

## **OCBC BANK DONATES ANOTHER S\$2.5 MILLION TO CHARITY NOTWITHSTANDING THE CURRENT ECONOMIC DOWNTURN**

*OCBC Bank makes a total donation of S\$5 million over 10 years to the Singapore Children's Society,*

Singapore, 21 July 2009 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today announced that it will be committing an additional S\$2.5 million to the Singapore Children’s Society over five years, from 2009 to 2013, despite the current economic downturn. This brings the Bank’s total donation to the Society to S\$5 million over 10 years. The donation is a continuation of OCBC Bank’s support since five years ago, towards the cause promoted by the Singapore Children’s Society.

In 2004, in line with the objective of its Corporate Social Responsibility programme of nurturing children and young people to realise their full potential, OCBC Bank pledged S\$2.5 million to Singapore Children’s Society over a period of five years. 2008 was the fifth year of the previous commitment.

Given the current economy climate, charities are finding it more difficult to raise funds. According to several media reports, many charities interviewed gave indications that companies are cutting back on their giving. In fact, some charities have been so badly hit that they have had to dip into their reserves. While many corporate are pulling back their funds from charity, OCBC Bank sees an even bigger need to assist.

Dr Cheong Choong Kong, Chairman of OCBC Bank explained, “When times are bad, more people need help but donations decrease. We believe that those who can should continue to help, the state of the economy notwithstanding, for bad times call for even more generous giving. It is in this spirit that we are renewing our commitment to the Society for another five years.”

To mark this renewed support, members of OCBC Bank’s management committee, led by Dr Cheong, gave the existing garden at Sunbeam Place a makeover, adding new life to the place. Sunbeam Place is the Children’s Home operated by the Singapore Children’s Society and is located at Choa Chu Kang.

The OCBC Bank team added their final touches to the garden prior to a cheque presentation ceremony at the Home today. Going forward, the garden

will also serve as a nurturing project for the children, who will be responsible for the maintenance and care of the plants.

In accepting OCBC Bank's cheque contribution, Mr Koh Choon Hui, Chairman of the Singapore Children's Society said. "We are delighted that OCBC Bank has pledged to continue to support our cause. Over the past 5 years, OCBC Bank has been of tremendous help as our community partner. The Management and staff at OCBC Bank have been very supportive of our work and they have contributed their time and resources to host a range of activities and workshops and shared their life-skills, interests and hobbies with the children and youths under our care. We are grateful to have OCBC Bank working hand-in-hand with us and we look forward to the forging of a long-term relationship."

From 2004 to 2008, SCS has undergone numerous changes with the financial support provided by OCBC Bank. With operating costs covered for, the Society was able to put its funds to better use. For instance, the Children's Home was moved from its old venue, Convalescent Home, to Sunbeam Place in 2006. The multi-storey new Home is now able to house more children and has better facilities to meet their needs. Project CABIN, its school-based youth outreach programme which provides a place for youths to hang out after school, has expanded to more secondary schools since 2007. Working with Alpha Financial Advisers (a subsidiary of Great Eastern Holdings), OCBC Bank developed a money management programme, including an engaging board game, to teach the children and their parents sound saving and spending habits.

For the next 5 years, OCBC Bank's donation will be channelled to support meaningful programmes that have more targeted reach to help less fortunate children and youths.

The selected programmes seek to address a wide range of issues that are important to children and youths. This includes the Bully-free Advocacy Campaign, an all-encompassing campaign to teach parents and children how to handle bullying in the school environment. Another programme is Kidzlive, a programme that teaches pre-schoolers and primary school children about sexual abuse and how they can protect themselves. A part of OCBC Bank's donation also goes towards research studies commissioned by the Singapore Children's Society which aims to identify burning issues related to children and youths.

Other programmes and activities that OCBC Bank will support include Project CABIN, Youth Gig, Choo Choo Train Programme, Student Care Centre programmes, Case Work Fund, fund raising activities and the operating cost of Sunbeam Place. More information of the specific programmes can be found in Appendix 1.

