



Hand-in-hand: Business and Social sense

The act of charitable giving takes many forms. Some are made in deeds, others in kind and yet another is the giving of monies. All of these are of course of great benefit to the beneficiaries, as well as to the organisations running the facilities that help the needy. Volunteers, staff and donations play their parts, turning hope and aspirations into reality.

Singapore Children's Society has been synergising all the many forms of charitable giving on its agenda for a long time and a recent initiative has been fusing corporate social responsibility (CSR) to the needs of children under its wings. The Society launched 1000 Enterprises for Children-in-Need, with the aim of getting 1000 companies to donate amounts ranging from \$1,000 to \$30,000 per year for the next three years.

In recognising that CSR is a formidable and benevolent force, chairman of the Society, Mr Koh Choon Hui, said: "Business must make social sense and social service must make business sense."

The 1000 Enterprises for Children-in-Need programme was launched in February 2009 and already 276 companies have signed up, and more than \$800,000 have been raised.

But it has recently been given a hefty boost, in the form of ministerial support. Mr Teo Chee Hean, Deputy Prime Minister and Minister for Defence has become the patron of the fund raising initiative. And on 1 March 2010, Mr Teo performed one of his first tasks as patron, when



From left to right: Deputy Prime Minister, Teo Chee Hean with Ms Lelia Konyn from Noble Group, Mr Lee Chang Huat, Singapore Petroleum Company, and Mr Koh Choon Hui, Chairman of Singapore Children's Society.

he presented tokens of appreciation at a dinner, in honour of the companies that have come forward to participate in the project.

In his speech, Mr Teo said that when he was first approached to become patron, he was enthused by the project's three key elements, which "would help to build a cohesive, strong and united Singapore for the future."

The three elements cited were:

- The innovative and ground-up initiative of the 1000 Enterprises for Children-in-Need initiative
- The many helping hands united in effort to achieve a larger goal
- Corporate social responsibility

Mr Teo took the opportunity to congratulate the business leaders present during the dinner for taking the first step to give back to the community and acknowledged that their help would go "a long way to make a difference in the lives of needy children and their families."

Hand-in-hand: business and social sense	1
Our Chairman's New Appointment	3
Brand award a first for Children's Society	3
Our new volunteer data manager - EVMS	4
When the going gets tough, volunteers and donors get going	5

2009, full of wonderful memories	6-7
Sunbeam Place's Annual Year End Retreat	8
Tree planting at Sentosa with UBS	8
企业社会 携手同心	10
Raising awareness of child abuse and family violence for the upper primary	12



He also made an appeal to those present to “carry the message from here and influence more of your business contacts to support the 1000 Enterprises for Children-in-Need programme.”

To mark the occasion, Children’s Society inserted a commemorative advertisement in the local newspaper and this was reproduced as a plaque (three sets) which Mr Teo autographed (top left) and these were later put on auction, raising another \$20,000.

To attract more participants, project chairperson, Ms Annie Gan, said, “We’re are trying to achieve our target through business referrals and publicity, allowing them to understand the meaning behind the giving. We will also organise events where the bigger and more influential businesses can help us garner more support.”

Among the recipients that night were the Noble Group, Singapore Petroleum Company and Asia Polyurethane. Said Asia Polyurethane’s Chief Executive, Mr Erman Tan: “This is a good initiative. It encourages SMEs, which have smaller profits, to give back to society. It also provides a structured approach to charity giving that some SMEs may not currently have.”

Mr Chan Chong Beng, Chairman of Goodrich Global Pte Ltd said: “Participating in this project allows all companies to give in a modest way relative to their total business costs.”

That evening, Children’s Society also announced the launch of its 1000 Enterprises for Children-in-Need microsite (www.1000e.org.sg)

pedalling 160 km for charity



Mr Krishna Ramoo and his nephew, Yuvaraj, are avid cycling enthusiasts. In a bid to challenge themselves, the duo decided to embark on a two-day cycle-thon around Singapore.

And to add an extra element to the gruelling task, the pair also decided to ride in support of beneficiaries of the Singapore Children’s Society. So, on 19 and 20 Dec 2009, they put on their cycling gear and mounted their bikes.

