

## Corporate Social Responsibility



Chairman, Dr Cheong spent an enjoyable morning reading to the children at Sunbeam Place, Singapore Children's Society, when we announced our second donation of S\$2.5 million for the next five years.



Our employees who participated in the Singapore Children's Society's "Walk for our Children 2009", organised to help to raise S\$180,000 for less-privileged children, youth and families.

## Our Corporate Social Responsibility programme focuses on helping children and young adults realise their full potential.

### CARING FOR UNDERPRIVILEGED CHILDREN

In Singapore, we announced our commitment to donate another S\$2.5 million over a five-year period to our partner charity, the Singapore Children's Society ("SCS"). This will bring our total donation to the SCS to S\$5 million over 10 years, starting from 2004.

More than 250 of our employees supported the SCS in organising various programmes to impart skills, and to enable the children to participate in various leisure activities, such as bowling or viewing a movie. In July, 12 employees spent a Saturday morning helping at the annual SCS-organised "Bully-Free Forum". The event was attended by more than 300 educators, parents and counsellors. The key focus was on nurturing a bully-free culture in schools, by starting with the right social environment in schools, and addressing the social and emotional development needs of the students. More than 50 employees and their families participated in the annual SCS "Walk for Our Children". Our employees also led in the warm-up session and helped to set up stalls for the carnival that was held after the Walk.

In August, more than 25 interns from our Structured Internship Programme for undergraduate students brought children from the SCS on a treasure hunt at the National Museum.

In China, we committed to donate RMB1.5 million over a six-year period to the Soong Ching Ling Foundation ("SCLF"). The funds, disbursed through the Soong Ching Ling Scholarship ("SCLS") under the SCLS-OCBC Fund, will support about 800 outstanding children across China with financial assistance to pursue their studies. To date, we have disbursed RMB1 million (S\$212,467), helping 400 students across China.

We worked closely with the China Welfare Institute Children's Palace ("CWI"), an affiliate organisation of SCLF, on a volunteer programme that brings volunteer teachers to rural schools in Shanghai to help children of migrant workers.

In May, four employees assisted volunteer teachers at the Zi Luo Lan Hope School and Kang Qiao School. In June, 25 employees

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*Our Group Operations and Technology colleagues painting the roof tiles of a classroom, part of a community development project to help build houses and a school at Banjaran, Bandung, Indonesia.*



*A delighted child from Shi He Primary School in Mianzhu county, China, showing the new schoolbag he received from OCBC. The school, which was destroyed by the Szechuan earthquake, was rebuilt with our donations. The school bags and stationery sets distributed to the children were sponsored by our Group Operations and Technology division.*

conducted a financial literacy programme for students at Zi Luo Lan Hope School, and raised funds to donate stationery and a digital camera to the school. In November, several employees from our Human Resources division in Singapore and China donated RMB15,000 (S\$3,187) to buy more than 900 books and two bookshelves for Kang Qiao Primary School.

In Indonesia, employees from our Operations and Technology divisions in Singapore and Malaysia, and Bank OCBC NISP participated in a joint community development initiative in Bandung, in collaboration with Habitat for Humanity. The three-year initiative, which began in 2009, is committed to build 20 houses and renovate a school in the village of Banjaran. The team built four new classrooms and set up a computer laboratory in the school. In the previous year, the team built three houses in the same village.

### STAFF FUND RAISING

Every year, employees from our Human Resource division in Singapore perform a traditional Lion Dance during the Lunar New Year, visiting various OCBC departments to raise funds. Coupled with its annual charity food fair, the division raised approximately S\$50,000 in 2009, which was donated to the Love Timor Fund, the Singapore ST School Pocket Money Fund, and to buy books for Kang Qiao Primary School.

Our Treasury division in Singapore held an auction at its Dinner and Dance event in November. The funds raised, totalling S\$30,000, were also given to the Singapore ST Pocket Money Fund.

