

## > Corporate Social Responsibility

At OCBC Bank, we recognise that our success, as a business and corporate citizen, would not be possible without the support we receive from the community. To show our appreciation, we are committed to improving the quality of life wherever we have a presence. Our community investment efforts revolve around financial giving, social interaction and sponsorship of programmes that benefit the community at large, across our core markets of Singapore, Malaysia, Indonesia and Greater China.

The children **received more support** with the



From **S\$500,000**  
(OCBC's annual donation before launch of the Fund) to

**S\$1,157,881**



**S\$657,881**  
Public Donations



**S\$328,940.50**  
OCBC matches donations at the rate of S\$1 for every S\$2 donated



**S\$171,059.50**  
OCBC tops up to fulfil its commitment of S\$500,000

## OCBC'S VOLUNTEER PROGRAMME



**1 in 5**

OCBC employees were involved in volunteer work in 2014

### Volunteer Hours

On average, each volunteer spent more than **5 hours** engaging in community work



### Cross-border Activities

2013  
**149**  
Volunteers

2014  
**204**  
Volunteers

### Staff Employees

leading volunteer activities

2014 **150**  
2013 **88**



**3,168**  
Hours



**4,256**  
Hours

## OCBC'S SPORTS ENGAGEMENT

Growing Popularity of cycling programme in Singapore



2013  
**11,441**  
Public Participants

**1,054**  
OCBC Participants

2014  
**11,566**  
Public Participants

**1,318**  
OCBC Participants

## DONATIONS

Giving back to society is an integral part of OCBC's corporate culture and intrinsic to what we do as Banker to our community. We help individuals and businesses achieve their aspirations by providing them with appropriate products and services.



In Singapore, our adopted charity partner is the Singapore Children's Society (SCS), which protects and nurtures abused or neglected children from dysfunctional families. We have been making annual donations to the SCS since 2004.

On 3 October 2013, we launched the OCBC-TODAY Children's Fund (the Fund) to expand our support for the SCS. The Fund supports counselling, therapy and character-building programmes to help children from broken families regain their sense of self-worth and carry on with life in a purposeful manner.

On the Fund's first anniversary on 3 October 2014, we presented a cheque of S\$1,157,881 to the SCS. This comprised S\$657,881 in donations from the public and OCBC's S\$500,000 donation for 2014.

In the first year of operation, the Fund helped

**1,320**  
children



who benefited from 10 programmes administered across five SCS centres.

On average, a child being helped requires **2.5 to 5 years** of therapy to achieve full recovery. A week's worth of therapy and counselling costs **S\$145**.



**S\$55 per week**  
Character-building and Mentorship programmes

**S\$90 per week**  
Speech and one-on-one reading therapy to build confidence

**“ Every child deserves to be loved. Unfortunately not all of them get the love that they crave – they get torn away from their families (their parents may be busy, divorced, incarcerated or emotionally unstable) and are trapped in circumstances beyond their control. As a result, they suffer abuse and neglect.**

**Therapy, counselling, character-building and love can help restore their mental health, self-esteem and confidence to believe in themselves and work towards achieving their aspirations.”**

Dr Carol Balhetchet,  
Director of Youth Services, SCS

## SHANGHAI SOONG CHING LING FOUNDATION



In China, we have been partnering Shanghai Soong Ching Ling Foundation (SSCLF) to support children and education since 2007.

While we initially offered scholarships to needy students, we decided in 2013 to help SSCLF impart life skills and values to the children of migrant workers, to give them a head start in life. Our donation supports the children's training for the bi-annual OCBC China Little Debate, an event that equips them with important life skills such as creative and critical thinking, along with problem-solving and communication skills, as well as how to acquire knowledge beyond the classroom.

## VOLUNTEERING TO ENRICH LIVES

Interaction with the community through volunteer work enables us to build relationships with the people we serve. Respect for others, leadership skills and the spirit of serving are instilled. Employees who are able to show love and empathy for the less privileged eventually carry the same attitude to work, serving our customers with care.

