



### A WORTHY CAUSE

# Reaching out through music and culture

One man's love for all things Peranakan inspires him to give back to the community

**SINGAPORE** – There are many generous people willing to help those in need. One such person is Mr Alvin Yapp, who initiated Project Intan in 2008 to raise funds for charity.

“This fundraising project marries the three loves of my life — music, Peranakan culture, and charity,” said the 44-year-old director of BusAds.

Mr Yapp is also the owner of The Intan, a private home museum bedecked with Peranakan furnishings and collectibles.

As part of Project Intan, Mr Yapp

organises annual fundraising events for various charities. The events are held at The Intan where there are performances and Peranakan desserts. Mr Yapp will also share with guests more about Peranakan culture and the charity organisation Project Intan is supporting.

Mr Yapp said: “We share how their pledges will help in various areas of the charity so that guests know exactly how their donations are being used. There is no obligation and guests can make a donation or simply come and enjoy the food, music and company.”

He added: “Everything from the floral decorations to the chairs are sponsored for Project Intan. No money is spent to raise money. It is just one man's initiative, with the help of friends, to make a difference.”

For Project Intan 2014, Mr Yapp



A violin performance at The Intan and Peranakan desserts (below). PHOTOS: DAWN PHUA

has chosen to raise funds for the OCBC-TODAY Children's Fund, with the Singapore Children's Society as the beneficiary.

Mr Yapp said: “I visited the service centres to learn more about the society and meet the children. With a better understanding of what the Singapore Children's Society does, I am able to share more with my business associates, friends and family. I hope to create awareness about the charitable organisation, rally support and help the society build connections.”

In addition to his fundraising efforts, he is organising an event at The Intan (69 Joo Chiat Terrace) on Sept 7 from 6.30pm to 8pm. Guests can expect familiar local songs by the Mandeville Conservatory of Music, as well as Peranakan refreshments. Children from the Singapore Children's Society will also be sharing their journey and performing



an item. Guests can pledge a donation to the OCBC-TODAY Children's Fund through Project Intan 2014 or at the event. Mr Yapp hopes to raise S\$150,000 for the OCBC-TODAY Children's Fund. **PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM**

If you are interested in attending the event, email [contactus@the-intan.com](mailto:contactus@the-intan.com). Read more about the OCBC-TODAY Children's Fund at [www.ocbctodayfund.sg](http://www.ocbctodayfund.sg).



## 9-year-old Sarah has suffered for years

\*posed picture



The OCBC-TODAY Children's Fund focuses on the emotional needs of children from distressed homes. Donations go towards Singapore Children's Society 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.

## DONATE TODAY

Sarah was physically abused by her father. Now fearful of anyone who approaches her, Sarah shies away from people and has trouble interacting with her teachers and classmates. Vital therapy sessions to help build her confidence and improve her social and communication skills cost up to S\$38,000 for a five-year programme. You can help Sarah and the 1,300 children from distressed families assisted by the Singapore Children's Society.

Visit [www.ocbctodayfund.sg](http://www.ocbctodayfund.sg) to read more true stories about the children we help and make a donation, or call **62732010**. Donations start from as little as S\$25. OCBC Bank will contribute S\$1 for every S\$2 raised.

\*Sarah's name has been changed to protect her identity

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

