

May 2019
**SymAsia Philanthropy Advisory
 Newsletter**

Welcome to our May 2019 Issue:

- SymAsia CEO's Message
- Credit Suisse Philanthropists Forum 2019
- Stories from our Philanthropists

CEO's Message



Ms. Young Jin Yee
CEO, SymAsia
Foundation Limited,
 Managing Director, Credit
 Suisse AG, Market Group
 Head, SG & MY

Next month – June 2019 – will mark a significant milestone for SymAsia, as we enter our 10th year of walking alongside clients in their philanthropic journeys. As we look back, there is much to celebrate: from the seed of a vision within the bank, to our establishment in June 2010, to now having supported more than 50 business families, individuals and corporates in their aspirations to do good well, SymAsia has grown from strength to strength over the past years.

Above all, we are humbled by the realization that our clients have chosen to partner with us in their drive to make a difference in the world – be it in improving access to education, or providing better care for children and the elderly, or protecting the environment. Since 2010, SymAsia has facilitated donations exceeding SGD100 million to more than 300 charity partners all around the world. We are privileged to have been an integral part of our clients' philanthropy missions, supporting them in program development, due diligence, grant monitoring and impact assessment.

Through SymAsia, Credit Suisse continues to be the only bank in APAC that offers a dedicated philanthropy team to help our clients run their own named foundations, set up as donor advised funds under our umbrella platform. On the next page, we share how 2 foundations, one a family foundation and the other a corporate foundation, are guided by their passion to make an impact on the world around them in very different ways.

Credit Suisse Philanthropists Forum 2019

To mark our milestone year, SymAsia is planning a special celebration at our 8th Philanthropists Forum, which will take place in Singapore on 19 November 2019. The Forum reflects Credit Suisse's major commitment to facilitate and support philanthropic giving in the Asia Pacific region. The event is an opportunity for our clients from around the world, whether they are seasoned donors or new philanthropists, to share their experiences and seek inspiration for more informed and strategic giving.

Besides celebrating the past, the Forum will also look to the future. Our panelists will explore 2 key trends in philanthropy in the next decade:

- Family Philanthropy: Keeping the spirit alive through the generations.
- Harnessing Technology for Social Change: How has technology disrupted philanthropy, and has this translated into real social impact?

So mark your calendars – let's celebrate and learn together!



Event: Philanthropists Forum 2019 **Date:** 19 November 2019
Venue: Raffles Hotel, Singapore **Time:** 9am – 4pm

The SymAsia Team looks forward to working with you to further your philanthropic aspirations.



Bernard Fung
 Deputy CEO, SymAsia Foundation Ltd
 Head of Wealth Planning Services
 Private Banking APAC, Credit Suisse



Dawn Tan
 Philanthropy Advisory
 Private Banking APAC, Credit Suisse



Audrey Ng
 Philanthropy Advisory
 Private Banking APAC, Credit Suisse



Joan Chan
 Philanthropy Advisory
 Private Banking APAC, Credit Suisse

Please contact your Relationship Manager if you would like to find out more about SymAsia.



**Ranked #1 in Asia Pacific for
 Philanthropic Advice**

Mingxin Foundation



The Mingxin Foundation Rambler's Ridge at the new Gallop extension at the Singapore Botanic Gardens. Photo: National Parks Board

Mingxin Foundation's vision is that future generations would continue to explore and appreciate the forest trees and native plants that we see in Singapore today. Set up under SymAsia in 2016, the family foundation supports and advocates for the conservation of native flora of Southeast Asia, especially trees and plants on forested ridges of the Malay Peninsula.

Understanding the foundation's mission, the SymAsia team sourced for opportunities that would align with the family's philanthropic goals. This led to Mingxin Foundation committing to fund the development of a nature garden and trail ridge under an extension program for the Botanic Gardens. Scheduled to be completed by the end of 2019, the Mingxin Foundation Rambler's Ridge will recreate cliff-edge habitats and provide a vantage point to view critically endangered flora species that once flourished in the area.

At the heart of Mingxin Foundation is the family's inter-generational connection through joint decision-making and engagement in philanthropy. Explaining why the family chose to focus on flora conservation, a second-generation family member said: "A polar bear on shrinking ice, or wild pandas being critically endangered create a compelling image that change must happen. Plants represent the home of many animals; though perhaps out of plain sight, many species of plants disappear more quietly."

In recognition of Mingxin Foundation's support, the Botanic Gardens dedicated a Heritage Tree to the family at its 160th anniversary celebration in January 2019.

Special thanks to Relationship Manager Joanne Fan for her support with the philanthropic work of both Mingxin Foundation and Worldwide Hotels-Choo Chong Ngen Foundation.

Worldwide Hotels-Choo Chong Ngen Foundation

Mr. Choo Chong Ngen, founder of the Worldwide Hotels-Choo Chong Ngen Foundation under SymAsia, recognizes the importance of education as a social leveller in Singapore: "I have always believed in the importance of having a good education. Growing up, I did not have the privilege of furthering my education due to financial difficulties, but it is clear that education can bring great transformative impact to individuals and society."

Mr. Choo's philanthropic passion towards the education sector is evident. The founder and executive chairman of Singapore's largest homegrown tourist class hotel group, Worldwide Hotels, Mr. Choo has generously supported financially needy students pursuing tertiary and technical education in Singapore over the past eight years. He has donated more than SGD 10 million in bursaries to the four local universities and five local polytechnics. In addition, to celebrate the launch of Worldwide Hotels last October in conjunction with the Group's 25th anniversary, the Foundation donated SGD 2 million to the Institute of Technical Education (ITE) Education Fund and SGD 50,000 to the Chong Pang CCC Community Development and Welfare Fund to help low-income families.



From left: SymAsia CEO Young Jin Yee, ITE CEO Low Khah Gek, ITE chairman Bob Tan, Worldwide Hotels group chairman Choo Chong Ngen, Minister for Home Affairs and Minister for Law K. Shanmugam, and Worldwide Hotels group managing director Carolyn Choo. Photo: Worldwide Hotels Group

The Business Times featured the donation on 2 November 2018. A Lianhe Zaobao article on 19 December 2018 lauded the Foundation's donation to the ITE Financial Assistance Scheme, which has benefitted a total of 4,300 ITE students. Mr. Choo's gift will benefit 30 more students yearly.

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