



A WORTHY CAUSE

This one's for the children

Corporate donor lends its support to the OCBC-TODAY Children's Fund

SINGAPORE – To help make a difference in the lives of children from distressed families, marketing services firm Warc donated all the proceeds from a marketing seminar to the OCBC-TODAY Children's Fund.

The amount was raised from registration proceeds of the seminar and amounted to S\$4,684.62. Titled "How to be an Effective Content Marketer", the seminar was hosted by Warc and its partners TrinityP3

and King Content. The event was held in mid-August at Old Parliament House and speakers covered topics like the challenges facing content marketers.

For Warc managing director Edward Pank, supporting the OCBC-TODAY Children's Fund seemed like a natural fit.

"We wanted to find a charity that directly helped improve the lives of less fortunate children. The OCBC-TODAY Children's Fund fit the bill on many levels," he said.

"Warc, together with its partners, TrinityP3 and King Content, were hosting a seminar on content marketing. As this is part of our marketing efforts, we thought it would be good if any proceeds went to a deserving charity partner."

Set up on Oct 3, 2013, the fund aims



The content marketing seminar, which was organised by Warc, TrinityP3 and King Content, raised S\$4,684.62 for the OCBC-TODAY Children's Fund. PHOTO: CAKE IMAGES LLP

to help children from distressed families rebuild their lives through counselling, mentoring and therapy.

Donations to the fund are used to support programmes offered by the Singapore Children's Society to help rebuild these children's sense of self-worth and character. Mr Pank felt that helping children from such backgrounds was a good way to make a difference in a child's life.

"What better group of people to help than kids who haven't had the same opportunities as everyone else? By contributing to this fund, we are hopefully helping them

“What better group of people to help than kids who haven't had the same opportunities as everyone else? By contributing to this fund, we are hopefully helping them overcome the obstacles they face so they can realise their full potential.”

Mr Edward Pank
MANAGING DIRECTOR, WARC

overcome the obstacles they face and realise their full potential.” **PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM**



Beneficiary



OCBC-TODAY CHARITY GOLF 2014

Tee off at the Sentosa Golf Club and do your part for the **OCBC-TODAY Children's Fund**. Purchase flights to experience world-class golfing on the Serapong Course, or find out how you can donate directly to this worthy cause at www.ocbctodayfund.sg.

Sentosa Golf Club, Serapong Course
October 3, 2014
11am to 9.30pm
S\$5,888 per flight (Lunch and dinner included)

Guest-of-Honour:
Dr Vivian Balakrishnan
Minister for the Environment and Water Resources

Get involved TODAY. Thank you for supporting the **OCBC-TODAY Children's Fund**.

