

SINGAPORE YOUTH AWARDS 2004
COMMUNITY AND YOUTH SERVICES (TEAM)

THE BOYS' BRIGADE SHARITY GIFT BOX



"The joy of lighting up the eyes of the poor is one that cannot be bought and is worth every effort in going the extra mile. By fulfilling a beneficiary's personal wish and making delivery in person, we remind everyone that we are part of an inter-dependent society and will not be overlooked in our times of need. One who gives will realise that he benefits more from the experience."

The annual Boys' Brigade Sharity Gift Box (BBSGB) aims to bring cheer to the less fortunate during the Christmas season through the collection and distribution of gifts; inculcate the spirit of community service among the BB Boys; and promote the spirit of caring and sharing among Singaporeans.



Funded solely by donations from individual well-wishers and corporate sponsors, the BBSGB has grown in size and scope since it was first organised in 1988. Today, the BBSGB instils in the youths and volunteers the spirit of community service and helps to promote the spirit of caring and sharing beyond monetary contributions at a national level, and enjoys strong support from the public and corporate sector.

Each year, the BBSGB mobilises about 7,000 volunteers to man the collection booths, and to sort, pack and deliver the gifts to more than 125 voluntary welfare organisations and 3,000 individuals under public assistance.



Some beneficiaries like The Helping Hand, The Hiding Place, The Highpoint Community Services Association, The Promise Land Missions Limited, Teen Challenge and Mister Movers have, in turn, volunteered their delivery services to the BBSGB.

The late Dr Tay Eng Soon, Senior Minister of State for Education, had described the BBSGB as the "mother of all boxes", as it inspired corporations and organisations to introduce similar gift boxes during the other festive seasons. BBSGB has also continually revitalised the project with new ideas, such as

“Northwest Sharity Mobile Gift Box”, “Shopping Treat for 100 Beneficiaries”, “Amazing Comfort Sharity Race”, and “Talents and Caroling Pledged for Sharity”.

For its excellence in and commitment to community service and youth development, the Boys’ Brigade Sharity Gift Box is conferred the Singapore Youth Award (Team) 2004.