

## The Post Flood Relief Campaign

### Introduction

In the wake of devastating floods caused by heavy rainfall many Cambodians have lost their properties and homes. In the aftermath, many victims are in desperate need of food supplies, shelter, medicines, and financial assistance to cope with the dire situation.

As a concerned corporate citizen, the Phnom Penh Post is launching a fundraising campaign for Cambodian flood victims called the Post Flood Relief Campaign. The campaign will be supported by ABA Bank and Wing.

### Our Mission

The Phnom Penh Post will be launching the Post Flood Relief Campaign aiming to assist flood victims in their time of need:

- We will be reaching out to members of the public and our network of business partners to help victims of these devastating floods nationwide with a dedicated fund raising campaign either for contributions in cash or kind.

### How we run the campaign

#### Campaign beneficiary

An integrated print and social media fund raising campaign will be initiated and managed by the Phnom Penh Post where all cash and donations in kind received will be placed in a trust account until it is officially distributed to the relevant authorities or channels. The Prime Minister's Office, Cambodian National Committee for Disaster Management (NCDM) and Cambodian Red Cross have been identified as beneficiaries considered for the funds raised.

All cash and monetary donations received during the campaign will be directed to the Post Flood Relief Campaign trust accounts with ABA Bank and Wing (Cambodia) Specialised Bank.

- Details of the ABA Bank and Wing Post Flood Relief Campaign accounts will be announced once it is activated by ABA Bank and Wing.

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Fund raising endeavours

There will be accountability and transparency of all collection which will be announced by the Phnom Penh Post. All contributions and donations given by both the public and private sector to the Post Flood Relief Campaign will be audited and supported by an independent audit firm.

The fundraiser will be conducted and promoted through:

- The Phnom Penh Post English and Post Khmer
- The Phnom Penh Post and Post Khmer website
- The Phnom Penh Post social media pages
- E-mails to establish network of the Phnom Penh Post business partners.

Donations by members of the public can be made by scanning the QR code provided in the Phnom Penh Post and Post Khmer newspapers or via our websites at [www.phnompenhpost.com](http://www.phnompenhpost.com) and [www.postkhmer.com](http://www.postkhmer.com) or mobile apps which can be downloaded for free and over the counter.

For distinguished individuals, societies and corporate organisations planning to make significant contributions, donations and/ or participate as our campaign sponsorship partners, they can directly contact the Phnom Penh Post.

Donation boxes will also be placed at venues of our campaign supporters and publicised through various conventional and digital media channels of the Phnom Penh Post.

During the duration of the Post Flood Relief Campaign, there will be special publication coverage and updates of the fundraiser, which will also at times be supported by multimedia content.

Campaign duration

The Post Flood Relief Campaign has been unofficially launched with immediate effect from today by the Phnom Penh Post for three months.

An official announcement will be made soon with more details of the Post Flood Relief Campaign.

The Phnom Penh Post deeply values any contributions in cash or kind. Any humanitarian assistance from the public and private sector will go a long way to relieve the suffering of flood victims nationwide.

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About the Phnom Penh Post

Since its launch on July 10, 1992 until now The Phnom Penh Post provides reliable, non-biased, in-depth and independent news to our readers. This is the paper of record of the recent history of Cambodia. Both editions, The Post in English and Khmer, are separate daily publications published five days in a week, and is in print and digital.

The Phnom Penh Post delivers world-class journalism to Cambodia's most influential audiences and thinkers. Backed by a strong 100-member news team, we connect our engaged consumers to marketers through our growing print, digital and social media platforms.

By choosing The Phnom Penh Post as your medium you are sending your message to the right target for improving your business to the next level.

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