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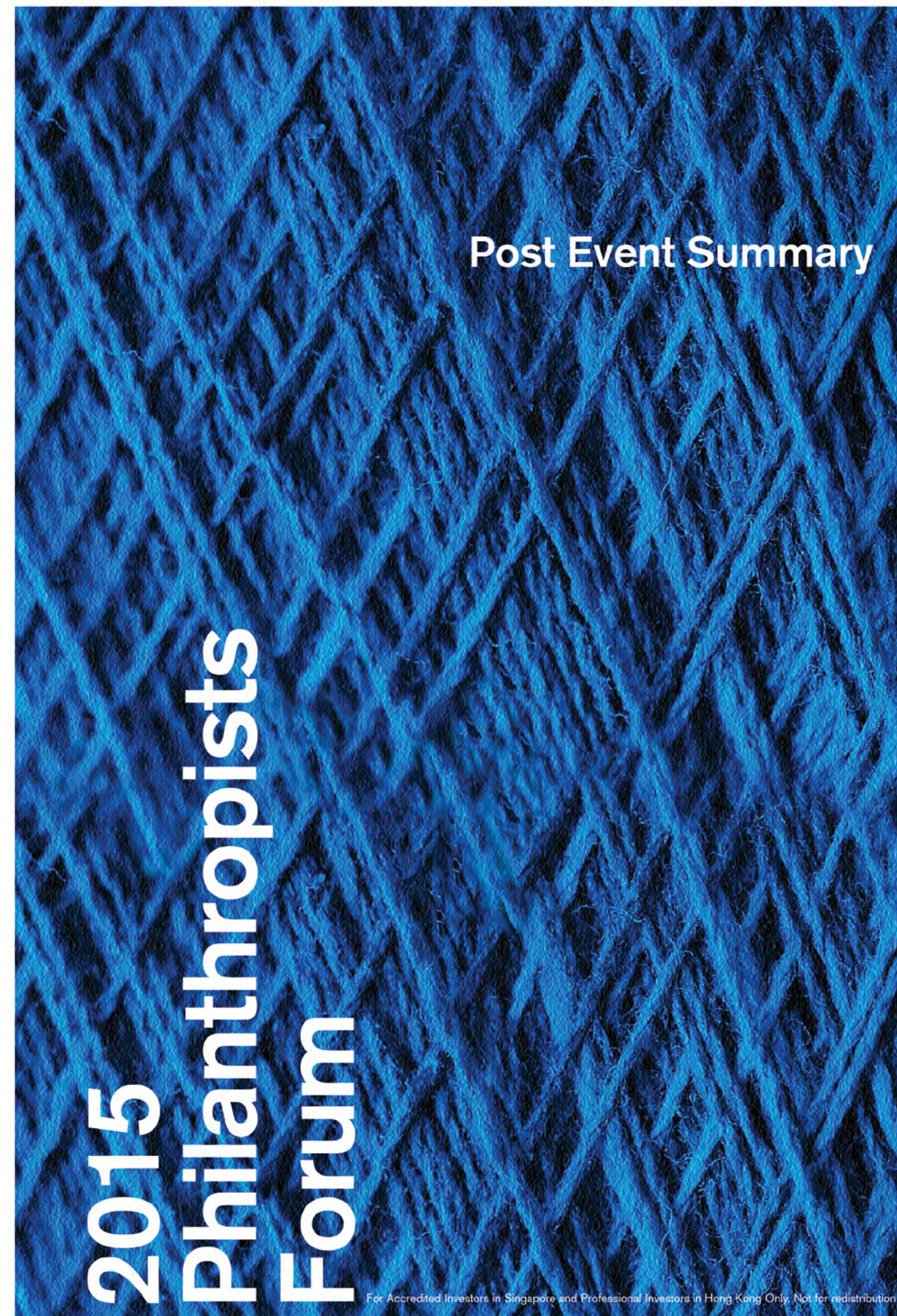
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Foreword

by Francesco de Ferrari

The [Credit Suisse Philanthropists Forum 2015](#) was recently held in Singapore and it was indeed a morning well spent, with our invited speakers sharing many heartfelt experiences and stories from their journey in the philanthropic space.

Since we began hosting this event in 2011, the Philanthropists Forum has come a long way. The path to giving is as challenging as it is fulfilling and Credit Suisse has pledged to identify and address these issues together with our clients. Indeed, events like this Forum help Singapore move closer towards her goal of becoming the philanthropic hub of the region, and we continue to take significant strides towards this each year.

The theme of "[Syndicating for Good](#)", looked more closely at the current trends and approaches to philanthropy in the region. It also examined the kinds of support infrastructure that are available for donors looking to leverage their assets to address key needs as they seek to make a difference. Philanthropists are an important part of the Asian growth story, especially in ensuring that the door of opportunity continues to remain open to all. Many of our clients are deeply engaged in far-reaching initiatives in economic and social development, and we at Credit Suisse match that passion for philanthropy, believing that even the smallest contribution can spark the right momentum towards significant, positive global outcomes for the world.

The Forum continued its exploration of the growing relevance of partnerships and collaborations between different stakeholders in effecting social change around the region. While collective impact has emerged as one of the critical approaches to making enduring change, there is little actual collaboration in existence in Asia. Many in the audience were inspired by the stories shared by our panelists who have, in their own way, experienced success in syndication. This embodies the spirit of the Philanthropists Forum, which is to go beyond the concept of armchair philanthropy in order to find practical, commercially viable, and sustainable models for individuals, families and foundations who want to embark on, or continue their philanthropic endeavors.

