

THE POWER OF POTENTIAL

ISSUE 9

INFLUENCING THE FUTURE THROUGH PHILANTHROPY

CORPORATE GIVING — WHY GIVE BACK?

Singapore Press Holdings (SPH), Asia's leading media organisation, is an active corporate citizen, and has been giving back to the community since 1984. The company supports numerous causes - including education, sports, the arts, wildlife conservation and the environment - and has won several awards for its corporate social responsibility initiatives.

SPH has also been a loyal donor to NUS for more than a decade, giving to various initiatives including research into dementia, professorships in law and social work, public policy and bursaries. Mr Alan Chan Heng Loon, CEO of SPH, shares why corporate giving is a core value for the organisation.

Why does SPH believe in being a socially responsible corporate citizen?

SPH has been actively giving since the company was founded in 1984. In 2003, we set up the SPH Foundation to enhance our corporate giving. In 2010, the SPH Staff Volunteers Club was set up to encourage staff volunteerism.

SPH is a local company with a largely domestic business. We have grown and prospered with Singapore - it is only right that we support and give back to the local community too. We do this not just in terms



Mr Alan Chan, CEO of Singapore Press Holdings

of corporate giving and active volunteerism, but using our diverse suite of media platforms to highlight worthy charitable causes and champion acts of giving. We hope to use the power of media to spread the message and spirit of doing good, and create positive social change. We also believe that CSR can instil pride in our staff and enrich their working lives.

SPH's corporate social responsibility efforts span the entire organisation from divisions, to departments and individuals. How does SPH instill a company-wide socially responsible culture?

SPH sets aside a portion of our profits to give to charity in the areas of arts and culture, education, nature and conservation, charity, community and sports every year.

CSR is an integral part of the company's culture because it helps to promote team bonding and staff loyalty to the company.

SPH gives staff two half-days a year to be involved in charity work and every department is also given S\$600 every year to subsidise its charity adoptions and activities. Staff are encouraged to join the Staff Volunteers Club or be involved in the company's myriad of charitable activities as an organiser, participant, supporter or reporter.

Charity events and giving are very much celebrated in the company's staff newsletter and its wide-ranging media products.

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OUR CHAMPIONS, OUR AMBASSADORS

We would like to thank the following volunteers who are involved in supporting and advising on giving to the University (as of 31 December 2016).

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CHEMICALS AND MACHINERY HONOURS LATE FOUNDER

Company establishes named bursary after founder and NUS alumnus.



Mr Kwan Wai Yew,
Assistant Sales and Development Manager

Chemicals and Machinery Pte Ltd (C&M), a home-grown importer and distributor of chemicals and chemistry products, established a bursary at NUS in honour of the company's late founder, Mr Kwan Fook Ngah ('63) and his wife, the current head of the company.

The Kwan Fook Ngah & Kum Lai Yoke Bursary recognises outstanding full-time undergraduate students, in need of financial assistance, at the Faculty of Science, with a preference for students majoring in Chemistry.

"Mr Kwan Fook Ngah was an alumnus of the Faculty of Science and had many fond memories of his time at the University. We hope that our contribution will help students achieve their full potential and aspirations to push the boundaries of science and contribute positively to our society," explains Mr Kwan Wai Yew, Assistant Sales and Business Development Manager.

"Both Mr Kwan and his wife came from extremely humble backgrounds with little to no assistance. This Bursary stands as a testament to their hard work and great effort that they had to put in to build not only successful careers but also the ability to contribute back to society.

"We believe that financial issues should not come in the way of a person who shows the mettle and potential to be successful. Supporting students financially is something that will provide immediate benefit in not only quantitative terms but also psychologically; it frees up the worries of living costs and expenses. Hopefully, that will allow the students to have a clear mind and focus well on their academic endeavours," shares Mr Kwan.

"Chemicals and Machinery has always aspired not only to be at the forefront of our industry but also one that cares about the community. We believe that helping to build the next generation of successful Singaporeans is imperative not only to the survival of our industry, but most importantly, the survival of our country," says Mr Kwan.

Through the Bursary, the company hopes to both instil a culture of giving back in the recipients and nurture the next generation of change makers. Mr Kwan explains, "We hope that recipients of the Bursary will continue to excel in their academic endeavours but more importantly, understand the importance of contributing back to the society when they find the capacity to do so.

