



2017

A YEAR IN REVIEW

Dear Friends,

2016 was a year of growth and rejuvenation for Mercy Relief because of your support and generosity. We said we would upgrade our infrastructure, develop a whole new brand and strengthen the capacity of our team to deliver on our work. Looking back, we did that and more.

This year 2017, we chartered a strategic course around three pillars to attain collective impact and scale. We are proud to report that we exceeded our own goals on that front, and we hope, your expectations.

Firstly, we wanted to ensure our 5 areas of sustainable development were measured and impactful. This year alone, we empowered over 52,000 beneficiaries. I encourage you to read the stories of Emerlyn and Saw Htoo Win. Our funds were distributed more strategically to respond to the most needy communities including Myanmar and the Philippines.

Secondly, we aimed to create partnerships that extended our reach. This meant growing our network and presence across multiple touchpoints from physical such as Singapore Post, to digital media channels.

Last but not least, we wanted to grow from our home base in Singapore and contribute to our nation's ambition to be a resilient and secure society. From the ongoing threat of terrorism to the onslaught of natural disasters, we live in a time where trust between different races in our society is being tested like never before. As a home-grown organisation, we have worked hard to provide a platform for people of different backgrounds to come together for the greater good. For our efforts, we were recognized by NCSS as an associate member in light of our efforts to support the local social service sector.

As we look ahead to 2018, Mercy Relief aims to scale our impact both locally and regionally and reach out to more communities in need by raising SGD\$3 million for our '15th Year Anniversary Impact Fund'.

We hope that you will join us in this effort and belief that our little country can make a big difference.

Regards,



Zhang Tingjun, Executive Director



Bangladesh



India



Indonesia



Japan



Myanmar



Nepal



Philippines



Sri Lanka



Timor Leste

We responded to 4 major regional disasters and implemented 17 development projects across 9 countries.

We impacted

> **52,000** beneficiaries

Across

6 areas of focus



Relief



Water
& Sanitation



Healthcare



Livelihood



Shelter



Education





Relief

India

Meet Poonam Devi. As a mother of 2, she learned how to protect her children from waterborne illnesses. Together with our partners, we demonstrated how to clean water sources and prevent the spread of disease.

“The bucket is my favourite item.”

Devi said, referring to one of the many items provided during our South Asia Flood Relief Distribution Operation.



Water & Sanitation

Myanmar

Saw Htoo Win used to trek 45 minutes every day to collect water.

“I am so happy there is no need to worry about water anymore.”

As part of our Water for Life programme, 15 taps have increased the access to water for the community in Myawaddy.





Healthcare

Indonesia

Meet Ibu Hasanah and her son. Ibu Hasanah was a beneficiary and volunteer for our community kitchens in the Maternal & Child Healthcare Programme (MCH) for our Aceh Earthquake Relief efforts.

“I ran to higher ground and saw some of my neighbour’s homes collapsed.”

She felt empowered by the opportunity to help others and provide her son ‘good’ food. MCH provided mothers with nutritious meals, health check-ups and medicine.



Livelihood

Nepal

After attending our post-Nepal Earthquake masonry training, seasoned local mason, Phurba Tamang realised that he had not been using construction techniques that could withstand disasters.

“I know now the reason the houses collapsed. I will use the knowledge, skills and techniques I learned from this training to construct earthquake resistant buildings. I can teach the other villagers too.”

36 masons were trained and now take on an active role in rebuilding their community and enjoy increased job opportunities.





Shelter

Bangladesh

In the Balukhali Camp we met Mahmuda Khatun and her son. The Rakhine conflict left her without her husband and 3 other sons. Bearing the weight of her loss, she must manage to find food, water and shelter. Upon receiving the shelter kit, Mahmuda likes...

“That it is portable. I can bring it to places difficult to reach.”

To families like Mahmuda, we provided tents, solar lamps and dignity kits.



Education

Philippines

Meet Emerlyn, who went from trainee to trainer. Through our Community Savings Programme, she learned financial planning and now trains others to do the same.