Our Operations and Technology division in Singapore and Malaysia held its annual charity food fair, raising a total of S\$150,000. The funds were channelled towards the three-year community development initiative in Bandung, Indonesia, as well as the purchase of bags and stationery sets for 350 students of Shi He Primary School, a school that was rebuilt in Mianzhu, China, after the Szechuan earthquake in 2008.

### SUPPORTING EDUCATION

We continued to encourage and support academic excellence by awarding book prizes and bond-free scholarships to outstanding young adults from Singapore, Malaysia, Indonesia and China, so that they can pursue higher education in Singapore and Malaysia. From inception to today, we have awarded more than 400 bond-free undergraduate scholarships. We also offered OCBC Scholars and other undergraduates the opportunity to experience working in OCBC through an internship programme. More than 180 students have participated in our Structured Internship Programme.

### PARTNERING NTUC IN SINGAPORE

Arising from our banking and cards partnership with the National Trade Union Congress ("NTUC"), we pledged to donate up to S\$250,000 annually from the credit card spend of NTUC members to charity organisations nominated by NTUC. Organisations that have benefited from these annual contributions include the NTUC ElderCare Trust and the NTUC Childcare Bright Horizons Trust Fund.

In 2009, we channelled our contribution of S\$250,000 to the NTUC U Care Fund which provides union members' children with

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One of several food bazaars organised by OCBC employees to raise funds among our colleagues, for charity.

financial assistance to continue their education despite their families' financial difficulties. Specifically, our contribution was channelled to the NTUC Scholarship Awards and Education Grant.

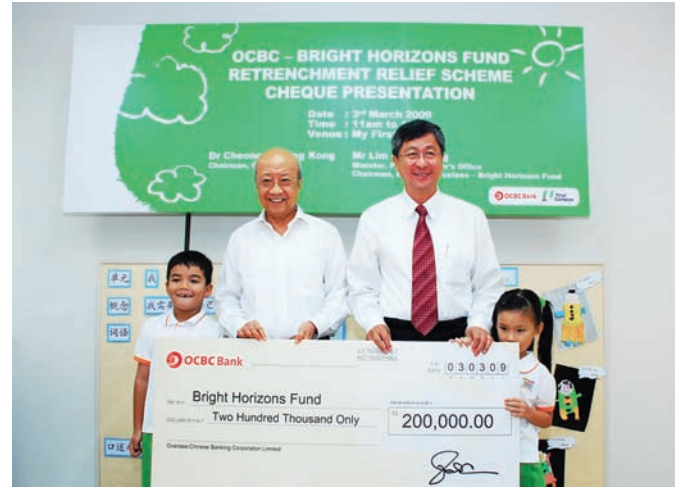
In 2006, we committed to support the NTUC First Campus Bright Horizons Fund with a donation of S\$450,000 over three years to help raise the literacy level of more than 300 less privileged students from NTUC First Campus. We made an additional contribution of S\$250,000 in 2007, bringing our total commitment to S\$700,000. In 2009, given the challenging economic environment, we launched the OCBC-Bright Horizons Fund Retrenchment Relief Scheme. Through a contribution of S\$200,000 over two years, matched by S\$150,000 each year from the Bright Horizons Fund, the scheme ensures that no child from NTUC First Campus has to stop school because of his parent's financial situation. Children of parents who have been retrenched will receive special financial assistance packages that pay for their school fees.

To date, we have contributed a total of S\$1.9 million to NTUC and its affiliated organisations.

### HELPING IN TIMES OF NATURAL CALAMITIES

As calamities hit different parts of the world, we showed our support for the affected communities by helping to bring relief to the victims and their loved ones.

In April, 20 volunteers, comprising customers and employees of OCBC China's Chengdu Branch, visited the students of Shi He



Mr Lim Boon Heng, Minister from the Prime Minister's Office and Chairman of the Board of Trustees of the Fund receiving our contribution to ensure continuing education for children from NTUC First Campus, despite their parents' financial situations.

