



ASIA
PHILANTHROPY
CIRCLE



Impactful Philanthropists in ASEAN

EDITION 2018

25 ASEAN IMPACT

© 2018 Asia Philanthropy Circle (APC)

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy or any storage and retrieval system, without permission in writing from APC.



info@asiaphilanthropycircle.org
www.asiaphilanthropycircle.org

Printed in Singapore.

CHAIRMAN'S MESSAGE

ASEAN IMPACT 25

EDITION 2018

When we first started our journey to bring ASEAN philanthropists and government officials together for the inaugural ASEAN Philanthropy Dialogue, we recognised that there could be a lot of preconceptions that we might have to debunk between the two sides. Philanthropy, and more specifically, the kind of strategic and collaborative philanthropy we espouse at Asia Philanthropy Circle, is only still on the rise in this part of the world.

Whilst many in this region are used to giving, often for religious reasons, for festivals and as part of their customs, approaching this as a means to solve social problems was often not the original intention. Many would not even consider themselves philanthropists and we were declined by more than a few for interviews. So we realised that there is much more awareness that should be built in the region in terms of what philanthropy is and can do. Regardless we see so much good done in the region, on different issues, with different approaches, on varying scales and with different motivations.

We hope that through this first edition of the **ASEAN Impact 25**, we highlight some of the inspirational figures amongst us who are doing so much to create change for our communities, which will serve as a catalyst to others. This is just the beginning. We look forward to more joining us, and for the next edition to include even more impact.



STANLEY TAN
Chairman
Asia Philanthropy Circle

EDITOR
STACEY CHOE

AUTHOR
STACEY CHOE
MADHURYA MANOHAR

ART DIRECTOR
GABRIELA KARCH

PUBLISHED BY
ASIA PHILANTHROPY CIRCLE (APC)
352 TANGLIN ROAD,
#01-07 TANGLIN INTERNATIONAL CENTRE
SINGAPORE 247671

T.+65 64710107

INFO@ASIAPHILANTHROPYCIRCLE.ORG
WWW.ASIAPHILANTHROPYCIRCLE.ORG

CONTENT

Pg. Hj Mohd Yakub Pg Hj Othman – Chea Serey
– Victor Hartono – Cherie Nursalim – Theodore
Rachmat – Tahir – Belinda Tanoto – Mien R
Uno – Phaichit Konepathoum – Jeffrey Cheah
– Kathleen Chew – Yin Myo Su – Grace Tan
Caktiong – Fernando Zobel De Ayala – Manuel V.
Pangilinan – David Zuellig – Keith Chua –
Laurence Lien – Teng Ngiek Lian – Mary Ann
Tsao – Thippaporn Ahriyavraromp – Harald
Link – Vichien Phongspathorn – Don Lam –
Lam Nguyen-Phuong



Pg. Hj Mohd Yakub Pg
Hj Othman | *p 010*



Chea Serey
p 014



Victor Hartono
p 018



Cherie Nursalim
p 022



Theodore Rachmat
p 026



Tahir
p 030



Belinda Tanoto
p 034



Mien R Uno
p 038



Phaichit Konepathoum
p 042



Jeffrey Cheah
p 046



Kathleen Chew
p 050



Yin Myo Su
p 054



Grace Tan Caktiong
p 058



Fernando Zobel De
Ayala | *p 062*



Manuel V.
Pangilinan | *p 066*

ASEAN IMPACT 25:
FEATURING
PHILANTHROPISTS IN THE
REGION WHO ARE LOOKING
TO CREATE REAL CHANGE.

ASEAN
IMPACT
25



David Zuellig
p 070



Keith Chua
p 074



Laurence Lien
p 078



Teng Ngiek Lian
p 082



Mary Ann Tsao
p 086



Thippaporn
Ahriyavraromp | *p 090*



Harald Link
p 094



Vichien Phongsathorn
p 098



Don Lam
p 102



Lam Nguyen-
Phuong | *p 106*

THE STORY IS JUST BEGINNING...

Pengiran Dr. Hj Mohd Yakub Pg Hj Othman — *Brunei Darussalam*



‘Our money can go much further when we help in the neighbouring countries.’



ORGANISATION



FOCUS AREA
Community
Development



AREAS OF OPERATION
Brunei Darussalam,
Indonesia, Thailand

By fostering safe spaces for worship, Pengiran Yakhub Othman enables communities to empower themselves and give their children an education based on strong values.

Pengiran Yakub Othman’s philanthropy is steeped in faith and a deep sense of religious obligation. In a country with less perceivable needs than others, there is also less of a culture of philanthropy in Brunei. In fact, as Pengiran explains, “most needs of the communities are taken care of by the state, otherwise, His Majesty steps in. There isn’t that much to do in a welfare state.” Indeed, for an oil-rich nation, they are also just beginning to increase awareness and participation in volunteerism for the youths.

PHILANTHROPY BEYOND OWN BORDERS

Pengiran Yakub extended his philanthropy to the neighbouring region some 20 years ago, when he first explored building a mosque in Lombok, Indonesia. Since then, he has helped to build three mosques in Indonesia and Thailand and two similar initiatives in Brunei Darussalam. What he does insist on, through his experience, is the commitment and ownership from the community. Thus, he typically ensures that he pays for only half the funds required, and the community has to raise the other half. According to him, “if they think that we have money and should pay for everything, then they will take things for granted”.



Children and the community gathering at Madrasah At Taqwa in Bandung, Indonesia.



Besides the co-funding, Pengiran also works through the local authorities and Islamic Council before proceeding, in order to get their buy-in.

THE MOSQUE AS THE CENTRE OF THE COMMUNITY

The mosque is not just a place of worship – Pengiran Yakub has observed that especially in the lower-income communities, it also acts as the centre of life and where the community gathers to empower itself. He noted, “in these communities, they go to the mosque five times a day. By having a proper, decent mosque for them, the community can come together and it becomes the place for self-enrichment.” Usually, the mosque will also be fitted with a madrasah, which provides education



for the young. When it comes to the work of philanthropy, Pengiran also acknowledged that it requires personal time and involvement. He personally goes to all the sites, supervising and reviewing accounts, making sure that the funds are accountable, and understanding their needs from the community leaders. When asked if he could see the impact of his work on the communities, he said, “of course! Children can now get an education at the madrasah, and the people have a place to gather.”



THE NASCENT PHILANTHROPY CULTURE IN BRUNEI

Even though engaged and strategic philanthropy is not part of the Bruneian culture, Pengiran Yakub still highlighted that it is very much within the people’s religious consciousness, since Muslims have to commit 2.5% of their profits for community purposes as part of zakat.

However, when asked about collaboration, he mentioned that when he tried to fundraise for the mosque-building, he found that it was very difficult to get others to join in his projects. “Perhaps others also have their own projects, so it is not easy to get people to put in money together, so I ended up paying for them myself”, he explained. He noticed that the practice of philanthropy is growing in his country though, and many are venturing to other countries in the region, where needs are higher. He pointed out that their money can go so much further and the impact is much greater when they are invested in the neighbouring countries. Ultimately, Pengiran Yakub feels that the number of people who are involved in such giving are increasing and is looking forward to more joining him in this endeavour. ■

Chea Serey — *Cambodia*



‘When I show my philanthropic activities on Facebook and my friends ask me why, it is because I want to show everyone how easy it is to help a person.’

By giving Cambodia’s underprivileged children access to healthcare services and providing awareness on disabilities and mental health, Madam Serey is among those taking the lead in compassionate philanthropy in Cambodia.

EMPOWERING CAMBODIA’S CHILDREN

Madam Chea Serey empathises with families of children with long-term medical needs; she is a mother of two children with their own such needs. This is why the Director General of the National Bank of Cambodia established the Raksa Koma Foundation with a mission to ensure that children in need are afforded access to proper health care.

Through her philanthropic initiatives, she works extensively with organisations on the ground in a wide range of issue areas such as blindness, deafness and mental health, not only illustrating her passion for giving back but setting a necessary precedent in the growing philanthropic ecosystem in Cambodia.

A PERSONAL ANGLE TO PHILANTHROPY

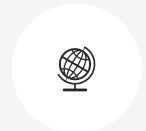
Madam Serey first ventured into social work when her own son was born with a cleft palate. While she was able to afford surgery for her son, her neighbour, whose daughter had the same condition, was unable and unwilling to proceed with correctional surgery.



ORGANISATION
**Raksa Koma
Foundation**



FOCUS AREA
**Children’s Health,
Mental Health, Blindness
and Deafness**



AREAS OF OPERATION
Cambodia

There were, she realised, many families who are unable to afford necessary long-term treatment and care for their children. Her experience with her own son's treatment sparked a long association with Smile Cambodia, a non-profit organisation that provides free cleft lip/ cleft palate surgeries. She was instrumental in structuring the Cambodian chapter, which turned out to be among the more active branches of the organisation. This association led to more collaboration with organisations on the ground and ultimately, more structured giving under the Raksa Koma Foundation (RKF).

BUILDING COMMUNITY-LEVEL AND INDIVIDUAL RELATIONSHIPS

Madam Chea Serey established the foundation in 2013, to continue her work in empowering Cambodia's children to have better futures. It actively supports organisations that work on children's health by organising health screenings in poorer districts, funding heart surgeries, and raising awareness about deafness, blindness and better mental health. RKF partners with TPO Cambodia, an organisation that works with patients suffering from mental health issues, some of whom are chained at home by their families.

Madam Serey's philanthropy often goes deeper and she builds personal relationships with her beneficiaries as well. Madam Serey took the son of a mentally ill patient under her wing to ensure steady development in his early years. Along with TPO Cambodia, she organised for the boy's mother to be 'unchained' and continues to monitor her treatment today. To catalyse change at the community level but to also tend to individuals who need help is, for Madam Serey, her way of changing one life at a time.



1. Madam Chea Serey visits Mora for the first time at the National Pediatric Hospital. At the time, Mora was 20 days old, weighed 1.8 kg, was badly malnourished and was facing many other complications as well.

"IF MY HUSBAND AND I, WHO ARE EDUCATED, WERE IGNORANT ABOUT SPEECH THERAPY AND CLEFT LIP/CLEFT PALATE, THERE WOULD BE MANY PEOPLE OUT THERE WHO DIDN'T KNOW ABOUT IT EITHER."

— Madam Serey on why spreading awareness of issues is important.



2.

MOVE AWAY FROM QUICK FIX SOLUTIONS

This measured approach is also evident in the way Madam Serey describes her impact. She is cautious about clinging only to numbers: "It is good to have numbers as an indication but has the real impact been good?" She recalls a boy from a poor village with a cleft lip who underwent a successful surgery. "We were able to give him surgery but when he went back, he still had problems with hearing and speech. We didn't help him reach his full potential", she says.

According to Madam Serey, it is important to see the entire picture. Speech therapy is a focus area that Madam Serey wants to cultivate through her support of cleft lip/palate surgery because she believes there is a widespread ignorance of its importance in post-treatment care. Pursuing quick fix solutions, she says, is what an evolving Cambodian philanthropic ecosystem needs to be mindful to avoid.

2. Celebrating Cambodia Hearing Day at City Hall, Koh Pich.

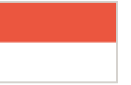
3. Every year, the Raksa Koma Foundation supports the organisation of Youth Mental Health Day to raise awareness about mental health and early intervention. Here, Madam Serey is at the Royal University of Phnom Penh attending Youth Mental Health Day and observing a group of students and their coach.

MAKE TIME FOR YOUR FELLOW HUMAN BEINGS

In the coming years, Madam Serey wants to establish a school for the blind and deaf. She will also continue to work on improving the living conditions of rural communities as much as she can. And, much like her philanthropy up until now, time hasn't defined how she uplifts the communities around her. She is acutely aware that a school may take time to construct and to yield long-term impact and she is aware that unchaining a person can take up to 10 years—she is ready to do it all if it means she can change lives. To aspiring philanthropists and change makers, her words of advice are simple: "You can always make time to help others." ■



3.



Victor Hartono — *Indonesia*



‘I encourage other philanthropists to formulate programmes as they deem fit, given their own capabilities and priority areas. Formulate a plan on how you can make the world a better place.’



ORGANISATION

**Djarum
Foundation**



FOCUS AREA

**Education, Community
Development,
Environment,
Sports Development
and the Arts**



AREAS OF OPERATION

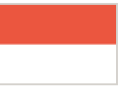
Indonesia

Passionate about his home country of Indonesia, Victor Hartono drives Djarum Foundation’s extensive philanthropic mandate, including education, sports development, and cultural preservation activities, to foster and to strengthen national cohesion.

DRIVING NATIONAL COHESION IN INDONESIA

Building cohesion around the Indonesian national identity is a key driver of Victor Hartono’s philanthropy. As President Director of Djarum Foundation, he oversees a range of programmes including educational initiatives, community development, environmental conservation, sports development and arts development activities that support the foundation’s mission to advance Indonesia’s progress. Mr. Hartono’s father, Robert Budi Hartono, and his uncle, Michael Bambang Hartono, established the foundation in 1986 to address the many problems Indonesia faced at the time. Back then, the senior Hartono brothers carried out the programmes simply as a way to take care of the communities around them.

As Djarum Foundation sprints into its 32nd year of operations, the vision across both generations remains intact: To create a strong society and to ensure a good environment for a better Indonesia.



1.



BRINGING A NATION TOGETHER THROUGH SPORTS

Sports, as Mr. Hartono identified, was an important step to achieving this vision. To nurture promising, homegrown badminton athletes, the foundation established Djarum Badminton Club, a world-class sporting facility located in Central Java, Indonesia and badminton scholarships that afforded young players access to international training and sporting events to improve their game.

