



FUND ANNIVERSARY

Beyond basic needs

Over S\$1.1 million raised for children who suffer emotional and physical abuse

OCBC Bank and TODAY have raised S\$1,157,881 for the OCBC-TODAY Children's Fund. The fund was launched one year ago and to date, it has helped 1,578 children who are under the care of the Singapore Children's Society (SCS).

The cheque of S\$1,157,881 will be presented to the chairman of the SCS, Mr Koh Choon Hui, later today at the end of a fund-raising golf tournament that will be held at the Sentosa Golf Club. The Guest of Honour at the gala dinner is Dr Vivian Balakrishnan, Minister for the Environment and Water Resources.

The golf tournament helped garner almost S\$308,000 from companies that responded to the call to help the children.

STRONG SUPPORT

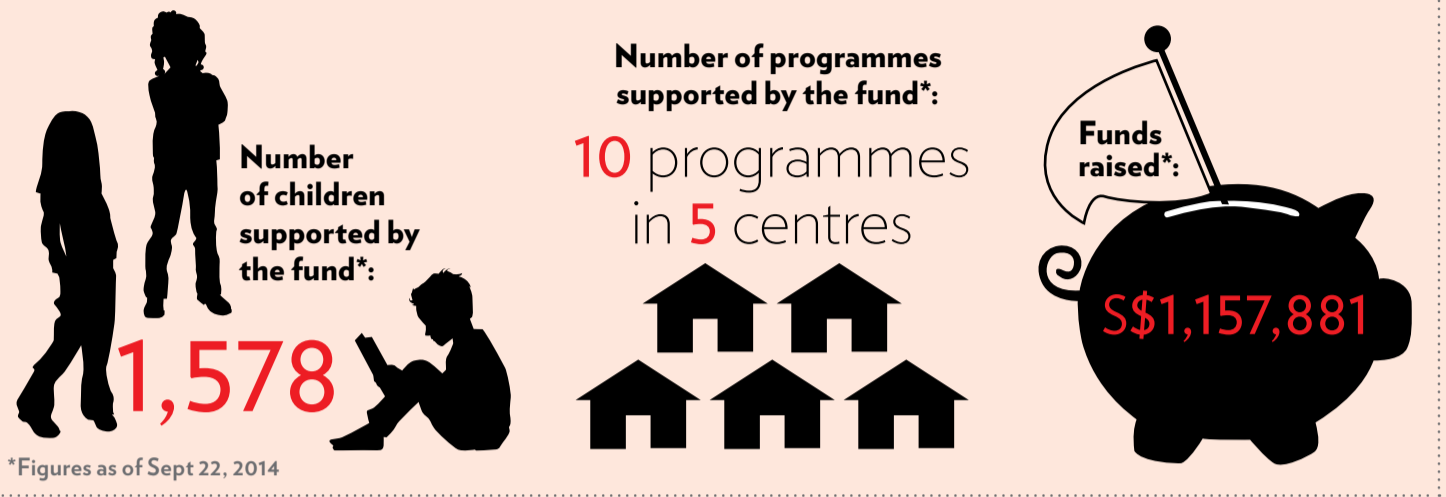
To date, the public has donated S\$657,881 and OCBC Bank has donated S\$500,000, the amount it has been donating annually to SCS since 2004.

Said Ms Koh Ching Ching, head, Group Corporate Communications, OCBC Bank: "TODAY and OCBC started this fund a year ago because we saw the need to look beyond meeting the children's basic needs, to focus on their mental health and self-esteem. We are pleased to see so many children from broken homes benefiting from the fund within one year. We are grateful to our donors who have been very supportive.

"It is wonderful to be able to work with like-minded partners. While TODAY is a very well-read and profitable Singapore newspaper, its compassion for children and desire to give back to society is admirable.

"More importantly, we have a common goal of wanting to help as many children at the SCS get the appropriate help to gain self-esteem and lead confident lives. Working with the TODAY team has been an inspiring and enriching experience. We look forward to doing more with them, for these children."

Ms Debra Soon, managing director, Channel NewsAsia, said: "The pro-



From left: 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 fund last year. TODAY FILE PHOTOS

grammes which are supported by this fund are important. We are happy to lend TODAY's name to support and highlight the plight of the children and teens from broken homes, and to raise funds for therapy aimed at lifting their spirit and morale, their sense of self-worth and empowerment.

"It is necessary to go beyond healing the physical to help with counselling, and even simple programmes to provide friendship and support for the children. We hope we can encourage more readers to support the efforts to set young lives on the right path."

A HELPING HAND FOR CHILDREN

The Fund, which supports 10 programmes conducted at five SCS centres, pays for counselling, therapy and character-building programmes for children who suffer emotional and physical abuse. Many of the children are from distressed families — where parents are absent, incarcerated or divorced; or single-parent families. These programmes aim to help them recognise their sense of self-worth and lead purposeful lives.

The rehabilitative process varies with each child and involves a counselling and mentoring, different types of therapy and skills-building. The average cost of these programmes for one child is about S\$7,500 a year. A child

is usually enrolled in relevant programmes for at least two-and-a-half years. This means it costs close to S\$19,000 to help each child.

OCBC Bank and TODAY wish to thank all associates and donors who have contributed to the fund. **PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM**

To donate, visit www.ocbctodayfund.sg or call the SCS Fundraising department at 6273 2010.



Muhammad Taufiq at RoundBox, a drop-in centre where youths can engage in their passion for the performing arts.



Ms Ann Hui Peng, director of the Children Service Centre at Bedok North and Salman Abdul Khalid, one of the students she helped guide and nurture.