Mr Krishna said: “2009 was a roller-coaster ride for the economy and for some of us. Due to this, there are children out there who have been affected adversely, one way or the other. We all know that children are the future of our society and their development and well-being is of paramount importance. So in our very small way, we wanted to raise funds for this cause through our project called “Bikers in the Mirror”.

The route (160 kms) took them to the homes of their families and friends. They rode from 7.30 am to 8 pm on the first day, and then continued their journey at 9 am the next day. They reached their final destination at 4 pm.

It was a worthy effort as the duo managed to bring in \$6,000.00.



Jehanraj (right) accompanied his father, Mr Krishna Roo (left) and uncle Yuvaraj (centre) for the first 30km of the cycle-thon.

Our Chairman's New Appointment



Mr Koh Choon Hui, Chairman of Singapore Children's Society, has been appointed as one of the two representatives to the new Asean Commission for the Promotion and Protection of the Rights of Women and Children (ACWC), by the Minister for Community Development, Youth and Sports.

The new commission, an initiative endorsed by Asean in 2004, is a regional inter-governmental body that looks into the promotion and protection of human rights and fundamental freedoms of women and children. Under the terms of reference, each Asean member appoints two representatives; one to oversee women's rights and the other on children's rights.

Mr Koh will represent Singapore on children's rights. The other representative is Dr Aline Wong, a former Senior Minister of State, who will represent Singapore on women's rights.

The new organisation, launched on 7 April in Hanoi, will come under the Asean Intergovernmental Commission on Human Rights (AICHR).

The Executive Committee, standing committees and staff of Children's Society congratulates Mr Koh on his new appointment.

Brand award a first for Children's Society

The day 17 November, 2009 was a special day for Singapore Children's Society: we received the inaugural Singapore Prestige Brand Award (SPBA) - Special Merit award.

"We are honoured to be one of the first non-profit organisations to receive this award", said Mr Koh Choon Hui, Chairman, Singapore Children's Society. "It is an affirmation of the work that we do. To us, branding is more than just a well-recognised corporate logo. Our branding represents our values and services," Mr Koh added.

Singapore Children's Society is one of the five winners under the Special Merit Award category given to government agencies and non-profit organisations for their branding initiatives.

Jointly organised by the Association of Small and Medium Enterprises and Lianhe Zaobao, the awards are presented to successful homegrown brands for their extensive planning and execution of branding strategies.

Staying relevant and consistent

Through the years, the Society had to relook its branding initiatives to ensure that it stays relevant and top-of-mind among its stakeholders. The initiatives prompted us to change our logo twice, so as to stand out from our counterparts. The current logo was adopted in 1993.

With expansion and ten centres located across the island and each serving a different target group, it was found that consistency was lacking as focus was mainly on the beneficiaries, children and services. Awareness of the society was generally low.

A remedial first step was to educate the staff on the importance of branding, and how it affects the public's perception of the organisation. The Society also relooked its corporate image, collaterals and then created consistency across the centres.

Working within the parameters of a VWO, and sticking to a budget, the Society then put in place a new branding strategy and process, and this has paid off when we received the SPBA Special Merit Award for our branding initiative.



Mr Alfred Tan, Executive Director, Singapore Children's Society (centre) received the Award.

Branding is Inevitable

As one of the inaugural award winners, Children's Society hopes to change the public perspective that charities do not need strong branding.

"Branding is inevitable for any entity. This is especially so for non-profit organisations as good branding represents a stable and responsible image to our stakeholders", said Mr Koh.

"Children's Society positions itself as an organisation that is highly professional, with strong governance and innovation. In doing so, we attract good volunteers, committed staff and supportive donors. All these will translate into good and meaningful services for our beneficiaries. The public respect us for the fact that although our beneficiaries do not pay for the services, they expect nothing less than value-added social services.

I hope other VWOs can be encouraged to look into branding to help build up the social service sector's image", added Mr Koh.

Our new volunteer data manager - EVMS

Singapore Children's Society launched its Electronic Volunteer Management System (EVMS) in July 2009. It is a web-based system designed to capture details on its volunteer corps and their contributions.

