

# Be *part* of it: Make a difference

*Find out about  
CR programmes  
and how you can  
get involved by  
sharing your skills  
and expertise.*

*January 2015 -  
March 2016*



# Corporate Responsibility (CR)

*At PwC, our purpose is to build trust in society and solve important problems. As a firm, we believe in fulfilling our corporate responsibility and in giving back to society by helping the community and environment at large. This is part and parcel of our endeavour to build trust in society in a broader sense. Looking after the communities and environments in which we work isn't just good manners, it's good business.*

*"Our vast range of CR initiatives allows each and every PwC employee to contribute differently and uniquely to society – regardless of your field of expertise within the firm, you'll find something that interest you."*

*~ Yeoh Oon Jin,  
Executive Chairman, PwC Singapore.*



*"The main driving force behind our corporate responsibility is the interests of our staff to give back to the community we live and operate in."*

*~ Deborah Ong,  
Corporate Responsibility Leader,  
PwC Singapore.*



# Our Commitments



## Community

At PwC, we're committed to making a positive, lasting impact in our communities by sharing our time, knowledge, resources as well as inspiring and harnessing the dedication and capabilities of our people.



## Environment

At PwC, we're committed to respecting the environment by raising awareness of the footprints we are leaving on the planet and taking measurable steps to reduce the environmental impact of our business operations.



## Responsible Business

At PwC, we're committed to the highest standards of professional integrity and in promoting sustainable practices.



## Diversity & Inclusion

At PwC, we're committed to helping our people – from their varied backgrounds and experiences – to build a rewarding career and achieve their full potential.



## What does volunteering have to do with PwC Corporate Responsibility?

As a firm, our success depends on the success of our clients. In turn, their success relies not just on the value we offer, but also access to a customer base that is a healthy, prosperous, safe and diverse environment.

PwC's Corporate Responsibility programme encompasses a broad range of corporate strategic relationships and local initiatives. Regardless of your field of expertise within the firm, there's something for you. We aim to match your skills and resources to the needs of local community organisations, while offering you varied experiences.

*"I have received so much from society; it is only right that I do what I can to give back to those less fortunate than me."*



# Why volunteer?

Volunteering allows you to give back to the people and places which our business depends on, while providing a different experience and development of skills. Supporting the wider community in this way is inspiring and rewarding. It also helps you make more enlightened business decisions based on your first-hand experiences.

## Key facts

- In 2014, we contributed more than \$3 million to our communities by way of financial support, our volunteers time and the provision of business expertise.
- Over 2,000 of our people were involved in employee volunteering programmes during working hours, contributing more than 10,000 hours.

## Pioneering social change

Over the last few years we've increased our efforts in:

- **local communities** by helping senior citizens through our Banda Street project
- **education** of young people to help improve their lives through our Overseas Community Programmes
- **environment** through our partnership with Nparks to build a new level of environmental understandings in our staff and partners

*"The students and teachers had only good feedback on the paper flight activities at MacRitchie Reservoir Park! It has been great knowing and working with PwC, West Spring Secondary, NParks and Agaperium. I hope this partnership will grow stronger. "*

*Ms Annie Tan, Vice Principal,  
Fernvale Gardens School  
Nature Cares Programmes 2013*





### **How it works**

We have an extensive array of programmes both in Singapore, as well as in the region, including Laos, Cambodia, Vietnam, Philippines and Myanmar. We are planning to expand our reach to more countries and this year's first trip will be to the Philippines. **Doing the right thing** for our communities and being a **catalyst of change** is a key part of our strategy and culture. These programmes offer you a chance to volunteer. Details of these programmes are provided on the following pages. If you're interested to volunteer for any of the programmes, please contact your programme champions or email SG Corporate Responsibility Team/SG/HR/PwC.

*“Despite the short duration, the students did find the sessions interesting and enriching. Thank you for giving our students an opportunity to experience the fulfilment of giving back to society.”*

*Ms Ng San San, Teacher,  
West Spring Secondary  
Nature Cares Programmes 2013*





## Our signature events – About Banda Street



**675** volunteers  
**45** Coaching Groups  
**1,040** beneficiaries  
**1,040** goodie bags filled with daily necessities

Partnering Organisation:  
**Kreta Ayer Residents' Committee**  
Expected period: **September 2014 – April 2015**  
Official Launch: **17 April 2015**

The Banda Street Project is now in its 5th iteration, Banda Street is an effective platform through which the firm offers assistance and support to the elderly living in 1-2 room flats in the Chinatown area. This flagship Corporate Responsibility project also contributed significantly to the firm's recent win at this year's President's Volunteerism & Philanthropy Awards (PVPA), clinching the President's Award for Volunteerism (Corporate).

