



From left are Mr Samuel Tsien, Group CEO, OCBC Bank; Mr Koh Choon Hui, Chairman, Singapore Children's Society; Mr Chang Long Jong, Deputy CEO, MediaCorp, and Mr Walter Fernandez, Editor-in-Chief, MediaCorp, at the launch of the OCBC-TODAY Children's Fund at the OCBC Centre Banking Hall yesterday. PHOTOS: KOH HUI FONG, DOOR KONG KEONG

OCBC-TODAY CHILDREN'S FUND

Emotional help for kids from broken homes

Donations will pay for counselling and therapy programmes run by SCS

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SINGAPORE – Children from troubled families have emotional needs and they should get the help needed to build their sense of self-worth.

To ensure that these needs are addressed, OCBC and TODAY have set up the OCBC-TODAY Children's Fund which will go towards the cost of counselling and therapy intervention for programmes run by the Singapore Children's Society (SCS).

The fund aims to raise S\$1.5 million annually. OCBC is committed to donating S\$500,000 by giving S\$1 for every S\$2 raised. TODAY will contribute media space to promote the fund, attract donations and highlight the work done by SCS to help children from broken homes.

"When we look at what has been done in the past, it's primarily to take care of the physical needs of the children – food, shelter, toys, outings, clothes. With respect to the emotional part of it, we think that it's lacking and we're partnering with TODAY to make sure that this particular

area is also addressed by both institutions," said Mr Samuel Tsien, Group CEO of OCBC.

Last year, SCS helped 4,500 children from broken homes – such as single-parent families or those where parents are absent, incarcerated or divorced.

Donations will be channelled to rehabilitation programmes such as counselling, mentoring, experiential art and drama therapies.

The programmes aim to restore confidence in these children, increase their self-belief and help them to achieve their aspirations.

To kick off the fundraising, an art exhibition has been launched and is open to the public till Oct 11 at the OCBC Artspace located at the banking hall of the OCBC Centre Branch, 65 Chulia Street.

The public can bid for 15 paintings, done by children from the SCS. The paintings are being sold in a silent auction, with bids starting at S\$500.

Chairman of the Singapore Children's Society, Mr Koh Choon Hui, said it was crucial that OCBC and TODAY have expressed a special interest in catering to the emotional needs of the children.

He was confident that SCS would be able to provide the necessary help. "They know that SCS has a lot of expertise in handling children



Mr Chang Long Jong, Deputy CEO, MediaCorp, signing the commitment letter.



Guests at the launch of the fund viewing the paintings.

with emotional needs. We are fully equipped to do it because we have 66 professional staff, including 17 social workers and 37 counsellors. We also have psychologists who are trained and competent to help (these children)," he said.

Dr Carol Balhetchet, Senior Director of the SCS, emphasised that strengthening the child's heart and mind is important so that he or she would develop a healthy coping mechanism when faced with difficulties or challenges.

"We want the children to be resilient and to be able to feel good about themselves," she added. Describing the fund as an "incredible effort which helps design a whole range of rehabilitative programmes", Dr Balhetchet gave an example of how a child can benefit from such an initiative.

"During a therapy session, a child sees himself as more confident. He is able to be himself and in that sense, he is also speaking up through his music, artwork or any other skills that he has picked up along the way," said the SCS clinical psychologist.

Each year, the SCS reaches out to an average of 70,000 children and teenagers, aged between 18 months and 18 years.

The organisation has been protecting and nurturing children and youth for more than 60 years.

“In the case of children from less privileged backgrounds, the SCS assumes the roles of a counsellor, a therapist, a mentor and a friend; and the OCBC Today Children's Fund supports the essential programmes for healthy emotional development, so as to restore in such young ones the confidence to believe in themselves and to pursue the dream of achieving their aspirations.

Samuel Tsien
GROUP CEO
OCBC BANK

“This is a unique fund. It goes beyond just helping children with their immediate physical needs. This new fund will support programmes to heal the psychological scars of children from broken homes, restore their self-esteem, rebuild their self confidence. It will help these vulnerable children rise above their circumstances.

Walter Fernandez
EDITOR-IN-CHIEF, MEDIACORP
MANAGING DIRECTOR
MEDIACORP PRESS

“Therapy, counselling, mentorship and skills training have been known to play important roles in helping a child to recover from the effects of abuse and neglect. Akin to setting a solid foundation for a building, it is important to instill proper values among children, especially those who come from disadvantaged homes, so that they have a chance to grow up confident and with a positive mental attitude.

Koh Choon Hui
CHAIRMAN
SINGAPORE CHILDREN'S SOCIETY

HOW TO DONATE

Visit ocbctodayfund.sg/donate/ to donate or call the SCS fundraising department at 6273 2010.

BUY A PAINTING, MAKE A DIFFERENCE



In August, OCBC Bank sponsored an art painting programme for 30 children from the Singapore Children's Society. Fifteen of their works were then selected for an exhibition at OCBC Artspace (OCBC Bank, 65 Chulia Street). On display until Oct 11, the artworks by these eight-to-18-year-olds are also available for sale, with proceeds going to the OCBC-TODAY Children's Fund.

Based on the theme 'My Dreams and Aspirations', the pieces reflect the children's

hopes for the future. Amid the collection, you'll find a budding artist, aspiring scientists and an animal lover who drew food falling from the sky simply because she wants animals that do not have any food to have something to eat.

The artworks will be sold in a silent auction, with bids starting at S\$500 for each painting. The exhibition is open to the public and anyone can place a bid.

Visit OCBC Artspace at OCBC Bank, 65 Chulia Street, today.

Help these children rebuild their lives

Not every child grows up in a functional family, or in a stable, loving environment. For some, neglect and abuse are an everyday reality.

Unfortunately, many of these children fall between the cracks in society.

RAISE THEIR SELF-ESTEEM

The Singapore Children's Society (SCS) works to help children from all walks of life – especially those who are abused, neglected or from dysfunctional families – reach their full potential.

It is important to instil values in children, especially those who come from disadvantaged homes, so that they have a chance to grow up confident and strong.

With this in mind, OCBC Bank and TODAY have set up the OCBC-TODAY Children's Fund to help children from disadvantaged homes rebuild their lives through education and character-building programmes.

The money raised will be used to fund programmes run by the SCS to help these children build self-esteem and other important life skills.

Through counselling, therapy and mentoring sessions, these children will be equipped with vital social, emotional and psychological skills.

The long-term goal? To see these children grow into confident individuals with strong self-esteem, character, and discipline with the determination to succeed in life.

HELP THEM FULFIL THEIR POTENTIAL

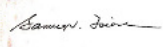
You may ask: "Why children?"


Children represent our future. It's only right that every child be given the chance to fulfil their potential. No child should be left behind.

Help children from broken homes build a better and brighter future. The healing process is long and difficult, but a child's smile makes it all worthwhile.

Visit www.ocbctodayfund.sg to do something amazing.

Together, we can rebuild these children's lives.

Sincerely,

Samuel Tsien
Group CEO
OCBC Bank

Sincerely,

Chang Long Jong
Deputy CEO
MediaCorp

www.ocbctodayfund.sg



VIDEO
OCBC-TODAY CHILDREN'S FUND
LAUNCH AT OCBC CENTRE

Scan the QR code using the reader app on your smartphone, or you can visit <http://tdy.sg/ocbctodayurl> for the video.