This is truly an exciting time for philanthropy in Asia, and Credit Suisse is committed to working with our clients to achieve their aspirations in the charitable and social enterprise sectors, as reflected by our Philanthropy Advisory team and SymAsia, our umbrella client charitable foundation.

We look forward to a continued partnership with our clients in support of making people's lives better for the good of all.

Francesco de Ferrari

Head of Private Banking Asia Pacific
CEO, Southeast Asia
Credit Suisse

About The Forum

Philanthropy is rapidly developing throughout large parts of Asia, driven by rapid economic development and wealth creation. In a region where 1.63 billion people live on less than US\$2 a day, the number of high-net-worth population in Asia is expected to continue to expand rapidly. This has created a key role for Asian philanthropists to supplement governmental efforts in addressing the social, economic and environmental problems that have emerged. In order to tackle these challenges successfully, it is critical that the region keeps abreast with the latest developments in philanthropic approaches, and considers how these may be adapted for the best outcomes given our unique cultural contexts.

This year's Forum, with the theme **"Syndicating for Good"**, turned the spotlight to exciting prospects for philanthropy in Asia as the worlds of charity and business converge. Featuring real-life case studies and discussions from fellow philanthropists, the Forum agenda was designed to help our clients gain a better understanding of new approaches to philanthropy, and how these may impact the way they choose to leverage their philanthropic assets to best attain sustainable, scalable and measurable social change. Among others, the Forum discussed how philanthropic Asian families are applying resources, ideas, and networks to maximize desired social transformations, the nuts and bolts of collective impact philanthropy, and how organizations are using high impact philanthropy to build nonprofit capabilities.

This Forum represents Credit Suisse's commitment to provide our clients with integrated solutions to meet their philanthropic needs, and to facilitate increased engagement in effective and sustainable philanthropy across the Asia Pacific region. Featuring an exciting line-up of established philanthropists and thought leaders in the field of philanthropy, participants embarked on a learning journey that was both meaningful and informative, gaining advice on effective solutions that supported their philanthropic ambitions.

Mr. Tan Chuan-Jin, Singapore's Minister for Social and Family Development, was the Forum's Guest of Honor, and delivered the opening keynote address. The Forum featured a diverse group of speakers and panelists who have experienced much success in their philanthropic journey, and who are in the forefront of innovative approaches to philanthropy. Participants also had a productive discussion and engaging exchange of ideas on the latest trends in regional philanthropic efforts, including the growing relevance of partnerships and collaborations between governments and private charitable foundations.



Forum Agenda

8:30AM	Registration	11:20AM	Panel Session 2 Syndicating for Good
9:15AM	Welcome Remarks Benjamin Cavalli Head of Private Banking Southeast Asia and Head of Singapore Location Private Banking Credit Suisse CEO SymAsia Foundation Limited	Speakers: Peter Bennett Founder, Peter Bennett Foundation	Datin Kathleen Chew Group Legal Counsel YTL Corporation Berhad Kuala Lumpur
9:20AM	Keynote Address by Guest of Honor Mr. Tan Chuan-Jin Minister for Social and Family Development Republic of Singapore	Mark Ruiz Co-Founder and President, Hapinoy	Vishnu Swaminathan Leader South Asia Leadership Group Member, Ashoka Innovators for the Public
9:45AM	Panel Session 1 Impact Driven Philanthropy	Moderator: Manuel Rybach Global Head of Corporate Citizenship and Foundations, Credit Suisse	
	Speakers: Dee Dee Chan Director, Seal of Love Charitable Foundation		
	Alexandre Mars CEO and Founder, Epic Foundation	12:30PM	Lunch followed by Concluding Keynote Jenny Bowen Founder and CEO OneSky
	George S. Tahija Co-Founder, Tahija Foundation		
	Teng Ngiek Lian Founder, The Silent Foundation	2:15PM	Forum Closing Address Jose Isidro N. (Lito) Camacho Vice Chairman, Asia Pacific Country CEO, Singapore Credit Suisse
	Moderator: Jose Isidro N. (Lito) Camacho Vice Chairman, Asia Pacific and Country CEO, Singapore, Credit Suisse		
11:00AM	Coffee Break	2:45PM	Optional Workshop Syndicating for Changemaking
		5:00PM	End of Event



Keynote Address by Guest of Honour



Benefactors and beneficiaries, humanity and compassion, and ethos and values all came together as Mr. Tan Chuan-Jin, Minister for Social and Family Development, shared his thoughts on philanthropy and how people might better organize themselves to do good, toward the end of creating a lasting culture of giving in society.