### Objectives and outcomes

- 1. Enhancing lives** – Since embarking on this project in 2008, PwC has offered assistance and support to the elderly in the form of interactions, performances and goodie-bag distribution. Last year's approach included installing energy-saving light-bulbs, providing electric fans and new mattresses. This year, several art murals will be painted by our staff in an effort to transform the colours and lives of residents.
- 2. Building bonds** –Through door-to-door interactions and visits via our goodie bag distribution, bonds between staff and residents have been forged in the past 6 years, and we will continue to build on these relationships moving forward. The wall mural painting activity this year will see PwC staff volunteers painting alongside the elderly residents and thereby creating additional opportunities for interaction and dialogue.
- 3. Encouraging Community Service spirit in staff** – By offering staff the opportunity to engage in community service through Banda Street, we seek to raise awareness on the community's needs. Employees are also encouraged to pursue their own community service efforts beyond firm-initiated activities.







## Mural Painting - Colouring Banda Street

As the Banda Street community mainly comprises of senior citizens, our wall murals will mostly portray Singapore as it was in its early years. Such images seek to enable our pioneer generation in looking back and reminisce fondly about their younger days as well as remind all Singaporeans on how far we have come as a growing nation. These murals thus serve to **inspire a sense of belonging to Singapore**.

Apart from the past, the mural paintings also depict the present. National icons such as the Vanda Miss Joaquim will be featured alongside local tradition and culture (i.e. Tai-chi martial art popularly practiced at void decks). These uniquely Singaporean illustrations aim to **build on our national identity** and foster a **love for our country**.

These murals will be situated at common areas of the neighbourhood, where estate residents often gather and where community interaction is most vibrant. We envision residents coming together to discuss the images of Singapore's past, present and future, inevitably building hype and excitement about **celebrating Singapore's 50th anniversary**, a significant milestone for many of the elderly residents who helped shape the nation and watch it develop through the years.

Staff volunteers are encouraged to interact and bond with residents, regardless of whether they signed up for painting, preparing/distributing goodie bags, or serving food. Residents will also be urged to mingle at social areas and admire the murals together. These initiatives aim to bond Singaporeans from different generations and walks of life **as one people and community**.



# Our signature events – Overseas Community Programmes (OCP)

In 2005, as part of “Developing Responsible Leaders Programmes”, Senior Managers and Partners were invited to participate in an overseas community programme. We have expanded our footprints through the collaboration with YMCA and over the years, we have sent volunteers of various grades to Shanghai, Siem Reap, Phnom Penh, Sichuan, Ho Chi Minh, Koh Roka, Luang Prabang, Dalat and Patheingyi.

It's our **9th** year now! Come join in our overseas community programmes partnering YMCA to Philippines, Myanmar and Vietnam in 2015. Be the change and make a difference! The expeditions include both teaching of English and skills-based workshops together with the infrastructure components.



*"To inspire corporate responsibility by engaging the hearts and minds of our people with the wider community"*

## OCP – Philippines, Western Visayas

**Expected period:** 7 November 2015 to 15 November 2015

**Time commitment:** 9 days (4 working days)



This will be the first year we will carry out our OCP in Philippines. The project aims to provide assistance in the rebuilding of homes and refurbishment of schools struck by the 2013 typhoon Haiyan. Volunteers will be conducting skill-based workshop for the high school students and assisting in the rebuilding projects for schools and communities.



## OCP – Myanmar, Patheingyi

**Expected period:** 1 August 2015 to 10 August 2015

**Time commitment:** 10 days (4 working days)



In Myanmar, the aim of the project is to equip the vulnerable youth from marginalised communities with basic skills to become self-sufficient. Part of the programme which will be in collaboration with PwC Myanmar. Volunteers will be carrying out workshops on basic skills like literacy, numeracy and life skills and involving in a bridge construction project to improve mobility and accessibility for the villagers.



## OCP – Vietnam, Mekong Delta

**Expected period:** 5 September 2015 to 13 September 2015

**Time commitment:** 9 days (5 working days)



The focus in Vietnam is on education. Volunteers will conduct English literacy programme for the village schools in Ben Tre Province to tighten the literacy equality between the village children and city children. In order to achieve the national standards for education, volunteers will also be involved in the construction and refurbishment of basic facilities such as toilets, concrete courtyard and tiled classrooms.