Before the implementation of EVMS, each of the ten centres kept its own data on volunteers and consolidating the different sets of information was a tedious task that involved combining different sets of data into one main document. In addition, the type of information captured differed among the centres and made data comparison difficult. In a nutshell, before EVMS, the process was time consuming and ineffective.

With EVMS, it is now much easier and faster for staff to generate reports. It allows users to generate reports on the number of regular and active volunteers or to search for volunteers with a particular skill.

There are two fronts to this system. The backend is for staff while the front end is for volunteers to access. Volunteers who already have an account with Children's Society can log onto the system to update their profiles or view photos of the various activities, or indicate enrollment into a training course.

In the near future, we will look into adding more features and functions to the system.

Please contact your volunteer coordinator if you have not received your password.



Visit our Microsite

Children's Society has launched its fund-raising microsite, www.childrensociety.org.sg/fundraising



The theme of the site is "Realise" and it tells the story of a pair of siblings struggling with life as their mother was being hospitalised and their jobless father trying to make ends meet. However, with the help of Children's Society, the siblings realise that help is on the way.

This is just one of the many stories that forms part of our outreach programme that we want to share with you. We realise that there are many more children and youths who need our help.

To support our cause, readers can download wallpapers or pictures for use on their computers or blogs. Visitors can also choose to make a donation or buy our merchandise.

"Hope is realised when impossibilities are made real"
– visit us today and make a difference in the lives of our children.

facebook®

WE ARE ON FACEBOOK. ARE YOU A FAN YET?

WHEN THE GOING GETS TOUGH, VOLUNTEERS AND DONORS GET GOING



2009 was a year of economic woe and chaos and it affected many adversely. Yet, it did not stop our volunteers and donors, who continued to give and help.

For their efforts in brightening the lives of our children, 51 recipients were formally recognised at the Singapore Children's Society Awards Dinner on 25 November last year.

Held at the Pan Pacific Hotel, the recipients received their deserving awards from Professor Tommy Koh, Ambassador-at-Large.

Receiving the prestigious Ruth Wong Award was Mr Peter Joe Chia. His involvement with Children's Society dates way back to 1971 and has remained an active volunteer for the past 38 years. Mr Chia is currently a member of the Executive Committee.

While many corporations have been pulling back commitments due to the bleak economy, OCBC Bank stepped forward and reiterated their support for Children's Society by pledging another \$2.5 million in donations over five years. For their commitment, OCBC Bank received the distinguished Gopal Haridas Award.

The same award was also presented to Singapore Telecommunications for its generous donation to our Tinkle Friend Helpline, which is a national toll-free helpline for lonely or distressed primary school children.

The other recipients took home the Platinum Service Award, Platinum Award, Gold Service Award, Gold Award, Silver Service Award and Silver Award.

Performing pro-bono that evening was a special group of Chinese instrumentalists called TENG Company. They played some of their original pieces and received thunderous applause from the audience.

The event was sponsored by Lee Foundation, NTUC Income, Pan Pacific Hotel and Shaw Foundation.

We congratulate recipients of the Singapore Children's Society Awards 2009

Ruth Wong Award

Mr Peter Joe Chia

Republic of Singapore Yacht Club
Singapore Totalisator Board
(Tote Board Social Service Fund)
UBS AG

Gopal Haridas Award

OCBC Bank
SingTel

Gold Award

Mr Khoo Kim Hai Eric
Mr Low Ngee Tong
General Insurance Association
of Singapore
National Institute of Education
NTUC Income Insurance
Co-operative

Platinum Service Award

Mr Ang Choon Kiat
Mdm Annie Hwee
Dr Kevin Koh
Mdm Khoo Peck Har
Mdm Lim Bock Guan, Elsie
Mdm Wee Foo Luan
Singapore Police Force –
Community Involvement Division
The Mahaprajna Buddhist Society