Since its establishment, the foundation has produced approximately 5,000 badminton athletes and eleven Olympic medalists, including the Rio 2016 mixed doubles champions. “We want to eliminate divisions based on race and religion. When the badminton team wins, the entire nation comes together. We want to propagate that unity”, says Mr. Hartono.



2.

STRENGTHENING INDONESIA'S EDUCATION SYSTEM

The foundation's education initiatives also contribute to the greater vision. Djarum Foundation is a keen advocate for vocational education and ensuring that Indonesian youth are prepared for and absorbed into the workforce. “Indonesia generates around 1.5 to 2 million new workers a year. We don't need 100% of the workers to have undergraduate or graduate degrees but we do need to make sure they are employed,” Mr. Hartono says. To this end, the Djarum Foundation collaborates with other institutions to design programmes centred on skills that are in demand in the workforce. His mission is not just to give the youths jobs, but to provide them with skills for jobs that pay better, and to bridge the gap for such markets. Previous partnerships have included vocational curricula around learning animation and maritime expertise, co-designed by the Sumimoto Mitsui Banking Corporation (SMBC), a Japanese banking corporation.

In 2017, the foundation engaged in another fruitful partnership to map out where philanthropy can have the most impact in the education sector. In collaboration with the Tanoto Foundation, the team produced a report that recommended vocational education, teacher quality, school leadership and governance, and

3.



early childhood education and development as areas that will gain the most from philanthropic investment. The project convened many players from the education ecosystem and after the launch of the report, some have committed to focusing on the four recommended verticals and to continue working together. Mr. Hartono shared about his experience from the project: “What I enjoy most about collaboration is sharing with and learning from other people”, he says.

PHILANTHROPY 2.0

Focusing on Indonesia is a deliberate decision because this is where Mr. Hartono and Djarum Foundation are most familiar. His advice for aspiring philanthropists - “focus on your region first because you can monitor progress better”. He also encourages others to choose focus areas they possess good knowledge of: “Start with something smaller and work your way from there,” he explains. In line with a vision to create a better Indonesian society, Mr. Hartono wants to take the Djarum Foundation to the next level- “the 2.0 version”, as he calls it. He plans to leverage the connections as one of the leading family businesses in the country and the access to knowledge he has been afforded to shape the foundation's programmes to be the best-in-class examples. Hopefully other foundations, and perhaps even government entities in Indonesia, could use their examples as well to create positive impact for the country and the planet. ■

4.



1.
Djarum Foundation awards cash bonuses to Rio 2016 Olympics gold medalists Liliyana Natsir and Tontowi Ahmad, Indonesia's legendary mixed badminton doubles pair who previously trained in the Djarum Badminton Club.

2.
At SMK Wisudha Karya, one of Djarum Foundation's 15 supported vocational high schools, a mechanical engineering student puts his skills into practice on industry- standard machinery.

3.
Victor Hartono plants a rain tree together with Indonesia's then-Minister of Public Work Ir. Djoko Kirmanto in Demak, Central Java as part of the "Djarum Trees for Life" programme.

4.
Djarum Foundation collaborates with renowned Indonesian fashion designer Denny Wirawan to bring the work of local batik Kudus craftsmen to the international stage.

Cherie Nursalim — *Indonesia*



‘If we want to survive as a human race, we need to get our act together. We need philanthropists, civil society, governments and businesses. We need all sectors to come together.’

By cultivating tri-sector collaboration among government, civil and business sectors in Indonesia, amidst leading other initiatives in the region, Cherie Nursalim seeks to foster social, ecological and spiritual advancement in line with the United Nations’ Sustainable Development Goals.

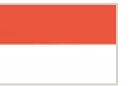
THE POWER OF TRI-SECTOR COLLABORATION

Cherie Nursalim harnesses the power of tri-sector collaboration to advance the United Nations’ seventeen Sustainable Development Goals (SDGs). As a co-founder of the United in Diversity (UID) Foundation, she assembles leaders in business, government and civil society to initiate dialogue around and generate long-term solutions to the region’s pressing problems. Her belief in the collaborative approach is echoed in other ventures like the Sustainable Development Solutions Network (SDSN), the Institute of Philanthropy at China’s prestigious Tsinghua University and Kura Kura Bali.

More than a decade after she first launched UID in collaboration with MIT and University of Indonesia, her vision to build trust among various communities and stakeholders to advance a global agenda for sustainable development holds firm.

PROMOTING THE SDGs THROUGH UID

Ms. Nursalim came to endorse the SDGs rather serendipitously. UID was established in Indonesia in 2003 as a response to the 1997 Indonesian financial crisis and the 2002 Bali Bombing. “The country was at a stage where the people thought it was going to fall part so it was important to promote inclusiveness and repair



ORGANISATION
**United in Diversity
Foundation**



FOCUS AREA
**Promoting the
Achievement of the
SDGs, Engendering
Tri-sector Collaboration**



AREAS OF OPERATION
Indonesia, China

trust”, she explains. UID was built to plug an underlying lack of trust and cooperation between three key stakeholders—businesses, the government and the civil society—via fellowship programmes and training. Its core values were drawn from the Balinese belief of “Tri Hita Karana”, or the Three Ways to Happiness, which seeks to reach balance across spirituality, environment and social harmony.

More than a decade later, in 2016, the United Nations mandated the SDGs, which align perfectly with the three values of Tri Hita Karana. Today, Ms. Nursalim co-chairs the Southeast Asian chapter of SDSN out of the UID campus to identify projects that can advance the sustainability agenda through collaboration within the Southeast Asian region.

REITERATING COLLABORATION IN ALL VENTURES

Ms. Nursalim espouses the collaborative approach in two other ventures she is actively involved in as well. She co-founded the Institute of Philanthropy at Tsinghua University with governmental and academic entities to form a think tank and a communication and collaboration platform for philanthropy in China. Having representatives of government bodies on board the organisation means that the Institute can act as a bridge to push forward the public voice as well. “China’s issues are very complex and you definitely need a tri-sector collaborative approach to address them”, she says. Kura Kura Bali, on the other hand, aspires to promote a community-level collaboration. A relatively undeveloped island situated 15



1. Cherie Nursalim at a THREE Talk and the China launch of 'Better Business, Better World' in Shanghai in 2017

2. Cherie Nursalim at the 2010 Shanghai World Expo, representing the China Disabled Persons Foundation that helps impoverished cataract patients.

“IN FIVE YEARS TIME, I HOPE COUNTRIES, COMMUNITIES AND SECTORS ARE CLOSER TO UNDERSTANDING THE SDGs AND BECOME MORE ALIGNED. WE NEED MORE COLLABORATIVE SOLUTIONS TO MEET THE COMPLEX PROBLEMS THAT WE FACE.”

— Ms. Cherie Nursalim on what she hopes to see in the next five years.



3.

minutes away from the airport in the capital of prime Bali, Kura Kura will actualise Ms. Nursalim’s vision for a model community that embodies the SDGs in the spiritual, ecological and social aspects. She has not only engaged international developers in the project but is also globally crowdsourcing solutions for aspects of the project such as building an ecological sea wall. Her stringent belief in the vision of the SDGs and the power of collaboration to achieve them continues to weave seamlessly through her work.

A VISION FOR THE COMING YEARS

In the next decade or so, she foresees more awareness of the goals on a larger scale so as to catalyse more collaborative opportunities. She seeks to initiate transformational change through technological innovation, such as we see in the fourth industrial revolution, supported by blended finance solutions. Blended finance is the strategic application of development finance to invest productively, particularly in developing countries. By the end of 2018, she plans to support the Indonesian government and engage international partners like UN SDSN to host an event in Bali on the innovative blended finance model and collaborate with those in private sector finance to advance progress on the SDGs. She hopes that through the event, “the world can see that businesses are profitable but they can invest in a way that more enlightened customers want

3. Cherie Nursalim at the UN World Happiness Report launch at the United Nations on March 20, 2017, presenting the SDG Pyramid to Happiness.

4. Cherie Nursalim on an Experiential Learning trip in 2003 that comprised of visit to Aids Hospitals and townships as part of the Aids Mission in South Africa.

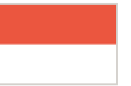


4.

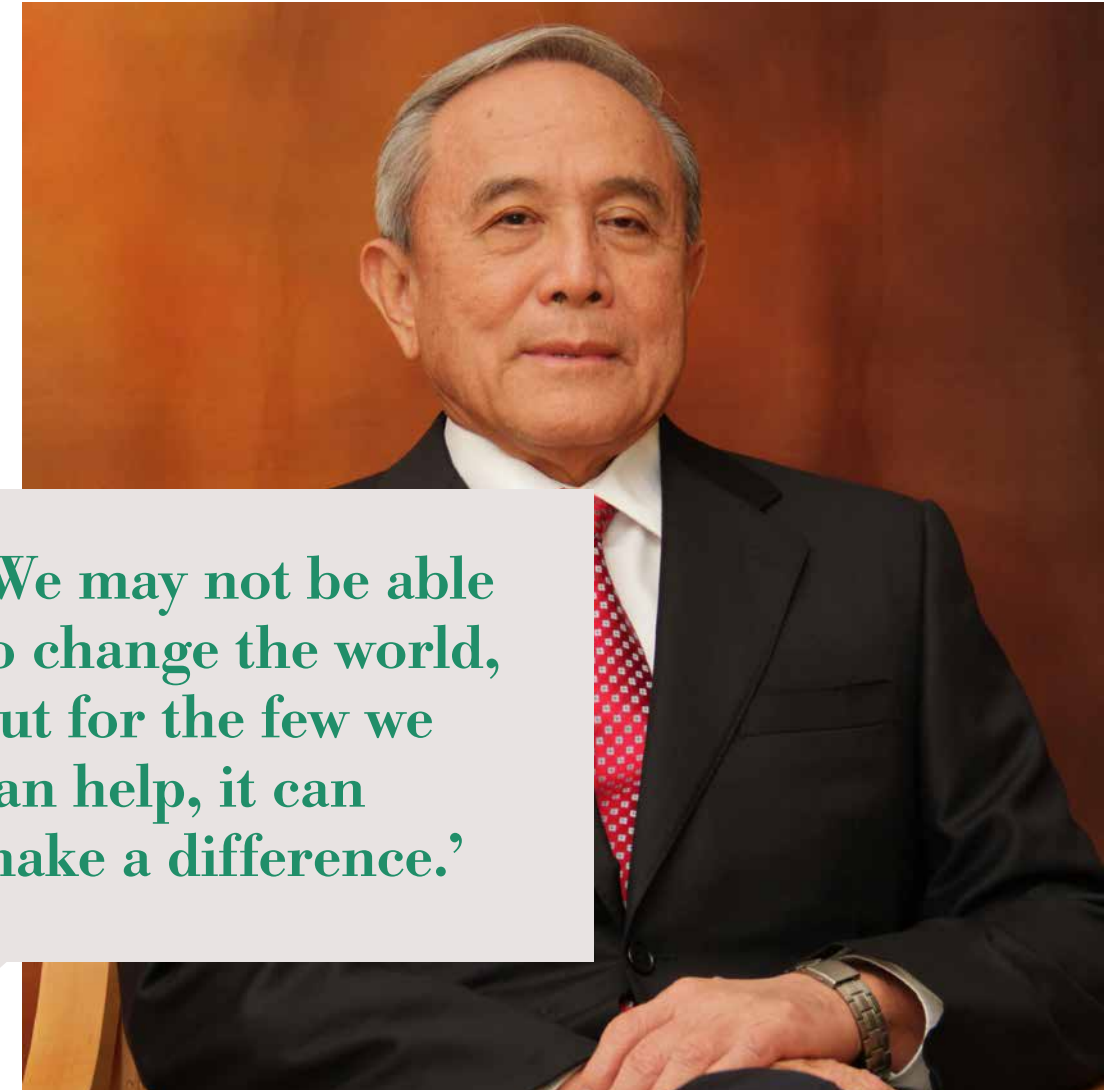
them to”. This concept of shared value through entrepreneurial solutions is central to her approach to business.

FIND THE DESIRE TO GIVE WITHIN YOURSELF

While she is embedded in the philanthropic ecosystem herself by virtue of her work, she believes that actively building such an ecosystem ultimately boils down to individuals taking the lead in their own giving. She believes everyone can be a philanthropist. “I applaud any effort that would encourage the communal spirit versus an ego-centric approach. Ego can be very popular and it can destroy trust in a very short period of time”, she says. She encourages aspiring philanthropists to seek people whose work they admire and speak to them. “Find where you want to go—a new path that you may not know can lead to a better, happier future”, she says. ■



Theodore P. Rachmat — *Indonesia*



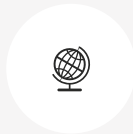
‘We may not be able to change the world, but for the few we can help, it can make a difference.’



ORGANISATION
A&A Compassionate
Service Foundation



FOCUS AREA
Education,
Healthcare, Orphans



AREAS OF OPERATION
Indonesia

A stalwart of the Indonesian business industry, the understated Teddy Rachmat believes that education and basic healthcare are the pathways to lifting the poor from the poverty cycle.

TWO DECADES OF MAKING A DIFFERENCE

Theodore ‘Teddy’ Rachmat’s philanthropy is underlined by a simple philosophy: It is our duty to help fellow human beings.

And for almost two decades, the founder of the Indonesian conglomerate, the Triputra Group, has been sincerely seeing this through. He launched his philanthropic journey in 1999 with the A&A Rachmat Compassionate Service Foundation with a focus on education, healthcare and orphans.