FINANCIAL LEADERS GIVE BACK TO THE COMMUNITY

ECM Libra Foundation, set up by Malaysian financial group, supports students through bursaries.

"We are a community of nations and everyone has a role to play in helping our societies improve, no matter what the challenges, no matter what the sacrifices we have to make," shares Mr Lim Beng Choon, trustee of the ECM Libra Foundation, which has made a gift to NUS in support of bursaries.

Dato' Seri Kalimullah Hassan and Mr Lim Kian Onn, the founding partners of the ECM Libra Financial Group, a Malaysian boutique financial services

group, set up the Foundation to help poor Malaysian children succeed.

"Education is one of the most effective means to break the poverty cycle as well as to give people a leg up in life. The founders themselves were from humble backgrounds. It was education that brought them out of poverty," explains Mr Lim.

The ECM Libra Foundation Bursary will be awarded to financially needy Malaysian students at the University. "The founders

CITI GIFT HELPS LOW-INCOME FAMILIES

Citi Foundation makes gift to help disadvantaged families master money management.



Mr Han Kwee Juan, CEO, Citibank (fourth from left) and Guest-of-Honour Assoc Prof Muhammad Faishal Ibrahim, Parliamentary Secretary for Social and Family Development (sixth from left) with NUS and Citibank members.

Social workers will soon be equipped with knowledge and skills to help low-income vulnerable families better manage their household finances thanks to a gift from the Citi Foundation, the philanthropic arm of global bank Citigroup, to the Next Age Institute (NAI) at NUS.

NAI will embark on a new initiative to develop a curriculum to empower social workers and social work students in Singapore with expertise in Financial Capability and Asset Building (FCAB). Currently, there is no formal training in FCAB for social workers in Singapore. NAI aims to bridge this gap by equipping social workers and social work students to help low-income vulnerable individuals and families enhance their financial capabilities to achieve better life outcomes.

Associate Professor Corinne Ghoh, NAI Co-Director, explains, "Social workers play a pivotal role in supporting and uplifting low-income vulnerable individuals and families. The Singapore FCAB curriculum will provide social workers and social work students a renewed focus on assisting low-income families to manage their household finances and gain access to appropriate services. By integrating knowledge of financial capability building into professional practice, social workers will be empowered to guide and support low-income families to make informed decisions that will heighten their potential for positive change in their family situations."

Mr Han Kwee Juan, CEO Citibank Singapore Limited, says, "The success of every society is dependent on the ability of its people to become economically self-sufficient."

"The success of every society is dependent on the ability of its people to become economically self-sufficient."

Citi is proud to partner the NUS Next Age Institute in this brand new initiative to fill a gap in the community by equipping social workers with the knowledge and skills to assist disadvantaged families on money management matters and access to appropriate financial services.

"Citi has pioneered several initiatives to enable financial inclusion in Singapore. The latest financial education initiative with NUS enhances our efforts to enable progress within another segment of our society."



"Education is one of the most effective means to break the poverty cycle as well as to give people a leg up in life."

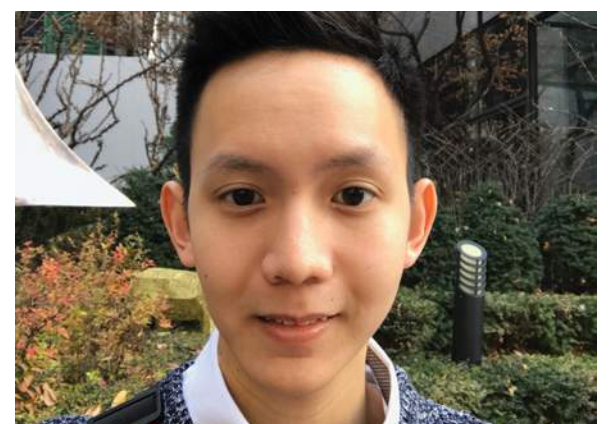
From left to right:
Mr Lim Beng Choon, trustee of ECM Libra Foundation/ Dato' Seri Kalimullah Hassan
and Mr Lim Kian Onn, founding partners of ECM Libra Financial Group

were cognizant that many Malaysians studying in NUS were struggling. The Bursary is targeted specifically for underprivileged Malaysians to enable them to cope and to complete their studies and return to serve their country and their communities," adds Mr Lim.