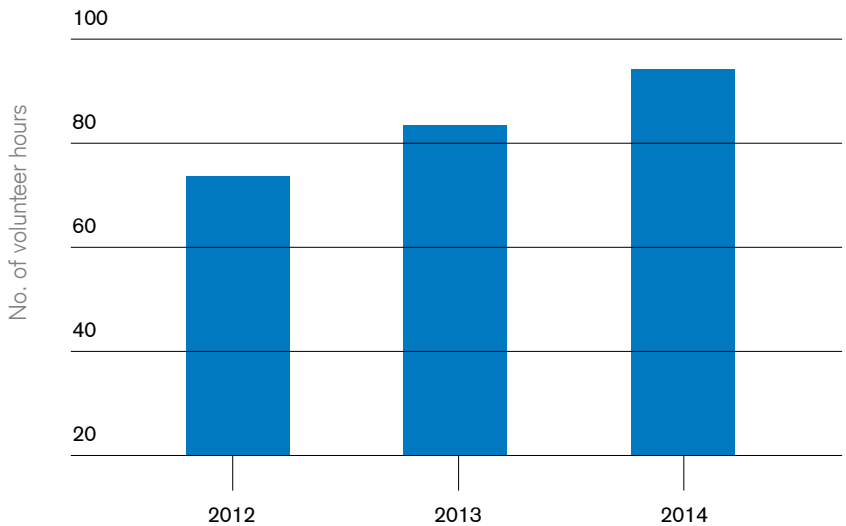
In a three-part address, Minister Tan first revisited the whole idea of philanthropy, sharing that he personally liked the definition offered by Wikipedia. Of Greek origin, philanthropy is defined as “the ‘love of humanity’ in the sense of caring, nourishing, developing and enhancing ‘what it is to be

human’ on both the benefactors’ (by identifying and exercising their values in giving and volunteering) and beneficiaries’ (by benefitting) parts.” It is important, said Minister Tan, to consider how the lives of both benefactors and beneficiaries are transformed, and in doing so, we are “changing society for the better”.

Making reference to the 2015 World Giving Index report published by the Charities Aid Foundation, which looks at global generosity by measuring three different kinds of giving, Minister Tan made some observations about philanthropy and the state of giving in Singapore. Despite continuing economic uncertainty, the report found that participation

in donating money and helping a stranger had risen this year, with only volunteering seeing a small downturn. Singapore, which ranks 34th out of 145 countries surveyed, has seen an 11% improvement in charitable giving over the last five years. According to the 2014 Individual Giving Survey released by the National Volunteer & Philanthropy Centre, donations have risen significantly to an all-time high of SGD1.25 billion. The same survey also showed that more than one in five persons volunteered, with the average number of volunteer hours growing from 72 in 2012 to 93 in 2014. While this is encouraging, we must “endeavor to do better than before, because that is when real change happens”, said Minister Tan.

Growth of volunteer hours



Source: 2014 Individual Giving Survey, National Volunteer & Philanthropy Centre

Guest of Honor

Mr. Tan Chuan-Jin
Minister for Social and Family Development
Republic of Singapore

According to the 2014 Individual Giving Survey released by the National Volunteer & Philanthropy Centre, donations have risen significantly to an all-time high of S\$1.25 billion. The same survey also showed that more than one in five persons volunteered, with the average number of volunteer hours growing from 72 in 2012 to 93 in 2014.

Keynote Address by Guest of Honour (continued)



Moving on to the topic of how to better organize ourselves to do good, Minister Tan observed that there are many people who may engage in volunteerism as part of their search for “the high that comes with giving and caring”. With once-off monetary donations or the occasional ad-hoc volunteering activity, there is no real knowledge or understanding of what happens to those they have helped. This is compounded by the fact that the problems faced by beneficiaries are “complex and difficult” and thus, a “systems approach” to tackling the issue is required. He offered three considerations that may allow for such a “citizen-centered, trans-disciplinary approach”:

01

Taking stock of needs from the bottom-up - this includes understanding the challenges faced, what the needs are, and the form of help that is required;

02

Taking stock of supply - what resources are available, including who the individual volunteers are, and when they might be available; and

03

Coordination - who are the various stakeholders who are in-charge of matching demand and supply.

To facilitate more efficient coordination and allocation of resources, Minister Tan shared that giving.sg, a one-stop digital donations, volunteering and fundraising platform, will be launched in Singapore this December.

In addition, philanthropy “plays a very big part in helping organizations get ready”, said Minister Tan, who drew parallels between companies facing a tightening labor market and voluntary welfare organizations (VWOs) who may need to call on volunteers as the

needs of society increase. Volunteers with the right skills and professional expertise can help organizations put processes and systems in place to ensure global and public accountability, so that people have the confidence that resources being channeled into VWOs are used prudently. He highlighted that the “journey in itself is important”—if the desired outcome is indeed to “transform society and lives”, then the experience, process and journey “could be almost as important as the end outcome itself”.

Finally, Minister Tan spoke about the creation of a giving culture in society. The “fundamental thing that differentiates humans from other living things is our capacity to empathize” and society needs to look at how a strong foundation for philanthropy can be weaved into the social DNA such that a strong giving culture can be established. He acknowledged that the government plays a very important part, with public service needing to lead by example. Government

support for philanthropy can be seen in structures such as the 300% tax deduction for donations as part of the SG50 celebrations, and the Care & Share Matching Grant for VWOs.

On top of these structures, Minister Tan identified three levers we can use to effect change. Firstly, schools and the “Values in Action” program that allows every student to participate in some volunteerism. If done right, a desire to give and a capacity to love and care “can be ingrained into every student”. In addition, workplaces can be another lever to effect change. Currently, one in two employees has indicated that they are interested in participating in employer-organized volunteer activities, but only one in five employers are currently organizing such activities. He encouraged companies to look at innovative ways of facilitating employee involvement in volunteerism, including donating professional skills and abilities to help nonprofit organizations. The third lever for change, which can go

a very long way, is the “grassroots movement” and social outreach within the local community. He spoke about “emotional investment” as part of the change that people need to experience; the sharing of inspirational stories, and the recognition and celebration of the many acts of goodness, may facilitate the creation of a giving culture.