Through this organisation, he has funded over 10,000 students to remain in school and complete their education; he has provided affordable healthcare to many of Indonesia’s low-income families and has sustained the welfare of thousands of orphans and the operations of several orphanages. Guided by a mission to ensure the social empowerment of Indonesians, Mr. Rachmat continues to drive his philanthropy forward to make a difference in any way he can.



1.

NO CONTRIBUTION IS TOO SMALL

Mr. Rachmat applies the same simplicity to his philanthropy as he does to his business ventures. Doing good for one person, no matter how small the act, is enough to make a difference. For example, the scholarships that his foundation has disbursed to around 1,800 students could be the difference between staying in school and dropping out. He also hopes to perpetuate racial harmony through his giving.

As a philanthropist of Chinese ethnicity, he supports a considerable number of Indonesian Muslim students and works on accommodating them in madrasahs. Another initiative under the education umbrella is training primary school teachers in mind mapping to enhance teaching methods. In keeping with his vision to see a child prosper from the beginning to the end of their education, the programme aims to improve the effectiveness of teaching in the earlier phases of the educational journey.

2.



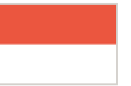
“AS YOU GROW OLDER, YOUR VIEW OF LIFE CHANGES. WHEN YOU ARE YOUNGER AND YOU SEE SOMEONE WITHOUT AN EDUCATION, YOU SAY IT IS HIS OR HER DESTINY. AS YOU GROW OLDER AND YOU SEE THAT SOMEONE HASN'T HAD A GOOD LIFE, DO YOU FEEL RESPONSIBLE? THAT IS THE KEY.”

— Pak Teddy Rachmat on why he started doing philanthropy.



3.

1. Recipients of the foundation's Free Glasses Programme in Samarinda.
2. The A&A Rachmat Compassionate Service Foundation provides glasses for those in need.
3. Dr. Christine Sutandyo performs a medical checkup at Bekasi's Medical Clinic as part of the foundation's healthcare mandate.



ALLEVIATING POVERTY THROUGH BETTER HEALTHCARE

Within his second focus area, healthcare, Mr. Rachmat aims to ease the burden of expensive healthcare and, in the process, gradually alleviate poverty.

The foundation set up clinics in several poorer suburban locales across the country which offer access to consultation and medicine at affordable rates. Patients can expect to pay between IDR 5,000 and 20,000, which is equivalent to USD \$0.35 to USD \$1.40 for services. The foundation has also dealt extensively in eye care-related initiatives, providing free glasses for seven years to elementary school students, their teachers and orphans and sponsoring cataract surgery for 69 eligible, underprivileged patients from the Tangerang community.

Under the last focal cause, the foundation also funds the operating costs of several orphanages and supports the welfare of approximately 8,000 orphans. With poverty alleviation being a common thread between the three focus areas, Mr. Rachmat also firmly believes that complementing philanthropy with economic growth is the real key to national prosperity.

UNITING ECONOMIC GROWTH AND PHILANTHROPY

Economic growth, as Mr. Rachmat describes, is a function of an efficient government. He encourages philanthropists to work alongside government authorities and support them in addressing the necessary gaps in the social system. “If not us, then who?” he says. Economic growth can also stem from a more robust entrepreneurial ecosystem. Mr. Rachmat is a founding board member of Endeavor Indonesia, a local counterpart of the global non-profit organisation that equips ambitious entrepreneurs with resources such as mentorship, market connections and externships. To move forward, Mr. Rachmat says, it is key to attract the ‘non-givers’, influential individuals who have yet to embrace philanthropy.

EVERY LIFE IS PRECIOUS

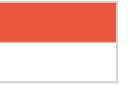
Being one of the stalwarts of Indonesia's business landscape has not withered Mr. Rachmat's humility and his approach to philanthropy is similarly understated. Among the pioneer generation of the philanthropists in the region, his giving journey for close to two decades has stood testament to a simple but powerful mantra: Do not waste a single life. The more lives you save, the better. ■



Dr. Tahir — *Indonesia*



‘Philanthropy is a commitment, whether you are doing well or not. When it is a commitment, you are not distracted by anything that happens around you.’



Firm in his ambition to tackle large-scale issues, Dr. Tahir has teamed up with global partners like Bill & Melinda Gates Foundation to address problems like major diseases, refugees and education.

GIVING BACK TO INDONESIA

Dr. Tahir is no stranger to breaking new ground. The son of a rickshaw maker from Surabaya in Indonesia, Dr. Tahir established one of the country’s most prominent business conglomerates, the Mayapada Group, with interests in banking, real estate, hospitals and media. He exhibits similar ambition when it comes to serving others.

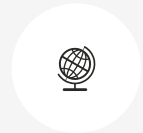
His eponymous foundation addresses the country’s needs in education and healthcare, sponsoring scholarships for deserving students and life-altering treatments such as heart surgery and cancer treatment for children. Beyond that, he is a preeminent advocate for refugees around the world and has committed millions in global collectives to fight major diseases.



ORGANISATION
Tahir Foundation



FOCUS AREA
Education,
Healthcare,
Refugees



AREAS OF OPERATION
Indonesia,
Singapore,
Middle East



AN UNWAVERING COMMITMENT TO YOUR CONSCIENCE

Dr. Tahir firmly believes that philanthropy is not just about giving away the money you earn but rather a firm 'commitment to your conscience'. It is why he demarcates his social responsibility as a businessman from his humanitarian work as a philanthropist.

He does not adhere to the principle of corporate social responsibility because there is a tendency to give less when the company earns less and vice versa. Instead, a sense of giving should be inherent to all aspects of life and not tied to the profitability of the business. In fact, giving back to the community, he believes, is a mark of great entrepreneurship.

A VOICE FOR REFUGEES

Dr. Tahir has long been a vocal patron of the millions in the world who have been forcibly displaced. In line with his philanthropic vision to enhance the quality of life for the underprivileged, he has actively engaged public awareness about and has enhanced fundraising for the refugee cause. Having donated over USD \$10 million to alleviating the conditions of refugees, he was named Champion of the Global Shelter Coalition, an alliance of leading companies and philanthropists to provide shelter solutions for refugees. He is also the third person in the world to be bestowed the title of Eminent Advocate of the United Nations



1.
Dr. Tahir and Bill Gates with several dignitaries at the launch of the Indonesian Health Fund.

High Commissioner for Refugees (UNHCR), a programme by the United Nations to protect refugees, stateless beings and forcibly displaced communities. His global humanitarianism does not end there.

BUILDING A GLOBAL FORCE AGAINST MAJOR DISEASES

Dr. Tahir has also pursued impactful initiatives in the field of healthcare, harnessing philanthropic resources at an international level to alleviate a spate of problems affecting the Indonesian population. In 2014, Dr. Tahir became the largest private foundation donor of the Global Fund, with a contribution of USD \$65 million. The Fund is an international effort fronted by influential backers such as Bill and Melinda Gates and Kofi Annan with the aim of eradicating the AIDS/HIV, tuberculosis and malaria epidemics. Dr. Tahir also helped established a localised counterpart, called the Indonesian Health Fund and along with Bill and Melinda Gates, committed USD \$100 million to healthcare programmes in the country over



a five-year period. As the architect of such cross-cultural philanthropic efforts, Dr. Tahir illustrates the importance of collaboration in moving mountains.

ENGAGING THE POTENTIAL OF THE PRIVATE SECTOR

Dr. Tahir encourages philanthropists to actively consider another important collaboration: one with the government. In order to advance a common agenda effectively, philanthropists can provide necessary support in areas where the government has less clout or a limited budget. He cites the example of his own partnership with two of the largest Muslim organisations,

Nahdlatul Ulama (NU) and Muhammadiyah, in order to address rising extremism. Through his philanthropy, Dr. Tahir enabled the formation of micro-enterprises that can provide more opportunities for sustaining livelihoods. As Dr. Tahir says, "The private sector is not competing with the government. We are not replacing the government. We have a lot of potential to help the government."

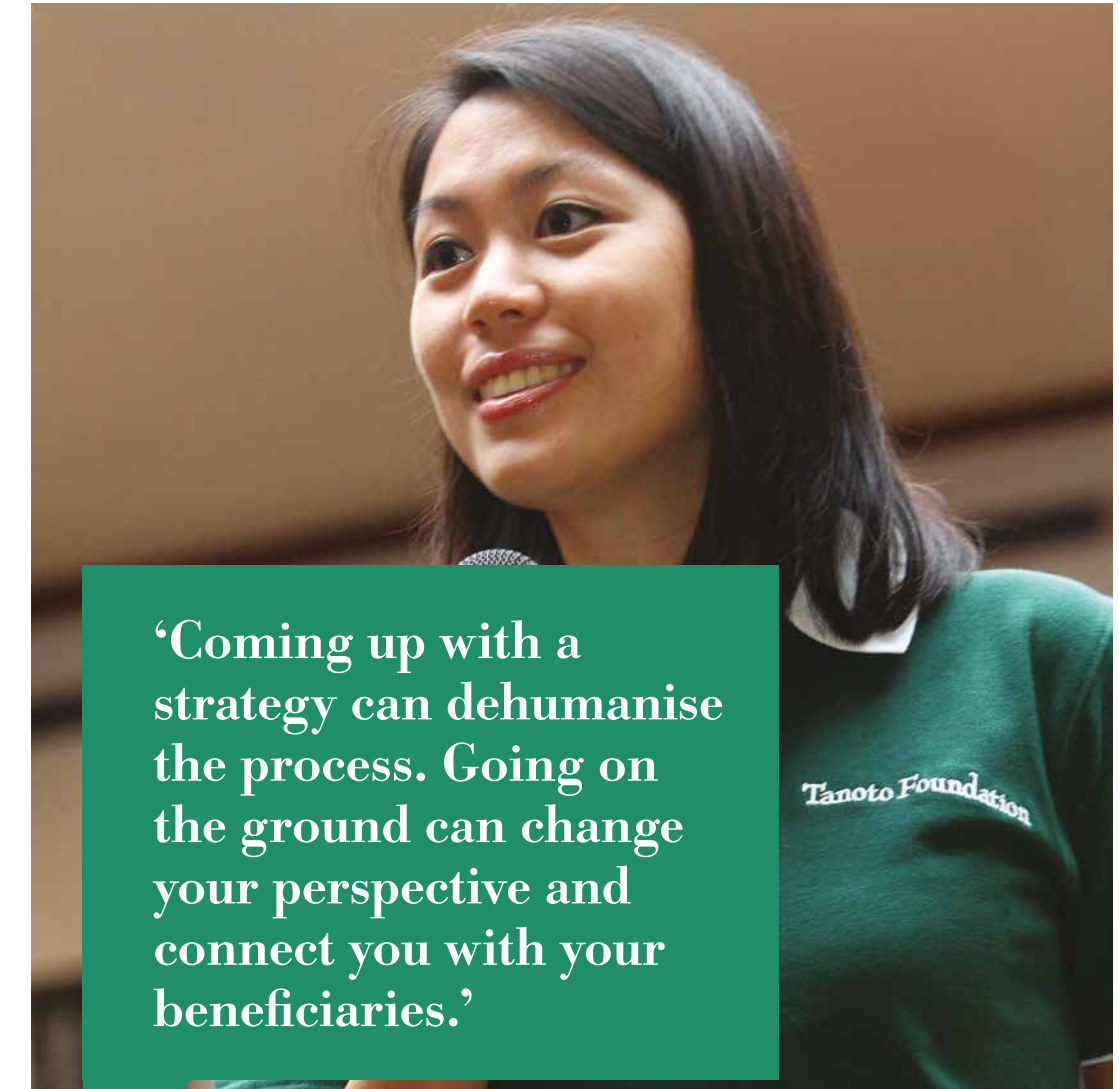
With his philanthropic reach already extending beyond the borders of Indonesia, it is clear that Dr. Tahir has no plans of slowing down on his ambitions to help build a better Indonesia. ■

2.
Dr. Tahir visits Syrian refugees.

"HUMANITARIANISM HAS NO BORDERS."

— Dr. Tahir on why he chose to support the refugee community.

Belinda Tanoto — *Indonesia*



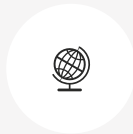
‘Coming up with a strategy can dehumanise the process. Going on the ground can change your perspective and connect you with your beneficiaries.’



ORGANISATION
Tanoto
Foundation



FOCUS AREA
Education, Leadership
Development, Medicine



AREAS OF OPERATION
Indonesia,
Singapore, China

Using a strategic and innovative approach, Belinda Tanoto is driving forward her family’s philanthropic legacy in empowering communities through education and enhancing their sustainable livelihoods.

STEERING THE FAMILY PHILANTHROPY

Belinda Tanoto is leading her family philanthropy into a new generation, fuelled by consistent innovation and strategic thinking. As founder of the Royal Golden Eagle (RGE) Group, Ms. Tanoto’s father Sukanto Tanoto is one of Indonesia’s foremost entrepreneurs. In 1981, Pak Sukanto and his wife, Ibu Tinah, laid the bricks for the Tanoto Foundation, an illustrious philanthropic endeavour that aimed to alleviate poverty through education, empowerment and enhancement. Today, while the family’s philanthropy is largely a collective effort involving all members, it is Ms. Tanoto who currently oversees its direction, representing a new, younger class of philanthropists within the region who focus keenly on strategy to generate sustainable social impact.

LEARNING HOW TO GIVE BACK SINCE CHILDHOOD

The idea of giving back was inculcated in Ms. Tanoto and her three siblings at an early age. The Tanotos ensured birthday celebrations were meaningful by taking Ms. Tanoto and her siblings to orphanages to share



books and toys with the less fortunate. “It helped instil a sense of gratitude that carries forward in our work and philanthropy today. We want to share the opportunities we have had with others so they can realise their full potential”, she says. Additionally, the Tanotos used to spend summers on plantations owned by the RGE, allowing them to interact with the communities around the operations. The Tanoto family deems this on-the-ground approach as ‘management by walking around’ (MBWA) and it is a method that Ms. Tanoto continues to use in executing programmes under one of the foundation’s key pillars: Education.