Beyond cash contributions, OCBC Bank staff have been offering their time and skills to enrich the lives of the children and youths in the key countries that OCBC Bank operates in. Launched on 23 December 2004 to initially

support the Singapore Children's Society, the OCBC Staff Volunteer Programme has grown to a pool of more than 1,000 staff volunteers from Singapore, Malaysia, China and Indonesia (including Bank OCBC NISP) who help less fortunate children and youths in the region realise their full potential through various activities and programmes.

In Singapore, staff volunteers have impacted the lives of the children through various Society's initiatives. They have brought the children to the Singapore Zoological Gardens and Singapore Flyer and more importantly, cultivated their interest in reading, money-management as well as information technology workshops. These initiatives are aimed at creating fun and enjoyable experiences while teaching life skills to the children.

OCBC Bank's Chairman, Dr Cheong, who has been a staff volunteer since 2004, kicked off the renewed volunteer partnership with the Singapore Children's Society by reading a book titled "Don't Do That!" to 15 children aged 4 to 8 years at Sunbeam Place today. Not only were the children mesmerised by the story, they were also reminded not to pick their noses, a timely reminder of the importance of personal hygiene, given the current H1N1 outbreak.

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## **About OCBC Bank**

OCBC Bank is Singapore's longest established local bank. It has assets of S\$180 billion and a network of more than 480 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 360 branches and offices in Indonesia operated by OCBC Bank's subsidiary, Bank OCBC NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to treasury and stock-broking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Global Investors is one of the largest asset management companies in Southeast Asia. Additional information may be found at [www.ocbc.com](http://www.ocbc.com).

## **About Singapore Children's Society**

Singapore Children's Society was founded in 1952. At Children's Society, we help protect and nurture children and youth of all races and religions, especially those who are abused, neglected and/ or from dysfunctional families via six service categories. They are Caregiving, Developmental, Preventive, Remedial and Community and Public Education.

Each year, we reach out to about 16,000 children, youths and families in need. Children's Society has a total of nine service centres under her care. Additional information may be found at [www.childrensociety.org.sg](http://www.childrensociety.org.sg).

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## Appendix 1

Activity & Programme	Centre	About the Activity/Programme
Bully Free Advocacy Campaign	Bukit Merah Centre	An all-encompassing campaign to deal with bullying through the following channels: <ul style="list-style-type: none"> <li>• An annual forum for parents, teachers and people working with children</li> <li>• Reference website providing information for the victims, bystanders and even the bullies</li> <li>• School-based intervention programme</li> </ul>
Project CABIN	Bukit Merah Centre	Secondary school based outreach programme which provides a place for youth to hang out after school hours.
Youth Gig	Jurong Youth Centre	Concerts organised, run and performed by the youths of Jurong Youth Centre.
Research Studies	Research & Outreach Centre	SCS's studies highlight social trends and issues related to children, youth and families in Singapore. These findings help SCS focus their services and advocate for policy changes where necessary.
Kidzlive	Research & Outreach Centre	Educates pre-school and primary school children about sexual abuse and how to protect themselves against perpetrators through skits.
Choo Choo Train Programme	Children Service Centre	Teaches moral values to pre-school children through songs, storytelling and role-playing.
Student Care Centre programmes	Henderson Centre	Before-and-after school care service for primary school children from low-income, single parent or distressed families who are sometimes left at home without adult supervision.

## Appendix 1

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<b>Activity &amp; Programme</b>	<b>Centre</b>	<b>About the Activity/Programme</b>
Case Work Fund	Yishun Family Centre	Financial assistance given to families and children. Cases are evaluated by SCS and the fund is managed by Family Service Centre.
Fund Raising Activities	Corporate Office	Various fund raising activities organised by SCS including the following: <ul style="list-style-type: none"><li>• Donation Draw</li><li>• Flag Day</li><li>• Walk for Our Children</li><li>• Little Kindness Lots of Joy</li><li>• RoadShows</li></ul>
Operating cost	Sunbeam Place	Sunbeam Place is a Home for abused and neglected children (aged between 2 to 18 years old) in need of protection or whose parents are unable to provide proper care.