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SPEECH BY PRESIDENT SHEARES AT THE LAUNCHING OF
THE RED CROSS DONATION DRAW 1979 AT THE ISTANA
ON SATURDAY, 21 JULY 1979 AT 11.00 AM

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I am pleased to welcome all of you here this morning. As members and friends of the Red Cross. 1979 is a significant year for the Singapore Red Cross as it represents 30 years of service to the people of Singapore. A 30 year history of service to the well-being of the less fortunate members of society bears testimony to the appeal of the Red Cross movement which encourages people from all walks of life to come forward spontaneously and volunteer their services to promote its cause.

In a situation of competing demands, fund-raising today poses much challenge. This challenge may be met by a combination of dedicated and capable volunteers and an efficient delivery of meaningful service to the community at home and internationally. While your society can be complimented as an efficient organisation carrying out its traditional activities and service programmes for the needy, the aged, and handicapped, it must also undertake new initiatives on account of rapidly changing values and human needs. Then the worthiness of its cause is enhanced.

I have noted with interest the availability to the public of a Red Cross Emergency Ambulance Service that operates daily between the hours of 6.00 pm to 11.00 pm. This is a step in the right direction - An appreciative direct service to the community which complements effectively the ambulance services provided by the state.

Fund-raising will have to remain a corner-stone activity in terms of Red Cross planning and development. At this juncture, I congratulate the Chairman of the 1979 Donation Draw, Miss Alice Chia and her hardworking committee, for undertaking the ambitious project.

With the expertise in fund-raising as represented by all of you today and the generosity of the people of Singapore towards a worthy cause, I am confident your efforts will realise high financial returns. I commend the Singapore Red Cross to the people of Singapore for their generous support.

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