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# 2017 Philanthropists Forum

## Post Event Summary

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## About The Forum

Surging growth and rapid economic development in Asia over the past few decades prompted a baby boom in many Asia Pacific countries. However, that trend is now reversing as these baby boomers age. According to a 2016 study released by Singapore-based Asia Pacific Risk Centre, many Asia Pacific countries are now transiting from a period where they reaped the benefit of a “demographic dividend” to one where they are faced with the prospect of a “demographic tax”. With the region ageing at a faster rate than any other region in the world, cumulative elderly healthcare expenditure from 2015 to 2030 is estimated to be at over US\$20 trillion. This presents philanthropists in the region with huge opportunities to develop and sustain the myriad of efforts needed to meet these challenges.

This year's Forum, with the theme “Healthcare Giving in Asia”, continued to build on past years' forums by combining effective giving approaches with real-life case studies and discussions from fellow philanthropists. With healthcare being one of the main causes our clients actively contribute to, the Forum agenda was designed to highlight the latest developments with healthcare philanthropy in Asia. The Forum discussed amongst others, the need to support healthcare causes, and the importance of furthering access to medical care when tackling poverty and development issues. It had also highlighted some of the greatest needs facing the elderly in the region, and some of the cutting-edge approaches that philanthropists could invest in and adopt for their own communities.

The Forum represents Credit Suisse's commitment to provide our clients with integrated solutions to meet their philanthropic needs, and to drive impactful giving across the Asia Pacific region. Featuring various thought leaders in the field of philanthropy and renowned private philanthropists, audiences benefitted from a unique, meaningful and informative experience, and were given insights on how they could be socially responsible in effective and strategic ways.

Mr. Gan Kim Yong, Singapore's Minister for Health, was the Forum's Guest of Honor who delivered the opening keynote address. The Forum featured a diverse group of speakers and panelists with relevant experience in healthcare giving, who facilitated in-depth discussions on healthcare and eldercare issues. Participants of the forum also had the opportunity to take part in one of two in-depth workshops, on the subjects of impact investing and beneficiary due diligence.





# Forum Agenda

## Thursday, 16 November 2017

08:30	Registration
09:00	<b>Welcome Remarks</b> Francesco de Ferrari, Head of Private Banking Asia Pacific & CEO Southeast Asia & Frontier Markets
09:15	<b>Keynote Address by Guest-of-Honor</b> <b>Gan Kim Yong</b> , Minister for Health, Republic of Singapore
09:50	Coffee Break
10:15	<b>Panel Session One: Healthcare Giving</b>  <b>Speakers:</b> <b>Anita Fam</b> , Vice President, National Council of Social Service <b>Dr. Gerardo Legaspi</b> , Director, Philippine General Hospital <b>Philip Ma</b> , Vice Chairman, Tung Wah Group of Hospitals; Director, Tai Sang Land Development Ltd <b>David Zuellig</b> , Trustee, Zuellig Family Foundation  <b>Moderator:</b> <b>Professor Tommy Koh</b> , Chairman, SymAsia Foundation Limited; Ambassador-at-large, Ministry of Foreign Affairs, Republic of Singapore

# Forum Agenda

## Thursday, 16 November 2017

11:15	<b>Panel Session Two: Aging and Opportunities in Eldercare Philanthropy</b>  <b>Speakers:</b> <b>Zulkifli Bin Baharudin</b> , Director, SymAsia Foundation Limited <b>Professor Kua Ee Heok</b> , Tan Geok Yin Professor of Psychiatry and Neuroscience, National University of Singapore <b>Dr. Christopher Lien</b> , Senior Consultant, Department of Geriatric Medicine, Changi General Hospital <b>Paul Robertson AM</b> , Chair, St. Vincent's Health Australia  <b>Moderator:</b> <b>Laura Lee</b> , Senior Philanthropy Advisor, Credit Suisse
12:15	<b>Keynote Interview</b>  <b>Speaker:</b> <b>Dr. Mary Ann Tsao</b> , Chairman and Founding Director, Tsao Foundation  <b>Moderator:</b> <b>Jose Isidro N. (Lito) Camacho</b> , Vice Chairman Asia Pacific, Credit Suisse
13:45	Closing Remarks
14:00	End of Forum
14:30	<b>Optional Workshops</b> <b>Stream One: Impact Investing</b> <b>Stream Two: Beneficiary Due Diligence</b>
16:30	End of Workshops

## Welcome Address

### by Francesco de Ferrari

1,000 clients, 120 speakers, 7 years, and 1 forum. The incredible journey of the Credit Suisse Philanthropists Forum and the rich discussions about how to conduct philanthropy more strategically, effectively, and sustainably for the longer term continued this year. With the theme of 'Healthcare Giving', and a special focus on 'Ageing and Opportunities in Eldercare Philanthropy', the Forum brought together ten new speakers from across the region to share their deep knowledge around these areas.

Welcoming guests to the Forum, Francesco de Ferrari, Head of Private Banking, Asia Pacific, Chief Executive Officer, Southeast Asia, highlighted some data from recently conducted research on our rapidly ageing world. Some of the data serve as a powerful reminder of the formidable demographic change that is imminent in the next three decades, for instance:

- By 2050, the population above 60 years old will rise to 2.1 billion globally, from 900 million in 2015. Unlike today, 80% of all people above 60 years old will live in emerging markets;
- Life expectancy will increase by one year in every five years; more than half of the teenagers between 12 and 17 years old now are expected to live to 80;
- In the United States today, 80% of older people have at least one chronic disease, and an estimated 75% of healthcare spending is on the elderly. This pattern is likely to be replicated across many parts of the world.

As a result, ageing is expected to pose major funding challenges. In addition to meeting increasing needs for private sector support, philanthropists and social innovators will also be driven to develop new and more cost-effective healthcare that is more accessible to a larger population.

A Credit Suisse-commissioned report 'Silver Threads Among the Gold: Philanthropy and Ageing in Indonesia, Malaysia and Singapore', written by Just Cause, an independent research and evaluation firm for the non-profit sector, was released at the Forum. The report provided a comprehensive overview of six major themes in the ageing sector, including active ageing, financial security, mental wellbeing, dementia, long-term care and end of life. The report also included an in-depth analysis of the opportunities and challenges of the ageing sector in each country, and the impact potential donors could make.





