoy a special musical featuring Sharity and his animal friends, who have different abilities, but overcome challenges together to win the jungle race. This story of strength in teamwork will be adapted for Sharity's touring school shows nationwide.

Community Chest will also introduce digital initiatives to engage today's young children on the values of caring and sharing. Starting in December this year, Sharity and friends will star in an **animation series**. In one of the episodes, young children will learn more about the late Dr Ee Peng Liang, who was well-known for his charitable and voluntary work. He was the founder of Community Chest and the then President of Singapore Council of Social Service (now National Council of Social Service).

In addition, Sharity will launch a **new interactive website**, with information on the touring school shows, songs and videos, as well as games and contests for children to collect winning badges.

-END-

Appended is the information on the Sharity initiatives

For interview requests or other media enquiries, please contact:

Ms Shazliana Heron Manager National Council of Social Service Tel: 6210 2639 / 9844 2775 Email: shazliana_heron@ncss.gov.sg	Mr Brendan Sheares Senior Assistant Director National Council of Social Service Tel: 6210 2638 / 9858 4111 Email: brendan_sheares@ncss.gov.sg
--	--

Community Chest

For over 30 years, Community Chest has been engaging the community to support people in need through fund-raising and volunteering. Community Chest supports about 80 charities in Singapore, allowing them to focus on caring for the disadvantaged. As Community Chest's fund-raising and operating costs are covered mainly by Tote Board and Singapore Pools, 100% of your donations will go towards helping:

- Children with special needs and youths-at-risk to reach their potential
- Adults with disabilities to integrate into society
- Relationships of families in difficulty to stay resilient
- Elderly to age graciously in the community
- Persons with mental health issues to integrate into society

Give Hope. Share Joy at comchest.sg.

**Issued by: Corporate Communications
National Council of Social Service
Thursday, 29 September 2016**

ANNEX

PRIMARY 3 - GOOD DEEDS WITH SHARITY

my good deed journal

WHAT TO DO
Perform 6 good deeds (2 at home, 2 at school, 2 at other places) from 1 June to 31 July, and note them down in this journal! Once you have completed, ask your friends what they did and learn new ways to care and share.
Just be sure to submit the completed journal to your teacher by early August to receive a limited edition **Sharity collar pin** with flashing lights.

Community Chest

at school
For example, caring for your classmates by assisting them with their schoolwork.

act 1
I help my teacher to put the books to her locker

act 2
I lend my friend a pencil

at home
For example, sharing responsibilities with your parents by helping with household chores.

act 1
I took care of my brother

act 2
I help my mother clean the storeroom

at other places
For example, caring for others in the community when they need help.

act 1
I packed lunch for the needy at Willing Heart

act 2
I donate my old toys to Salvation Army

my good deed journal

WHAT TO DO
Perform 6 good deeds (2 at home, 2 at school, 2 at other places) from 1 June to 31 July, and note them down in this journal! Once you have completed, ask your friends what they did and learn new ways to care and share.
Just be sure to submit the completed journal to your teacher by early August to receive a limited edition **Sharity collar pin** with flashing lights.

Community Chest

at school
For example, caring for your classmates by assisting them with their schoolwork.

act 1
I taught my classmate the work she did not know how to do

act 2
I lended my friend a pencil eraser and a pen.

at home
For example, sharing responsibilities with your parents by helping with household chores.

act 1
I helped my mum wash the dishes

act 2
I helped my auntie fold the clothes

at other places
For example, caring for others in the community when they need help.

act 1
I helped a disabled person hold the door so she could take her time to go out

act 2
I helped an old woman pick up her groceries she dropped on the floor.

PRIMARY 1 - FAMILY TIME WITH SHARITY

CARE & SHARE STICKERS

INSTRUCTION
Paste any 4 Care & Share stickers on your activity sheet when you have completed the deeds/acts.

<p>Telling my parents about my caring acts</p>	<p>Helping my siblings with their homework</p>	<p>Making a Thank You card for a family member</p>	<p>Holding the lift for a family member</p>
<p>Chatting with my grandparents</p>	<p>Singing a Sharity song to my siblings</p>	<p>Asking my parents about their day</p>	<p>Introducing Sharity to a family member</p>
<p>Giving a family member a hug</p>	<p>Encouraging my parents to donate to a good cause</p>	<p>Sharing toys with my siblings</p>	<p>Helping my parents to wash the dishes</p>

Happy Children's Day

FAMILY TIME WITH SHARITY CARE & SHARE PACK

In collaboration with **PARTNERS IN ACTION** and **Community Chest**

This pack contains **12 Care & Share stickers, 1 activity sheet and 1 envelope.**

DEAR PARENTS,

Family Time with Sharity endeavours to grow small acts of service into great acts of Caring and Sharing.

Nurturing the right values of care, empathy and love starts from home. Engage your child in performing 4 Care & Share acts of service. Following that, family members are encouraged to write a note of encouragement to affirm their commendable effort.

If you would like to contribute to support 89 over charities under the care of Community Chest, an envelope is attached in this pack. Your child will then return this envelope to his/her teacher.

Have a fun time & thank you for your generosity and empathy!

Care and Share starts at home! Choose 4 Care and Share stickers, do the deeds/acts on the stickers and paste them on the boxes below. Give it to your parents to pen words of encouragement and hand it to your teachers.

Name: _____
Class: _____
School: _____

FAMILY TIME WITH SHARITY

Parents' Words of Encouragement

Join Sharity to show Care & Share to our family members and receive a limited edition Sharity badge! Ready, get set, CARE!