

**SINGAPORE CANCER SOCIETY
TV CHARITY SHOW**

| | <u>2004</u> | <u>2005</u> |
|---|----------------------------|----------------------------|
| Donations in Cash | 3,130,686.00 | 3,727,186.89 |
| Total Donations | <u>3,130,686.00</u> | <u>3,727,186.89</u> |
| Direct fund-raising expenses | 836,864.17 | 1,015,778.06 |
| Indirect/Allocated Costs | - | 53,945.25 |
| Total Fund-raising Expenditure | <u>836,864.17</u> | <u>1,069,723.31</u> |
| Fund-raising Efficiency Ratio before sponsorship | 26.73% | 28.70% |
| Fund-raising Efficiency Ratio with sponsorship | 26.73% | 28.70% |