# CREDIT SUISSE Philanthropists FORUM 2017

THE AIM OF OUR  
EVENT IS TO...  
**EXPLORE,  
DISCUSS  
& DEBATE...**

... **HOW PHILANTHROPY  
CAN BE BETTER.**

**2 WORKSHOPS**

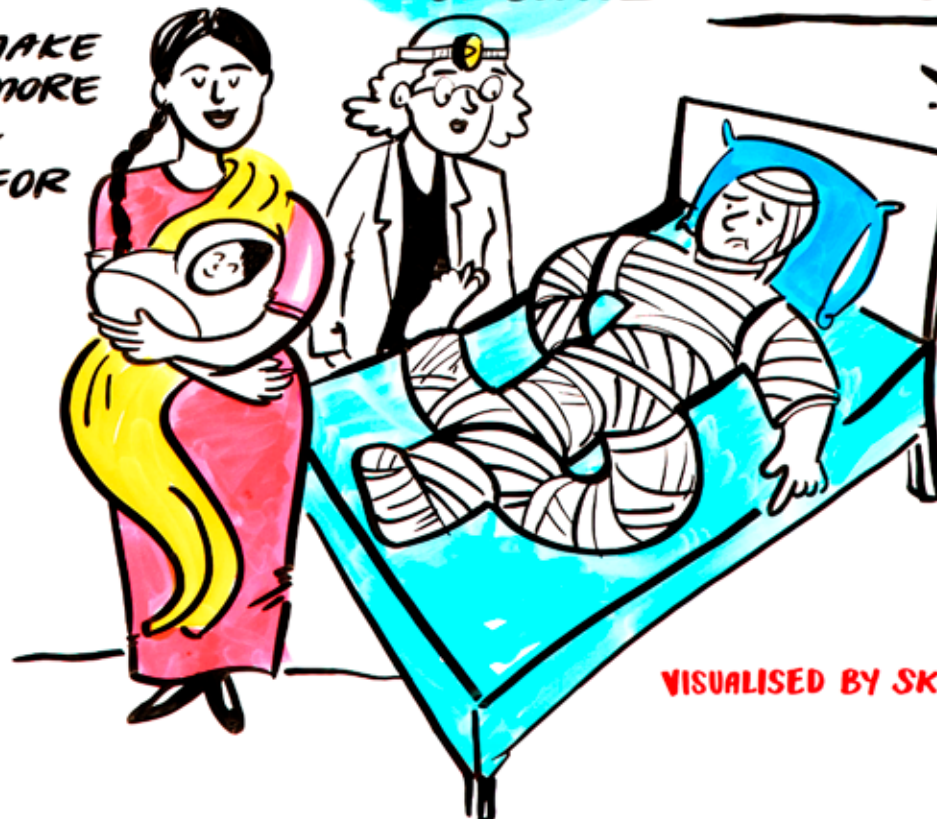
**IMPACT  
INVESTING**

**BENEFICIARY  
DUE DILIGENCE**



## HEALTHCARE

WE NEED TO MAKE  
HEALTHCARE MORE  
AFFORDABLE &  
ACCESSIBLE FOR  
EVERYONE.



## RAPIDLY AGING WORLD

THIS IS A MEGATREND  
THAT INVESTMENTS IS  
FOCUSED ON TOO.

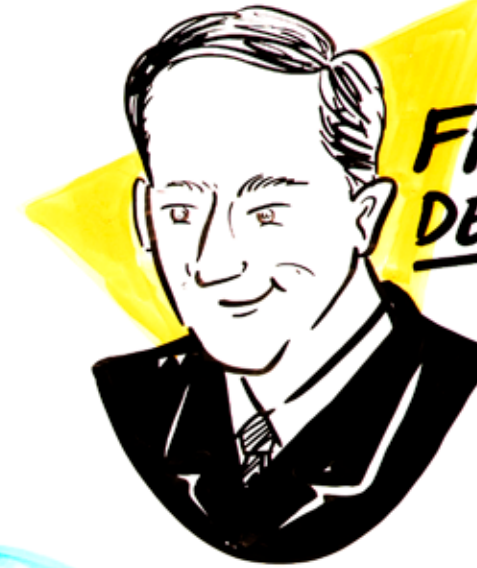
LIFE  
EXPECTANCY  
WILL INCREASE  
1 YEAR FOR  
EVERY 5 YEARS  
OF AGE

**70%**  
OF HEALTHCARE  
IS SPENT ON  
ELDERCARE

POPULATION  
OVER 60 YO.  
WILL BE  
>2.1 BILLION

80%  
LIVE IN  
EMERGING  
MARKETS

## WELCOME ADDRESS



**FRANCESCO  
DE FERRARI**

CREDIT SUISSE



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Address  
by Guest-of-Honor



Philanthropy has contributed much to improving the health outcomes and well-being of communities all around Asia, including Singapore, and there continues to be a lot of potential for philanthropists to play an even greater role in the ageing and eldercare sector. Minister for Health Gan Kim Yong, in addressing Forum guests as the Guest-of-Honor, outlined several areas in which partnerships could supplement and complement governmental efforts in shaping the future of ageing in Singapore.

As much as health standards today have improved, philanthropy continues to play a valuable role in supporting the government's efforts in improving the affordability, accessibility, and quality of healthcare. Minister Gan observed that the spirit of philanthropy in Singapore's healthcare is "perhaps most evident in our intermediate and long-term care sector, which is largely run by Voluntary Welfare Organisations (VWOs)". To

encourage greater charitable giving in healthcare, especially in this sector, the Community Silver Trust Fund was introduced in 2011, providing dollar-for-dollar matching grants for funds raised by VWOs in the sector.

Lauding a "healthy level of philanthropy" in the healthcare sector today, with donations in 2015 amounting to about S\$334 million, Minister Gan stressed that partnership with the community, including philanthropists, can be further strengthened as efforts to better serve our seniors are ramped up.

Like many developed countries, Singapore's population is ageing. By 2030, one in four Singaporeans will be aged 65 years and above. Yet, if longer healthy and productive life years can be achieved in tandem with the expansion in total life years, the potential silver tsunami could then collectively be turned into productive longevity, said Minister

Gan. He shared that it was with this very intent that the Ministerial Committee on Ageing launched a \$3 billion Action Plan for Successful Ageing in 2015.