Silver Award

Ms Goh Gaik Choo Peggy
Mr K. Ellangopan
Mr Tay Kah Boon
Mr Tsoi Tin Chun
Ms Vina Satiadhi
Airline Pilots Association
Singapore
Amway (S) Pte Ltd
Architects 61 Pte Ltd
Civil Aviation Authority
of Singapore
The Coffee Bean and Tea Leaf
(S) Pte Ltd
Deutsche Bank
Keppel Fels Limited
Lee Foundation, Singapore
Malayan Banking Berhad
Playbox Distribution Pte Ltd
Prima Limited
Singapore Film Society
Tan Ean Kiam Foundation
Wee Aik Koon Pte Ltd
Zone X Leisure Pte Ltd

Gold Service Award

A/P Agnes Chang
A/P Alice Seng
Dr Cuthbert Teo
Mr Tan Kok Hiang

Silver Service Award

Mrs Amy Fam
Ms Celine Tay Siew Khim
Mr Mohd Khairunan Bin Ali
Ms Suraiyah Ibrahim
Economic Development Board
Jurong Police Division
Headquarters,
Singapore Police Force

Platinum Award

DBS Bank Ltd
Lee & Lee Advocates & Solicitors

2009, FULL OF WONDERFUL MEMORIES

While we are well on our way into 2010, we would like to take this opportunity to bring you the highlights of 2009, in pictures. Last year's calendar was certainly filled with events and these have created many wonderful memories for us. Let's share some highlights together.



What a chilling experience.
Brrrr: At Snow City with SIA Cargo.



Staff came dressed to the theme of "Glam" at the annual staff gathering, Kachan, on 7 November. It was an ideal opportunity for staff working at the different centres to meet and have fun.



At Camp Positive organised by UBS.



A big round of applause for our Children's Society Glam Queens.



Hey, check us out, we are also glam!



Costume Day using recycled material ensured that participants were not being wasteful.



A picture before the Tribute to Volunteers Dinner starts.

Yes, our very "firefighter" on duty on board the US navy vessel.



Students of Jiemin Primary learn the values of peace, friendship, hope, resilience and respect.



Children from our Children Service Centre on board the US Navy vessel.



Picking up a valuable skill: learning what team work is about at Camp V-Nest.



Children from Student Care Centre (Henderson) at the First Lego League Singapore. For the competition, they had to design a vehicle to the theme of "Smart Move – Transforming Transportation." These boys scored second place during the trials.

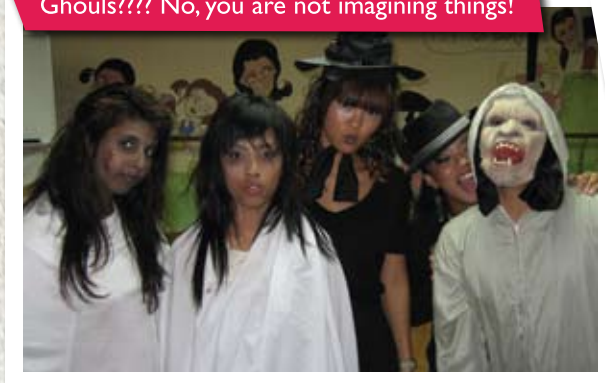
Families learn the importance of mutual support and trust via the ropes course. Through this activity, families realised their interdependency and that each family member must be actively involved so as to bring about positive changes in the family dynamics.



Entertaining and educational, and cooling off on a hot day at the Marina Barrage.



Ghouls???? No, you are not imagining things!



Scary but fun: youths at RoundBox having a rollicking good time on Halloween.

SUNBEAM PLACE'S ANNUAL YEAR END RETREAT

The annual year-end retreat is always eagerly anticipated by the staff and the children at Sunbeam Place as it is a fun-filled, one-night sleepover at an external venue. Last year, it was held at the Costa Sands Resort, Sentosa and participants had the opportunity to get up close to nature: they roughed it out in kampong huts grouped to resemble a village.

As always, preparing for the retreat was equally fun-filled. Children and staff were seen busily packing personal belongings, planning programmes and games and also grouping themselves. The excitement of the children showed readily on their happy faces, even when they were kept occupied with the preparations. Work actually started five months before the event.

The annual retreat allows staff and children to bond over a variety of fun-filled activities, taking them away from the usual day-to-day routines. The activities are also designed to build self confidence, as well inculcate team-building and leadership. In the latter, older residents assumed the role of leaders to care and mentor younger residents.



