

For immediate release

CHILDAID BENEFITS FROM UOB AND YU NENG PRIMARY SCHOOL'S FUNDRAISING EFFORTS



Singapore, 5 August 2016 – A key Singapore children’s charity event will be receiving a strong boost with a generous donation from United Overseas Bank (UOB) and a heartfelt initiative from Yu Neng Primary School.

UOB donates \$800,000 to The Business Times Budding Artists Fund and The Straits Times School Pocket Money Fund

UOB is donating \$300,000 to The Business Times Budding Artists Fund under the annual children charity concert ChildAid.

Mr Eric Tham, Head of Group Commercial Banking, UOB, presented the donation to Mr Alvin Tay and Ms Serene Goh, co-organising chairpersons for ChildAid, at Yu Neng Primary School’s 2016 *Pay-It-Forward* event.

Mr Tham said, “Our support of ChildAid enables UOB to play a part in providing young people with an avenue to showcase their artistic talent. This is in line with our long-term support of social development in the areas of art, children and education, and our commitment to the communities in which we operate.”

The other beneficiary of ChildAid is The Straits Times School Pocket Money Fund, to which UOB donated \$500,000. The donations were part of the funds raised by UOB and its clients in February the Bank’s annual Lunar New Year dinner.

Helping people, One stitch at a time

Today, 1400 students, staff and parent volunteers from Yu Neng Primary School will be coming together to stitch 1600 one-of-a-kind bears made of upcycled cloth. This is for a collaboration project with The Business Times and The Rice Company Limited to raise funds for ChildAid.

This mass sewing activity is part of the school’s *Pay-it-Forward (PiF)* SGBear project which was launched in 2015, in conjunction with SG50 and the school’s 80th anniversary celebrations.

Says Mrs Clara Lim-Tan, Principal of Yu Neng Primary School: “We created the “SGBear” to celebrate the diversity and vibrancy in our communities that make us uniquely Singapore. This a Values-in-Action (VIA) project that is closely tied to our school’s National Day celebrations. The PiF project not only reminds us to appreciate the contributions of our pioneer generation but also inspires us to be pioneers of the future.

We hope our pupils will pick up values like responsibility, respect and compassion and experience how a small kind gesture can go a long way. The PiF project serves as an annual renewal of the Yu Neng community’s commitment towards helping other people, especially those less privileged – one stitch at a time!”

True to the spirit of a ‘whole-school approach’, Yu Neng Primary’s Parents Support Group (YNPSG) is also actively involved in this project.

Says Mdm Heng Sue San, Chairman of the YNPSG, “We are very glad to partner the school in the PiF project as it not only benefits charity but also helps our kids to learn the value of unconditional kindness through paying-it-forward.”

The uniquely handstitched bears by Yu Neng Primary School will be distributed at two events – ChildAid and Singapore Rhapsodies – The Concert 2016 held at Resorts World & Palawan Green at Sentosa respectively. Public contribution is encouraged in exchange for each bear. All proceeds will go towards ChildAid.

Says Serene Goh, Co-Chair for ChildAid: “The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund are so grateful for every cent we receive. The contributions from UOB and Yu Neng show that the size of the institutions does not matter, as long as there is heart in giving. This support means a lot to me personally, as well as for the organisation I represent, because it means we continue to champion diversity, and share an on-going mission to see this nation’s

children achieve their potential; that no one is deprived a shot at their dreams simply because of the burden of finances. On behalf of our beneficiaries, I'd like to thank the bank and the school for their kindness and inspirational generosity."

Members of the media are invited to the 2016 *Pay-It-Forward* Cheque Presentation on August, 5, 7.40am – 10am, Yu Neng Primary School, 56 Bedok North Street 3, Singapore 469623.

Programme

7.40 – 7.45am	Showing of "behind-scenes" video
7.45 – 7.50am	Principal's Speech
7.50 – 7.55am	Special Guest's (SG) Speech
7.55 – 8.05am	Presentation of cheque
8.05 – 8.10am	Safety briefing and instruction to pupils
8.15 – 9.40am	Making of SGBears (PiF Movement)*
9.40 – 10.00am	Media Interviews
10.00 am	End

*photo opportunity

- Ends -

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About United Overseas Bank

United Overseas Bank Limited (UOB) is a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. UOB is rated among the world's top banks: AA1 by Moody's and AA- by Standard & Poor's and Fitch Ratings respectively.

In Asia, UOB operates through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and the Philippines, as well as branches and representative offices.

UOB plays an active role in the community, focusing on art, children and education. It has, over more than three decades, held the longest-running art competition in Singapore, the UOB Painting of the Year, which has since been extended across Southeast Asia. In recognition of its contributions to the arts, UOB was conferred the Singapore National Arts Council's Distinguished Patron of the Arts Award for the twelfth consecutive year in 2016. UOB also encourages its employees across the region to be involved in its regular volunteer activities. This includes the annual UOB Heartbeat Run which is held in China, Indonesia, Malaysia, Singapore and Thailand.

About Yu Neng Primary School

'Yeu Nerng School', was founded in 1935 by the late Mr Huang Hua Long and four villagers as a humble Chinese school catering to about 20 pupils. 81 years on, nestled in the heart of Bedok, Yu Neng Primary continues to provide a student-centric values driven education (SVE) to its 1200 students from diverse backgrounds. It places strong emphasis on developing pupils holistically and equipping them with 21C knowledge, skills and values in order to prepare them as future global citizens and leaders. This is in line with the school's vision – A Vibrant Connected Community that Aspires, Learns and Leads. The school works closely with key stakeholders and partners to proactively co-create opportunities, platforms and resources to enhance the quality of pupils' educational experience in order to nurture passionate learners, creative thinkers and caring leaders.

About The Straits Times School Pocket Money Fund

The Straits Times School Pocket Money Fund ("SPMF") started in 2000 as a community project initiated by The Straits Times that provides pocket money to children from low-income families to help them through school. SPMF was established as a Trust on 20 October 2010 and received charity status on 14 November 2011 with Institution of A Public Character (IPC) status effective from 1 January 2012. It is governed by a Board of Trustees. Since the project inception in 2000, SPMF has helped close to 130,000 cases of children and youth from low-income families, between the ages of 7 to 21 years. Funds raised go towards school pocket money disbursements and support of the social and educational development of the children and youth. For more information, please visit <http://spmfg.org.sg>.

About The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 13,000 financially-disadvantaged children and youth, between the ages of 5 to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by The RICE Company Limited.