In addition to redefining ageing, there is also a need to transform the way care is organised and delivered. Minister Gan shared that three key shifts in Singapore's healthcare system have begun to take place in this regard—beyond healthcare to health, beyond hospitals to the community, and beyond quality to value. This has translated to increased investments in three areas namely, health promotion and active ageing, building up a good system of home and community-based care to support ageing in place, and developing a holistic support system that can integrate and deliver person-centric care for our seniors.

While much headway has been made in these key efforts, transforming Singapore into a 'Nation for All Ages'

would only be possible through a "many hands and many hearts" approach, said Minister Gan. This would involve not just the government, but VWOs, academia, businesses, and community and grassroots leaders. In particular, he highlighted three areas where philanthropy could play an even greater role in the ageing and healthcare sector:

1. Continuing the good work in the intermediate and long-term care sector—by delivering care services with a heart, and providing seniors with the emotional support to age in place;
2. Innovating new models of aged and community care—by supporting the development and application of innovative products and services that could enhance the ageing experience, and improve the quality and productivity of aged care; and
3. Facilitating the provision of "last mile" delivery of care to seniors on the ground, and to mobilize resources within the communities.

In conclusion, Minister Gan promised that the government would do more in the ageing and eldercare space. At the same time, the support and partnership of the philanthropic sector is key to achieving the vision of developing Singapore into a great place for successful ageing in Asia.

Guest-of-Honor  
Gan Kim Yong  
Minister for Health, Republic of  
Singapore



# CREDIT SUISSE Philanthropists FORUM 2017

## OPENING ADDRESS

**GAN KIM YONG**  
SINGAPORE'S  
MINISTER OF  
HEALTH



REMINDER  
REMEMBER  
TO TAKE YOUR  
VITAMINS  
TODAY.

DEVICES FOR  
ASSISTED  
AUTONOMOUS  
LIVING

### 2 NEW MODELS OF CARE

- RESEARCH & INNOVATION
- PSYCHOSOCIAL SERVICES FOR ELDERLY

### 3 FACILITATING DELIVERY OF SERVICES FOR "LAST MILE" HEALTHCARE

- PREVENTIVE HEALTHCARE

### 1 NURTURE SENSE OF COMMUNITY "MANY HEARTS & HANDS" TO CARE FOR ELDERLY.

HOUSTIC  
HEALTHCARE

HEALTHY  
& HAPPY  
LIFESTYLE

### ACTION PLAN FOR SUCCESSFUL AGING

HOME &  
COMMUNITY  
BASED CARE

SERVING  
DEMENTIA  
PATIENTS

TRAFFIC

I HAVE  
MORE TIME  
TO CROSS  
THE STREET.

WHEELCHAIR  
FRIENDLY  
BUSES.

THERAPEUTIC  
GARDENS

### FILLING THE HEALTHCARE GAPS

THONG CHAI  
MEDICAL

STARTED  
AS COMM  
BASED  
HEALTHCARE

VWOs  
DRIVEN BY  
PASSION  
TO DO  
GOOD

CHARITY  
ORGANISATIONS  
POST-INDEPENDENCE

HOW CAN  
WE HELP  
YOU?

### PARTNERSHIP WITH COMMUNITY CAN BE STRENGTHENED

1 IN 4 SINGAPOREANS  
WILL BE OVER 60% IN 2030

COMMUNITY  
SILVER TRUST  
FUND. (DOLLAR FOR DOLLAR  
MATCHING BY GOV)



# Panel Session One

## Healthcare Giving

**Speakers:**

**Anita Fam**  
Vice President, National Council of Social Service

**Dr. Gerardo Legaspi**  
Director, Philippine General Hospital

**Philip Ma**  
Vice Chairman, Tung Wah Group of Hospitals; Director, Tai Sang Land Development Ltd

**David Zuellig**  
Trustee, Zuellig Family Foundation

**Moderator:**

**Professor Tommy Koh**  
Chairman, SymAsia Foundation Limited; Ambassador-at-large,  
Ministry of Foreign Affairs, Republic of Singapore

The Forum’s first panel on ‘Healthcare Giving’ comprised of four inspiring philanthropists and practitioners with significant experience in the healthcare sector, who shared candidly why supporting healthcare causes is essential. Moderated by Professor Tommy Koh, Ambassador-at-large at the Ministry of Foreign Affairs, the panelists gave Forum guests a glimpse into their personal motivations and philosophies, and shared some of the lessons they have learnt from their respective journeys.

Speaking first, Anita Fam, Vice President of the National Council of Social Service, shared about her work in the intermediate and long term care space. Currently the Chairman of Assisi Hospice, a palliative care facility with one of the largest inpatient facilities in the world, she entered this space with no prior knowledge of healthcare. What she brought with her instead, was her personal encounter as a beneficiary of end-of-life care, as both her in-laws and her own father benefited from such care prior to their passing.

Today, the Hospice offers four wards

and a total of 85 inpatient beds in their new facility, as well as a day-care facility which supports up to 50 patients daily. It also supports more than 300 patients in the community via home care, with a full medical team of doctors, nurses, and psychosocial nurses. It continues to rely on the philanthropic dollar for half of its annual operating costs, with the other half coming from the Government via the Community Silver Trust Fund that provides dollar-for-dollar matching.

Following in the footsteps of his father, uncle and brothers, Philip Ma, 5th Vice Chairman of the Tung Wah Group of Hospitals (TWGHs), has been enthusiastic about charity and public welfare activities for a long time. Ma, who is also the Executive Director of Tai Sang Land Development Ltd. and Director of Tai Sang Bank Ltd., spoke about the Group’s efforts to actively develop integrated Western and Chinese medicine. One of the most reliable local charities, the group prides itself on serving 1.6 million people in Hong Kong, who hail from all walks of life, from cradle to grave. Despite escalating medical costs in recent years, TWGHs still try to uphold the tradition of

providing free medical services so that the poor can receive timely care.

David Zuellig, Trustee for the Zuellig Family Foundation, was the third panelist to share his philanthropic journey. Given the family’s contacts and knowledge of the market, it was obvious that the foundation’s focus would be on health when it was established 20 years ago. However, as healthcare is a fairly complex issue to be addressed, Zuellig shared that it took them a decade to “figure out what [they] wanted to do with it”.