At Sentosa, participants visited attractions such as Images of Singapore and the thrilling Luge and Skyride. With a swimming pool on hand, many enjoyed a cool dip and tucked into a sumptuous barbecue dinner prepared by older residents who acquired culinary skills as part of their CCAs at school.

The finale was a ceremony saluting deserving children and staff with awards such as Outstanding Camper, Star Camper and even a Baywatch Award, to compliment our house-parent who camped out in the pool as the lifeguard!

We are very thankful for the generous donations from OCBC Bank to Singapore Children's Society. It is only with their kind sponsorship that we are able to treat the children to such a privileged activity. Needless to say, children and staff all said they had a blast and are certainly looking forward to this year's event!

TREE PLANTING AT SENTOSA WITH UBS

It was an early start for children at Children Service Centre on 30 January 2010. Twenty-two children with green fingers and green gloves gathered at Sentosa for a fun day of tree planting with the management, staff and clients of UBS.

The children mixed different types of soil and got their hands dirty when they carefully transplanted each tree. After setting them into the ground, the children watered the trees with much delight.



Besides learning how to plant trees, the children also learnt about tree species that are indigenous to the island. At the end of the day, each child also brought home a plant.

This tree planting was part of an UBS initiative to create a sustainable environment as well as secure a future for successive generations.



COMING ATTRACTIONS

The year is still young but our calendar of events promises much in terms of education, entertainment and outreach. Here is the calendar, to enable you to mark the dates in your diary so that you don't miss out.

YOUTHGiG 2010



Date: 2 July 2010, Friday
Venue: Yuhua Community Club
Time: 7 pm – 9:30 pm
Guest of Honour: Ms Grace Fu, Senior Minister of State for National Development and Education

The ever popular YouthGiG is a concert for youths by the youths. If you like creative and performing arts, and are between 13 and 18-years-old, and want to be part of this energy-filled event, please contact us for more details.

Please call Youth Centre (Jurong) at 6566 6989 or email at jyc@childrensociety.org.sg

bully free forum 2010

Date: 17 July 2010, Saturday
Venue: DBS Auditorium,
6 Shenton Way,
DBS Building One, DBS Auditorium Level 3,
Singapore 068809
Time: 9.30 am – 1.00 pm
Fee: \$15 (before GST) per person

Bullying is a widespread social problem and Singapore Children's Society has been promoting awareness on bullying since 2004, with the aim of advocating a safer and friendlier environment in schools. Our Bully-Free Forum this year will continue to shed more light on the issue and of handling bullying effectively.

The speaker, Professor Donna Cross is the Professor of Child and Adolescent Health at Edith Cowan University in Western Australia, and Director of the Child Health Promotion Research Centre. She has been involved in children's health research in Australia and the USA for 20 years. At the forum, Professor Cross will review current research on patterns of young people's cyber bullying experiences, the possible effects, and the protective factors that help build resilience of young people. In addition, case studies of cyber bullying and practical strategies for schools and families will be shared.

Principals, educators, counsellors and parents are strongly encouraged to attend. To register, please download the registration form at www.bullyfreecampaign.sg and fax to Ms Tan Yue Ling or Ms Fadhilah at 62765075 by 31 May 2010.

WALK FOR THE CHILDREN 2010

Date: 1 August 2010, Sunday
Venue: West Coast Park (near McDonald's)
Time: 8.30 am – 5 pm
Guest of Honour: Professor S. Jayakumar, Senior Minister and Co-ordinating Minister for National Security

This year, the Walk will take on a different format. We are partnering the Singapore Kite Association to make participants feel light and breezy! There will be kite-making demonstrations, the chance to pick up kite-making techniques, and best of all, hands-on sessions on getting kites that are about 20-metres long, airborne.

Eight professional kite flyers from various countries will demonstrate their skills and 18 international aerial wonders will be on display. The highlight is literally a sweet aerial shower: a gigantic kite which releases hundreds of miniature parachutes, each tied to a pack of candies.

In addition to the walk and fun fair, it is an ideal opportunity to pack a picnic basket for a session of food and bonding with family members and friends. There will be games stalls, food stalls and stage performances for all to have a really good time!

