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## Introduction

As the lead institution, KK Women's and Children's Hospital's theme for **SingHealth President's Challenge 2014** was **"A Culture of Compassion"**, which was inspired by SingHealth's core values of Compassion, Integrity and Collaboration.

Under the leadership of the Chairman, both Steering and Organising Committees planned **communication and engagement activities** that enhanced community connection, participation and collaboration within and beyond the SingHealth cluster.

Demonstrating how the SingHealth family comes together every year to help the less fortunate in Singapore through the national cause, President's Challenge.



## Methodology

- Integrated marketing communications channels** include website, mobile site, emailers, ebanners, facebook posts, on-site heart pillar wraps and posters across all SingHealth Institutions and Centres, including external partners such as medical, nursing and allied health schools, tertiary and secondary schools and beneficiaries.
- Multiple donation and sponsorship platforms** through pledge cards, direct appeal letters, individual sale of heart stickers to public, corporate sponsorships of heart pillar wraps, shuttle bus wrap, polo t-shirt, goodie bag and its items, lucky draw prizes, discount coupons etc.
- Mass participation during finale event** that included family walk, stage performances, games and health screening booths by beneficiaries volunteers and staff.

## Results

- A record amount of **\$510,000** was raised, resulting in a total of **\$1.02 million** raised including government matching
- "Largest Display of Pledge Stickers"** in the Singapore Book of Records with over **9,318 stickers**
- New mobile site and website** enabled donations of over \$14,000
- Total of **82 sponsors, partners and stakeholders** contributed through donations and sponsorships
- Over **500 SingHealth staff, 200 volunteers and 100 beneficiaries** participated in the finale event

## Conclusion

The strong support from beneficiaries, volunteers, donors, students and staff for SingHealth President's Challenge 2014 is testament that planned communication and engagement activities provides SingHealth with a platform to rally the community to build a caring and inclusive society in Singapore.