Today, they have made inroads into specific areas of healthcare, using the Zuellig Family Foundation Health Change Model, which “recognizes that local leadership is the key to creating healthcare systems that are responsive to the needs of the poor”. Focusing on ‘Responsive Health Leadership and Governance’, the Foundation has, in five years, achieved a significant decrease in maternal and infant mortality rates in nine prototype rural communities in the Philippines.

The final speaker on the panel was



Dr. Gerardo Legaspi, Director of the Philippine General Hospital (PGH). Situated in Manila, PGH is an apex hospital that offers 1,500 beds, making it the largest hospital in the country. Dr. Legaspi spoke about the challenges of providing quality public healthcare that is equal to that which was being offered by private hospitals. In a country where 60% of healthcare needs are delivered by hospitals and only 30% of the population can afford healthcare, the strain on the hospitals is immense.

One way that PGH tries to plug the gaps in healthcare funding is to leverage on its mixed-use hospital status. With 500 of its beds reserved for private patients, they are able to divert some of the funds garnered to the charity hospital for indigent patients. With additional help from corporate philanthropists, and private donors whose contributions account for 30% of total funding, PGH serves about 600,000 patients annually.

During the lively Q&A session following the panelists’ sharing, speakers identified several areas where philanthropy would go a long way in helping to bring about improvements. In the Philippines, more support for the primary care sector would relieve the pressure on the apex hospitals; currently, the healthcare system only pays for hospitalisation but not pre-hospitalisation care. In Singapore, Fam identified three main areas. Firstly,

support for community-based services, and resourcing community players to function at a much higher level. Secondly, given the latitude required for innovation, there are limitations to tapping on government funding due to the issue of stewardship responsibility. Thirdly, donor dollars can help to attract more talented people into the sector, which would lead to more efficiency, as well as better value-creation for the people being served.

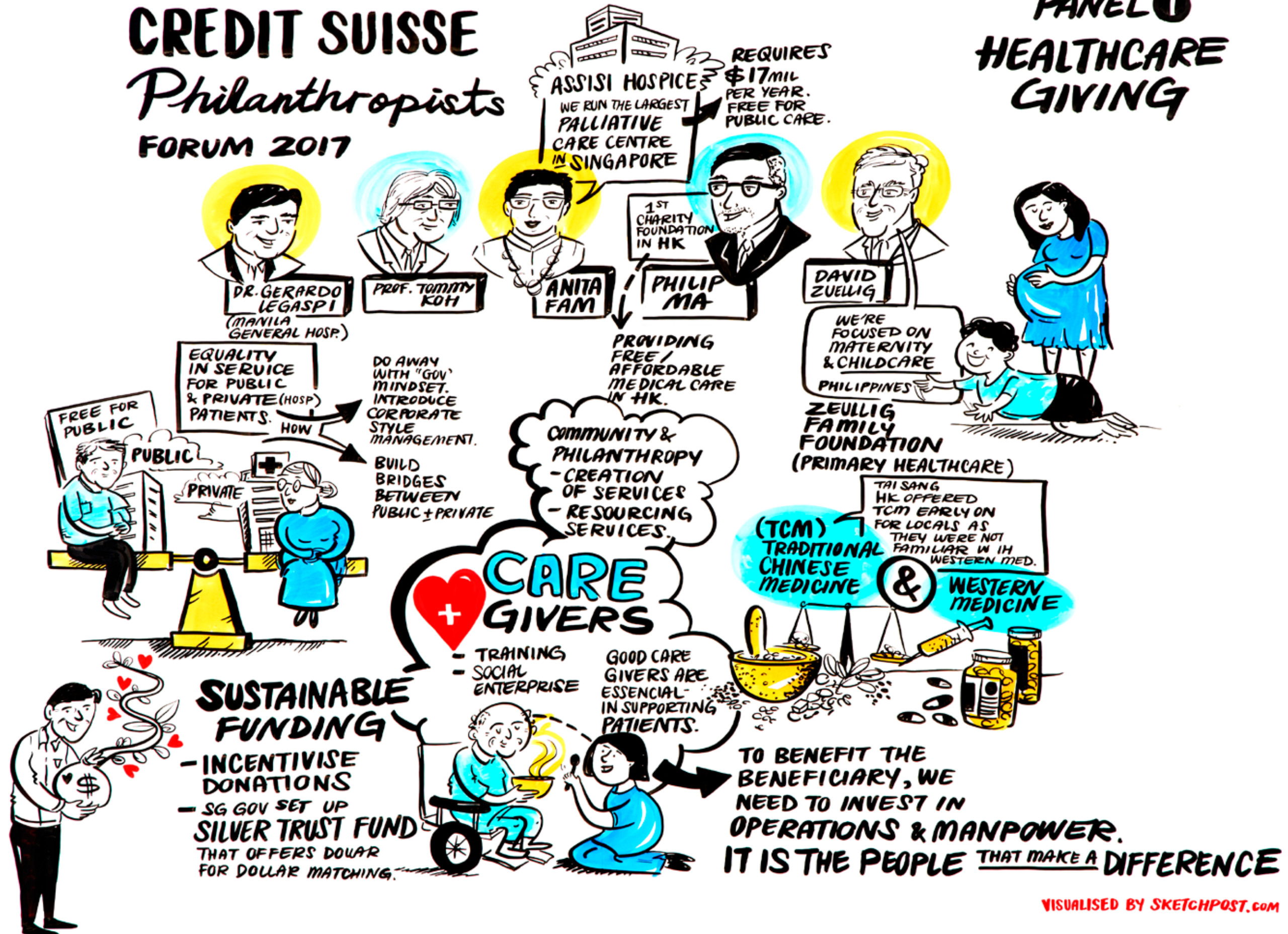
In closing the session, Professor Koh asked panelists to share one “most important message of the morning”. Zuellig spoke about “finding the right cause, the right team, and the right formula”. For Ma, it was that “user experience is key”, a thought echoed by Dr. Legaspi, who stressed the importance of “giving with the needs of the recipients in mind”. For Fam, it was about giving to and supporting operational needs, because “if you have good people in there, you get value for the dollar that you give”.