Adrian Yee Jia Chern, a Second Year civil engineering student, is grateful for the boost the Bursary has given him. "The ECM Libra Foundation Bursary means a lot to me. It has provided me with much assistance financially and given me the chance to continue my education in NUS without any

worries. I am thankful and honoured to be one of the recipients of this Bursary," he says.

Mr Lim has some advice, on behalf of the Foundation, for the recipients of their bursaries. "We can only advise them to work hard, study hard and strive to succeed. And when they succeed, help others who are less fortunate. They can, if they aspire towards it, be the future thought and industry leaders and they can make a difference for the communities they live in and their country," he shares.



Adrian Yee Jia Chern, Bursary recipient

MAYBANK GIFT EMPOWERS YOUTHS

Maybank Foundation encourages young people to address ASEAN issues.

Constructing a rainwater harvester to supplement clean water supply. Creating a biosand filter to purify water. Engaging local village children through tuition classes.

These achievements by a team of NUS chemical engineering students were made possible thanks to a gift from the Maybank Foundation, the philanthropic arm of Maybank, in support of the eMpowering Youths Across ASEAN programme. The programme raises awareness among today's youths of the issues faced by different communities in the ASEAN region and harnesses their passion and creativity to identify solutions. The NUS team, Project Cheway, won the programme's top award.

Datuk Lim Hong Tat, CEO of Maybank Singapore, reveals, "With rising interest amongst students in overseas community involvement projects, the programme aims to inspire university students in Singapore to become change makers by using social innovation to improve the living conditions of the less fortunate and lessen poverty."

The successful pilot programme in Singapore involved 200 participating university students and six completed projects impacting 1,500 people in the region. By applying knowledge gained in their tertiary education, coupled with the support from Maybank, the students were given the opportunity and platform to come up with innovative and sustainable solutions to real-life issues in different communities. The student initiatives are expected to deliver tangible long-term impact, socially and economically.

Yeo Chun Yee, leader of the winning team shares, "When I learnt about my seniors' experience on this programme, I wanted to be a part of it. With Maybank's support, we had greater freedom to choose the type of projects that we want to participate in. Using chemical engineering knowledge gained in NUS, we were successful with what we set out to achieve. We sincerely hope that our efforts have made a difference, no matter how small, to the community in the Philippines. Moving forward, we want to continue the spirit of giving by kickstarting our own projects in Singapore to help the needy."



Project Cheway students planting mangrove seedlings to prevent coastal erosion.

"With rising interest amongst students in overseas community involvement projects, the programme aims to inspire university students in Singapore to become change makers by using social innovation to improve the living conditions of the less fortunate and lessen poverty."

Datuk Lim hopes that the programme will enable the participating students to broaden their minds and gain a better understanding of challenges in the region, and inspire socially-conscious future leaders.

"We believe very much in being at the heart of the community and doing our part for society at large," he adds.



*Mr Pua Seck Guan,
CEO of Perennial*

PERENNIAL LAYS FOUNDATIONS FOR INNOVATION

Company establishes scholarship to reward academic achievement and support real estate industry.

Perennial Real Estate Holdings Limited's (Perennial) strong social responsibility ethos has led to the company making a gift to the NUS School of Design and Environment.

"We are strong advocates of contributing back to the communities in which we live and operate, and believe the active sharing of successes by businesses with their communities is the key to building a sustainable legacy for the future generations," says Ms Tong Ka-Pin, Head of Investor Relations and Corporate Communications and Marketing for the integrated real estate and healthcare company.

Perennial has set up the Perennial Real Estate Holdings Scholarship at the Department of Real Estate to recognise outstanding students for their academic achievements and contribute to the sustainable development of the real estate industry in Singapore and the region.

"The partnership through the Scholarship is the perfect platform for us to achieve our corporate social responsibility goals. We hope to empower promising students to pursue their aspirations, inspiring them to become responsible leaders who would go on to make significant contributions back to society through their work and services," explains Ms Tong. "We are also

OSIM HELPS SHAPE FUTURE THINKING

Healthy lifestyle company gives back to society through multiple gifts to NUS.



Mr Ron Sim, Chairman and CEO of OSIM

OSIM International Private Limited, a global leader in healthy lifestyle products, believes in giving back to the community that has shaped its success. “A brand can only succeed if it delivers on its promises and retains the loyalty of its customer base. Contributing to worthy causes like education is one way to give back to society and invest in the shared future of the community and company,” explains Mr Ron Sim, the company’s founder, Chairman and Chief Executive Officer.