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# Caring for our environment

## Earth Hour

**Partner Organisation:** World Wildlife Fund

**Time Commitment:** Approx. 2 hours per week for 6 weeks leading up to Earth Hour

**Expected period:** March 2015/2016

**Location:** PwC office

**Tags:** Environment



Earth Hour is a worldwide event encouraging businesses to turn off their non-essential lights for an hour to raise awareness about the need to take action on climate change. This event has been a long-standing tradition at PwC. We actively seek for other avenues such as mail blasts, flash screen to make PwC's staff realise that Green measures are not only a 'one-hour-a-year affair'. Volunteers will have the autonomy to suggest on the mini projects they feel are able to increase staff's awareness on Green measures we can adopt in the office.

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## PwC EcoChallenge Day

**Time Commitment:**

Organising Committee: 2 hours per week for 2 months leading up to the event.

Actual day helper: 4 hours (2pm - 6pm)

**Date:** 11 September 2015

**Location:** East Coast Park

**Tags:** Environment



In celebration of SG50, PwC pledges to plant 50 trees in participation of the NPark's SG50 Mass Tree Planting as part of the Clean & Green SG50 to create a greener Singapore. To increase awareness on climate change and environment conservation, we would like to invite all staff to contribute to the carbon emission reduction by collectively clocking 5000km through cycling during the event, with a target of 600 staff. We invite passionate environmentalists who believe in protecting the environment to be a catalyst to help organise and spread the Green message.

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## EcoWeek

**Time Commitment:**

Organising Committee: 2 hours per week for 2 months leading up to the event

Actual day helper: 2 hours on day of event (dates TBC)

**Expected period:** 7 - 11 September 2015

**Location:** East Coast Park

**Tags:** Environment



EcoWeek at PwC is all about raising awareness, sharing ideas and getting involved in environmental initiatives. PwC is looking to organise lunchtime talks by Partner Organisation for PwC staffs to create and raise awareness on today's environmental issues. We encourage PwC staff to take responsibility for our environmental impact and preserving our environment. We are looking for independent and dynamic individuals who believe in spreading the Green message. Volunteers will be required to liaise with the Partner Organisation on the scope of the lunchtime talks as well as PwC Cafe for lunch arrangement.

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# Volunteering your skills

## Skills-based Volunteering

**Partner Organisation:** SQP Program, Shared Services for Charities

**Expected period:** Any time during the off-peak season

**Location:** Varies

**Tags:** Professional



Skills-based volunteering is the practice of using work-related knowledge and expertise in a volunteer opportunity, be it an opportunity to share financial or to use your strategic skills. Activities led by skilled professional often provide beneficiaries with a sustainable impact. Each volunteer, in turn, will receive professional development opportunities and contribute in a substantial way with passionate commitment to the society.

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## CG Outings

**Partner Organisation:** National Arts Council, Goodman Arts Centre, Make A Wish Foundation, SUN-DAC, National Parks Board

**Time Commitment:** 16 hours per workshop

**Expected period:** Varies

**Location:** PwC

**Tags:** Arts, Children, Environment



In PwC, all staff are grouped in Coaching Groups (CGs) that help to support each other both in and out of work. Each CG usually organises activities a couple of times a year to bond and get to know each other better. Should your CG wish to do something more meaningful, why not get involved in a CR activity during one of your CG outings? Please contact the respective champions for more information.

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## International Accountant's Day

**Partner Organisation:** CPA Australia, ISAC, SAC

**Time Commitment:** Organising Committee: 2 hours per week for 2 months leading up to the event

Actual day participant: 4 hours on day of event

**Expected period:** November 2015

**Location:** Varies

**Tags:** IAD



International Accountant's Day is a professional holiday of all accountants, and dates back to year 1494, when the first book on double-entry bookkeeping was published in Venice. In Singapore, accountants come together to celebrate the accounting and finance profession through a fun-filled event which connects accountants in Singapore with exciting games, soothing live music and meaningful charitable activities.

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**Scheduled activities:**  
**July 2015 and December 2015**

## Arts@Work

The National Art's Council's (NAC) population survey on the Arts in 2011 showed that more than half of all Singaporeans believed that arts and culture broadens the mind, encourages creativity and enriches lives. PwC believes in all of that and led us to embark on the Arts@Work project with the NAC.