Please contact Ms Iris Tan at 62732010 or wstan@childrensociety.org.sg for more details.

企业社会 携手同心



俗话说：“有钱出钱，有力出力”，新加坡儿童会长久以来便积极推动多项慈善计划。最新一项计划便是通过宣扬“企业社会责任”（CSR），帮助儿童会属下有需要的儿童。儿童会推出了“千家企业筹款计划”，目标是吸引1千家企业，连续三年、每年捐献1千到3万元善款。

“千家企业”计划自2009年2月展开以来，目前已获得276家企业的支持，并筹得超过80万元善款。

近期，这项计划获得了内阁部长的鼎力支持。副总理兼国防部长张志贤先生成为“千家企业”计划的名誉赞助人。2010年3月1日，张志贤先生便以名誉赞助人的身份，在晚宴上颁发纪念品给参与计划的企业，以兹表扬。

张志贤先生在晚宴上说，当初儿童会邀请他担任计划的名誉赞助人

时，他对计划所倡导的三大要素，深受鼓舞。这三大要素是：

- “千家企业”计划概念创新，并由民间发起
- 各界人士携手同心，实现远大的目标
- 企业社会责任

他认为，这将“协助新加坡建立一个具凝聚力、坚强和团结的国家”。

张志贤先生也恭贺当晚出席晚宴的企业界领袖踏出回馈社会的第一步，并感谢他们的热心帮助，“让有需要的儿童和他们的家庭，生活获得改善”。他吁请在场的企业界人士向其他业界伙伴传达信息，支持这项计划。

为纪念这场晚宴，儿童会在本地报章刊登了一则广告，并将它制作成牌匾（共3幅），在晚宴上拍卖。拍卖活动共筹得2万元善款。

儿童会主席许俊辉 出任亚细安维护妇幼权利委员会代表

新加坡儿童会主席许俊辉先生，获社会发展、青年及体育部委任为新成立的亚细安维护妇幼权利委员会（ACWC）的新加坡代表之一。

这个由亚细安组织于2004年倡议的委员会，是一个区域性的跨政府组织，负责探讨如何促进和保障妇女与儿童的人权和基本自由。委员会于2010年4月7日在越南首都河内正式成立，属于亚细安跨政府人权委员会（AICHR）的一部分。

许先生将代表我国探讨儿童权利。儿童会全体执委和职员在此恭贺许先生就任新职。

面对经济逆境 慈善仍不落人后

尽管2009年的全球经济情况严峻，却阻挡不了义工和捐助者为新加坡儿童会付出的努力和资助。

为表扬这些善心人士和团体机构，新加坡儿童会颁奖晚宴于去年11月25日，在泛太平洋酒店举行。共有51名得奖者从特别嘉宾——巡回大使许通美教授手中接获奖项。

获颁至高无上的“Ruth Wong 卓越成就奖”的是谢昌明先生。他自1971年起，便积极参与儿童会，从事义工服务长达38年。他目前也是执行委员会的成员之一。

正当多家企业机构因经济不景而停止捐款，华侨银行却承诺在未来

5年内，拨出额外250万元善款，继续支持新加坡儿童会。为此，华侨银行获颁至高无上的“Gopal Haridas奖”。

同时获颁“Gopal Haridas奖”的还有另一家机构——新加坡电信公司。新电信慷慨赞助儿童会的“热线援助计划”。这个免付费的热线电话，专为协助孤立无援或是面对烦恼的小学生而设。

颁奖礼是由李氏基金、职总英康保险、泛太平洋酒店和邵氏基金鼎力赞助。

儿童会首次 获颁品牌奖

2009年11月17日对新加坡儿童会而言，是一个特别的日子，因为儿童会获得了『新加坡金字品牌奖』首次颁发的“特别表扬奖”。

在新加坡中小型企业商会和《联合早报》联办的『新加坡金字品牌奖』颁奖礼上，儿童会是“特别表扬奖”组别的五名得主之一。这个奖项是颁发给政府机构和非盈利机构，以肯定他们在建立品牌方面的努力。