Panel Session One with panelists (from left to right) David Zuellig, Anita Fam, Professor Tommy Koh, Philip Ma, Dr. Gerardo Legaspi



# CREDIT SUISSE Philanthropists FORUM 2017

## PANEL 1 HEALTHCARE GIVING





# Panel Session Two

## Ageing and Opportunities in Eldercare Philanthropy

**Speakers:**

**Zulkifli Bin Baharudin**

Director, SymAsia Foundation Limited

**Professor Kua Ee Heok**

Tan Geok Yin Professor of Psychiatry and Neuroscience,

National University of Singapore

**Dr. Christopher Lien**

Senior Consultant, Department of Geriatric Medicine,

Changi General Hospital

**Paul Robertson AM**

Chair, St. Vincent's Health Australia

**Moderator:**

**Laura Lee**

Senior Philanthropy Advisor, Credit Suisse

The second and final panel session for the Forum, moderated by Laura Lee, Senior Philanthropy Advisor, focused on 'Ageing and Opportunities in Eldercare Philanthropy'. As Zulkifli bin Baharudin, panelist and Board Member of the SymAsia Foundation Limited, pointed out, 'Singapore has probably the highest rate of ageing on earth', and it was certainly timely to discuss plans to address the looming challenges faced by the older generation within our community.

One of the key issues that surfaced during the session was the question of long-term residential care as the primary mode of care for the elderly, and its sustainability. Panelist Dr. Christopher Lien, Senior Consultant Geriatrician and Director of Community Geriatrics at the Changi General Hospital, pointed out that current statistics reveal that one in five older patients are readmitted to the hospital within 30 days of discharge. Many of these patients also end up with a huge amount of disability, which compounds the difficulty of facilitating

discharges. This view was echoed by Baharudin, who drew attention to the lack of beds in community care hospitals, as well as the cost incurred by the length of overstaying that was happening in these community hospitals. Instead of long-term residential care, people should be given the choice of ageing in place, said panelist Dr. Kua Ee Heok, Professor and Senior Consultant Psychiatrist at the Department of Psychological Medicine.

An obvious solution would be to encourage the elderly to age with dignity, and in their own homes. To achieve this and to turn the challenge of ageing on its head, the focus "has to be in rehabilitation and enablement", said Dr. Lien. There is a need to "create an ecosystem where there is demand for rehabilitation and re-enablement" and to try to create a positive association of ageing with "autonomy and dignity of life", as opposed to disability. Encouraging healthy and active living is a huge step forward in that direction. As Dr. Kua pointed out, research shows that diet, mental stimulation, and exercise

all have a positive correlation with life expectancy in dementia patients.

The philanthropic dollar could play a huge role in helping to translate this vision into reality. Firstly, donor funds could be used to support the development of innovative technologies, which would contribute to a more efficient utilisation of resources. An example of one such innovation, according to panelist Paul Robertson, Chair at St. Vincent's Health Australia, was the adaptation of the fitbit to help monitor the vital signs of the wearer. There is also technology that looks at gait patterns and changes over time to potentially predict a fall one to two days before it actually happens, added Dr. Lien.

Secondly, donor funds could help to attract and retain skilled manpower, so that services can be less commoditised, and to build competency and capacity. Dr Kua shared that his own work has benefitted from the philanthropy of a Singaporean family, with the funds being used to support his research

into dementia and prevention. According to Robertson, in Australia, donations help to fund courses for carers, as well as to run a national helpline that provides timely support and intervention round-the-clock.

In conclusion, panelists agreed that Singapore is well-positioned to leverage its successes to achieve its vision of developing the country into a great place for ageing. For example, Baharudin pointed out that our success in housing a nation has "provided a very high standard of ageing in place". Moving forward, what philanthropists and practitioners need is firstly, to have the courage to experiment with new models from time to time. Secondly, genuine conversations need to take place—to debate what is available, reflect about what is possible, and to find creative solutions. Collectively, these should then stand us in good stead to tackle the challenges ahead.

Panel Session Two with panelists (from left to right) Professor Kua Ee Heok, Dr. Christopher Lien, Laura Lee, Zulkifli Bin Baharudin, Paul Robertson

