

Launch of Fundraising Activities to support 2024 Flood Victims Through BCEL OneHeart

between the Central Disaster Management Committee and Banque pour le Commerce
Exterieur Lao Public. Vientiane, September 14, 2024

On Saturday, September 14, 2024, at 16:00, a press conference was held at Chao Anouvong Park to officially launch the fundraising campaign aimed at supporting the victims of the 2024 floods through BCEL OneHeart. The event was addressed by Mr. Vongkham Phanthanouvong, Head of the Department of Social Welfare and Head of the National Disaster Management Office, who represented the Central Disaster Management Committee. Distinguished attendees included Ms. Sounthone Xayachak, Vice President of the Lao National Assembly; Ms. Baikham Khattiya, Minister of Labor and Social Welfare; Ms. Vathana Dalalay, Acting Governor of the Bank of the Lao PDR; and Ms. Saysamone Chanthachak, Managing Director of Banque pour le Commerce Exterieur Lao Public (BCEL), along with Deputy Ministers, the Deputy Governor of Vientiane Capital City, representatives from mass organizations, the Chamber of Commerce and Industry, social organizations, and members of the media.



The primary objective of the event was to announce the "2024 Flood Relief Project," which seeks to raise funds to assist flood victims through BCEL OneHeart platform. This initiative provides a prompt and efficient means for individuals, businesses, and organizations, domestically and internationally, to make donations at any time. Donations will be accepted from September 14,

2024, at 15:30, until midnight of October 30, 2024. Following the conclusion of the campaign, the Central Disaster Management Committee will oversee the distribution of the collected funds to support rebuilding efforts in the provinces most severely affected by the 2024 floods, with a comprehensive report to be shared with the public.

In a demonstration of solidarity with disaster victims nationwide, BCEL has made a generous contribution of 1 billion kip to the OneHeart project as part of the "2024 Flood Relief Project." Furthermore, for international donors utilizing payment cards such as VISA, MasterCard, UnionPay, JCB, and American Express (AMEX) through the website www.oneheart.la. BCEL will absorb the 2.5%-4% transaction fee, ensuring that 100% of the donations are directed to the relief fund.



Additionally, BCEL has represented the community of donors who contributed through OneHeart to assist flood victims in Luang Namtha Province. On September 15, 2024, at the Luang Namtha Provincial Governor's Office, Mr. Saychit Simmavong, Deputy Director of BCEL, presented a donation of 1,714,134,894.60 kip, collected from 10,392 donors, to Mr. Onchan Khamphavong, Deputy Governor of Luangnamtha Province. This donation, gathered between September 10, 2024, at 13:30, and September 14, 2024, at 15:30, will be allocated for priority relief efforts as determined by provincial authorities. Updates regarding the utilization of these funds will be disseminated to the public through the OneHeart news channel and BCEL's online media platforms, including the BCEL Bank and OneHeart.la Facebook pages.



About BCEL OneHeart

BCEL OneHeart is a platform that harnesses modern technology to facilitate fundraising initiatives aimed at benefiting society without expecting anything in return. It provides a convenient, efficient, transparent, and accountable method for both donors and beneficiaries. Since its inception on December 12, 2017, BCEL OneHeart has supported 94 projects, with a total of 78,516 donations, raising over 9.9 billion kip. The platform welcomes anyone interested in initiating fundraising efforts for disaster relief, epidemic response, educational projects, the purchase of educational materials for rural areas, scholarships for underprivileged students, and more.

Facebook: BCEL Bank, Website: www.bcel.com.la