OSIM is a longstanding donor to NUS, having made gifts to numerous causes from bursaries for financially-needy students, to setting up a professorship at the NUS Business School and supporting research at the Lee Kuan Yew School of Public Policy (LKYSPP).

“A brand can only succeed if it delivers on its promises and retains the loyalty of its customer base. Contributing to worthy causes like education is one way to give back to society and invest in the shared future of the community and company.”

“Education is a stepping stone for the individual, and linchpin for a successful economy. OSIM is pleased to partner NUS to raise the bar for future generations of leaders and entrepreneurs,” shares Mr Sim. “At OSIM, we are always challenged to think beyond our limits. We hope our contributions will help NUS maintain its position at the forefront of education and help its business students to develop and create more world-class products and global brands.”

The OSIM Professorship in Branding and Strategic Marketing has allowed the NUS Business School to attract some of the world’s leading academics. These include Professor Ganesh Iyer, a specialist in bounded rationality, competitive strategy, internet strategy and customer information markets; Professor Aradhna Krishna, considered one of the 50 most productive marketing professors in the world and a leading expert in the field of sensory marketing; and Professor Gita V Johar, an expert in consumer psychology who focuses on how consumers react to marketing efforts.

OSIM also gave to the Centre on Asia and Globalisation (CAG) at LKYSPP. The gift has enabled CAG to embark on a policy-oriented initiative on the topic of ‘Sustaining China’s Peaceful Rise’ and to study the global implications of China’s rise and the measures that both China and the world need to undertake to sustain China’s peaceful rise. In addition, the funds have allowed the Centre to convene high-level conferences with leading think tanks and research institutions in the world.

“We hope to empower promising young students to pursue their aspirations, inspiring them to become responsible leaders.”

committed to nurturing and developing a pool of competent and forward looking professionals who are able to become thought leaders of Asian real estate and who will keep pushing the boundaries to ensure that Singapore remains in the forefront of the global real estate industry.”

Nicole Ler Shin, a Real Estate student in her second year in the School of Design and Environment, and a recipient of the Scholarship, says, “I am extremely thankful for the Perennial Real Estate Scholarship. It has allowed me the freedom to invest my time to attain a holistic university education, through academic and non-academic areas. These include enjoying co-curricular activities, building friendships with people who will likely be working in the same field as me in the future, as well as being involved in personal external commitments. The Perennial Real Estate Scholarship has

also enabled me to get an internship with Perennial Real Estate Holdings Limited, increasing my passion for the real estate industry, broadening my worldview and allowing me to apply what I learnt into the real world context.”

Mr Pua Seck Guan (’88), the Chief Executive Officer of Perennial, is appreciative of the education he received as a student at the University.

Ms Tong shares, “Mr Pua has benefitted tremendously from his learning journey at the esteemed institution. Coming from a humble background, Mr Pua recognises the intrinsic value of education and its ability to transform lives, and strongly believes that all deserving students should be given an opportunity to obtain the best education possible to develop their full potential.”



Nicole Ler Shin, recipient of the Perennial Scholarship

CORPORATE FUNDRAISER FUNDS BURSARY

SAC Capital helps students in financial need through named bursary at NUS Business School.

students with the opportunity to level up in society. Family background, to a certain extent, does affect a person's educational journey."

Coming from a simple background, Mr Ong understands exactly what it is like to struggle financially while studying. Having very little pocket money, he started working part-time while in secondary school and only managed to complete his tertiary education at Monash University with financial help from a close family friend. To save money on fees and living expenses, he worked doubly hard to graduate a semester ahead of time.

Being equally driven in the corporate world, Mr Ong worked tirelessly in finance jobs for seven years before starting his own firm.

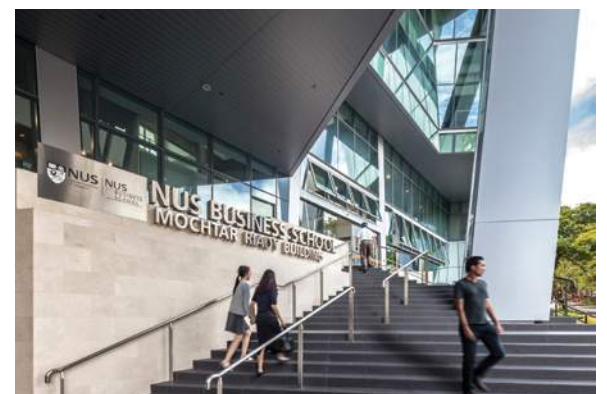
"When I decided to strike out on my own, there were many hurdles and unknowns. People told me I did not have the technical skills nor the contacts to make it. I ignored them and persevered on," shares Mr Ong, whose company today has close to 30 employees and is still expanding.