In closing, Minister Tan remarked that “philanthropy is really not just for the rich, but for anyone who wants to do good”. When we are engaged in philanthropic giving, we “reconnect with our own sense of humanity and compassion, and we begin to change, and to become better people”. These, said Minister Tan, are the kinds of values in action that define the kind of society that we can be. Even as Singapore celebrates SG50, and we think about how we are going to get to SG100, “perhaps philanthropy, and our ability to change and build a better society, will be a key foundation piece that we can focus on as we move ahead”.



Scan to visit
www.giving.sg

2015 Philanthropists Forum Syndicating For Good

Keynote Address
MR. TAN CHUAN-JIN
MINISTER OF SOCIAL & FAMILY DEVELOPMENT



Panel Session 1

Impact Driven Philanthropy

Speakers

Dee Dee Chan
Alexandre Mars
George S. Tahija
Teng Ngiek Lian

Moderator

Lito Camacho



The spotlight was cast on high-engagement philanthropy in Asia for the Forum's first panel session. In the last few years, philanthropic giving in the region has come a long way, with an increasing focus on creating high impact. With this trend, we have seen the use of models, strategies and processes that usually apply more to businesses, and a proliferation of more involved, disciplined, efficient and sustainable approaches. In a highly interactive session that was moderated by Lito Camacho, the session's four panelists shared inspirational stories about their personal journey and experience with impact driven philanthropy.

01

Dee Dee Chan

Director
Seal of Love Charitable Foundation

Speaking about philanthropy as something that "binds generations together" and that helped change the family "from the inside-out" because the "heart" was involved, Dee Dee Chan, Director, Seal of

Love Charitable Foundation, shared how she, together with her parents, started the Foundation in 2010.

Seal of Love aims to focus on areas that major or national charity organizations overlook, in order to "relieve pain and suffering". A very lean funding organization that partners Non-Governmental Organizations (NGOs) on the ground to deliver projects, Seal of Love endeavors to "leverage every donation for output", whether time or money. One way of doing is to "try to help those who will eventually help others", said Dee Dee. For example, the Foundation awards scholarships to those enrolled in nursing or teaching courses, and requires these scholarship awardees to volunteer between five to ten hours a week with an NGO, over the four-year course of study.

She spoke about how they deliberately set a "very wide mandate" for the Foundation so that there is capacity to accommodate a great range of projects in many different areas. This way, it is easier for the next generation to find something that they are interested in. In the same way her father and grandfather

chose to stay out of the spotlight and remain silent about their philanthropic endeavors, her approach is to engage her children and show them what lies beyond their "own little bubble", and leave them to make a decision for themselves as to whether or not they wish to pick up the legacy.

Dee Dee also spoke about the Next Generation Philanthropist program as something close to her heart. Aimed at getting young people on the ground to personally experience philanthropy in action, Seal of Love organizes two off-site visits annually to countries such as Cambodia.

At the end of the day, it is about starting small and getting over the "mental barrier", said Dee Dee, in her parting shot to the audience.

02

Alexandre Mars

CEO and Founder
Epic Foundation

It took more than four years of market research and countless miles of air travel all over the world from the

time he decided to make the switch to nonprofit work, to the time it became reality, shared Alexandre Mars, CEO and Founder, Epic Foundation. Driven by the mission "Give Better, Give Smarter, Give Now", Epic looks to bridge the gap between a new generation of individual and corporate donors and organizations supporting children and youth globally. By developing new tools focused on enhancing how donors select, monitor and experience their impact, Epic wants to "disrupt the philanthropic industry by combining passion and expertise with game-changing technology and partnerships".

Alex gave the audience a glimpse of the process Epic goes through to vet the organizations it chooses to support every year. Spanning seven months, the rigorous screening process leverages due diligence, expert networks and on-the-ground analyses, enabling Epic to identify 20 organizations that are highly effective. This stringency, on top of the fact that 100% of monies donated go to the chosen organization, assures donors of the impact of their contributions.

He also offered the audience an exclusive preview of a new mobile

application that Epic will be launching in the first quarter of 2016, which allows donors to easily track, monitor and evaluate the impact of their philanthropic investments. The Epic App will also allow donors to access information about the NGOs that they are supporting and their own global portfolio.

An interesting insight that Alex offered was that philanthropic efforts and collective impact in the corporate world are changing not only because CEOs are more attuned to the need for corporate social responsibility (CSR), but also because the "base of the pyramid is changing". Millennials who are entering the workforce are increasingly interested not just in job scopes and career prospects, but in "what companies do with the profits that they make". This shift, year-on-year, has contributed significantly to the growing momentum behind CSR efforts, suggested Alex.

Panel Session 1 with
panelists (from left to right)
Lito Camacho, Teng Ngiek Lian,
Dee Dee Chan, George S. Tahija
and Alexandre Mars

Panel Session 1

Impact Driven Philanthropy

(continued)

03

George S. Tahija
Co-Founder
Tahija Foundation

"We have to be an asset in any community in which we work; our success depends on the well-being of that community", said George S. Tahija, as he spoke about the founding principle of the Tahija Foundation. Started in 1990 by his parents, his brother, and him, the Foundation executes philanthropic endeavors on behalf of the family, and continues to operate with that same desire to help communities improve.

As an illustration of what such a community improvement effort might be, George shared a video about the 'Eliminate Dengue' program that the Foundation is supporting. Bringing together researchers from the Universitas Gadjah Mada in Yogyakarta, Monash University and the University of Melbourne, the program aims to find a long-term solution for dengue fever. Spanning a total of three phases over eight years, the project has completed phase two and is gearing up for the final phase.

