



Receive \$100 booking voucher* for 2018 stay.

DISCOVER STAYS

*T&Cs apply

1. NetReservations

HumanResources

NEWS

FEATURES

EVENTS

HRJOBS

PRINT

SUBSCRIBE: Free email newsletter

Email Address

GO

RECRUITMENT

LEADERSHIP

L&D

LEGAL

D&I

HR TECH

EXPATS

C&B

HR LIFE

TALENT MANAGEMENT

Key Topics:
2. Onboarding
and retentionHumanResources
WORKFORCE
MOBILITY
INTERACTIVE
2018Key topics:
STRUCTURING A
GLOBAL-READY WORKFORCEREQUEST
NOW

25/06/2017 Fri 11:10 in All markets by Jerene Ang

How Roche's CSR programme helped bring staff together



Are you using the best vendors and HR solutions providers in Asia?
Human Resources only recommends companies listed in the
HR Vendors of the Year Awards.

Last Friday, Roche Singapore raised S\$130,000 for Singapore charities and children in need in developing countries when more than 270 employees got together to take part in the Roche's Children's Walk 2017.

This year, the global pharmaceuticals and diagnostics company donated half the funds from the annual company-organised walkathon to local charities Club Rainbow Singapore and Children's Cancer Foundation, to provide support to children with chronic and life-threatening illnesses and their families.

While the remaining will go towards children's initiatives in Malawi and other developing countries to foster sustainable change by contributing to educational infrastructure, training future teachers, building skills capacity, and improving health and sanitation.

Speaking to *Human Resources* magazine, Chuah Ean Chin, country manager, Roche Diagnostics Singapore said: "We believe strongly in the notion of sustainability when it comes to helping our local communities. As such, our efforts are aimed at creating long-term change for these children to ensure a brighter future for them."

A ground-up, employee-driven campaign

Launched in 2003, the Roche Children's Walk is a global company-wide event which has seen more than 200,000 employees participating, raising more than CHF 15.4 million. The company matches the money raised by employees dollar for dollar.

Goh Chor Lim, head of HR, Asia Pacific, Roche Diagnostics revealed that while the event is global, each market is free to organise its own walk and fundraising activities.

"The Children's Walk is an established event in the Roche activity calendar, and our employees always look forward to this June event."

In Singapore, she shared that the event is a collaborative effort and is organised by a working group of volunteers from across all sites and departments, from the communications team to IT and engineers.

"I am proud to say that participation in the Walk and fundraising activities tend to happen organically at the ground level – it truly is an employee-driven campaign," she said, adding that this ground-up approach means employees really own the event and are inspired to make it a success.

ALSO READ: [Q&A with Goh Chor Lim, head of HR Asia Pacific, Roche Diagnostics](#)

Sharing about how the company communicated the event to employees, Goh said: "Communications begin around 2-3 months before the walk to raise awareness of the purpose and the charities.

"Our staff also organised their own fundraising activities early and this year they came up with some very creative and unique ideas, including Mother's Day hampers, lucky draws, car washes, pledges, 'build a bear' sessions and even guided walks around Sungei Buloh nature reserve.

"Posters and emails support the publicity efforts and generate buzz around the fundraising events, as well as the Walk itself."

Key topics:
COMPLIANCE AND
RISK NAVIGATION

REQUEST NOW

RELATED POSTS



10/19/2017 Thu 11:47 AM in All markets by Nicole Chew
YOUR YOUNGER STAFF ARE MORE LIKELY TO TAKE HOROSCOPES SERIOUSLY



10/19/2017 Thu 11:45 AM in All markets by Wani Azhar
SUITE TALK: TAN WEE KENG, CEO, TOLLYJOY BABY PRODUCTS



10/19/2017 Thu 11:52 AM in All markets by Jerene Ang
[PHOTOS] ESSENCE: CREATING A WORKPLACE WHERE STAFF FEEL COMFORTABLE



10/19/2017 Thu 11:13 AM in All markets by Wani Azhar
MORE EMPLOYERS IN MALAYSIA INCLINED TO HIRE DIFFERENTLY-ABLED STAFF



10/19/2017 Thu 09:30 AM in Hong Kong by Bridgette Hall
職安介紹新企業諮詢

TRENDING

10/19/2017 Thu 09:34 AM in All markets by Bridgette Hall
DON'T USE THESE WORDS AT WORK

