

# Taking Heart

## **Children's Society's new programme aims to raise \$3m yearly**

SINGAPORE Children's Society's brand new fund-raising programme, 1,000 Philanthropists, aims to make philanthropists out of ordinary individuals by inviting people to donate a minimum of \$1,000 per year, for a period of one, three, or five years.

The programme hopes to create a framework to unite like-minded individuals to celebrate and honour their support in the Society's cause. It has garnered support from over 130 philanthropists since its soft launch early this year, raising \$400,000 so far. Children's Society hopes to welcome at least 1,000 philanthropists on board the 1000P programme and raise \$3 million yearly to contribute to the charity's annual expenditure.