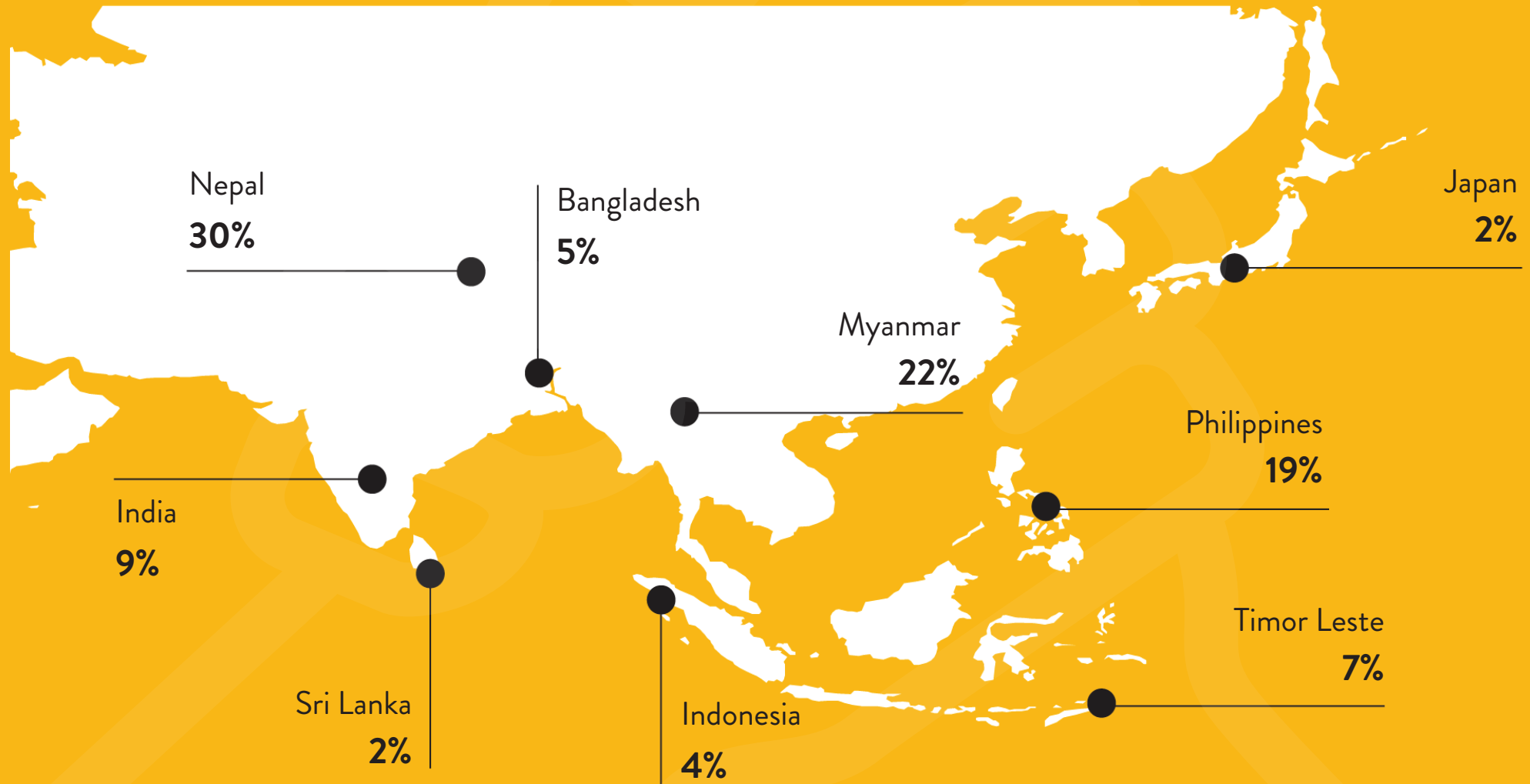
“I learnt that we can save little by little and buy what we need. Mercy Relief taught us that we have rights and together we can solve poverty. I am a happier person now and I can help.”

With her savings, Emerlyn was able to pay for her child’s birth and furnishings for her home.



Your Reach

Funds distributed as of Dec 2017





PARTNERSHIPS

Extending our reach



Across 18 Singapore Post Branches,
people gifted their spare change.
Every cent counts in our efforts.

Sealed Air worked with disaster survivors to sew over 2,500 bags from recycled linens. This created on the job training and livelihood opportunities for local communities.





Advertising conglomerate Dentsu Aegis Network lent its regional media network including A+E, Clear Channel, Focus Media and Fox Networks to raise awareness of Mercy Relief's brand.

Salesforce was the leading technology provider to Mercy Relief. Employees also went beyond technical assistance and raised funds for the South Asia Floods.





Singapore Armed Forces helped transport tents and solar lamps to Bangladesh. This helped save logistical costs furthering impact to beneficiaries on the ground.

Together with luxury brand Hermès, we worked on a coastal restoration initiative in the Philippines, safeguarding vulnerable communities against the effects of natural disasters and climate change.