INVESTING IN EARLY CHILDHOOD DEVELOPMENT

With both Pak Sukanto and Ibu Tinah never having completed their formal education, they have always been passionate about learning and furthering educational opportunities for all. Under this mandate, the foundation provides scholarships, trains teachers and strengthens school infrastructure. In 2017, the Tanoto family revisited and restructured their philanthropic giving. The new strategy called for more deliberate investment in human capital along the life cycle, starting with early childhood education and development. Under the development component, the foundation is looking to curb the scale of



1.

“IT IS REALLY IMPORTANT FOR PHILANTHROPISTS TO EXPERIMENT, TAKE RISKS, COME UP WITH DIFFERENT MODELS AND THEN BRING PARTNERS ON BOARD.”

— Belinda Tanoto on the advantages that philanthropists have in addressing social issues.



2.



3.

stunting within the nation. “Nine million children are stunted, which is an unacceptable number for a middle-income nation like Indonesia. It is a lost generation”, says Ms. Tanoto. With stunting and early childhood development moving into the Indonesian government’s radar, Ms. Tanoto anticipates more active investment in this space from both government and philanthropists alike. “Now is a great time for everyone to be involved,” she says.

ENHANCING HIGH-LEVEL PARTNERSHIPS

The foundation also seeks to enhance their relations with the government as their programmes evolve and expand. “We experiment with different approaches to a problem and once we have a good model, we share with the government to try and get them to replicate it,” she says. Gaining the support of government, she elaborates, lies in involving them from the very beginning of a project. Clarifying the roles among partners is a tenet she applies to any partnership the foundation may enter

into. Aligning the visions of the different parties is crucial. As the foundation explores their new strategy, Ms. Tanoto’s team will focus on cultivating more high-level partnerships, both with the government and other entities as well, to scale the impact of their programmes.

ACHIEVING AMBITION TOGETHER

Ms. Tanoto is putting an ambitious vision to play for the next decade or so: reaching out to 20,000 elementary schools. She foresees an evolution in the approach to basic education, intensifying the focus on the early childhood phase, and honing in on data to generate impact more productively.

However, as Ms. Tanoto says, ambition is nothing if not executed right. In its bid to become a world-class foundation and very much in line with its philosophy to invest well in human capital, the foundation continues to leverage competent professionals to drive its vision and strategy forward—with Ms. Tanoto and her family as ‘thought partners’ in the journey ahead. ■

Mien R. Uno — *Indonesia*



Combining her own experiences as an entrepreneur and a lifelong educator, Mien Rachman Uno is educating and empowering the next generation of Indonesian entrepreneurs.

A NEW GENERATION OF ENTREPRENEURS

Mien R. Uno is cultivating the entrepreneurs of tomorrow. As founder of the Mien R. Uno Foundation (MRUF) with her husband and two sons, she applies her lifelong experiences as an educator to train promising youths in skills that will prepare them to be entrepreneurs. With almost two decades of moulding entrepreneurs—some of whom have gone on to be prominent bureaucrats and bankers as well—under her belt, Mrs. Uno is working towards empowering youths to take ownership of their own livelihoods.

Having started out in the education field at the age of 15, Mrs. Uno has run schools and donned a variety of education-related leadership roles. The foundation was first conceived when her husband visited his hometown and found that people needed to know how to educate their children better. While the family worked on bridging this gap initially, they realised that it was difficult for their student beneficiaries to find jobs after their education. “They need a job and they need income. The government cannot always give them jobs”, she says. And with that, the MRUF shifted their focus to entrepreneurship to tackle this issue.



ORGANISATION
Mien R. Uno
Foundation



FOCUS AREA
Entrepreneurship,
Education



AREAS OF OPERATION
Indonesia

THE JOURNEY TO ENTREPRENEURIAL SUCCESS

Given Mrs. Uno's decades of teaching and the entrepreneurial successes of her own two sons, Indra Uno and Sandiaga Uno, the family foundation was comfortably positioned to impart know-how to the next generation of Indonesian entrepreneurs.

MRUF runs a central programme, the Entrepreneur Development Scholarship for Youth (ENVOY). ENVOY admits some undergraduate students from low-income families who run their own businesses to modules on business coaching, mentoring and motivation training, among others. As of 2015, the programme has produced around 318 graduate entrepreneurs.

"MY PARENTS DID NOT HAVE MUCH BUT WE WOULD ALWAYS INVITE PEOPLE TO SHARE OUR FOOD WITH US. BECAUSE OF MY CHILDHOOD, I HAVE ALWAYS THOUGHT ABOUT HOW TO HELP PEOPLE LIVE A GOOD LIFE AND NOW MY SONS CARRY THAT SAME FAITH AS WELL."

— Mrs. Uno on how her parents instilled in her a duty to give back.



1.



2.

SELLING A VISION WITH GUSTO

While the foundation is largely endowed by the family's wealth, Mrs. Uno pursues collaboration by actively bringing other philanthropist friends and Indonesian entrepreneurs on board to advance the students' potential for successful entrepreneurship.

Mrs. Uno attributes her successful efforts at fundraising to maintaining full transparency: "They will donate money if they know where the money is going." Transparency goes hand-in-hand with trust, which is an important element of philanthropy. Deliver on the promises you make, as Mrs. Uno says.

NURTURING EMPATHY

In the coming years, the foundation will seek more partnerships to further their ambitious mission and accelerate the number of students who can benefit from MRUF's programmes. The foundation also hopes to replicate the entrepreneurship model more widely.

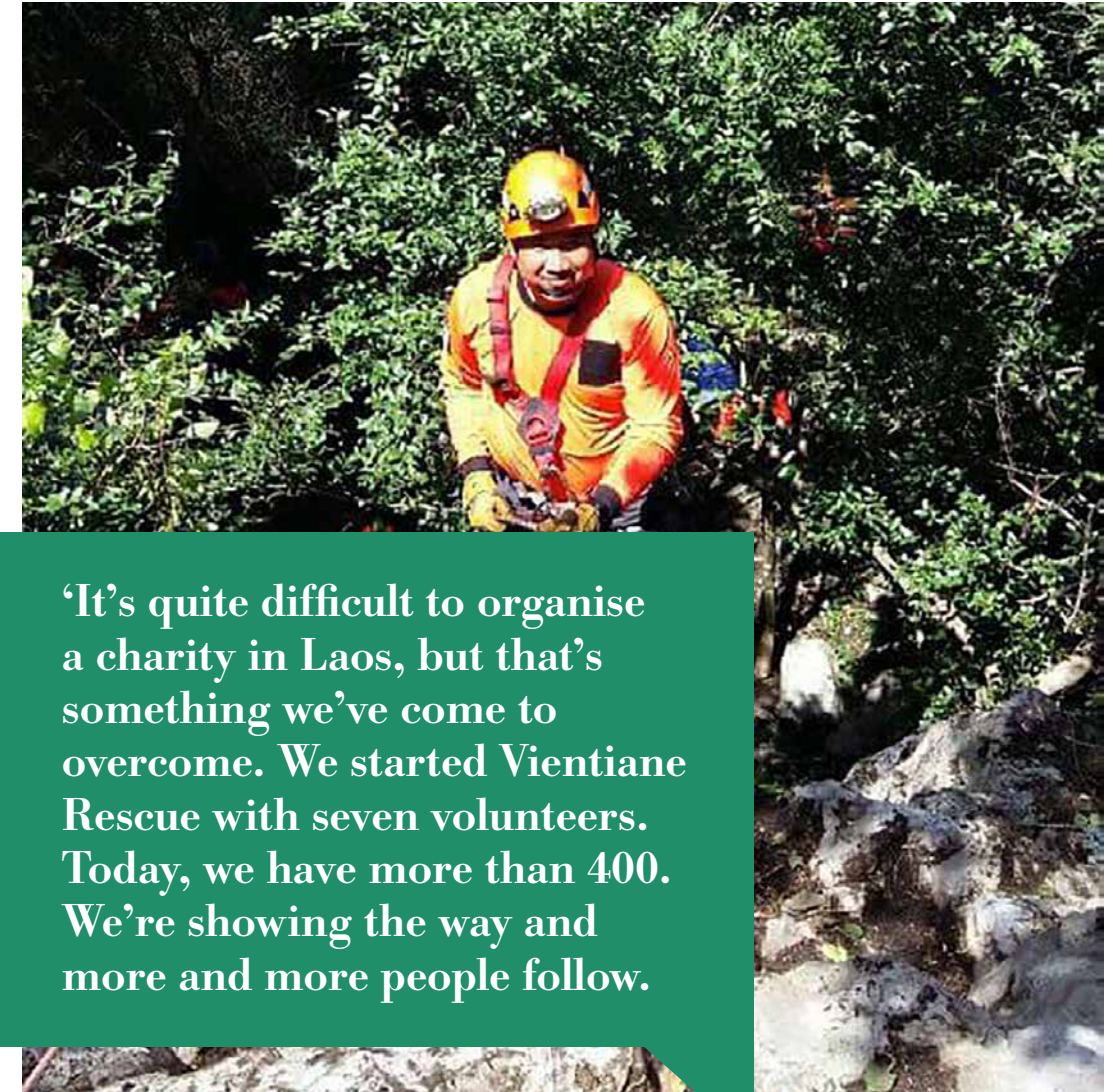
In the bigger picture, however, Mrs. Uno aspires to see Indonesia's upper class take more care of and support those in the middle and lower-income classes. Thinking beyond yourself and giving generously, is a mindset that Mrs. Uno hopes to perpetuate. As she asks, "How can you live in peace seeing others struggle in life?" ■

1. Ibu Mien R. Uno conducts a class on Entrepreneur Etiquette for ENVOY (Batch) V in February 2014.
2. ENVOY (Batch) IX at the programme opening ceremony in September 2017.
3. Students from ENVOY (Batch) VIII at a business coaching session in June 2017.



3.

Phaichit Konepathoum — *Lao PDR*



‘It’s quite difficult to organise a charity in Laos, but that’s something we’ve come to overcome. We started Vientiane Rescue with seven volunteers. Today, we have more than 400. We’re showing the way and more and more people follow.’

As co-founder of Laos’ first emergency rescue service, Phaichit Konepathoum provides road accident victims a fighting chance at life in a country where existing health infrastructure struggles to address a growing crisis.

ADDRESSING A HUGE AREA OF NEED

Phaichit Konepathoum works to save the lives of road accident victims in the capital of Laos. He is the co-founder of the country’s first emergency service, Vientiane Rescue, which has grown from from a barebones team of seven volunteers and one ambulance to 400 trained volunteers grouped into specialised teams using 12 ambulances. Together, these individuals ensure that accident victims are given a fighting chance at life in a country where road traffic accident victims can often be left to die on the roads.

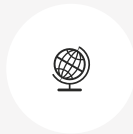
Mr. Konepathoum established the organisation in 2010 with Sebastien Perret, a French firefighter and paramedic, who helped train volunteers in basic first aid. He was inspired to start the service because he felt that ‘in a city where there was no ambulance service to rescue people left to die on the road side, they should do something through their own means’. At the start, the fledgling team of rescuers had to struggle with limited resources and were often under staffed, under trained or under equipped.



ORGANISATION
**Vientiane
Rescue**



FOCUS AREA
**Emergency
Response**



AREAS OF OPERATION
Laos



They faced other obstacles as well; two years after they first began the service, their sole ambulance was taken over by another NGO and being a relatively unknown organisation, they were unable to secure funding or grants to help them grow their service.

In order to address this desperate situation, Mr. Konepathoum himself has contributed tens of thousands from his own pocket, not only in the initial stages but also throughout the years in growing the organisation, training the personnel and providing equipment. He also runs a car wash service that employs permanent volunteers of Vientiane Rescue and provides them with a salary.

In January 2013, they managed to secure USD \$6,000 in funding from EXO Foundation, a Cambodian non-profit organisation, with which they built a fully functioning ambulance in three months.

EMBODYING HUMANITARIAN VALUES

In time, the Vientiane Rescue evolved into five specialised teams operating out of four rescue stations. According to Mr. Konepathoum, the nature of the work does come with its challenges. “It’s not always rewarding to work in such circumstances, but we find the energy to continue by focusing on what is the right thing to do and without having much expectations at the beginning”, he says.

Between 2011 and 2015, the Vientiane Rescue saved the lives of approximately 10,000 people and for their efforts, they were honoured with the prestigious Ramon Magsaysay Award that recognises outstanding contributions to community leadership and public service among other categories. “The impact of the work done by our team on Vientiane’s roads on a 24/7 basis is not just about the number of people we save. It’s about the image we give of the meaning of humanity”, Mr. Konepathoum says.



THE POTENTIAL FOR GIVING BACK IN LAOS

With Laos having one of the world’s worst road death tolls and insufficient health services to efficiently address the crisis, it was evident from the start that Mr. Konepathoum and his team had undertaken a massive challenge. In fact, he says that even setting up a charitable organisation in Laos was difficult. Despite the many setbacks he and his team have faced, however, Mr. Konepathoum is unperturbed on his quest to save as many people as possible.