10/19/2017 Thu 08:53 AM in Hong Kong by Bridgette Hall
返工唔好講呢啲

10/19/2017 Thu 11:52 AM in All markets by Jerene Ang
[PHOTOS] ESSENCE: CREATING A WORKPLACE WHERE STAFF FEEL COMFORTABLE

04/05/2016 Tue 17:27 PM in Singapore by Aditi Sharma Kalia
7 LONG WEEKENDS IN SINGAPORE'S 2017 PUBLIC HOLIDAYS

10/19/2017 Thu 11:47 AM in All markets by Nicole Chew
YOUR YOUNGER STAFF ARE MORE LIKELY TO TAKE HOROSCOPES SERIOUSLY

FEBRUARY 02
Shangri-La Hotel Singapore

REQUEST NOW

RELATED FEATURES

10/19/2017 Mon 11:06 AM in All markets by Hitesha Ganesan
CTRL, SHIFT INTO A DIGITAL FUTURE

10/19/2017 Tue 11:19 AM in All markets by Jerene Ang
Q&A: JARROD PATERSON, HR DIRECTOR OF SOUTH ASIA, AND HR BUSINESS PARTNER FOR OPERATIONS AND PURCHASING, ASIA PACIFIC, HENKEL

As with organising any large-scale-company event, multiple coordination points are needed, Goh revealed.

"The event on the day ran very smoothly, and this can be attributed to the seamless collaboration among our coordinating teams and the collective enthusiasm of our Singapore colleagues."

Bringing employees together through a good cause

Goh shared that this year, Roche Singapore held the walk on Friday, 16 June from 3.30pm, gathering employees from all its sites across the island at the Marina Barrage where each affiliate announced how much they raised individually along with their top fundraisers, before the walk began. "It was great to start on a high by hearing the fantastic amount of money raised."

"Team morale was high on the day, particularly as the sun was out, and our staff have been talking about the Walk since Friday."

"We have had great feedback internally on the value of the initiative and several people said they met new colleagues in the process – an added benefit of bringing everyone together for fun and for a great cause."

"The Walk is a great opportunity for employees to take some time out of work whilst getting involved in a good cause and bonding with their colleagues."



Photo / Roche Singapore

Employee Healthcare Interactive Asia's only regional conference on workforce healthcare and corporate wellness strategy. Limited to 100 senior HR professionals. [request your complimentary invitation now >](#)

[Back to Top](#)



PREVIOUS ARTICLE:

WE SEND YOU OUR BEST WISHES ON HARI RAYA AIDILFITRI!

NEXT ARTICLE:

INSURANCE PREMIUMS MAY GO UP BY 85% IN SINGAPORE BY 2030



09/26/2017 Thu 11:14 AM in All markets by Wani Azanar
Q&A: SALIKA SUKSWAN, EXECUTIVE DIRECTOR, HUMAN CAPITAL, PWC MALAYSIA

08/26/2017 Tue 11:15 AM in All markets by Wani Azanar
GROW YOUR PEOPLE, GROW YOUR BUSINESS

09/22/2017 Fri 11:00 AM in All markets by Laura Franssen
Q&A: JANET MAN, VICE PRESIDENT, GLOBAL TALENT MANAGEMENT, SCHNEIDER ELECTRIC

LATEST EVENTS

10/10/2017 Mon 11:08 AM in Hong Kong by Anthony Wong
年度最佳人力资源服务提供商大奖 – 香港决赛入围名单公佈

10/16/2017 Mon 11:08 AM in All markets by Anthony Wong
HR VENDORS OF THE YEAR AWARDS – HONG KONG FINALISTS REVEALED

10/13/2017 Fri 10:07 AM in All markets by Wani Azanar
WINNERS AND PHOTOS: HR EXCELLENCE 2017 AWARDS, SINGAPORE

10/12/2017 Thu 17:59 PM in All markets by Aditi Sharma Kalia
LIVE: HR EXCELLENCE AWARDS 2017, SINGAPORE

10/12/2017 Thu 10:05 AM in All markets by Isabel Ho
HR VENDORS OF THE YEAR AWARDS – SINGAPORE FINALISTS ANNOUNCED

HumanResources

Learn how to do your job better.
Get our HR Bulletin daily!

type your email address here.

SUBSCRIBE!

You are now **A STEP CLOSER** to success.

HumanResources

©2017 humanresourcesonline.net. Lighthouse Independent Media Pte Ltd.

[about us](#) / [contact us](#) / [content policy](#) / [advertise with us](#)

[privacy policy](#) / [user agreement](#)