

**ACRES
CORPORATE CONSCIENCE (CSR) PROPOSAL
In conjunction with
Business and IPC Partnership Scheme (BIPS)**



INTRODUCTION TO ACRES.

- ACRES (Animal Concerns Research & Education Society) is a Singapore-based charity and Institution of Public Character (IPC) founded by Singaporeans in 2001 with the aim of ending animal cruelty in Asia.
- We have five focus areas: **Wildlife Rescue and Rehabilitation, Tackling Wildlife Crime, Humane Education, Community Outreach and Promoting Cruelty-Free Living.**
- ACRES operates Singapore's **only dedicated 24-hr wildlife rescue service/hotline** and **wildlife rescue centre**. As of July 2016, ACRES has **rescued over 8,000 wild animals** in Singapore.
- Our roadshows, **over 700 of them to date**, have reached out to over **100,000 children and adults** every year, raising awareness on how we can all end animal cruelty and create to a more compassionate society.
- In 2015, ACRES launched the **ACRES Animal Crime Investigation Unit (ACIU)**, to conduct investigations into the illegal wildlife trade and animal cruelty cases, to ultimately end wildlife crime and animal cruelty in Singapore.
- Every year, **volunteers clock in up to 17,000 hours** helping animals through ACRES. Our dedicated army of volunteers help with all aspects of our work, from wildlife rescue to educational programmes for schools to fundraising.

WHY HELP ANIMALS AND NATIVE WILDLIFE?

Just like us, animals feel pain and fear. There is also evidence that many animals probably experience a whole range of emotions similar to ours, such as joy, sorrow, loneliness and boredom. We want to do what we can to alleviate suffering in the world. We know that animals can suffer, so they deserve our compassion and help too.

Protecting our native wild animals in their habitat is vitally important too. Each wild animal plays a critical role in maintaining the balance in Singapore's delicate ecosystems and in preserving our precious remaining wild places. A Singapore without wild animals would be a tragedy, especially for future generations.

A LITTLE MORE ABOUT US.

Our Reach at a glance:

- Website: 4,000 views every month.
- Facebook: 45,000 likes.
- Electronic Direct Mailers: Over 5,000 supporters.
- Instagram: Over 700 Followers.
- Twitter: Over 1,000 Followers.
- YouTube: Videos garnering more than 2 million views.

Media. We are regularly cited in local and international media articles relating to animal protection issues.



Relationships. We work closely with local Ministries on animal protection issues in Singapore. Over the past few years, **Mr. K Shanmugam**, Minister for Home Affairs and Minister for Law, **has been actively involved in local animal welfare symposiums and forums that we have organised**, such as the annual Chong Pang Public Forum of Animal Protection Policies. In December 2014, **Minister for Manpower, Mr. Tan Chuan-Jin, and Minister of State, Mr. Desmond Lee, washed cars** to champion an end to animal cruelty during an ACRES Charity Car Wash.

We have **collaborated with various corporates** like Apple Inc, Jebesen & Jessen (SEA), and Deutsche Bank for the building of wildlife enclosures, and construction of essential structures at the ACRES Wildlife Rescue Centre.

Recognition. In the Singapore Advocacy Awards 2014, Chief Executive, Mr Louis Ng, was conferred the award for Advocate of the Year, and ACRES as an organisation was also honoured.

There is a growing animal protection movement in Singapore, and we want you to be part of it.

Where you come in.

In conjunction with the Business and IPC Partnership Scheme (BIPS):

- **Volunteer as an Event Coordinator.**
 - As an Event Coordinator, you will **be part of the core committee of an ACRES event.** This would mean lending your skillsets (eg. Marketing, Human Resource, Public Relations, etc.) to plan and execute the event.
 - your company will get a **250% tax exemption** for all expenditure incurred, **and** for the basic wages of your staff that volunteer.
 - Events can include: **World Animal Day, ACRES Flag Day.**
 - Funds will go directly to our animal protection efforts, or to a focus area that you deem fit.
 - Alternatively, you can also choose to be an Event Coordinator for events next year, like our **ACRES Gala Dinner.**
- **Organise an internal event.**
 - If you prefer to work on a smaller scale project, you can choose to create an event and hold it within your company (e.g. A Bake Sale Fundraiser, Car Wash, Carnival, etc.)



What we can offer.

- **Tax Deduction.** As part of the newly introduced **Business and IPC Partnership Scheme (BIPS)**, you will enjoy a 250% tax deduction on qualifying expenditure incurred from your volunteering. You can read more [here](#).
- **Marketing & Publicity.** Your company's support will be officially recognised on all ACRES' social media platforms, throughout the span of the campaign or event, or for an agreed duration.
- **Positioning.** You will be branded as being socially responsible, and your company name and logo will be featured on our website as a 'friend of ACRES', on our corporate partners page.
- **Educational Talks.** When you hold team building exercises or company outings with us, we will deliver enriching talks on animal protection to all participants, without cost.
- **Volunteering opportunities.** After our collaboration, all staff members involved can chose to attend our wildlife rescue training, free of charge. This means that they will be equipped with the skills to become a wildlife rescue volunteer with us.

Alternative sponsorships for your consideration.

- **Lump Sum Donation.** A lump sum donation would mean that we will operate having the peace of mind that our efforts are funded for a period you deem fit, and the animals in our care will have what they need. You will be eligible for all the above-mentioned benefits, including:
 - The **250% Tax Exemption for the donation.**
 - Having **your company logo and name featured on our rescue van** - which will give you years of effective publicity as our van cruises around Singapore; should you choose to fund our Wildlife Rescue Service.
- **Matching Donation.** Gaining traction in recent years, Corporate Matching is statistically proven to have a high reach, as your brand gets propagated to the masses from the outset of the campaign, because people tend to donate more knowing that their donation will be matched. For every dollar that is donated by the public, your company can match it. You will be eligible for all the above-mentioned benefits, including:
 - The **250% Tax Exemption for the donation.**
 - Having **your company logo and name featured on the new rescue van** - which will give you years of effective publicity as our van cruises around Singapore rescuing wild animals; should you choose to fund our Wildlife Rescue Service.
 - **Integration of your brand into the publicity schedule for the campaign** from the onset, propelling your CSR collaboration further.

Thank you.

ACRES would not be able to do the work that we do without your kindness, generosity and support. We'd like to thank you in advance for taking the time to consider our proposal. We would like to hear your ideas too, and are keen to look into collaborating with you to save and protect Singapore's wildlife.

ACRES has helped thousands of animals, and with your help, we plan to help thousands more.



Please do not hesitate to get in touch with Charlene for further details:

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