Should it prove to be successful as a means to eradicate dengue in the city of Yogyakarta, there are plans to roll it out as a national program, said George.

A firm believer that the "goodwill generated from philanthropy is as important as the profits generated from business", George shared that he does not consider the Foundation to be a "second-class citizen". In fact, running a foundation is every bit as complex as managing a business, and hence there is a need to recruit the "best minds to make sure we have the best outcomes".

When it comes to measuring outcomes and defining impact, George offered the Theory of Change as one possible approach. For example, at the Coral Training Centre in Bali, which runs training programs to help ensure the health of marine protected areas and coastal communities, success is assessed at three levels:

a) Output - the number of modules delivered, number of students trained, and the levels of knowledge before and after training is delivered;

b) Outcome - the ability of people with the new knowledge and how they are able to influence the organization that they work in; and

c) Impact - whether there are any improvements in the management of the marine protected areas in the field.

Of the three, impact is obviously more difficult to measure, requiring more time due to the complexities of the parameters.

In concluding, George encouraged the audience to think about venture philanthropy as an approach, not unlike venture capitalism. While the ultimate impact is not guaranteed and the risks are high, there is great potential for "tremendous impact on society" should it succeed.

04

Teng Ngiek Lian
Founder
The Silent Foundation

Inspired by American business magnate, investor and philanthropist

Warren Buffett, Teng Ngiek Lian, Founder, The Silent Foundation, modeled his philanthropic approach on value investing, which focuses on overlooked and unloved sectors. Hence, The Silent Foundation, which was started in 2010, is dedicated to assisting the "silent sufferers", or those who have been overlooked by society. Rather than "making people who are successful even more successful", the Foundation looks to helping more marginal cases.

In addition, Ngiek Lian also shared his thoughts on impact investment, and the ability to measure "Return on Effort" (or in this case, "return on donation") as something else that shaped the Foundation. Stemming from his professional training and discipline as a chartered accountant and fund manager, he shared that high returns on donation are key in philanthropy. As such, the Foundation looks at creating maximum capacity in the work that they support.

He also spoke about how substantial efforts have been made towards institutionalizing the processes within the Foundation, so as to "ensure sustainability" beyond himself. From

setting up a proper board of directors, to ensuring committees are well-structured, to proper budget planning and detailed documentation of monitoring and reporting processes, time has also been dedicated to clearly outlining the areas that can be invested in, and how much should be invested. Indeed, "commitment to organize" is needed to "achieve and sustain impact", shared Ngiek Lian, as he encouraged the audience to think about starting their own foundations.

During the lively dialogue that followed, the panelists were asked to share their thoughts on the similarities and differences between running a business and philanthropy. Ngiek Lian was of the opinion that there is very little difference given that the same effort needs to be put into organizational considerations and clearly defined objectives, with proper measurement of Key Performance Indicators. Agreeing that nonprofit work is a challenging full-time job, Dee Dee added that working with foundations and NGOs is harder because it is unlike the business world where "everyone speaks the

same language". For her, the lesson learnt was to devote sufficient time to ensuring portfolio sustainability so that there is enough income to fund these philanthropic efforts. This also means helping the NGOs themselves to find income streams that may offset their running costs. George, on the other hand, spoke about how you can sell a business but you "cannot sell a foundation"; while it is easy to start a foundation, "sustaining enthusiasm, funding and governance is really difficult". Finally, Alex commented that both businesses and nonprofit organizations require a good product, a great team, and the luck of timing, to succeed.

All in all, the panelists agreed that it is an exciting time for philanthropy. As Alex quite aptly put it, philanthropy has become "a world trend", something that "people care about more and more every day".



2015 Philanthropists Forum Syndicating For Good

Panel 1 IMPACT DRIVEN PHILANTHROPY



Panel Session 2

Syndicating for Good

Speakers

Peter Bennett
Datin Kathleen Chew
Mark Ruiz
Vishnu Swaminathan

Moderator

Manuel Rybach



In opening the second panel session on 'Syndicating for Good', moderator Manuel Rybach, first provided a brief overview to the '3C' approach at Credit Suisse:

- 1) **Capacity building** - working together with globally active organizations, bringing the best that Credit Suisse has to offer in terms of the skills and expertise of its employees, via a flagship Corporate Social Responsibility program which allows employees to work with partners for up to three months;
- 2) **Clients** - connecting corporate citizenship with the bank's core business to generate both financial returns and social impact with impact investments; and
- 3) **Collective impact** - working with other partners to scale up.

The panelists were then invited to share how they started on their respective collective impact journeys, including the opportunities and challenges that they encountered.

01

Datin Kathleen Chew

Group Legal Counsel
YTL Corporation Berhad
Kuala Lumpur

Kicking off the discussion was Datin Kathleen Chew, Group Legal Counsel, YTL Corporation Berhad Kuala Lumpur. She is also Program Director of the YTL Foundation, which was established by the YTL Group to provide scholarships to deserving students and to contribute towards improving education in Malaysia. Through a video presentation about how "heroes are so much closer than we think", the audience learnt about the Foundation's first scholar, Dr. Narasimman Sathiamurthy, now a General Surgeon and Thoracic Fellow at the Ministry of Health Malaysia, and his teacher at SM Sains Teluk Intan, Mr. Rajendra Velupillai, who reached out to YTL on his behalf.