“We’ve improved so much and this is what makes me want to continue working for our service”, he says. He also trusts that more and more people will follow as such initiatives grow, leading to perhaps a more promising philanthropic system in the country. The fact that Vientiane Rescue was able to draw 400 volunteers alone is proof enough. “People are very generous here. Not everybody is like this but it is the essence of the country”, he says. ■

Tan Sri Dato' Seri Dr. Jeffrey Cheah AO — *Malaysia*



‘I have discovered that philanthropy stems from the inner conviction that we, who have prospered from the resources provided by Mother Earth, have a duty to give back to society, and it can be done in many ways, not just through monetary means. We owe this to our society and nation and planet.’

Having established Malaysia's largest education-based social enterprise as well as the country's first sustainable township, Tan Sri Dato' Seri Jeffrey Cheah is committed to achieving the United Nations' Sustainable Development Goals through his philanthropic work.

RAISING THE BAR OF EXCELLENCE IN MALAYSIA

Tan Sri Dato' Seri Dr Jeffrey Cheah's views on sustainability and philanthropy were shaped during his formative years while growing up in the small town of Pusing in Malaysia. He observed how poverty cut off access to education among his friends and neighbours. Pusing, back then, was largely a tin-mining town. He could not fail to notice the ugly scars on the landscape left by abandoned and disused mining pools.

“Poverty and environmental degradation are not abstract concepts for me. They helped form my convictions that education provided the optimum route out of poverty, and that we needed to help heal a bleeding Mother Earth”, he says. As soon as he was able to, he established the Jeffrey Cheah Foundation (JCF), focused on making quality education accessible to all Malaysian students and on championing sustainable development. The foundation endowed US\$ 10 million to the United Nations to establish the Jeffrey Sachs Center on Sustainable Development



ORGANISATION
Jeffrey Cheah
Foundation



FOCUS AREA
Education,
Sustainable Development



AREAS OF OPERATION
Malaysia



1.
Tan Sri Jeffrey
at a graduation
ceremony at
Sunway University.

at Sunway University in 2016, which will train a new generation of students, practitioners and policy leaders across Asia.

PUSHING THE ENVELOPE IN EDUCATION

The JCF is a culmination of his three guiding principles—giving to society, quality education, and vision in perpetuity. In 2010, Tan Sri Jeffrey donated all of his equity, in perpetuity, in the Sunway Education Group to the foundation. The foundation has thus far given out RM330 million in scholarships and grants to deserving students. “It is my personal goal to award more than RM 1 billion in my lifetime in scholarships”, says Tan Sri Jeffrey. As part of his vision to strengthen the education system in Malaysia, Tan Sri Jeffrey launched the first twinning programmes in Malaysia, linking up with several renowned

universities around the world and has forged bonds with the University of Cambridge, Harvard University, and the University of Oxford. “We will not just stop there. We want to collaborate more closely with world-renowned institutions to make Sunway University the Harvard of the East”, Tan Sri Jeffrey says.

CHAMPIONING SUSTAINABLE DEVELOPMENT

Tan Sri Jeffrey committed the Sunway Group and the JCF to championing sustainable development in a robust manner soon after the United Nations General Assembly adopted the 17 Sustainable Development Goals in 2015. The Sunway Group itself was founded on the concept of sustainable development, with the development of Sunway City. Four decades ago, the area was a barren land of disused and abandoned mining pools. Today, an entire ecosystem has



2.
Tan Sri Jeffrey interacts
with students as part
of the Jeffrey Cheah
Foundation's outreach to
urban poor students in
partnership with Teach For
Malaysia, to help address
education inequity
in Malaysia.

been restored, and Sunway City is home to a thriving community of more than 200,000 people living, working and playing in Malaysia's first integrated green township, with plans to establish Sunway City as a model “Smart Sustainable City” of the 21st century. “Sunway is demonstrating that you can do well by doing good and that profitability and sustainability go hand-in-hand”, he says.

SUSTAINABLE DEVELOPMENT IS IN EVERYONE'S HANDS

Ultimately, Tan Sri Jeffrey believes that achieving the SDGs should be a collective effort. “We understand that realising the SDGs is not just in the hands of the government alone. It is a concerted effort of all sectors of society—the private sector, academia, civil society and, of course, every single individual. We are all in this together”, says Tan Sri Jeffrey. In line with this belief, he hopes his actions will inspire more people to do good. After all, his personal motto is “I Aspire to Inspire before I Expire”. ■



3.
Tan Sri Jeffrey with
Professor Jeffrey Sachs
at the launch of the
Jeffrey Sachs Center on
Sustainable Development
at Sunway University.



Kathleen Chew — *Malaysia*



‘Sympathise with the government and the magnitude of the problem they are trying to tackle. They are trying to find a solution they can apply across the board. Malaysians lament the education system, but there are a lot of people who really care. There are people who are really trying to make a difference.’



ORGANISATION
YTL Foundation



FOCUS AREA
Education



AREAS OF OPERATION
Malaysia

Leveraging the power of technology and collective impact, Datin Kathleen Chew leads the YTL Foundation in crafting vibrant educational experiences for Malaysia’s students.

THE MALAYSIAN CLASSROOM OF THE 21ST CENTURY

Datin Kathleen Chew has always been cognisant of the importance of quality education. Her mother, grandmother and grandfather were all educators.

Today, the Group Legal Counsel of the YTL Corporation leads the company’s education-focused philanthropic arm, the YTL Foundation, which strives to provide access to and elevate standards of education in the country. While its scholarships enable deserving, underprivileged students to progress their higher education, the foundation also actively addresses areas such as school leadership, school infrastructure, and student development to deliver a holistic learning experience for Malaysian schoolchildren.

The YTL Foundation was established in 1997, primarily disbursing academic scholarships for the first 15 years of its operation. Datin Kathleen, who was keen on social work and has also chaired several Parent Teacher Associations over her children’s school years, was a natural fit to structure and lead the foundation’s work. The nature of the foundation’s mandate evolved approximately five years ago when the YTL Corporation’s infrastructure

development arm ventured into the education sector to provide 4G network capabilities to schools. When they found that schools did not have appropriate or updated equipment, the foundation decided to look more closely into the problems facing the country's school system.

A THOUSAND CLASSROOMS, TECHNOLOGY-ENABLED

In 2014, a visit to a public school for a talk exposed Datin Kathleen to the sparse conditions of its classrooms. Classrooms had deteriorating furniture, rusting window grills, and peeling paint on the walls. Under her leadership, the foundation partnered with Frog Asia, a social enterprise that creates virtual learning environments, and co-created the Frog Classroom Programme.

The flagship initiative was underlined by a common vision: Transforming education through the use of technology. Classrooms selected by the programme saw a major overhaul: Walls were painted and flooring renovated, sturdier desktops had uplifting messages coloured in, and even a punching bag in the corner to encourage students to express any frustration they may have. Each classroom is also outfitted with laptops and projector technology



to create a more connected, interactive learning environment. With 176 classrooms completed, the foundation is striding towards its goal of equipping 1,000 classrooms to reshape how Malaysian children experience their education.

THE DIVIDENDS OF COLLECTIVE IMPACT

While the partnership behind the Frog Classroom initiative continues to yield its fruits, there is another alliance that Datin Kathleen envisions creating change at a much larger scale. The Malaysian Collective Impact Initiative comprises of 12 member organisations, —of which the YTL Foundation is a founding member— 24 partners and 19 supporters who are all bonded by a common agenda to drive systemic change in the Malaysian education system.

Since 2016, the collective has incorporated programmes focused on peer coaching, skills training, financial literacy and leadership for students. Datin Kathleen, who is a keen proponent of collaboration in every aspect of life, believes that the collective can embody how collaborative efforts pay more dividends than individual undertakings.

WHEN PHILANTHROPY MEETS GOVERNMENT

Government cooperation is a recurring component of the YTL Foundation's work. With a growing need to encourage buy-in from the government to scale social projects, Datin Kathleen iterates that collaboration with the government, fostered by mutual understanding, is necessary. With governments traditionally being criticised for the breadth of problems a society faces, it is important to understand how difficult it is to deliver resilient solutions to such mammoth-sized problems. And



2.



3.

this is where a public-private partnership can confidently take root. As Datin Kathleen says, “the government is too busy with the big picture. The private sector can make decisions and make things move along faster”.

A FUTURE OF INDEPENDENT LEARNING

Datin Kathleen's emphasis on creating progressive learning environments and using collaboration to advance that transformation sets an important precedent to achieve the foundation's vision. In ten years, Datin Kathleen says, she hopes that education in the country will be technologically enabled, that children will be able to learn independently because of the access they have been afforded and eventually, the education system at large improves. ■

1. Students at the new Frog Classroom at SMK Bandar Baru Salak Tinggi.

2. Datin Kathleen Chew at the launch of the Global School Leaders Programme.

3. Datin Kathleen Chew with YTL Scholars at YTL's UK Training.

4. Datin Kathleen Chew speaks at YTL Foundation's celebration of its 150th Frog Classroom.



4.

“A LOT OF THE FOUNDATION'S SUCCESSSES ARE BECAUSE THEY ARE LEVERAGING THEIR BUSINESS EXPERIENCES. IT'S MUCH EASIER AND MORE EFFECTIVE IF THE FOUNDATION ALIGNS WITH WHAT THE CORPORATE DOES.”

— Kathleen Chew on how the YTL Foundation chose to focus on education and were successful at it.



Yin Myo Su — *Myanmar*



‘People, Passion, Profit.
For me, people
always come first.’



Hotelier, Educator, Community Leader.

Yin Myo Su is an inspirational figure in a country that is awakening from its isolation from the rest of the world. She is giving back to the communities through her work in livelihoods, cultural and environment preservation, and education.

MAKING INCLUSIVE BUSINESS A SOCIAL MOVEMENT

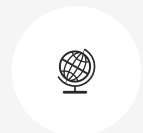
Yin Myo Su likens herself to a “trouble-maker”, this harks back to the days when she was a youth activist, but still applies to today, because she often refuses to accept status quo and constantly looks for ways to improve systems and create change. Today, she is a hotelier running three resorts across Myanmar, and through her socially responsible business practices, she works to uplift the communities through improved livelihoods. At the same time, her Inle Heritage Foundation and Inthar Heritage House are preserving local culture and heritage in a fragile eco-system that is besieged with economic issues and ethnic strife. It is important to Ms. Su that there isn’t “collateral damage” as the businesses develop, she explains that “we do not need to go fast. It is important to be inclusive from the beginning of business planning”. Ms. Su has won numerous awards for her relentless work, from the 2013 Goldman Sachs & Fortune Global Women Leaders Award to the Vital Voices Global Leadership Award.



ORGANISATION
Inle Heritage
Foundation, Inle
Heritage Private School



FOCUS AREA
Education,
Livelihoods, Cultural
& Environmental
Preservation, Women’s
Empowerment



AREAS OF OPERATION
Myanmar



1.
Students at Inle Heritage Hospitality Vocational Training Center (IHHVTC).

2.
The Inle Heritage Private School.

3.
Yin Myo Su with the participants at the women's empowerment retreat.

4.
Good Agriculture Practices at Inle Heritage

5.
Repatriated pure-bred Burmese cats were reintroduced to the region via the Inle Heritage.

6.
Class in action at the Inle Heritage Hospitality Vocational Training Centre.

Behind all that is a woman who is proud of her community, heritage and country, and is working tirelessly to contribute back to her birthplace. She thanks her grandparents for her life and business philosophy of “People, Passion and Profit” – but she insists that people will always come first.

CREATING SOCIAL BUSINESSES TO EMPOWER THE COMMUNITY

In fact, it is this dedication to put the people first that drove her to build The Inle Heritage Hospitality Vocational Training Center, which has trained over 200 students, and who in turn have contributed to the tourism industry in the Inle area.

“IF YOU CARE ABOUT YOUR COUNTRY, YOU SHOULD WANT TO PAY TAXES; ESPECIALLY FOR A COUNTRY LIKE MYANMAR WHICH NEEDS SO MUCH DEVELOPMENT.”

— Yin Myo Su

More recently, she started the Inle Heritage Private School, taking in the children of her employees, and then serving the wider community because of its popularity. If you ever visit the school, it is an architectural marvel like the rest of her resorts – built with bamboo, it reflects the local environment and taps into its resources. The schools are so successful that even the Myanmar President has visited and the government is interested to see how they can replicate it in other places.

Ms. Su is adamant on creating partnerships to spread and multiply impact. She recalls the Burmese proverb that “if a tree is strong, it can hold 10,000 birds”. However, she explained why she thought that that is not a sustainable business model, “I don’t want to monopolise the market, I believe in encouraging others. We should create a forest instead, and share the profits. There should be a balanced equal leadership.”

This inclusivity also extends to her empowerment and leadership retreats. Started as a women’s retreat, she included a retreat for the men too this year so that they are not left out!



2.



3.

EXTENDING IMPACT THROUGH SHARING SUCCESS AND FAILURE

At the end of the day, Ms. Su believes that her job lies in creating small examples that are replicable throughout the country, and even in other developing countries. As much as she is enthusiastic to share her success models, Ms. Su is also keen to share her failures and learnings so that others can learn from them. Another example she gives is how her hotels started to employ what has been referred to as Myanmar’s “lost generation”, a generation of young drop-outs that make up 30-70% (depending on region) of youths in the country. The Hilton hotel’s training programmes have also started accepting high-school dropouts in Myanmar. Bit by bit, Ms. Su is slowly revolutionising not just the education system, but other industries’ ways of doing things as well. ■



4.



5.



6.

Grace Tan Caktiong — *Philippines*



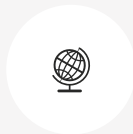
‘As a corporate foundation, it helps to anchor programmes on the strengths of the company and what it knows best, for internal support and resources.’