新加坡儿童会主席许俊辉先生说：“我们很荣幸能够成为首批获得这项殊荣的得主之一。这个奖项肯定了我们所付出的努力。对我们来说，品牌不仅是一个家喻户晓的机构标志。它也代表了我们的理念和服务。”

与时俱进 保持一致性

过去几十年，儿童会不断检讨自己的品牌策略，以维持知名度，与时俱进。儿童会的标志就曾经修改过两次，目前的标志是自1993年开始采用的。

另一方面，儿童会逐渐扩大服务范围，在全岛设立10家中心。由于每个中心的对象以及服务有所不同，使儿童会缺乏一致性。社会大众对机构的认识也普遍偏低。

为了改善情况，儿童会首先指导职员有关品牌的重要性，以及品牌如何影响公众对机构的看法。儿童会也检讨了机构形象和宣传品，然后将所有中心整合为一体。

打造品牌 无可厚非

身为得奖机构之一，儿童会希望能借此改变一般民众对慈善机构不需要打造品牌的印象。

许先生说：“打造品牌对任何机构，尤其是非盈利机构来说，是无可厚非的。因为拥有一个好的品牌，能建立一个稳重、责任感强的形象。我希望其他的志愿福利团体也能受到鼓舞，探讨品牌的打造，协助社会服务领域建立良好形象。”

第3届新加坡儿童会 讲座：未成年性行为



“第3届新加坡儿童会讲座”于2009年10月31日，在新加坡管理大学举行。主讲人是总检察长温长明教授。他向在场的大约200名观众发表演讲，主题是《改变中的社会风气：保护儿童免受自我伤害》。

温教授在讲座上强调：理想上，一个完整的童年是每一名儿童应该获得一个不受虐待、不被忽略，并且充满爱与呵护的童年。他赞扬儿童会提倡的“帮助有需要的儿童”的核心价值观和宗旨。

近年来，随着社会和资讯网络越来越开放，年轻人在观念上有所改变，也更愿意尝试性行为。温教授指出，涉及14岁以下少女的法定强奸案，以及同16岁以下少女发生性行为的案件，有增加的趋势。而涉及同14岁以下未成年少女发生性行为的刑罚是监禁，外加罚款或鞭刑。令人意外的是，女生主动色诱男生的情况也有上升的趋势。

另一个值得关注的情况是乱伦案件的增加，而犯案者通常是受害者的父亲。另外，也有一名15岁少年为了赚取零用钱，而在同性恋聊天室上刊登卖淫广告。

温教授说，主控官在处理这些案件时所面对的矛盾是：是否该把犯案者送去监禁，因为主控官必须考虑到监刑的后果。在这种情况下，非政府组织和社会工作者可以扮演重要角色。

在多数案件中，主控官需要考虑到各种因素，例如：涉案双方的年龄、其中一方或双方是否出于自愿，甚至是家长的要求。当主控官只给予犯案者警告时，受害者的家长通常会要求犯案者受到更严厉的法律制裁。温教授表示，法律将根据涉案双方的陈述、犯案者是否有悔改之意，以及受害者和家长的需求，酌情处理每一起案件。

惊人的趋势

今年初，《海峡时报》报道有关本地涉及未成年少女发生性行为的案件数量增加的趋势。以下是一些统计数据：

- 同16岁以下少女发生性行为的案件激增，从前年的216起增至去年的310起。
- 涉及14岁以下少女的法定强奸案，从57起增至去年的63起。包括同16岁以下少女发生性行为的案件，也从159起激增增至247起。

Raising awareness of child abuse and family violence for the upper primary

The Ministry of Community Development, Youth and Sports (MCYS) commissioned Act 3 International to coordinate and conduct a Theatre in Education programme on child abuse, with the aim of raising awareness among upper primary students on family violence and child abuse through theatre.

MCYS engaged Children's Society, along with other agencies familiar with child abuse management work, to run the facilitation session following the skit put up by Act 3 International.

Topics covered by our staff included the identification of private body parts, appropriate/inappropriate touches, what can a child do in case of abuse and who should a child approach for help.

Children's Society completed 12 facilitation sessions in February and March 2010.

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