

November 2019

SymAsia Philanthropy Advisory Newsletter

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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

As we approach the end of the year, it is time to take stock of the successes and challenges we faced in 2019. One of our greatest joys was the renewal of SymAsia Foundation's status as an Institution of Public Character (IPC) for the next 3 years. This gives additional comfort to our clients since, as an IPC, SymAsia is held to a higher standard both in terms of regulatory compliance as well as governance. For donors who are Singapore taxpayers, our IPC status allows us to issue 250% tax deductible receipts for qualifying donations. To learn more about this, speak to the SymAsia team!

Beyond supporting more than 50 client foundations, the team has also journeyed with our donors as they embark on more sophisticated philanthropy advisory work. On the next page, we share how SymAsia has helped one of our clients combine his twin passions of philanthropy and sport into an impactful program that reaches out to youths at risk.

As part of our ambition to continuously add value to our clients, SymAsia also recently co-hosted a session with the National Council of Social Services on the Singapore charity landscape for our PB colleagues, so that they would be able to connect more deeply with philanthropic-minded clients or prospects. 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.

Last but definitely not least, here is a sneak preview of our flagship Philanthropists Forum taking place in February next year. After a 2-year hiatus, we are coming back bigger and stronger as we celebrate SymAsia's 10th anniversary in 2020!

Credit Suisse Philanthropists Forum 2020

The 8th Credit Suisse Philanthropists Forum has been scheduled for 2020 to coincide with SymAsia Foundation's 10th anniversary, allowing us to leverage this significant milestone to greatly enhance the Forum's content and reach. 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.

Event: Philanthropists Forum 2020
Date: 18 February 2020
Venue: Raffles Hotel, Singapore
Time: 9am – 4pm

Besides celebrating the past, the Forum will also look to the future. Our stellar line-up of speakers includes:

Panel One Sustaining Family Philanthropy Through the Generations



See you there!



Panel Two Harnessing Technology for Social Change



Guest of Honor:

Professor Tommy Koh
 SymAsia Foundation

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Qiming Foundation

The philanthropy journey of Qiming Foundation founder, Lionel, started in earnest more than 10 years ago, when he became president of the Beijing Lions Clubs in 2008. Over the years, Lionel grew in his conviction that philanthropy reflected one's values and enabled one to discover deeper meaning in life. Hence he decided to work with SymAsia Foundation to instil more structure and strategy into the family's philanthropy journey.

Based on in-depth interviews with the family, the Credit Suisse Philanthropy Advisory team supported Lionel in developing a philanthropy framework for Qiming Foundation, set up on the SymAsia platform.

At the same time, Lionel's passion for sport was growing. As an avid marathoner, he had completed multiple world marathons, including the 777 World Marathon Challenge, which is a grueling race comprising 7 marathons in 7 continents within 7 days. Most recently, he also took part in Relay Majulah 2019 – Singapore's first-ever 2,000 km relay run by 200 runners across the nation in 200 hours – in an effort to raise funds for the President's Challenge and its 67 supported charities, and to commemorate the Singapore Bicentennial.

Inspired by Lionel's twin passions of philanthropy and sport, the SymAsia team decided to reach out to SportCares to co-develop a sport-based program that would transform the lives of youths at risk. What resulted was a pilot program that would provide structured early intervention for youths at risk to develop positive character attributes and support their meaningful engagement with mainstream community. SportCares is the charitable arm of Sport Singapore (SportSG).

The SportCares-Qiming Foundation Multi-Sports Program (MSP) was launched on 6 September in collaboration with the Triathlon Association of Singapore (TAS). Under the MSP, coaches will engage at-risk youths through running, swimming and cycling, but at the same time partner with social workers, psychologists and counsellors to provide holistic care for the vulnerable youths. Many of these youths face parental neglect, poor academic attainment and self-efficacy, and problem behaviors including truancy, underage smoking, etc.



Top: Lionel with the other runners of Relay Majulah. Source: Qiming Foundation

Left: Youth participants in the SportsCare-Qiming Foundation Multi-Sports Program. Source: SportCares

Besides providing philanthropic support to enable the program to take off, Lionel intends to also participate actively in the MSP by training with the youths and sharing with them how he overcame challenges in his own life, including the mental perseverance he needed to build to successfully complete the 777 World Marathon Challenge. He also hopes to provide platforms for the youth to share their stories, thereby empowering them.

Lionel is looking forward to this 2-year pilot becoming a viable model that would uplift youths at risk. In the longer run, with know-how accumulated in the first two years of the program, SportCares aims to introduce the MSP to the wider community of 145,000 vulnerable youths in Singapore through its community network. This would contribute towards Qiming Foundation's vision of leveraging sport as a transformative force to build people up to face life's challenges and gain courage to pursue their dreams.

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