Kathleen then went on to share how the Foundation started working with schools to "fill gaps where found on the ground". Given the opportunity to work with the Ministry of Education on

a project to equip 10,000 Malaysian schools with 4G high-speed internet connectivity and a cloud-based learning platform, the Foundation soon realized that the problems faced by schools were manifold and beyond just that of connectivity. To truly help schools, there was a need to partner other organizations, such as Teach for Malaysia to holistically address the problem as a whole. In one of the earliest examples of collective impact in Asia, eight foundations have come together to form a "backbone organization to navigate difficult waters", resulting in better alignment of resources and maximum impact. The challenge, however, lies in consensus building, which can be overcome by keeping all eyes "set on the goal".

02

Peter Bennett

Founder
Peter Bennett Foundation

Speaking next was Peter Bennett, Founder of the Peter Bennett Foundation, who shared how his

philanthropic journey began with his grandfather from Hainan. He recalled how, growing up, his home would always be open to people arriving as refugees from other parts of the world. As that journey progressed, he realized that the "money that anybody can give to institutions and charities" can truly make a difference to the lives of people. Today, in addition to making direct donations, the Foundation also believes in establishing an active dialogue and partnership with corporate and government organizations, NGOs, and charities.

From his own experience in the worlds of business and finance before moving into the philanthropic sector, he learnt that the "main thing is trying to get people to work together"; you are more likely to achieve your goals if there is collaboration. Hence, he believes that a hands-on approach to philanthropy is needed to achieve efficient and sustainable change. Peter is a firm advocate of collective impact, particularly with the support of the government. Without such support or knowledge of government policies, it is "either impossible or very difficult to move things", said Peter.

Panel Session 2 with panelists (from left to right) Manuel Rybach, Peter Bennett, Datin Kathleen Chew, Mark Ruiz and Vishnu Swaminathan

Panel Session 2

Syndicating for Good

(continued)

03

Mark Ruiz

Co-Founder and President
Hapinoy

The conversation next moved to the Philippines with Mark Ruiz, Co-Founder and President, Hapinoy, sharing his story. Hapinoy, short for "Happy Pinoy", is built on the vision of a community where basic goods are accessible and services that improve the quality of life are efficiently delivered to even the most rural of areas. Mark shared that Hapinoy is starting with the local "sari-sari" (small neighborhood retail shops) store network that is owned and run by "Nanays" (micro-entrepreneur mothers who operate these stores from their homes to supplement the family income). Since its inception in 2007, the program has trained and partnered with 3,000 Nanays, who are now better equipped to face the challenges of running and expanding their stores.

Besides access to capital and education, the program also assists in business expansion plans and the introduction of higher value products and services, such as the distribution of over-the-counter medication and solar solutions. Mark also shared that there are plans to provide rural communities with access to financial services through the power of mobile technology, via the "BizMol" mobile platform.

As a social enterprise, Hapinoy is faced with big problems, which may also present huge opportunities. One way to scale up is through collaboration and partnerships, said Mark. While there may be competing objectives because different organizations may have their own agenda, the key is to "find points of intersection where you are in absolute agreement". Impact investors have been very helpful and supportive, not just through the provision of catalytic funds, but by providing the right manpower to help with strategy and

refining business models. Even so, there remains a need to "take great pains" to get to know these investors, so as to ensure that there is "alignment in the vision and fundamental mission of the organization".

04

Vishnu Swaminathan

Leader - South Asia
Leadership Group Member
Ashoka Innovators for the Public

The final speaker on the panel was Vishnu Swaminathan, Leader - South Asia Leadership Group Member, Ashoka Innovators for the Public, who gave a brief introduction to Ashoka. With nearly 3,000 Ashoka Fellows in 70 countries, Ashoka is the largest network of social entrepreneurs worldwide. It aims to identify and support leading social entrepreneurs to be "changemakers" on a global scale. Its strategic initiatives focus



on setting in motion the people, resources, and ecosystems that will bring about a social revolution where everyone contributes to change for the good of all.

With regard to collective impact, Vishnu offered three insights. Firstly, apart from engaging in direct services and trying to solve the problem individually, the key to changing mindsets, or achieving "systems" or "framework change", is to let go of your own idea and allow others to use, and replicate it. Secondly, he used the example of Tesla¹ and how it released its patents, to illustrate how there is a need to do things that may be counter-intuitive in order to achieve social good. Finally, the way to solve problems is by establishing "unusual allies" and looking to unusual people and organizations as partners. He also suggested that it was possible to view collaboration and cooperation in two ways: expanding the organization itself, and ecosystem building. Given that

large issues cannot be solved by social entrepreneurs alone, Ashoka encourages working with other companies and/or governments so that a collaborative approach to problem-solving can be adopted, towards the outcome of policy changes at the national level.

