

MEDIA RELEASE

CHARITY COUNCIL LAUNCHES ITS OWN LOGO

The Charity Council has launched its official logo. The logo, in the form of a butterfly, is the culmination of close collaboration among the Charity Council, students from the Nanyang Academy of Fine Arts (NAFA) and local design firm Anamics Creative Group.

2. The butterfly logo was selected from 20 entries submitted by NAFA students for the Charity Council Logo Design Competition held from May to June 2008. The Charity Council found it meaningful to partner with NAFA because NAFA is a registered charity in the arts and heritage sector with expertise in logo design. Anamics Creative Group also rendered pro bono assistance to the Charity Council by mentoring the winning NAFA student to refine the butterfly logo to better reflect the Council's role as an enabler of charities, promoter of good governance and advisor to the Commissioner of Charities.

3. Charity Council Chairman Mrs Fang Ai Lian said, "The Charity Council Logo is a testament to how the people, private and public sectors can work together to enrich our charity sector. We chose a butterfly because a butterfly heralds the signs of new life, just as the Charity Council hopes to bring about renewed public confidence in the charity sector. I would like to commend the NAFA participants for their spirit of volunteerism and also commend Anamics Creative Group for their pro bono assistance and sense of professionalism. The charity sector is enriched and made vibrant because individuals and organisations like them cared enough to volunteer and make the difference".

About The Charity Council Logo



4. The Charity Council Logo has the shape of a butterfly. A butterfly is highly adaptable, signifies transformation and heralds the signs of new life. Like a butterfly is attuned to changes to its environment, the Charity Council seeks to be attuned to the

changes in the charity sector so as to fulfill its role as an enabler of charities, promoter of good governance and advisor to the Commissioner of Charities. Like butterflies which herald the signs of new life, the Charity Council also hopes to bring about renewed public confidence in the charity sector. In turn, well-governed and well-managed charities would also become the butterflies which bring hope to their beneficiaries.

CHARTY COUNCIL

06 November 2008

About the Charity Council

The Council was administratively set up in October 2006 to promote a culture of good governance and self-regulation in the charity sector. It seeks to be a:

- i. **Promoter** - encourage adoption of good governance standards and best practices, enhance public confidence in the charity sector;
- ii. **Enabler** - help build the governance capabilities of charities to enable them to comply with regulatory requirements and enhance public accountability of charities; and
- iii. **Advisor** - advise the Commissioner of Charities (COC) on key regulatory issues where there may be broad-ranging impact on the charity sector.

Attachment:

Charity Council Logo

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