ORGANISATION
**Jollibee Group
Foundation**



FOCUS AREA
**Agriculture, Nutrition,
Community-based
Disaster Response**



AREAS OF OPERATION
Philippines

Grace Tan Caktiong is taking resolute strides in the mission to eradicate hunger and malnutrition in the Philippines through the Jollibee Group Foundation and leveraging Jollibee’s corporate expertise.

As a philanthropist who believes in the “interconnectedness of everything” including all human beings, and that it is both a privilege and a responsibility for us to take care of each other and our planet while living our life, Grace Tan Caktiong, co-founder (with founder, husband Tony Tan Caktiong) of Jollibee Foods Corporation (JFC), and President of Jollibee Group Foundation (JGF) is taking resolute strides to help eradicate hunger and rural poverty.

NOURISHING SCHOOLCHILDREN

Mrs. Tan Caktiong knows how education can transform communities and how it begins with a child attending school, eager and ready to learn every day. In many areas of the Philippines, however, there are children who come to school hungry and unable to participate in class due to poverty. This is why through JGF, she launched the Busog (Well-fed), Lusog (Healthy), Talino (Smart) School Feeding Program (BLT) in 2007 in support of the government’s efforts in helping undernourished schoolchildren gain access to nutritious lunch every day.

Under BLT, 40 of the most undernourished children from kindergarten to sixth grade of each partner school were provided low-cost, healthy lunches for 120 days. Parents who volunteered to run the programme in schools, were also trained in food safety, food preparation and budgeting. When the Department of Education started expanding its School-Based Feeding Program to cover all undernourished pupils across the country, Mrs. Tan Caktiong and her team continued to support government efforts by building BLT School Feeding Kitchens.

Drawing from the expertise of JFC, BLT Kitchens are equipped with industrial-grade facilities and operates systematically to centralise food production in one school and distribute meals to surrounding schools, feeding hundreds of pupils, with less time and effort. Through the active participation of partners, including JFC franchisees and employee volunteers, school personnel, volunteer parents, local government units and other foundations, BLT has helped more than 180,000 pupils over the years to gain normal weight.

IMPROVING FARMER LIVELIHOODS

While serving great-tasting food is tied in closely with the company's ethos, improving farmers' livelihood is a cause that hits closer to home for Mrs. Tan Caktiong. Having grown up in a farming village, she saw first-hand the hard labour farmers undertook for minimal pay. Being the co-founder of a large food company positioned Mrs. Tan Caktiong well to help the agricultural community, particularly the smallholder farmers. Together with partners, she launched the Farmer Entrepreneurship Programme (FEP) in 2008, which equips farmers with agro-entrepreneurship skills to become direct suppliers of larger markets such as JFC, thereby increasing their incomes.

"Our approach in helping farmers was quite different since we train smallholder farmers to engage with corporate markets," Mrs. Tan Caktiong said. Selling directly to institutional buyers has enabled smallholder farmers participating in the programme to earn up to five times higher compared to local markets. Along with the involvement and commitment of local government units, microfinance institutions and NGOs, FEP has assisted and trained more than 2,000 farmers from across the Philippines, since it started.

ALIGNING BUSINESS AND PHILANTHROPY

The fact that Mrs. Tan Caktiong's philanthropy is connected firmly to her business ideals, in both the agriculture and food service aspects, is no coincidence. "At JGF, we strive to bring the programmes and partners closer to the heart of the company", Mrs. Tan Caktiong says. "It inspires me when other people



1.

2.



join hands with us as partners, donors or volunteers. The genuine desire to help and share from our company with its annual 1.5% of net income donation, the enthusiastic participation of employees and franchisees in our programmes and a highly-skilled, very committed foundation team are my other sources of inspiration," she concludes.

Her foundation's work is testament to her own words: "If people come together to do things, it is powerful." ■

"I WAS AGAINST FEEDING AT THE BEGINNING BECAUSE I BELIEVED IN THE PROVERB THAT SAYS TO 'TEACH A MAN HOW TO FISH.' BUT, A WISE MAN ONCE TOLD ME YOU HAVE TO GIVE A MAN THE FISH BEFORE YOU CAN TEACH HIM HOW TO FISH. GIVE THE CHILDREN AN OPPORTUNITY TO LEARN, BY PROVIDING THEM FOOD IN THE FIRST PLACE."

— Grace Tan Caktiong on how her attitude towards feeding schoolchildren changed.

1. Jollibee Group Foundation President Grace Tan Caktiong and Jollibee Foods Corporation Chairman Tony Tan Caktiong feeding public school pupils who have benefitted from the Busog, Lusog, Talino (BLT) School Feeding Program.
2. The Farmer Entrepreneurship Program (FEP) is an initiative that aims to increase small farmers' income by linking them to the supply chain of institutional buyers such as the Jollibee Foods Corporation.
3. The Busog, Lusog, Talino (BLT) School Feeding Program provides daily lunches to undernourished public school pupils to help them stay in school and learn better.



3.

Fernando Zobel De Ayala — *Philippines*



‘Philanthropic organisations also require the same breadth of professionalism expected in the private sector. This entails adopting a strategic mindset in the overall management of the organisation, with proper operating efficiencies and standards in place.’

Driving a family philanthropic legacy that is more than five decades old, Fernando Zobel De Ayala leads the Ayala Foundation in addressing a multitude of areas, ultimately aspiring to create self-reliant communities in the Philippines.

USING PHILANTHROPY TO UPLIFT A NATION

Fernando Zobel De Ayala is a seventh-generation family steward of Ayala Corporation, a 184-year-old Filipino conglomerate with interests in real estate, banking, telecom, water, power, industrial technologies, infrastructure, healthcare, and education. Mr. Zobel also runs Ayala Foundation, a 57-year philanthropic institution centred on education, youth, leadership, arts and culture, and sustainable livelihoods. In line with its corporate vision to support the national development of the Philippines, the foundation is committed to uplifting those who are part of Ayala’s ecosystem and forming more self-dependent communities.

EMPOWERING COMMUNITIES

The focus areas of the foundation, Mr. Zobel says, were chosen with a goal to build a more progressive society. Under the education, youth and leadership mandates, the foundation provides skills building and leadership cultivation for a range of beneficiaries, including indigenous communities, teachers and promising youths from underprivileged backgrounds. Likewise, communities such as women weavers in El Nido, Palawan and families displaced by Typhoon Ondoy are provided access to employment and enterprise to create



ORGANISATION
Ayala Foundation, Inc.



FOCUS AREA
Education, Youth
Leadership, Arts and
Culture, Sustainable
Livelihoods



AREAS OF OPERATION
Philippines



1.

more sustainable livelihoods. Mr. Zobel credits the foundation's exposure on the ground for helping the business segments of the Ayala Group to adjust their corporate strategy to address developmental challenges in a more significant way. "In recent years, we entered sectors and employed innovative business models that allows us to help fill gaps and meet the real needs of Filipinos," he says. Among the initiatives Ayala has launched are community-based primary care clinics and providing financial services to low-income Filipinos as well.

DRAWING INSPIRATION FROM OUTSIDE

Mr. Zobel has also been passionate about putting a roof over the heads of the less fortunate and has always believed that living in a decent home fosters basic dignity, security, and health. This manifested in a two decade-long relationship with Habitat for Humanity, a non-profit organisation that builds houses for less privileged families. Mr. Zobel took his first steps with the organisation as a building volunteer in the Philippines in 1999. Several build activities later, he began to serve on the local and international board of the organisation. Today, he chairs the organisation's Asia Pacific Capital campaign, fundraising about USD \$500 million in four years to build houses for approximately 15

million people. Not only did his work with Habitat for Humanity attune him to community needs on the ground, it also inspired him to rethink the direction of Ayala Corporation's real estate arm to enter the affordable housing segment that can cater to more communities in the Philippines.

FORGING SYNERGY BETWEEN THE CORPORATE AND THE PHILANTHROPIC

Mr. Zobel shares leadership of the Ayala Corporation with his brother Jaime Augusto. With their guidance, the Ayala brand has bred a palpable synergy between the corporate and philanthropic arms to channel the resources of both ends into progressive social impact. The journey of the Ayala brand from philanthropy to corporate social responsibility to more active and meaningful engagement with society's needs relates to its inclusive business mandate: Ensuring that business is not a problem but rather, a solution to society's problems. To this end, the foundation and the corporate continue to innovate on ways to take the lead in building a more prosperous Philippines. The brand, according to Mr. Zobel, strongly adheres to the United Nations Sustainable Development Goals to anchor its goals and monitor its progress in achieving social impact.

1.
In 2016, the *Manara* interactive art exhibition—a collaboration between acclaimed artists Toym Imao and Lilianna Manahan to pay tribute to the rich culture of Muslim Mindanao—was unveiled at the Ayala Museum.

2.
Fernando Zobel De Ayala conducts a storytelling session with students from the Center of Excellence in Public Elementary Education, a school for bright but underprivileged children located in Tondo, Manila, Philippines in 2009

3.
Fernando Zobel de Ayala joins a house-building activity in Calavan, Laguna, Philippines in 2010.



2.

"WE CONSTANTLY SEEK WAYS TO IMPROVE OUR PLATFORMS AND BROADEN OUR SCOPE TO REACH AS MANY PEOPLE AS POSSIBLE. PARTNERSHIPS WITH OTHER INSTITUTIONS HAVE BEEN CRITICAL TO THE SUCCESS OF OUR PROGRAMMES."

— Fernando Zobel De Ayala on what makes the Ayala Foundation successful.

BUSINESS PRINCIPLES CAN LEAD TO EFFECTIVE PHILANTHROPY

Mr. Zobel has had some insightful takeaways from his extensive philanthropy. Primarily, he came to learn that applying discipline, levying governance standards, and investing in professional talent, much like how corporates are managed, is key. "Managing other people's money requires the greatest care and prudence to ensure that the funds are utilised well and can achieve the highest possible impact," he says. He also emphasises the role of civil society organisations, such as the Ayala Foundation, to be strategic, and creative in their thinking and their processes to create a greater impact.

As the Ayala Foundation nears almost six decades of operations, it continues to innovate initiatives that can bring it closer to achieving a Philippines where communities are self-reliant and productive. ■



3.



Manuel V. Pangilinan — *Philippines*

By positioning his corporate resources at the forefront of disaster relief efforts and building a network of fellow businessmen to advance social change, Manuel V. Pangilinan highlights how the private sector can help create a better Philippines.



ORGANISATION
PLDT Smart Foundation
and MVP Sports
Foundation



FOCUS AREA
Education, Disaster
Relief, Youth and Arts,
Sports Development,
Livelihoods, Social
Entrepreneurship



AREAS OF OPERATION
Philippines

LEADING CIVIC-MINDED BUSINESS IN THE PHILIPPINES

Manuel “Manny” Pangilinan is building an empowered and progressive Philippines by tackling some of its most pressing problems. His philanthropy addresses a range of issues such as education, disaster relief, youth and arts, sports development and livelihood and social enterprise. Not only is he the Chairman of the PLDT Smart Foundation (PSF) and the MVP Sports Foundation that are under his own corporate umbrella but he also helps lead two prominent initiatives, the Philippines Disaster Resilience Foundation and the Philippine Business for Social Progress. Through his extensive philanthropy, he has built a reputation for corporate citizenship and civic mindedness in the Philippines’ business ecosystem.

HELPING THE COMMUNITY THROUGH INFRASTRUCTURE

Mr. Pangilinan has long positioned the various companies he oversees at the forefront of disaster relief efforts. During previous natural disasters, Mr. Pangilinan has activated the PLDT brand to help improve

‘The private sector
has an important
role to play in
making our country
more resilient.’



telecommunications network access so those affected are provided access to their family members and other resources. Additionally, PSF too has organised large quantities of relief provisions such as food packets, blankets, and water filtration devices to be distributed to affected communities. His active involvement on the ground reflects his belief in the private sector's potential to help rebuild resilient communities in the aftermath of natural disasters. It is a value he emphasises as co-chair and trustee of the Philippines Disaster Resilience Foundation, whose mission involves 'building an ecosystem of corporations and partners to collaborate in disaster risk reduction and management'.

FOSTERING EXCELLENCE THROUGH SPORTS

Mr. Pangilinan is also a prominent patron of sports development in the country. Through the MVP Sports Foundation, he nurtures world-class athletes and designs robust sports programmes to ultimately fulfill a mission of 'creating a culture of winning through sports'. The wide range of sports the foundation covers includes basketball, taekwondo, rugby and golf, among others.

Mr. Pangilinan advances his mission by forging partnerships with various sports associations across the country to provide programmatic or fundraising support.



1.

2.



CORPORATE COLLABORATION TO ADDRESS SOCIAL ISSUES

Mr. Pangilinan's civic-mindedness extends to his businesses as well. All the companies under the MVP Group of Companies adhere to a corporate social responsibility mandate that involves a range of initiatives, such as constructing houses, providing micro-finance support, and inspiring social entrepreneurship, among others.

Additionally, he applies his passion for and expertise in corporate social responsibility to help run the Philippine Business for Social Progress. The organisation's mission is to alleviate poverty in the country through collective impact, cross-sector coordination and inclusive business, with a focus on health, education, environment and livelihood.

Mr. Pangilinan believes in opportunities to promote an empowered and progressive Philippines, and he ensures, through the diverse initiatives of his organisations, that he works to build a better Philippines. ■



3.

1.
The PLDT Smart Foundation distributing uniforms and shoes at Calawis Elementary School.

2.
Volunteers from PLDT Smart Foundation organise relief packs for distribution in the aftermath of Typhoon Yolanda.

3.
Volunteers from PLDT Smart Foundation distribute 'Sacks O' Joy' to schoolchildren in the Philippines.

David Zuellig — *Philippines*



By training local leaders to reform their local health frameworks, David Zuellig and the Zuellig Family Foundation are helping ignite community ownership to build more robust health systems in the Philippines.