### SINGAPORE



**“ I am so glad that I had the chance to see the new National Stadium. It is so modern and bright now, unlike the stadium I used to visit back in the 1970s.**

**If not for OCBC Bank’s invitation, I do not think I would have had the means to make a trip here on my own.”**

Beneficiary of Willing Hearts, a soup kitchen which provides meals for more than 3,000 needy individuals daily in Singapore

While OCBC staff volunteers were involved in engagement activities with 16 organisations this year, the inaugural OCBC Community Day on 28 June 2014 – held at the Singapore Sports Hub – enabled us to host more than 1,600 beneficiaries at one go. Our guests enjoyed customised programmes ranging from sporting activities to carnival games at the OCBC Square, as well as synchronised swimming and diving displays at the OCBC Aquatic Centre.

### MALAYSIA



**“ This is the second year that I am returning to Betong, Malaysia. I am amazed at the transformation in just one year. The children can sleep better in their dormitories without being woken up during the rainy season when the roof leaks.**

**There was this child who greeted me this time round and said, “Hey, I remember you. You came back! Did your child like the joke that I shared with you?” ”**

Yap Fei Yong,  
Assistant Vice President,  
Group Operations and Technology

Ace Lighthouse Academy, a boarding school in Betong, Pahang, provides free basic education to underprivileged children. Over a two-year period, volunteers from Group Operations and Technology Division’s Singapore and Malaysia offices helped build dormitories for the children and in the process, developed enduring relationships with the children. The cross-border initiative also helped forge closer ties among employees across both countries.

The water filtration system volunteers helped build on Sabira Island can supply the **800 villagers** with **15,900 litres** of clean water daily



### INDONESIA



**“ Helping to install a water filtration system to supply fresh water to the residents of Sabira Island allowed us to make a real difference in their lives, and strengthen community bonds. It was also a good reminder that we take many things for granted - such as fresh water.**

**As we go about our lives and busy careers, it is important that we remember the less privileged. I believe in building a collective spirit of “paying it forward” and contributing to the communities where OCBC has a presence.”**

Robin Heng,  
Global Market Head, Indonesia, Bank of Singapore

Since 2013, we have been partnering our subsidiary, Bank OCBC NISP, Indonesia, in volunteer projects aimed at protecting the environment. In the process of working together, we develop stronger camaraderie and trust.

### CHINA



**“ I feel honoured to participate in the OCBC Little Debate. While I encountered difficulties during the preparation stage, I am glad that I persevered; this experience has helped me to improve my presentation skills and become more confident.**

**I would like to thank OCBC Bank for organising this meaningful event. Mr. Lee Kong Chian is a good role model. I’m ready to help others and do my best to give back to society.”**

Tang Meina,  
Student

OCBC Bank works with the SSCLF to help children from migrant families gain confidence and adjust to life in the city. Our volunteers help the students to hone their critical thinking and communication skills, in preparation for the bi-annual OCBC China Little Debate. On alternate years, the students undergo communication and language skills training, which culminates in a competition that tests their language competency.



## COMMUNITY ENGAGEMENT

OCBC Bank invests in relevant large-scale programmes and projects to encourage interaction and bonding as communities.

### CYCLING PROGRAMME IN SINGAPORE AND MALAYSIA

Cycling is a growing sport and lifestyle activity. It helps unite enthusiasts and amateur cyclists, young and old; the camaraderie and culture of mutual assistance that cycling engenders promotes friendship and care for others.

#### OCBC CYCLE – MALAYSIA



#### OCBC CYCLE – SINGAPORE



In Singapore, more than 12,000 cyclists rode on closed roads from 28 to 30 March 2014 at this mass cycling event.

On the charity front, a total of S\$115,000 was raised for three charities – Dover Park Hospice, the SCS and TRUEfund.

Our third mass cycling event in Malaysia took place from 17 to 19 January 2014, starting at Dataran Merdeka. More than 6,000 participants cycled during the event, which included two new categories – the Ultimate Foldies and the Mayor’s Night Ride.

#### SINGAPORE SPORTS HUB



The Singapore Sports Hub opened its doors to the public for the first time in June 2014. We became the largest sponsorship partner of Singapore’s world-class sports and entertainment facility and had naming rights to the OCBC Arena, OCBC Aquatic Centre, OCBC Lounge, Bank of Singapore Lounge and OCBC Premier Suite.

This sponsorship is a natural extension of our strong community ties. This is the single largest joint sponsorship project involving OCBC Bank, Bank of Singapore and Great Eastern Holdings.