OUTREACH

Our local engagement



We were recognised by NCSS as an associate member in light of our programmes and activities that support the local social service sector.

In an effort to enhance Singapore's regional response to disasters, we hosted a dozen Civil Society Organisations (CSOs) to discuss, understand and 'Navigate the Singapore Humanitarian Eco-system'.



R | C | G

REGIONAL CONSULTATIVE GROUP



HUMANITARIAN CIVIL-MILITARY COORDINATION

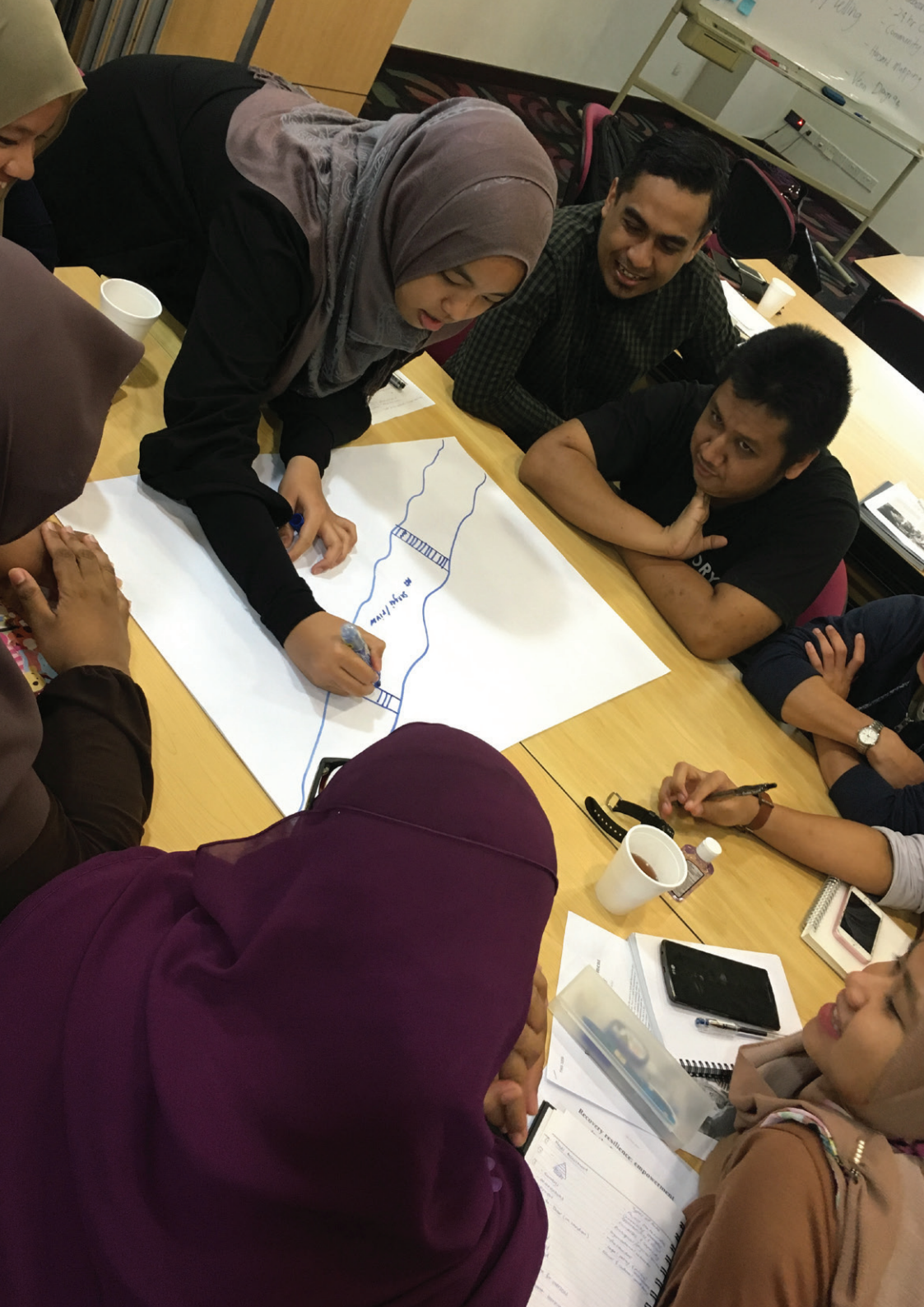
ASIA AND THE PACIFIC - THIRD SESSION



We presented an in-depth view of the role technology and innovation play in humanitarian and civil military coordination.