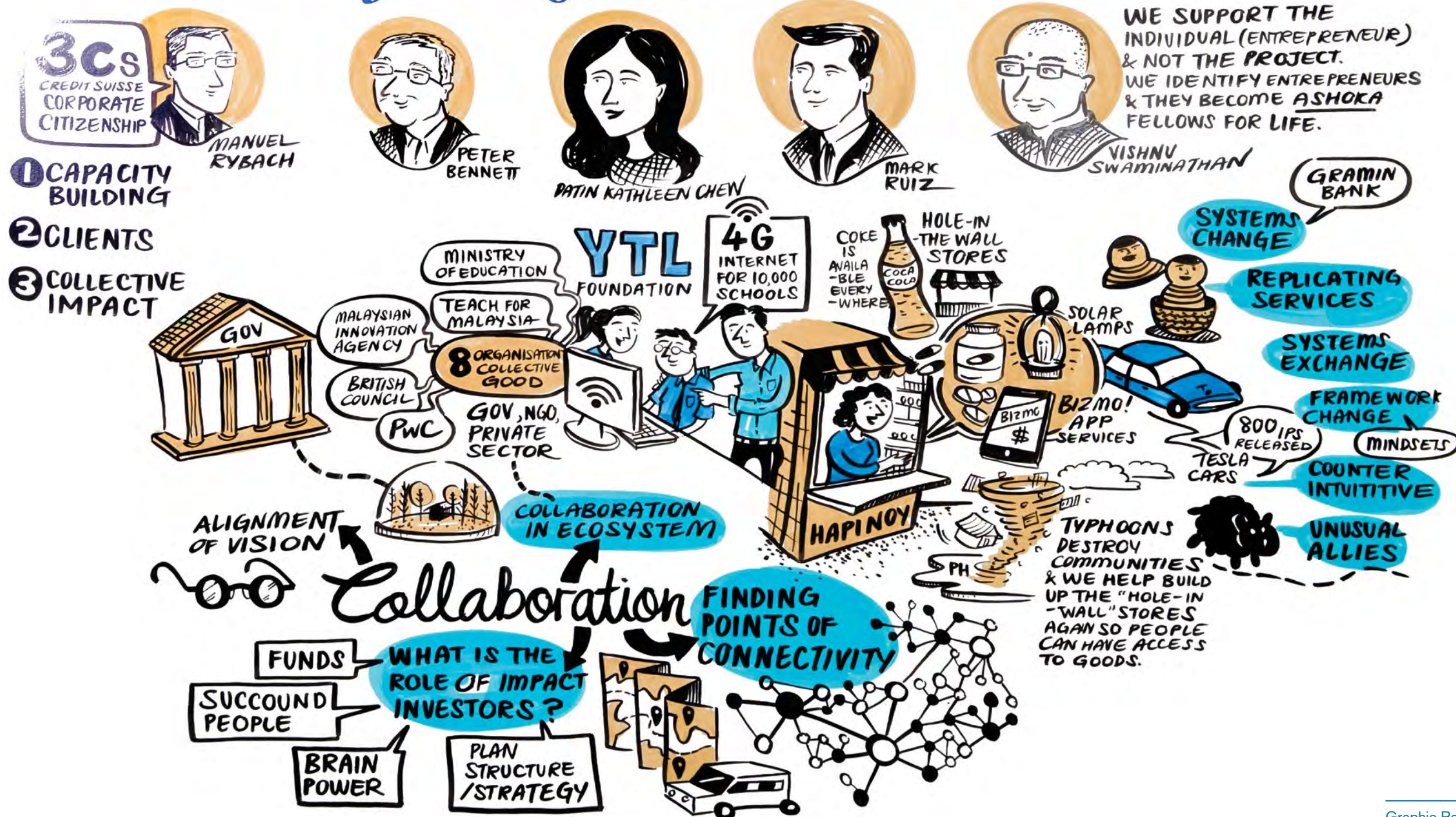
In closing, panelists agreed that there is definitely room for many more collaborators to come onboard the collective impact train. As a generation fortunate enough to have experienced many mindset changes in our lifetime, the challenge, offered Vishnu, is to find the next generational shift that all of us can work on together, and to support those who can effect such a shift.

¹Tesla Motors was founded in 2003 with a mission to "accelerate the world's transition to sustainable transport". It is "not just an automaker, but also a technology and design company with a focus on energy innovation".

2015 Philanthropists Forum

Syndicating For Good

Panel 2 SYNDICATING FOR GOOD



Concluding Keynote



Jenny Bowen

Founder and CEO
OneSky

The final keynote for the Forum was a heartfelt message about "How Small and Simple Can Change the World", delivered by Jenny Bowen, Founder and CEO, OneSky. A former screenwriter and independent filmmaker, Jenny took the audience on a very personal journey of how she started Half the Sky to give something back to her adopted daughters' home country. Half the Sky, known also as OneSky today, is a global NGO that has transformed the lives of many thousands of marginalized children and helped China to reimagine its entire child welfare system.

Jenny challenged the audience to see orphans and at-risk children "not merely as pitiable victims" who are society's burden, but as a "human resource worthy of our investment". The challenge was to find a way to "meet their most fundamental need for responsible human interaction" so as to allow them to reach their fullest potential. Given that there are 2.2 billion children within the global population of 7.3 billion, and that 1 billion of those children live in poverty,

of which 935 million are neglected or orphaned, a massive 45% of the world's children will "almost certainly fail to reach their potential". This, implored Jenny, is "not only unacceptable, but threatens the very future of humankind".

Through a video presentation, she shared OneSky's success in nurturing not just children, but also positive relationships with governments, caregivers and communities. Given that 95% of a child's brain is fully developed by age six, early intervention is key. The "damage doesn't have to be forever", said Jenny, because OneSky has proven that there is a way to unlock the potential in vulnerable young children through consistent, responsive adult care.

Focusing on nurturing the holistic needs of a child, OneSky's approach is responsive and child-centric, and draws from both East and West. Apart from the Reggio Emilia approach to enhancing each child's development, it also adopts the Chinese educational mandate that children learn about the arts, sciences, language, social development and health. This approach is geared towards preparing children to enter society at an intellectual and

social level with their peers, while surrounding them with a stimulating, healthy emotional environment.

