



## CORPORATE SOCIAL RESPONSIBILITY

" We are what we repeatedly do. Excellence then, is not an act, but a habit ". - Aristotle



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SINGAPORE . MALAYSIA

Member Of  
**The SIR Group**





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## Corporate Social Responsibility

Type: CSR	Ownership & Accountability: ALL	Supervisor: Shyla Mathews
	Last Updated: 21 Aug 2019	Author: Shyla Mathews

### The creation of SMAD:

In our efforts to consolidate our CSR efforts over the last decade, we created SMAD. SMAD simply stands for SIR MAKE A DIFFERENCE. It has a dedicated Facebook Page that communicates and highlights all our on-going efforts.

<https://www.facebook.com/pg/sirmakeadifference/>

The premise of all SMAD's effort is to make a direct and lasting impact in the countries in which we operate and surrounding nations that need assistance in the form of tangible and physical involvement.

SIR's management is always directly involved in all efforts and employees are encouraged to participate.

### How it began:

#### Sunrise Children's Village/Phnom Pen/Cambodia 2009

It started with a container being sent to Cambodia in 2009 and a trip to Phnom Penh to help with the Container Unloading. The wonderful experience at Sunshine Children's Village and the enigmatic personality of Founder Geraldine Cox spurred the beginnings of many wonderful years of making a difference.

#### 5 More Trips to Cambodia 2010 - 2016

Since then we have returned to Cambodia 5 times supporting, mobile maternity medical facilities, numerous orphanages, homes, charities and more.

#### 1<sup>st</sup> Trip to Sri Lanka - 2014

In 2014 we decided to explore the possibilities of working with Charities in Sri Lanka and was successful with the aid of expats living and working there.

### What do we send to the countries?

A wish list is provided by each administrator of what is needed, and our job is to make it come true either with donations of new and gently used items or sponsorships.

SIR's CSR policy is to send the containers to the various recipients with a team of volunteers to assist with the unpacking and physical set-up.



Owners Charlie Scott and Shyla Mathews have personally assisted with the onsite support in the receiving countries.

### **Supporting Cerebral Palsy and Autism in Singapore**

Apart from annual donations, we have also supported Fund Raising Efforts for persons suffering from Cerebral Palsy and Autism. This has included annual Charity Cycling Events, participation and sponsorship of Running Events. In 2019, we will be supporting The Andrew's Autism Centre Run Team in their participation of The Yellow Ribbon Run.

### **My First 7 Days in Singapore**

In 2016, through crowd-funding we published a Children's Book, "My First 7 Days in Singapore" with the support of 7 talented local artist and proceeds of the book have helped defray some of the costs involved with our charitable efforts. These books are available at the National Library and in International Schools. The theme is children's first experiences in Singapore, including important events like "Giving-Back". The books are on sale for \$15/-. Please email [amy@sirmove.com](mailto:amy@sirmove.com) to purchase your copy.

### **House Building In Cambodia, 2019**

SIR joined friends who have been regularly house-building in the provinces in Phnom Penh. This was made possible through the Tabitha Foundation Cambodia which is a sustainable non-profit organization which was initiated, founded and established in 1994 by Ms Janne Ritskes. Since then, it has worked with over 1.8 million Cambodians in the country's poorest communities. Tabitha's philosophy of self-help is designed to promote self-sufficiency and dignity through savings, counselling, and goal-setting programs.

Tabitha's House Building programme brings together volunteers from around the world to help construct houses for families participating in their Savings Programme. Community elders and Tabitha staff select the neediest families, who are to receive a house, from within a community. Each family will, over the course of several years, have accumulated enough savings, usually US\$40 –US\$100, to buy a small piece of land and some of the building materials. The donations from the volunteers covers three elements essential to a family's journey out of poverty: Housing; Water; and participation in the Savings Programme. Tabitha hires local contractors to construct the foundation and frame the structure, and volunteers can then install floors and walls over the course of two or three days' time.

The SMAD team will definitely be returning in 2020!

### **Winning The Finder's Expatpreneur Awards 2019 – Pay it Forward**

For all our efforts over the years, we were recognised with a Pay it Forward award from The Finder Magazine.

For more information on our CSR efforts please email [shyla@sirmove.com](mailto:shyla@sirmove.com)