We launched Ground Zero Challenge,
an experiential simulation that puts
participants through a survivor's journey
and tests a corporate's ability to respond
to disasters.





We empowered our inaugural class of 40 youth leaders on how to develop social impact driven projects using the right tools and frameworks.

Over 1,500 participants and 30 partners came together for our largest flagship event – Ground Zero Run for Humanity. Together with the Food Bank Singapore, we distributed food packs to over 700 needy families.



Photo Credit: RunSociety

Mercy Relief heads to South Asia to assist in flood relief efforts



Indian villagers rest in makeshift shelters after being displaced by district on Aug 19. More than 750 people have died and millions of floods in South Asia. (Photo: AFP/Diptendu Dutta)

体验灾区生还者艰辛

张问寒 报道
zwenhan@sph.com.sg

新加坡人道救援组织慈援 (Mercy Relief) 举行特别义跑活动, 让参赛者背着五公斤重的米袋跑步, 以模拟灾难中生还者以及救援人员与时间赛跑的情景。

第三届“Ground Zero Run for Humanity”义跑活动将在8月13日举行。

在这个新加坡唯一一个以人道救援为主题的义跑中, 参赛者将背着五公斤重的米袋跑完五公里或十公里的路程, 模拟灾难生还者为领取救济品长途跋涉的情景, 了解受灾者面对的艰辛。

米袋之后则会通过新加坡食物银行 (The Food Bank)

2015年4月底尼泊尔地震爆发后, 慈援执行总监张婷君 (35岁) 亲身感受到了尼泊尔人民对于家园强烈的自豪感。

“一些徒劳的人们竟然会拒绝我们的援助, 因为他们觉得更需要帮忙的人可以受惠。还有一个居民, 他把家里剩下的最后一袋马铃薯与村民分享, 因为他不想村里再有人去世。”

在当地的救援行动中, 尼泊尔人民所展现的坚韧和主动性让救援人员深受鼓舞。但是与所有救援行动一样, 诸多障碍例如高涨的物价、繁文缛节、政治环境以及如何确保资金的透明度都会给实际行动增添困难。

慈援国际救援项目高级经理

刘凯婷说, 慈援的取提供三到五年的较长在确保长期投入的同时着重于让社区本身掌握和抵御灾难的能力。

“我们80%的精力在灾前预防工作上, 旨在的紧急应变能力和基础为了长久加强当范围的广播中添加了防措施的节目。慈援匠传授如何搭建抗震训练他们在自己的社区意识和技能。

SINGAPORE: Disaster relief agency Mercy Relief is n



DATE
13 August (Sunday) 2017

TIME
7.30am

VENUE
Marina Grove, East Coast Park

- 10km Race Against Time
- 5km Relief Aid Challenge
- 1km Dash for Humanity

The devastating earthquake that hit N April 25, 2015 resulted in 8,881 reported deaths and about 18,000 injured.

Mercy Relief, a disaster relief agency based in Singapore, sent a relief team to administer aid within 48 hours.

On Tuesday (April 25), Mercy Relief marked the two-year anniversary of the earthquake by sharing with media the steps they have taken to aid the Nepalese over the past two years.

Ms Carol Liew, 29, senior manager of international programmes in Mercy Relief, said that when they arrived, it was chaos.

Government said it would donate about \$300,000 worth of humanitarian relief supplies to Bangladesh and Myanmar for the affected communities.

Singapore had also expressed concern about the humanitarian situation, and said it stood ready to support efforts by Asean to provide humanitarian assistance.

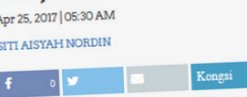
Yesterday, Mindef said that since conveying the Singapore Government's offers of humanitarian assistance to the governments

Sept 29, the SAF has been working closely with Singapore's Foreign Ministry, Mercy Relief and the Bangladeshi government to coordinate the delivery of aid supplies to meet displaced people's needs.

Dr Maliki said the supplies delivered were based on feedback from the Bangladeshi government on the needs on the ground.

"We hope this will alleviate some of the conditions of some of the people who are currently in Cox's Bazar," he said.

Mercy Relief beri sokongan bina 20 bilik darjah



Today
WEDNESDAY 13 DECEMBER 2017

Singapore World Big Read Opinion Visuals Brand Spotlight

Mercy Relief testing home-grown innovations for relief effort

We generated over \$1.5 million impressions of earned and sponsored media across social, broadcast, out of home and mobile channels.



THANK YOU

For helping to empower communities across Asia.