OneSky launched the Rainbow Program in 2011 to share its approach with child welfare workers across China. Aimed at providing more support for the process of transforming institutional care for China's orphans, this National Training Plan aims to provide caregivers and administrators an opportunity to learn best practices in childcare and to expand their knowledge through e-learning courses.

Jenny went on to share how the OneSky model has today become the national standard for state-run orphanages in China. The fact that other institutions in China are replicating the model proves that the approach is easy enough to copy and scale. Jenny also shared the principles behind OneSky's model for change:

- a) Reach children early
- b) Create simple scalable models for change
- c) Foster positive partnerships with individuals, communities, businesses and governments
- d) Build local capacity
- e) Stay as long as needed

Through this approach, OneSky has seen remarkable success in transforming not just the children, but also the adults who see the changes in the children.

In late 2014, they began to explore how this approach may work for disadvantaged children beyond China. In an exciting breakthrough development for OneSky, the Vietnamese government has committed to write the OneSky model into its policies. In 2016, OneSky centers will be built in Vietnam, "in accordance with local needs, adapted to local cultures" and aimed at building local capacity. In addition, OneSky is preparing to launch a new website and digital platform in January 2016, with the aim of starting a global conversation and raising awareness to help young children in developing countries. It is her hope that this will contribute to building a large-scale philanthropic movement that will "inspire concerned world citizens to view disadvantaged young children as a resource, and not a liability".

Drawing upon her experience as a filmmaker and how "it all looks easy, even simple" when we watch a good movie, Jenny shared that making

movies made her realize that while great ideas could be complicated, that which is "simple and true is that which speaks to us all". Though it may be easy to be "paralyzed by the enormity of the problems" we face, "finding the essence" of these complex undertakings is where we find "scalable solutions", as her journey with OneSky has shown.

Wrapping up her speech to a standing ovation from members of the audience, Jenny had this simple message: big ideas do not have to be complicated. "Ordinary humans, even the least amongst us, have unlimited potential; no matter how ordinary, we are all capable of extraordinary things". Indeed, the best social investment that we can all make is to invest in what may well be "our planet's most precious hidden resource — its vulnerable young children", because "the future lies inside them, and in you. It lies inside us all."

Jenny sharing her inspiring insights with the attendees

2015 Philanthropists Forum

Syndicating for Good

Concluding Keynote
JENNY BOWEN



Credit Suisse Philanthropy Advisory

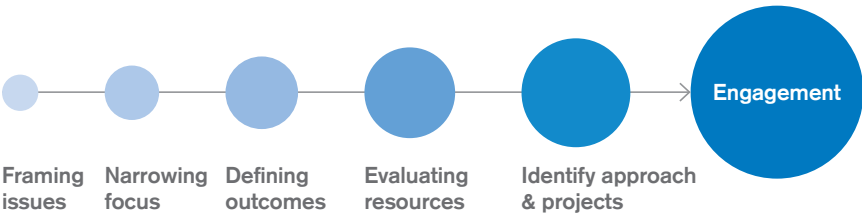
Philanthropy is shifting its focus from one-time donations to a model based on targeted giving and sustainable donations.

Overview

Value proposition and advisory process

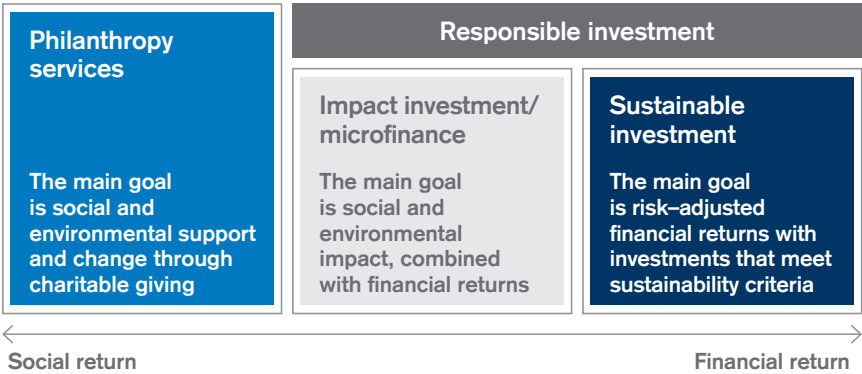
- We analyze your current philanthropic and sustainable investment activities and intention to engage
- We factor in personal values, lifecycle phase and family situation
- We will take into account your short-, mid- and long-term objectives in order to develop a strategy
- We provide solutions ranging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

Philanthropy Advisory engagement process



Developing your philanthropic strategies

Why are you giving? <ul style="list-style-type: none">• Affiliation• Family & legacy• Faith• Personal experiences• Business strategy• Addressing unmet social needs	What do you want to achieve? <ul style="list-style-type: none">• Effective use of research & due diligence• Philanthropic best practices & innovation• Maximization of impact• Establishment of a sustainable giving model
How will you manage your giving? <ul style="list-style-type: none">• Develop philanthropic strategies• Efficient giving platform• Financial plan• Engagement with nonprofit organizations• Trusted advisor	Who will assist you? <ul style="list-style-type: none">• Personal resources & commitment• Family involvement• Involving next generation• Donor or peer network



Credit Suisse Philanthropy Advisory services

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Project implementation and management

Donor advised fund

Charitable trust

Thought leadership roundtables & forum

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

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