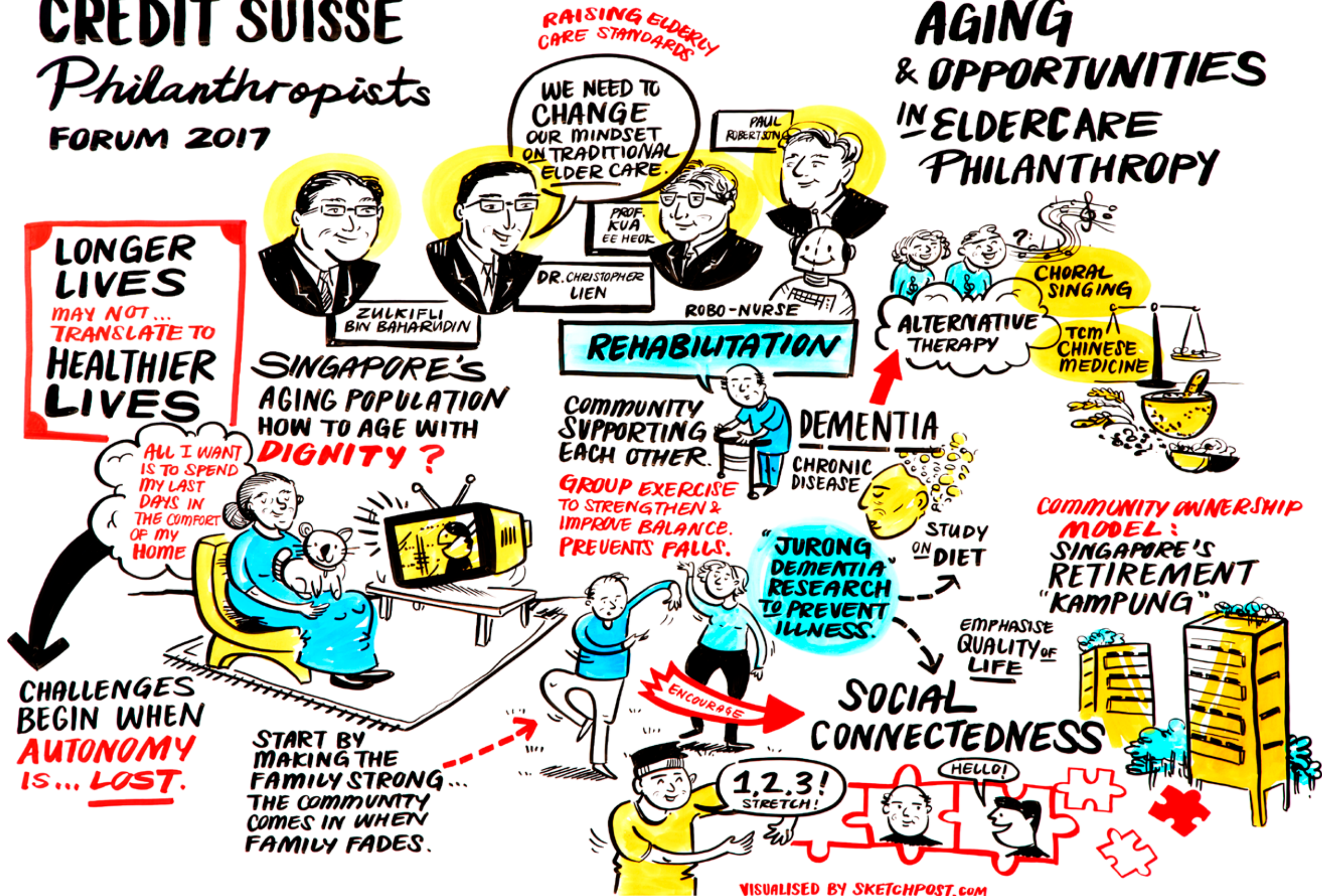




# CREDIT SUISSE Philanthropists FORUM 2017

PANEL 2

## AGING & OPPORTUNITIES IN ELDERCARE PHILANTHROPY





# Keynote Interview

## with Dr. Mary Ann Tsao

**Speakers:**  
**Dr. Mary Ann Tsao**  
Vice Chairman of Tsao Holdings

**Moderator:**  
**Lito Camacho**  
Vice Chairman, Asia Pacific, Credit Suisse

The Forum’s main program concluded with a lunchtime keynote interview with Dr. Mary Ann Tsao, Vice Chairman of Tsao Holdings. Moderated by Lito Camacho, Vice Chairman of Credit Suisse Asia Pacific, guests gained an exclusive insight into the personal philanthropic journey that Dr. Tsao, and her family have embarked on via the Tsao Foundation.

Established in 1999 by Dr. Tsao’s late grandmother, Mrs Tsao NgYuShun, when she was 86, the Foundation aims to “enhance the quality of life of the older person”. Dr. Tsao recounted the deep conversations she had with her grandmother, having been tasked to help start the Foundation. Through those conversations, she garnered a clear understanding of what the late Mrs Tsao wanted to achieve. In a nutshell, she wanted older people to be able to live and stay at home, to be surrounded by people they love and care about, to always be master of their own destinies, to be able to find meaning and

purpose in life, and to have reasonable access to services. In addition, the Foundation was also to be self-sustaining.

While there exists the expectation within many Asian cultures that the elderly will be cared for by their families, and people tended to invest in their old age by having more children, Dr. Tsao shared that this no longer held true. With longer life expectancy, and corresponding increase in years of disability, coupled with the fact that families are much smaller and children are likely to live all over the world, there now exists “a big gap”. Hence, the intervention offered by organisations like the Tsao Foundation is now more necessary than ever, to support families and caregivers, and to help fill the gaps. After all, being around people that the elderly love and care about need not be limited to their biological families, but could extend to the community at large.



To that end, the Tsao Foundation’s Hua Mei Centre for Successful Ageing offers a “one-stop, first-stop primary healthcare”, delivering “team-managed medical, social, and psycho-emotional care primarily to adults aged 40 years and above living in the community”, as well as offering “support and guidance to their caregivers” . This is different from the conventional association of eldercare with nursing homes and hospices, and is aligned with their founder’s wish to enable elderly to age in place. Dr. Tsao acknowledged that while “there will be a time and place where some institutional care is needed”, with the necessary community support, people can stay at home and receive the care they need most of the time.

Dr. Tsao also spoke briefly about the Foundation’s latest groundbreaking initiative, ‘Community for Successful Ageing’, or ComSA in short. A community-wide approach to “forge an integrated system of comprehensive programs and services with the aim to promote health and wellbeing over the life course, and to enable ageing in place, the impetus for ComSA comes from insights into the needs and aspirations of older persons and the community resources available to their continuing healthcare and personal growth”. Unlike conventional nursing homes in Singapore that operate as service providers that strive on efficiency, ComSA operates as a person-centric model that encourages staff to build relationships with the elderly they serve.

Like many other foundations that are constantly looking to achieve better governance and more effective measures of success, the Tsao Foundation is no different. “Every service must have a measurement because we need to know if something is working”, said Dr. Tsao. The hardest part to measure, however, is whether or not that the older person is happier. Instead of simply fixing problems, the key was to look at how the older person was feeling, and “whether or not that person has meaning and purpose”. Truly, “everything needs to start with the needs of the elderly, and end with services to the elderly”.



<https://tsaofoundation.org/who-we-are/founders-story>  
<https://tsaofoundation.org/what-we-do/services-programmes/about-hmcsa>  
<https://tsaofoundation.org/what-we-do/comsa/about-comsa>



