

**CORPORATE GENEROSITY**

# In good company

**Businesses step in to help give children a chance at better lives**

**SINGAPORE** – The OCBC-TODAY Children's Fund was launched to help children from distressed homes. Going beyond the provision of basic necessities, the Fund focuses on these children's emotional needs. The rationale is simple. A healthy self-esteem must be developed from young to ensure that a child has a shot at leading a purposeful, successful life as an adult.

Besides the generosity of individual donors, the Fund's unique focus has caught the attention of companies like Carat Singapore and Great Eastern that wish to help children fulfil their potential.

**ART AND CHARITY**

In August, OCBC Bank sponsored an art painting programme for 30 children from the Singapore Children's Society (SCS) and its beneficiaries. Fifteen paintings were subsequently selected for an exhibition and silent charity auction that raised more than S\$19,000 for the Fund from both individual and corporate donors.

Carat Singapore, a media agency within Aegis Media Singapore, a media and digital communications group, bought two paintings for S\$1,000 each. According to the group's Chief Executive Officer Audrey Kuah, the company places a strong emphasis on corporate social responsibility (CSR), and it has been focusing on children over the last two years. Its efforts have ranged from donating money to working with a not-for-profit organisation to perform community services like painting homes.

As a digital media and advertising business, the creative angle is one that the company has always leaned towards in its CSR efforts. The purchase of the paintings was meaningful as it fulfilled both their objectives.

She said: "It's about nurturing the next wave of talent in our country. We picked children because we need young talent for our business to flourish in the future. We need to make sure our



Ms Audrey Kuah with the paintings, Mad Scientist (left) and The Office, that Carat Singapore purchased from the auction. PHOTO: KOH MUI FONG

young talent has as amazing and great a start as possible."

The company put much thought into picking the paintings to bid for, as it wanted pieces that reflected its CSR objectives. Mad Scientist by Pearlyn Seet, 10, was chosen because it had elements of science and intelligence and mirrored the substance of the company's work. The Office by Jo Chow Wei, 12, depicted the "convergence of digital technology and the creativity and craziness" behind digital media.

The Fund's objective of tending to the emotional needs of children also contributed to the group's decision to donate. "It's quite a different angle from other children's charities and I like that it's a perspective that's not often thought about," said Ms Kuah.

"The world is more complicated today. People don't just need basic necessities. Taking care of our children's emotional well-being is part and parcel of getting our children ready and able to handle opportunities in the future. The Fund adds quite a nice dimension and recognises that being a child in today's environment is not as simple and straightforward as perhaps 20 to 30 years ago."



From left: Great Eastern Group CEO Chris Wei, Chairman Mrs Fang Ai Lian and CEO (Singapore) Dr Khoo Kah Siang at the Great Eastern Christmas Charity Bazaar. PHOTO: GREAT EASTERN

**AN UMBRELLA EFFORT**

Every year, life insurance company Great Eastern holds a Christmas charity bazaar and donates the proceeds to a chosen beneficiary. This year, it raised close to S\$38,000 and has selected the OCBC-TODAY Children's Fund as the recipient of the contributions.

Ms Tan Seek Geok, Head of Group Corporate Communications, said: "The OCBC-TODAY Children's Fund is a most laudable cause. At Great Eastern, children occupy a special place in our hearts. We firmly believe every child deserves every opportunity to realise his fullest potential."

The bazaar is just one of the CSR initiatives that the company is involved in throughout the year. There were 20 stalls selling a variety of items that included handicraft, solar toys, potted plants, honey and wine. Employees were more than happy to work after-hours to set up the stalls and prepare products for sale.

**PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM**

**\* LEND A HELPING HAND**

The OCBC-TODAY Children's Fund was set up to help children from distressed families who have suffered the effects of neglect or even abuse. Donations will be capped at S\$1.5 million each year – S\$1 million from public contributions and S\$500,000 from OCBC's commitment to give S\$1 for every S\$2 raised. This helps ensure that other charities, especially smaller outfits, also have the chance to benefit from the generosity of donors.

Make a difference. Visit [www.ocbctodayfund.sg](http://www.ocbctodayfund.sg) or call the SCS fundraising department at 6273 2010 to donate.



**With your  
help, these  
children  
can have  
a brighter  
future**

The **OCBC-TODAY** Children's Fund focuses on the emotional needs of children from distressed homes. Donations go towards the Singapore Children's Society (SCS) and its beneficiaries. It supports the cost of counselling and therapy to build up the children's self-esteem and empower them to strive towards a better future.

**You can make a difference.  
Help these children rebuild their lives.**

**Donate today**



Scan the QR code, visit [www.ocbctodayfund.sg](http://www.ocbctodayfund.sg) or call the SCS fundraising department at 6273 2010 to make a donation of as little as S\$25. OCBC Bank will match every contribution of S\$2 with a S\$1 donation.