The father of two, whose wife is a stay-home mother and does community work in her free time, believes that everyone plays a role in giving back to society. Corporations who are profitable should seriously consider supporting education as everyone can, either directly or indirectly, benefit from helping the next generation.

"We feel it is important to provide financially-needy students with the opportunity to level up in society."

Mr Ong asserts that success should never be measured by a person's career, but he does have advice for students who want to succeed in any industry.

"First, always be prepared. When you have free time, do not be idle, but instead pick up a new skill, or do difficult things that expand your comfort zone. Secondly, be adaptable. What is relevant today may not be relevant tomorrow. There's only so much you can forecast and foresee."



NUS Business School



Mr Ong Hwee Li, CEO of SAC Capital

SAC Capital is a successful corporate finance firm specialising in raising funds for other companies through the capital market such as IPOs (Initial Public Offerings). With a gift to NUS, the company established the SAC Capital Bursary at the NUS Business School.

SAC CEO, Mr Ong Hwee Li, says, "SAC has been contributing to various charities for some time. After a discussion with my partners at the firm, we decided to support education at NUS this year. We feel it is important to provide financially-needy

> Continued from page 1

In 2010, the SPH Staff Volunteers Club was formed to take staff community involvement to another level. Every year, the SPH Staff Volunteers Club organises and invites staff to participate in its wide variety of charity activities.

The CCD & CSR division, which champions CSR, also involves staff in the many charity events, such as SPH Red Apple Day - a blood donation drive - and SPH Flea Market in aid of The Salvation Army and to promote recycling. Our yearly calendar is full of CSR activities so that it has become part of our DNA to reach out and help worthy causes.

What impact has your corporate giving had on your company and your employees?

Through active corporate citizenry, our staff are able to unite over a common and higher purpose. They also learn valuable traits and skills like social outreach, teamwork and organisational skills that are relevant to work.

Staff have expressed support for the company's CSR programmes, giving positive feedback that the activities have given them a chance to do good, as well as to bond with their colleagues outside their routine work activities.

"We have grown and prospered in Singapore - it is only right that we support and give back to the local community too."

We also cultivate good ties with the local community and brand ourselves positively as an Employer of Choice through active giving.

What lessons related to supporting the community have you learnt as an organisation and how have they shaped your corporate social responsibility priorities?

With our main business concentrated in Singapore, one of the key considerations is that the donation should be channelled towards activities and programmes that will benefit the Singapore community.

SPH's yearly contribution to the community is substantial, whether it is through financial or in-kind sponsorship (in terms of ad space or archived materials, for example), fund raising (as in the case of the Straits Times School Pocket Money Fund), media coverage, or the many activities organised in aid of a wide spectrum of social needs. Beyond this, different departments and products also contribute their money, time and talent to worthy community and social causes.

SIA FLIES HIGH IN SUPPORTING EDUCATION

Airline gives back to the community through gifts to research, student financial aid and academic programmes.



Mr Nicholas Ionides,
Divisional Vice President Public Affairs, SIA

Singapore Airlines (SIA), the world's most awarded airline, has been a loyal donor to NUS for over a decade. The company has given to multiple causes, such as academic support, student financial aid and research, across the University's many faculties and schools, from engineering, to public policy and music.

"Singapore Airlines recognises the importance of building strong relationships with the many communities we serve, and demonstrating our care for them," explains Mr Nicholas Ionides, Divisional Vice President Public Affairs, SIA. "Singapore Airlines firmly believes that supporting programmes that benefit the communities we serve throughout the world, such as education, is an essential part of being a good corporate citizen. With a long heritage just like us, we

believe that NUS – a leading global university centred in Asia – is able to best nurture future leaders who will benefit from the initiatives we have helped to fund."

SIA is a founding donor of the Lee Kuan Yew School of Public Policy. Today, it is the school of choice to study public policy in Asia, known for its experienced and diverse faculty, its research achievements and its executive education programmes.