EMPOWERING HEALTH LEADERS OF RURAL HEALTHCARE

The Zuellig Family Foundation has been transforming Filipino health leaders so they can implement reforms in their local healthcare systems. As Trustee of the Zuellig Family Foundation (ZFF), David Zuellig helps oversee the foundation’s innovative model that returns agency of the healthcare process back to the community.

The Health Change Model (HCM), as it is known, trains governors, mayors, and other local health leaders to be more attuned to their community’s needs, effectively strengthening both the supply and demand of health services in the targeted areas. Fuelled by values of trust, agency and partnership, the Zuellig Family Foundation helps ensure no community is deprived of rightful access to quality healthcare.

The Zuellig family has crafted an illustrious presence in the Philippines as the force behind the Zuellig Group, a conglomerate steeped in insurance, healthcare, pharmaceuticals, agricultural equipment, and property, among other areas. Mr. Zuellig’s father, Dr. Stephen Zuellig, and his uncle Mr. Gilbert Zuellig, established a corporate foundation in 1997 and spent the decade after honing the family’s philanthropic niche. In 2008, the foundation became a family foundation—distinct and separate from the Zuellig Group’s business interests. The foundation also decided to focus on rural health by nurturing effective health leadership and governance, and activating community ownership.



ORGANISATION
**Zuellig Family
Foundation**



FOCUS AREA
**Capacity Building in
Healthcare, Community
Disaster Response**



AREAS OF OPERATION
Philippines

BUILDING TRUST WITH COMMUNITIES

Mr. Zuellig's career in insurance had instilled in him the importance of building trust in relationships. With the HCM model endorsing co-ownership of issues and co-creation of solutions by leaders and their communities, it was important that trust was ingrained in the relationship between ZFF and the communities it works in from the start. In a field like healthcare, however, it can be complex. When the foundation took its first step into rural health in 2008, it chose communities whose local chiefs expressed commitment to health reforms and better health outcomes for the poor. That year the foundation worked with nine rural municipalities to tackle maternal and infant mortality.

SCALING UPWARDS AND OUTWARDS

The Department of Health (DOH) first took notice of ZFF's work when the aggregate maternal mortality cases in 72 ZFF municipalities dropped from 74 in their baseline year to just 30 cases after three years. They asked the foundation to expand its work nationally, a goal Mr. Zuellig admitted that the trustees did not originally have in mind. So the foundation began its mainstreaming model that transferred its health leadership and governance technology to academic partners who then worked directly with the DOH regional offices, and provided training to local health leaders.

As of 2016, the Zuellig Family Foundation, along with its partners, has applied the HCM in 640



1. David Zuellig, along with other Zuellig Family Foundation (ZFF) trustees, visits the rural town of Padre Burgos in Quezon province where they are met by the municipal health team led by Dr. Rolan Mendiola (left).

2. The Zuellig Family Foundation's program for mayors teaches them to effectively engage their stakeholders so they can win their support for their health plans and programs. Here, Mayor Eric Singson (center) of Candon City, Ilocos Sur talking to mothers, the main beneficiaries of his programs to improve primary healthcare systems.

3. Lapuyan, Zamboanga del Sur, belongs to the second batch of Zuellig Family Foundation's pilot municipalities. Here, Mayor Daylinda Sulong (fourth from left) talking to a mother at the Bahay ni Nanay (House of Mother), a shelter built by the local government beside the ZFF-funded birthing facility to allow mothers and their family members living in far-flung areas to have a place to stay before and/or after giving birth.

4. David Zuellig opens the Zuellig Family Foundation's first Health Leaders Conference (HELECON) where local political health leaders, health professionals, and other stakeholders gathered to hear about best practices, prevailing challenges in health as well as possible solutions.



municipalities and trained approximately 2,068 health leaders and continues to grow. With trainees also coming from industries outside of healthcare, Mr. Zuellig says a multiplier effect ensued and the model of working with these leaders to initiate change was introduced into areas such as agriculture as well.

The model is also scaled via collaborations with organisations such as the United States Agency for Development (USAID), United Nations agencies, MSD for Mothers, and the Kristian Gerhard Jebsen Foundation. While there is a proactive replication of the model within the Philippines, differences in health systems and finding the right people to collaborate with make it challenging to expand beyond the country. But, Mr. Zuellig says, the foundation is open to training and developing local leadership of other countries where there is local buy-in and ownership.

KEEPING THE COMMUNITY AT THE CORE

The pioneering spirit that has driven the Zuellig family's corporate success so far is evident in its philanthropic ventures as well. By pursuing improved health leadership and deeper community engagement as a catalyst for more robust healthcare, it is initiating a systems change that can sustain itself amidst the dynamism of the field. ■

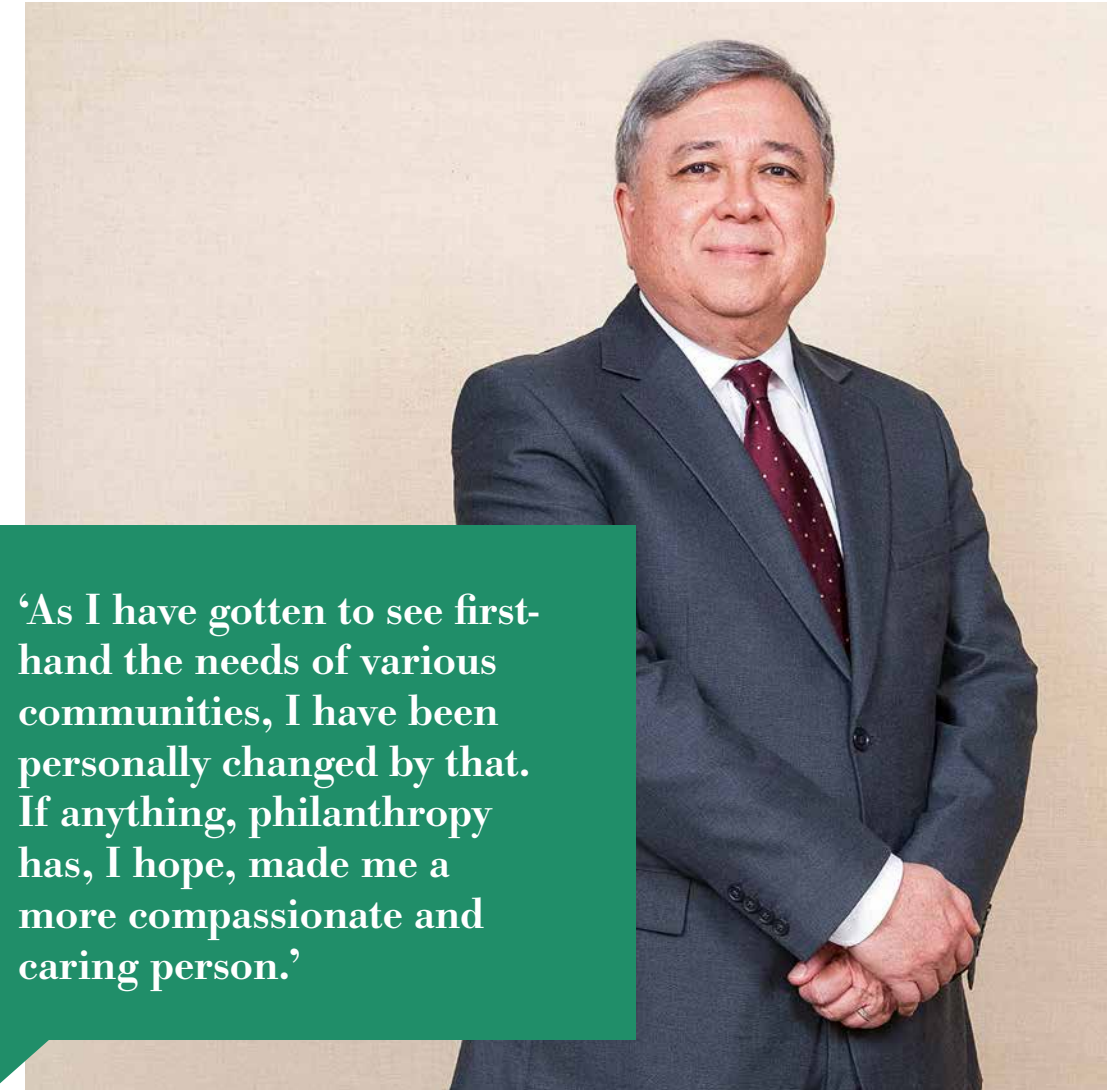


"IT COMES DOWN TO A TRUST ISSUE; YOU GO INTO A COMMUNITY AND OFFER SOMETHING WITH NO GUARANTEE THAT WHAT YOU ARE OFFERING FITS OR IS WHAT THEY WANT. WHEN YOU HAVE TUNNEL VISION, YOU WILL APPLY WHAT YOU HAVE LEARNED WITHOUT SEEING THE CONSEQUENCES. IT IS REALLY A QUESTION OF HOW YOU ENGAGE THE COMMUNITIES."

— David Zuellig on how important it is to understand the community's needs instead of assuming what they are.



Keith Chua — *Singapore*



‘As I have gotten to see first-hand the needs of various communities, I have been personally changed by that. If anything, philanthropy has, I hope, made me a more compassionate and caring person.’

In sculpting the social impact ecosystem in Singapore, Keith Chua is nurturing the next generation of Asian changemakers and strategic philanthropists.

BUILDING A ROBUST ECOSYSTEM FOR SOCIAL IMPACT

Keith Chua is actively building a social impact ecosystem, supporting and raising the capacity of philanthropists, social entrepreneurs, non-profits and other stakeholders.

He is a trustee of the Mrs. Lee Choon Guan Trust, which was named after his great-grandmother who was among the pioneers of philanthropy in Singapore a century ago. The trust supports initiatives focusing on education and healthcare and one of their initiatives is in educating the younger generation about philanthropy. As chairman of apVentures, he leads an informal network of venture philanthropists to explore a range of social issues across the region. As a leading supporter of Ashoka, an international nonprofit organisation for social entrepreneurship, he supports their work in nurturing social entrepreneurs to scale the impact of their work.

Driven by his Christian faith and his family legacy in giving, Mr. Chua continues to stretch the potential of the ASEAN region to become a social impact hub.



ORGANISATION
Mrs. Lee Choon Guan
Trust and apVentures



FOCUS AREA
Education, Healthcare,
Social Entrepreneurship



AREAS OF OPERATION
Asia

PHILANTHROPY IS FOR EVERYONE

Mr. Chua believes that whilst students are taught how to create wealth, they should also be taught how to give away wealth meaningfully. He launched the Asia Centre for Social Entrepreneurship and Philanthropy (ACSEP) in 2009 in partnership with the National University of Singapore's School of Business. Mr. Chua found that with philanthropy growing in the region, it was important to construct new models of social impact that were more relevant to Singapore and the Asian region at large. Since its founding, the centre has spearheaded research initiatives, international dialogue on the social sector and thought leadership around cultivating social impact in the region. Through this initiative, Mr. Chua aims to dispel a long-held myth. "The common misconception about philanthropy is that you have to be 'well to do' to be a philanthropist. I think we need to try to correct that belief. Philanthropy is something that everyone can participate in", he says. Continuing along this thrust, Mr. Chua has been an active advocate of social entrepreneurship, especially

via the Ashoka network. He was key to rejuvenating and expanding the organisation's presence in Southeast Asia and continues to cultivate social entrepreneurs and change makers who innovatively solve social issues.

LEVERAGING VENTURE PHILANTHROPY

Mr. Chua also conducts his philanthropy via apVentures, a venture philanthropy initiative he launched with several friends from different backgrounds. The initiative thrives on combining resources, experiences, talent and funding to build capacity around specific focus areas for typically three years at a time. The collective would organise annual study trips around the region to understand social issues on the ground. Not only has apVentures helped inform his philanthropic journey more organically, it helped him introduce the concept of philanthropy to his children when they accompanied him on these trips.



1.



2.

1. Keith Chua at a Strategy & Advisory Meeting with Ashoka Singapore and Lynda, an Ashoka Fellow from Indonesia.

2. Keith Chua inaugurates the Neonatal Unit in Angkor Wat Hospital of Children during its opening ceremony in 2013 as the Director of the Siem Reap Provincial Health Department observes.



3.



4.

3. Keith Chua visits Canossa House in Myanmar in December 2015 with directors from apVentures and their family members.

4. Keith Chua stands with the first batch of SIF YSE finalists that received seed funding from apVentures. Among them is Zhihan Lee, who was elected as an Ashoka Fellow in 2017 for his work in BagoSphere, an organisation that helps disconnected youth find jobs by revolutionising the way we see education and work.