# CREDIT SUISSE Philanthropists FORUM 2017

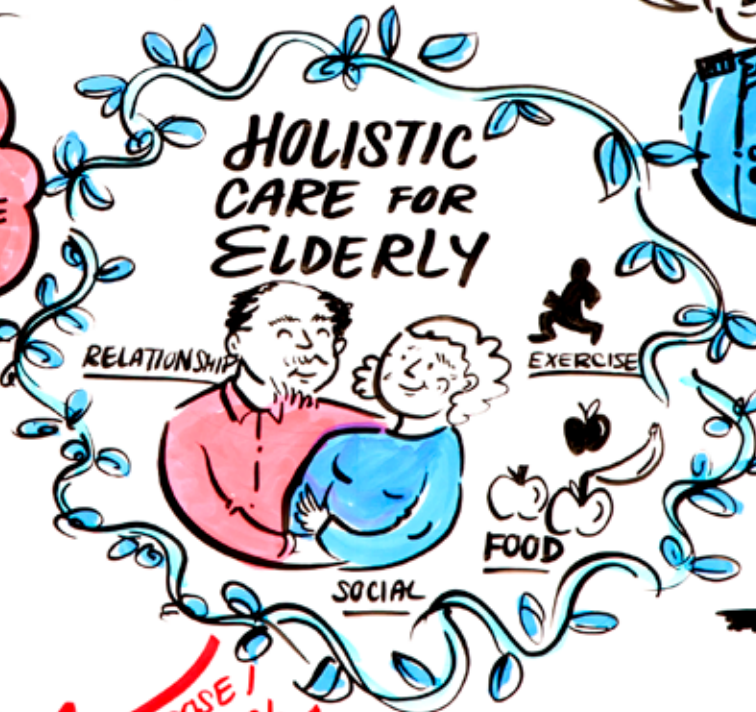


**OUR SERVICE PHILOSOPHY:**  
"START WITH OLD PEOPLE (NEEDS) & END WITH OLD PEOPLE." (SERVICES)

**SOLIDARITY**

- FAMILY OF CHOICE
- SENSE OF COMMUNITY
- SENSE OF BELONGING

**THE MOST IMPORTANT THING TO AN OLD PERSON IS HAVING MEANING IN THEIR LIVES.**



**PURPOSE / SPIRITUALITY**

## KEYNOTE INTERVIEW



**DR. MARY ANN TSAO**

TSAO FAMILY FOUNDATION

THE CONCEPT OF A RETIREMENT AGE IS OUTDATED.

YOU WILL ALL BE TAKEN CARE OF!



THE ORIGIN OF RETIREMENT AGE CAME FROM A GENERAL WHO TOLD HIS SOLDIERS THAT "IF YOU SERVE TILL YOU'RE 65 yo, YOU WILL HAVE A PENSION."

**DON'T FOCUS ON EFFICIENCY BLINDLY**  
- SOMETIMES GOOD INTENTIONS PAVE THE WAY TO HELL

**MONEY & RESOURCING**  
- OPERATIONS & GOOD STAFF HAVE COSTS.

**LIVING VS BEING SAFE**  
- CHILDREN MAY WANT THEIR AGING PARENTS TO AVOID ACTIVITIES (GOING OUT, WALKING, EATING CERTAIN FOOD ETC.), CAUSING PARENTS TO FEEL TRAPPED.



# Credit Suisse Philanthropy Advisory

Philanthropy is shifting its focus from one-time donations to a model based on targeted giving and achieving sustainable impact.

## Overview

### Value proposition and advisory process

- We will analyze your current philanthropic activities and spheres of interest
- We factor in personal values, lifecycle phase and family situation
- We will take into account your short-, mid- and long-term objectives in order to develop a strategy
- We provide solutions ranging from the structuring of foundations to identifying sustainable investment solutions to fulfill your philanthropic objectives
- We will connect you with like-minded peers and local field experts

### Philanthropy Advisory engagement process



### Developing your philanthropic strategies

<b>Why are you giving?</b> <ul style="list-style-type: none"><li>• Altruism &amp; giving back</li><li>• Succession planning &amp; legacy</li><li>• Faith</li><li>• Personal experiences &amp; affiliation</li><li>• Business strategy</li><li>• Branding</li></ul>	<b>What do you want to achieve?</b> <ul style="list-style-type: none"><li>• Measurable results</li><li>• Philanthropic best practices &amp; innovation</li><li>• Maximized impact</li><li>• A sustainable giving model</li></ul>
<b>Who will assist you?</b> <ul style="list-style-type: none"><li>• Personal resources &amp; commitment</li><li>• Family involvement including next generation</li><li>• Donor or peer network</li><li>• External experts</li></ul>	<b>What will you need to manage your giving?</b> <ul style="list-style-type: none"><li>• Targeted philanthropic strategies</li><li>• Efficient giving platform</li><li>• Financial plan</li><li>• Engagement with non-profit organizations</li><li>• Trusted advisor</li></ul>



## Credit Suisse Philanthropy Advisory Services

Strategic planning & advice

Due diligence & research

Project implementation & management

Impact monitoring & assessment

Donor Advised fund (DAF)

Charitable trust

Thought leadership & white papers

Stakeholder mapping & comparator analysis

Networking & forum

Please note that the list of associated services is not exhaustive. Kindly approach your relationship managers for more information

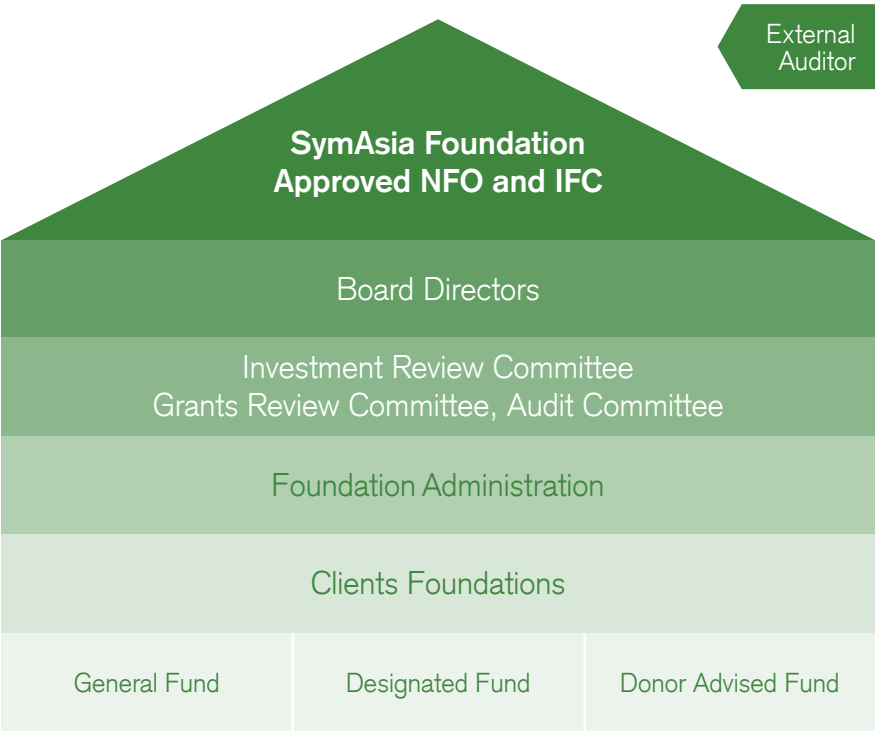
## Customized Philanthropic Solutions

### SymAsia Foundation

At Credit Suisse, we have established a philanthropic foundation that offers potential donors like you the opportunity to realize your philanthropic ambitions in a structured, efficient and hassle-free manner. SymAsia Foundation Limited (SymAsia) is set up as a Donor Advised Fund that enables you to give to charity according to your specific philanthropic preferences.