NUS beneficiaries of SIA's gifts also include the JY Pillay Comparative Research Centre, named in honour of renowned Singaporean policy maker and corporate leader, Professor JY Pillay. The Centre focuses on key development issues facing

Asia, such as human capital and capitalism. Yale-NUS College has also benefited through gifts to the JY Pillay Global-Asia Programme to support student financial aid and programmes, as well as attract leading academics to undertake research at the College.

The airline has also given generously to the NUS Yong Siew Toh Conservatory of Music to fund scholarships for aspiring musicians.

"Our support for education is just one of the many ways that we give back to society. We hope that those who benefit through our contributions will in turn give back to society one day with their wealth of knowledge and expertise," observes Mr Ionides.

"Singapore Airlines recognises the importance of building strong relationships with the many communities we serve, and demonstrating our care for them."



Yale-NUS College students. SIA supports several initiatives at the College.

A 2016 survey on SPH's Image Perception showed that there is an increase in public awareness of our CSR activities compared to two years ago. Ninety-six percent of those surveyed were aware of SPH's CSR activities, primarily in the areas of charity, community and education. We are heartened to be known as a giving and caring company.

What advice would you give to an organisation planning to invest in social causes for the first time?

Organisations may wish to evaluate how they can align their business objectives with their CSR initiatives and consider which social causes would benefit most from their contributions. They should also plan and encourage staff involvement to be part of the journey. CSR does not have to be a top-down initiative. When staff feel empowered and realise that they can make a difference to the community, they will be motivated to play a part too.

SPH is an unwavering supporter of NUS. Why does SPH give to education and NUS in particular?

SPH believes that education is important because it opens doors for people of all backgrounds and it is a pivotal enabler for social mobility. Through its contribution to NUS, SPH hopes that our students will benefit from NUS' global approach to learning and be better equipped and ready to contribute to the success of Singapore in the years to come.



Prof James Penner, Kwa Geok Choo Professor in Property Law
SPH is a donor to this named professorship at the NUS Faculty of Law.

To find out more about partnering with NUS to make a difference to the community, contact askdvo@nus.edu.sg or call 1-800-DEVELOP (1-800-338-3567).

TEMBUSU PARTNERS NURTURES TOMORROW'S LEADERS

Private equity investment firm makes gift to provide financial aid for students.



*Ms Rebekah Lin,
Director (Business Development), Tembusu Partners*



Tembusu College, NUS University Town

“To us, this is more of a responsibility and not an obligation,” shares Ms Rebekah Lin, Director (Business Development) of private equity investment firm Tembusu Partners, in relation to the scholarship and bursary the company has established at Tembusu College at NUS University Town.

“We strongly believe that education is extremely important in developing young minds. It was completely coincidental that Tembusu College was built around the time we were thinking about our gift - and we found complete alignment as the Tembusu tree is known for its longevity, deep roots and steadiness,” she explains.

Through the Tembusu Partners Scholarship and the Tembusu Partners Bursary, the company aims to give students the chance to fulfil their potential, both inside and outside the classroom.

Ms Lin says, “We hope that the students will have a balanced education - not just

learning academically, but loving to learn as a whole. Hopefully with this financial burden factor off their shoulders, they can focus on learning effectively.

“I hope that they develop into individuals with social awareness. These are dark times and it’s up to the next generation to bring hope, light and love into their communities.”

Murni Marisa Bte Mahat, a third year Political Science major, embodies the values Tembusu Partners aspires to nurture in the recipients of their gift.

“The Tembusu Partners Scholarship has provided me with meaningful opportunities as I stay on for a third year in Tembusu College. More than just a financial benefit, this Scholarship has been the driving force for me to give back to my community and to continue harnessing my potential as a leader and active member of the College,” she explains.



Murni Marisa Bte Mahat, Scholarship recipient

“I hope that they develop into individuals with social awareness. These are dark times and it’s up to the next generation to bring hope, light and love into their communities.”

To find out more about creating a named bursary or scholarship, contact askdvo@nus.edu.sg or call 1-800-DEVELOP (1-800-338-3567).

NUS and PDPA

In Singapore, the Personal Data Protection Act 2012 (“PDPA”) establishes a data protection law that governs the collection, use and disclosure of your personal data. In line with this, the University has updated the Standard Terms & Conditions for Gifts to comply with the PDPA. You can find the latest version of the document on our website: www.giving.nus.edu.sg. Should you have any questions about giving to NUS, please email askdvo@nus.edu.sg or call us at 1-800-DEVELOP (1-800-338-3567).