



## PROJECT INTAN 2015

# A culture of sharing and giving

## Annual Peranakan concert raises funds for children from distressed families

**SINGAPORE** – From the upbeat melodies of Chan Mali Chan to delectable servings of Nyonya desserts, it was an evening of all things Peranakan.

But Project Intan 2015 was more than a platform to showcase the Peranakan culture. It served as a fundraiser for the OCBC-TODAY Children's Fund, which benefits the Singapore Children's Society (SCS).

Mr Alvin Yapp, 45, organised and hosted the event at The Intan — a Peranakan home museum he privately owns. Its halls are adorned with Peranakan furnishings and collectibles, earning the museum accolades such as Best Overall Experience at the Museum Roundtable Awards 2011.

Mr Yapp is about halfway to meeting his target of raising S\$200,000 for the fund this year and will close the donation drive on Oct 13.

The fundraising effort is not just about numbers. Said Mr Yapp: "What matters is that we have done our best and helped as many people as we can. It is more important that we create awareness about what SCS is doing."

Mr Yapp, who is also the director of BusAds, has been running Project Intan annually since 2008. Since last year, proceeds have been channelled to the OCBC-TODAY Children's Fund.

### A HOMELY EVENING

Mr Yapp said there were many "heart-warming memories" from working on this event.

Among them was guiding a child under SCS' care to sing a remix of Di Tanjong Katong and Home. She had never sung in public until that evening, according to Mr Yapp. But when she performed, the audience spontaneously sang along to the lyrics flashed on the screen behind her.

Another heartening moment occurred when a wheelchair-bound elderly woman approached Mr Yapp to hand him her donation. "She has been turning up at Project Intan for many years," said Mr Yapp.

Mr Yapp appreciated the fact that everything at the event, such as logistics and food, was sponsored by generous contributors. This meant all the donations could be channelled directly to the OCBC-TODAY Children's Fund.



Violin Stars at Mandeville Conservatory of Music performing an enchanting piece for the guests. PHOTOS: WILLIAM CHA



Volunteers of Project Intan 2015 with organiser Alvin Yapp (fourth from right).

### LENDING A HELPING HAND

Part-time lawyer and gallery owner Valerie Cheah, 48, was one of the attendees of Project Intan 2015. She said: "Mr Yapp opens up his home, gets his mum to cook mee siam and his father to serve the food. It was a very warm atmosphere."

Ms Cheah rallied more than 10 friends and family members to raise a total of S\$2,000.

"My husband and I have a soft spot for children," she said, adding that she tries to help children in need whenever she can.

Mr Lim Eng Thong, 62, made a personal contribution of S\$500. The property consultant said that he wasn't familiar with SCS initially as he was from Malaysia. But after attending Project Intan 2015,

Mr Lim said he understands SCS better and intends to help raise funds for next year's Project Intan.

"I think it is important for us, as adults, to help the younger generation," said Mr Lim.

### A FAITHFUL AMBASSADOR

Mr Yapp first learnt about SCS in 2013 at a charity dinner where he met an SCS representative. After learning more about the society, Mr Yapp offered to help. He recalled telling them: "You don't need to do anything. Just come and collect the money."

That year, he raised S\$150,000 for SCS.

Last year, SCS recommended that he channel the proceeds to the OCBC-TODAY Children's Fund as OCBC would top up S\$1 for every S\$2 collected.



All donations went to the OCBC-TODAY Children's Fund.

### \* LEND A HELPING HAND

The OCBC-TODAY Children's Fund focuses on the emotional needs of children from distressed homes. 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.

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

Mr Yapp agreed and raised S\$200,000 that year, excluding the bank's contribution.  
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