SymAsia is an effective alternative to setting up your own charitable foundation. It offers you extensive and flexible solutions that enable you to realize your philanthropic objectives and leave a legacy for future generations. Our philanthropy specialists will share their experience and expertise, and work with you to formulate philanthropic strategies to bring your good intentions into fruition.

You will be able to establish your own 'sub-foundation' within the framework of SymAsia, enjoy exclusive naming rights, and determine the charitable causes to be pursued and the ultimate beneficiaries of your donations.





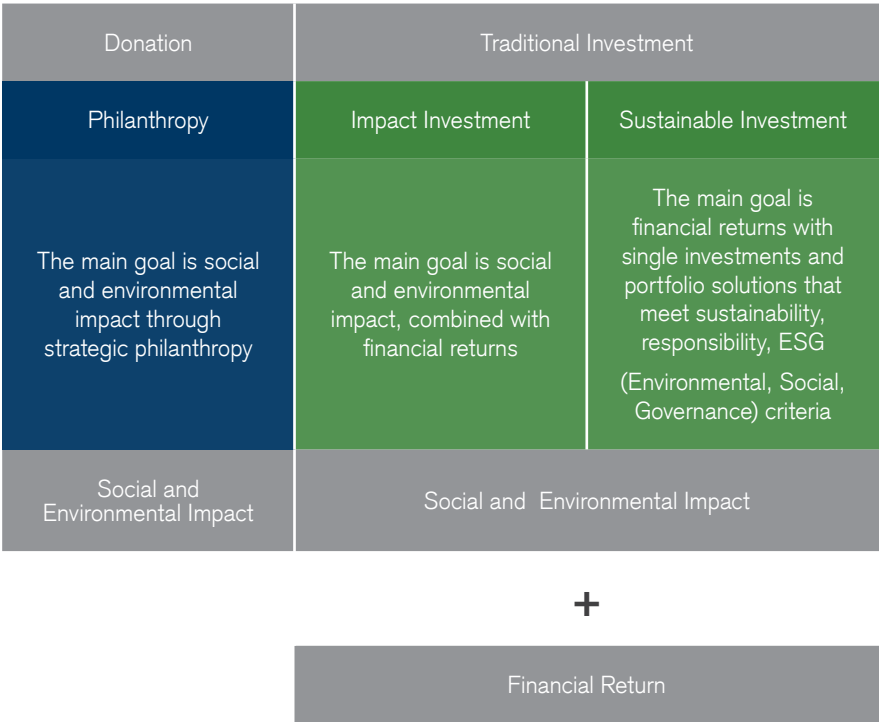
# Credit Suisse Philanthropy Advisory

## Sustainable and Impact Investing

Combining financial return with social impact

### Overview

#### Philanthropy and Sustainable Investment Framework



### Impact Investing

Credit Suisse has been a leading innovator in microfinance for more than a decade, since cofounding responsAbility Social Investments AG, an independent asset manager specializing in development-related sectors of emerging economies.

### Unleash the Power of Investment Capital for Social and Environment Impact

Today, the Bank manages three billion USD in assets across a large number of diversified financial vehicles in impact investment ranging from single bonds to mutual funds and structured products to private equity and debt. Our commitment to impact investment is reflected in our comprehensive offering across the Bank. On the Private Banking & Wealth Management side, we help you combine a positive social and/or environmental impact with financial returns.

Depending on your required liquidity, risk profile, and investment strategy, we offer you innovative products and tailored solutions in the areas of microfinance, sustainable agriculture and fair trade, as well as the development of social enterprises in sectors such as health care and education.

Microfinance Provide access to formal financial services to low-income individuals and micro entrepreneurs typically excluded from the traditional banking system	Agriculture Support small farmers in developing sustainable agriculture and fair trade products in order to guarantee a minimum price for their harvest, reward healthy production methods and improve their working and living conditions
Education Provide financing to underprivileged high-potential students with no funding alternative so they can attend best-in-class higher education and subsequently aspire to better employment prospects and opportunities for higher income	Nature Conservation Achieve nature protection by stopping deforestation and provide financing to community-based farmers for sound land use and agricultural produce
Small and medium-sized enterprise financing Our investment products provide financing for small and medium-sized enterprises and microfinance institutions	

On the Investment Banking side, we offer microfinance institutions and social enterprises access to capital markets.

### Sustainable Investing

Sustainable Investment is an established investment approach that explicitly incorporates Environment, Social, and Corporate Governance-related (ESG) criteria into the investment process in order to improve long-term, risk-adjusted returns. Taking into account your investment strategy in combination with the Bank's investment views we define customized portfolio structures and offer investment vehicles and innovative products that meet the defined sustainability criteria, including discretionary mandates, responsible investment funds, and sustainability-themed indices.

### Value Proposition and Engagement Approaches

- Impact advisor to fund managers, institutional or UNHW clients like yourself
- Customized impact investment solutions
- Access to innovative investment products generating a positive social and/or environmental impact alongside financial return and portfolio diversification
- Access to relevant impact networks, field experts and industry thought leaders

### Case Study: A Hand-Up, not just a Hand-Out

After supporting a myriad of charitable causes for years, a client asked Credit Suisse's Philanthropy team to help him design a philanthropy strategy that would resonate with his business. We first helped our client to establish a named foundation using the SymAsia umbrella platform, enabling the client to enjoy the structure and benefits of foundation-based giving. Then, as the client's company operated within the beauty industry, Credit Suisse philanthropy advisors conducted research into causes that would benefit women in particular. A particularly vulnerable group in need of rehabilitation into society was identified; and the team designed and helped to implement a cyclical program that helped this cohort to build new professional skills in beauty care. Following the completion of the course, graduates of the program could then re-engage with the donor company as potential employees through a special recruitment platform.

The result was a win-win where beneficiaries were empowered from new skills and income from a steady livelihood, and the company was able to build up brand equity from the positive media coverage generated by the program. Following the success of the pilot project, the initiative was then expanded to other countries where the company operates. Credit Suisse's journey with this client has continued over the years, and the team recently helped to implement the fifth iteration of what has become the client's flagship corporate social responsibility program.



Event Highlights