Primary School in Mianzhu county in Sichuan Province on the first anniversary of the Sichuan earthquake.

Officially opened on 22 October 2008, Shi He Primary School was rebuilt with donations amounting to RMB1.16 million (S\$246,462) from OCBC China and our employees.

The volunteers distributed cards that were handmade by employees from OCBC Singapore and Malaysia, as well as bags and stationery sets to the 350 students of the school. OCBC China's Chengdu employees also made a commemorative booklet, containing messages of appreciation and encouragement, for the teachers and students.

Together with our subsidiaries, Great Eastern and Bank OCBC NISP, we made a corporate donation of IDR834 million (S\$117,594) in aid of relief efforts for the earthquake-hit region of Padang, Indonesia. The funds were used to purchase food, medical supplies and daily essentials for the victims. A portion of the funds were also channelled to Habitat for Humanity to support rebuilding efforts.

Separately, our employees contributed a total of IDR94 million (S\$13,254) to the same cause.

Our customers were also able to do their part for the victims of the Padang earthquake as we opened up our banking channels, such as ATMs, internet banking and mobile banking, to facilitate donations. All donations were channelled through the Singapore Red Cross Society.



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More than 5,400 cyclists took to the roads at OCBC Cycle Singapore 2009, the first mass participation cycling event successfully held for riders of all ages and on closed roads.

### ENCOURAGING COMMUNITY BONDING

On 22 February 2009, more than 5,400 cyclists took part in the inaugural OCBC Cycle Singapore 2009, riding on public roads closed for the event. The cyclists started riding from the F1 Pit Building, and passed iconic landmarks of Singapore such as the Esplanade, Singapore Flyer and National Stadium. The event was a big success drawing enthusiastic response from both the general public and international elite cyclists.

12 OCBC Malaysia employees cycled 400 km from Kuala Lumpur to Singapore to participate in the event, and raised over RM40,000 (\$16,474) for two children welfare organisations in Malaysia, namely the National Autism Society of Malaysia and the Home of Peace.

In October 2009, we announced that we will continue to support OCBC Cycle Singapore 2010 as the title sponsor.

Having learnt from 2009's event, coupled with the feedback from participants of OCBC Cycle Singapore 2009, we have worked closely with the organiser of the event, Spectrum Worldwide, to make OCBC Cycle Singapore 2010 bigger and better.

The Mighty Savers™ Tricycle Ride will be introduced to give younger children aged two to five years the chance to participate, making OCBC Cycle Singapore 2010 an event for the entire family.

A 2.5-km ride for cancer survivors and their friends and relatives, called "Cycle of Hope", will also be added to the event. Participants



The inclusive nature of cycling and its ability to bring people together are consistent with our value of Teamwork. More than 280 OCBC employees cycled at the inaugural OCBC Cycle Singapore 2009, and many took part in the most popular 40km Challenge category.

of OCBC Cycle Singapore 2010 can choose to raise funds among their friends and relatives to support the National Cancer Centre Research Foundation ("NCCRF") or our adopted charity partner, the Singapore Children's Society.

Our sponsorship of the event included a partnership with the Singapore Sports Council ("SSC") and the Singapore Amateur Cycling Association ("SACA") to train and develop a pool of talented young cyclists representing Singapore at major international games. The team had achieved good results in 2009, notably coming in first at the Tour of Friendship in Thailand. Three of the cyclists were also selected to participate in the 24<sup>th</sup> South East Asian Games in Vientiane, Laos in December. One of them won a bronze medal in the 30 km individual time trial.

### PARTNERING LIKE-MINDED ORGANISATIONS

We are a pioneering member of Singapore Compact for CSR, and a participant of the United Nations Global Compact ("UN Global Compact").

The Singapore Compact functions as a national society in furthering the CSR movement in Singapore, through ongoing dialogues, training, collaboration and practical project implementation.

We have also signed in support of the 10 principles of the UN Global Compact since 2005, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labour, environment and anti-corruption.