The Arts@Work project is a collaboration between NAC and PwC. In the past, we have invited photographers, storytellers, paper cutting experts and artists to share their special talents with the staff of PwC. We have been using arts as a tool for employee engagement, team bonding, ideas creation, relaxation, corporate social responsibility and training.

An evident example of how Arts has been brought to the community can be seen through PwC 2014's flagship CR event. Murals were painted all over the Banda street area in a bid to beautify the surroundings. In the year 2015, we will be planning more activities in the June and December period, so do keep a lookout!



## Therapeutic Massage by the Visually Handicapped

**Partner Organisation:** Singapore Association of the Visually Handicapped (SAVH)

**Time Commitment:** Every 3rd Friday of the month (4 hours)

**Expected period:** Ongoing

**Location:** PwC

**Tags:** Handicapped



PwC invites the visually handicapped masseurs from SAVH to our office on a monthly basis to provide massage services to our staff. While we enjoy the massage services, we are also providing the visually impaired with an employment opportunity and helping them gain financial independence. Show your support by signing up through the monthly emails from the Corporate Responsibility team, or volunteering to help organise this monthly event.

*"The masseurs are very skilled and friendly and they put people at ease."*

*Liew Yee Hui,  
a regular supporter*

## Charity Runs

**Partner Organisation:** ISCA, SGX, JP Morgan

**Time Commitment:** 4 hours

**Expected period:** April to November

**Location:** Varies

**Tags:** Charity Run















To support our client's and stakeholder's community projects, we participate in various charity runs. Each year, we see more than 1000 PwC staffs signing up for our runs. If you are interested in supporting charity runs, look out for announcements from our sports club!





























# Calendar and Skills matrix

For more information relating to any of the activities, please contact the following champions:

Tag	Description	Champion
	Arts	TBC
	Banda Street	U-Nice Chan
	Carbon Footprint	Bilal Abduliah
	CG Outing	Lee Gee Hong
	Charity Run	Sports Club
	Children/Youth	Wesley J Lye
	Environment	Monica Hira
	Handicapped	Jiahui Jian
	Int'l Accountants Day	TBC
	Overseas Community Projects (General)	Angeline CH You
	<ul style="list-style-type: none"> <li>Philippines</li> <li>Myanmar</li> <li>Vietnam</li> </ul>	Jian Xuan Khoo Cheryl YX Gan Cordelia X Han
	Professional	Doreen PL Seah


Whether you have one afternoon or a few hours a month, there are lots of different ways to get involved. Everyone gains something different from their volunteering experience. This matrix outlines how volunteers told us they have developed through taking part in our different volunteering programmes, in relation to the firm's "PwC Professional" framework.

Month	Activity	Tags	Whole Leadership	Business Acumen	Technical Capabilities	Global Acumen	Relationship	Community understanding	Environmental understanding	Education issue understanding
Jan - Mar 15	Banda Street (Mural painting)	 	•	•	•	•	•	•		
Mar 15	Earth Hour		•						•	
Apr 15	Banda Street (Goodie Bag Distribution)		•			•	•	•		
	JP Morgan Run		•	•		•	•	•		
Jun 15	Overseas Community Programmes – Philippines	 	•	•	•	•	•	•		•
Jul 15	Arts @ Work				•	•	•	•	•	•
Aug 15	Overseas Community Programmes – Myanmar	 	•	•	•	•	•	•		•
Sep 15	Overseas Community Programmes – Vietnam	 	•	•	•	•	•	•		•
	Nature Cares with Nparks		•			•	•		•	
	EcoWeek		•			•			•	
Oct 15	Nature Cares with Nparks		•			•	•		•	
Nov 15	SGX Bull Charge		•	•			•			
	PwC Experience Run		•				•	•		
	Nature Cares with Nparks		•			•	•		•	
	Int'l Accountants Day		•				•	•		
Dec 15	Arts @ Work				•	•	•	•	•	•
Feb 16	Arts @ Work				•	•	•	•	•	•
Mar 16	Earth Hour		•						•	
Ad-hoc	Therapeutic Massage by the Visually Handicapped		•				•	•		
	Skills-based Volunteering		•	•	•	•	•	•		•
	CG Outings	 	•				•			•








SG Corporate Responsibility Team/HR/PWC 

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<http://pwc-spark.com/groups/pwc-connect-sg> 

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