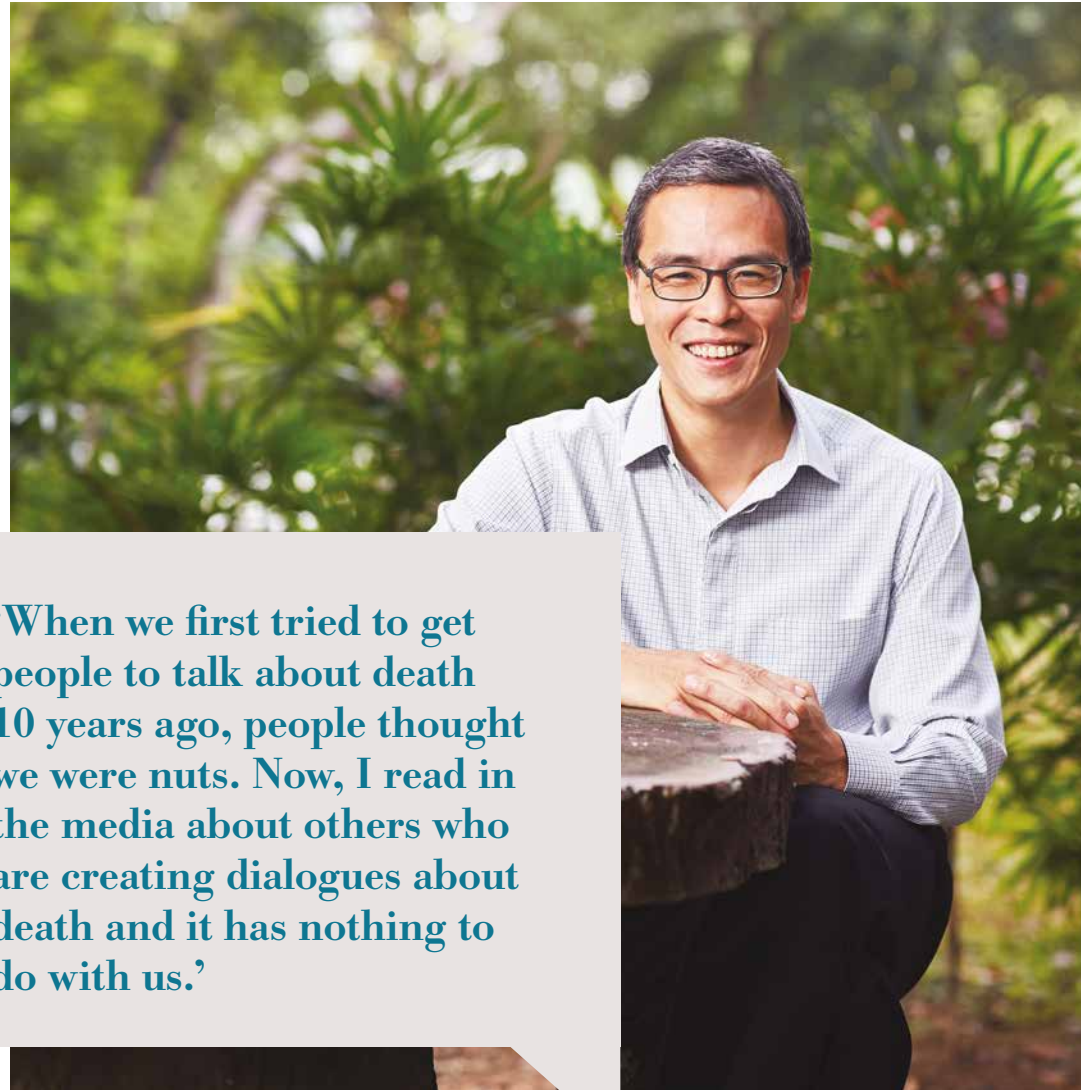
HANDING A FAMILY LEGACY TO THE NEXT GENERATION

Hailing from a philanthropic legacy, Mr. Chua actively imparts the knowledge and experiences that have guided him on his journey to his children. But, much like how he forged his own path, he would leave the decisions on how his children want to engage in philanthropy to them. While his older daughter Sharon is more involved in the family philanthropy, his other three children also retain an active interest. Moving forward, the family intends to delve deeper into the trust's current mandates of education and healthcare, supporting promising initiatives, while also elevating the role of social entrepreneurship.

COMPASSION AS THE CORE OF PHILANTHROPY

Care and compassion will continue to be at the core of Mr. Chua's philanthropic work. "It's good to try to be efficient, but I would put care and compassion above issues like financial efficiency", he says, when describing the impact of his work. Having care and compassion also means that philanthropy can be for anyone and implemented in any way- it is an overarching belief that drives the ACSEP model as well. "There are so many ways to participate in philanthropy. Engage in philanthropy in the way it works for you", he says. ■

Laurence Lien — *Singapore*



‘When we first tried to get people to talk about death 10 years ago, people thought we were nuts. Now, I read in the media about others who are creating dialogues about death and it has nothing to do with us.’

In attempting to resolve the root causes of some of the region’s issues in education, eldercare and the environment, Laurence Lien boldly brings radical philanthropy to the region’s spectrum of social change models.

A RADICAL APPROACH TO GIVING

To string the terms radical and philanthropy together is a bold move but that is what best defines Laurence Lien’s approach to creating social change. As Chairman of the Lien Foundation, Mr. Lien aims to address some of the region’s problems related to education, eldercare, and the environment from the inside out.

The foundation focuses on the root of the problems—the underlying behaviours, the established policies, and the ingrained mindsets—rather than only reversing its symptoms. Such an approach leads to sustained, systemic change. Not only has this approach produced several high-impact interventions, it has also helped usher in a more proactive and strategic philanthropy that embraces unconventional ideas and leverages strong partnerships. In 1980, Dr. Lien Ying Chow, an illustrious Singaporean banking tycoon and Mr. Lien’s grandfather, established the Lien Foundation. In the 37 years since, it has evolved into an innovative grant making organisation with a ‘Triple E’ agenda: Eldercare, Education and Environment. At the behest of his grandparents, Mr. Lien joined the board of the organisation in 2002 and in 2009, officially took over as Chairman.



ORGANISATION
Lien Foundation



FOCUS AREA
Education, Eldercare,
Environment



AREAS OF OPERATION
Education and
Eldercare: Singapore
Environment by
Lien Aid: Cambodia,
China, Myanmar

Under his leadership, the foundation headed in a new strategic direction, guided by a vision of spearheading productive partnerships, empowering communities and innovating by mobilising the right resources.

THE POWER OF COLLABORATION

The Lien Foundation builds strategic partnerships unlike traditional, one-way grantor-grantee relationships. After initial frustrations with a non-profit sector that was presumably ‘not hungry enough’ for resources, Mr. Lien and the foundation’s CEO, Lee Poh Wah decided to transition into actively co-designing and co-creating programmes with organisations. The foundation counts the Salvation Army, Asian Women’s Welfare Association (AWWA), and Care Corner among others as collaborators.

“Things don’t happen by just sitting back and waiting for charities to come up with brilliant ideas. It takes a lot to create something innovative that could potentially move the needle,” Mr. Lien said. And move the needle they did.

UNDERTAKING OFT-NEGLECTED ISSUES

Mr. Lien and Poh Wah steered the foundation into impactful yet underexplored territories. In the area of eldercare, the Lien Foundation mobilised projects that engaged existing attitudes and care systems. In line with their mandate of empowering communities to operate at their maximum capacity, some initiatives include: A cloud computing system that disentangles the administrative



1. Senior citizens use Gym Tonic, a Lien Foundation initiative that advocates “Exercise-as-Medicine”

burdens of nursing homes; a documentary that follows television host Anita Kapoor as she experiences the quality of elderly institutionalisation in Singapore first hand, for two weeks; and access to an integrated service team so that elderly citizens aren’t inconvenienced by switching between different service providers.

By understanding the root deficiencies in the approach to eldercare, from mind-sets to existing systems, the foundation did not only start work on ironing out faults in the process but also helped initiate a necessary conversation on eldercare, end-of-life and palliative care.

“INNOVATION WASN’T EASY AT THE START. IT WAS FRUSTRATING, IN FACT.”

— Laurence Lien, on when the foundation first started experimenting with new ways to do philanthropy

INVESTING IN TOMORROW:

The foundation has also taken charge of improving early childhood education within Singapore. Education, Mr. Lien says, was a non-negotiable tenet of running the foundation because his grandfather, having had very little formal education himself, cared about the issue the most. In 2012, the

Lien Foundation commissioned a study on pre-school environments in 45 countries around the world. Singapore, with its globally renowned secondary and tertiary education systems, ranked only 29th on the list for its early childhood education, with affordability and quality as key weaknesses.

Thereafter, Mr. Lien and his team worked on redefining the priorities of the sector. In tandem with a range of community partners, the foundation charted programmes that addressed inclusion, empowerment and accessibility for all relevant stakeholders—children with special needs and those from underprivileged backgrounds, their parents and their pre-school teachers as well. For example, the foundation’s projects include an inclusive preschool and a design competition to reimagine playgrounds.

The foundation’s progress in the sector has been highly palpable. Its advocacy in the area contributed to more government attention to early childhood development, which now includes a commitment by the Singapore government to devote SG\$1.7 billion to the pre-school sector by 2022.

EXPLORING PHILANTHROPY, YOUR WAY

As Asian philanthropy expands and diversifies, it is important to keep in mind that there is really no single way of conducting philanthropy.

“I am sure a lot of people will not have the stomach to take the risks that we have and that is fine — you have to find what suits you,” says Mr. Lien. He encourages private philanthropists to be bolder, to dive into non-traditional issues, to push the envelope in innovative thinking and to be involved on the ground. “Use your entrepreneurial skills and competence to help solve problems. Put that together with your flexible resources and it is a powerful combination!” he adds. ■

2. Mission: I’m Possible is a first of its kind programme that screens, flags out and addresses the needs of preschoolers with developmental needs in mainstream preschools.

3. Superhero Me is an inclusive arts movement that harnesses the power of creativity through the arts to empower children from less privileged backgrounds and special needs communities — with a goal to create a narrative of inclusion in Singapore.



Teng Ngiek Lian — *Singapore*



‘We don’t want to write the check, feel good about it and get a report card. There is no reason to start a foundation otherwise. We can be more innovative and really understand the impact by being on the ground.’

In setting up the Silent Foundation to uplift marginalised communities and improve animal welfare and environmental conservation efforts, Teng Ngiek Lian provides those he deems the ‘silent sufferers’ a voice in society.

GIVING A VOICE TO THE “SILENT SUFFERERS”

Teng Ngiek Lian considers himself an underdog. The sixth child of a clog maker from Terengganu, Malaysia grew up with limited financial means and worked determinedly to escape the vicious poverty trap. Today, he wants to help those “underdogs” who are unheard from. The founder of the Silent Foundation focuses on the areas he believes are often overlooked, such as environmental conservation, animal welfare and the livelihood of marginalised communities. With a fine balance of heart and investment acumen, Mr. Teng immerses himself into giving back meaningfully—just as the many who have helped him on his journey to this point.

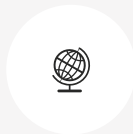
Mr. Teng, a chartered accountant by training, established Target Asset Management after stints at different financial institutions. When he turned 60, he decided to venture into philanthropy and set up the Silent Foundation, so named after the ‘silent sufferers’—those he believed do not have a voice to speak or stand up for themselves.



ORGANISATION
Silent Foundation



FOCUS AREA
Environmental
Conservation and Animal
Welfare, Marginalised
Communities and
Compassionate Services



AREAS OF OPERATION
Singapore, Myanmar,
Indonesia, Mongolia



1.

1.
Pictured is Teng Ngiek Lian, Matthew Teng, two other donors of the project and 2 Eco-Club students. The Silent Foundation is supporting a Children's Eco-Clubs Program in Mongolia that aims to increase children's awareness on local conservation matters such as the protection of Snow Leopards and to promote children's participation in nature conservation.

2.
Teng Ngiek Lian and a WWF staff member during an expedition to track Snow Leopards in Mongolia.



2.

40% of the foundation's endowment is allocated to environment- and animal-related causes, 40% to people from marginalised groups and 20% for compassionate services such as disaster relief. In addition to a local focus in Singapore where he has called home for more than three decades, the foundation also looks outwards into the region supporting programmes in Mongolia, Cambodia, Papua New Guinea and Indonesia as well.

AN ADVOCATE FOR THE ENVIRONMENT

Mr. Teng grew up by the sea, watching sea turtles that are native to his hometown. It was their gradual disappearance that fuelled his urge to conserve the environment's precious resources and protect endangered species. He works towards this goal by partnering with globally renowned organisations such

as the World Wildlife Fund (WWF) and Greenpeace to support some of their ground campaigns such as running an eco-school in Mongolia and in Papua New Guinea, protecting the marine life in Mekong River, and re-forestation in Malaysia. Protecting the environment, Mr. Teng says, ultimately protects the human race after all.

ELEVATING MINORITIES AND MARGINALISED GROUPS

Having witnessed the Malaysian riots in 1969, Mr. Teng is passionate about strengthening racial harmony through his philanthropic work. The Silent Minority Compassionate Bursary supports the continued education of Malay, Eurasian or Indian students who have faced unfortunate circumstances in their families.

In addition to minorities, the foundation also provides financial and medical aid to distressed migrant workers and funds the training and education of caregivers for mental health patients. With regards to disaster relief, the foundation works with the UNHCR in providing shelter to Rohingya refugees.



3.

VENTURING INTO THE FIELD

Despite a career that has revolved around measuring returns, Mr. Teng understands that he may not always be able to pinpoint his philanthropic impact. "We try to measure wherever possible, we are not fussy about it. Charitable work is mainly about heart and emotion and not just hard numbers," he says. He is not only focused on the end result but is also immersed in the process of achieving it. He undertakes personal site visits to scope out a project, at one point, travelling through jungles and sleeping in a hut in Papua New Guinea.

He also encourages other philanthropists to do the same: Understand the Ground. Understanding the situation on the ground and networking with other people doing similar work can help clarify perceptions and perhaps set a philanthropist in a more effective direction. With a more established network and a more organised process in place, Mr. Teng foresees a regional expansion of the Silent Foundation's work in the next few years—a future he is already taking confident strides into. ■

"JUST HAVING A GOOD HEART IS NOT ENOUGH —TO BE IMPACTFUL, PROGRAMMES NEED TO BE THOUGHT THROUGH AND FINDING GOOD PARTNERS TO IMPLEMENT THEM IS KEY."

— Teng Ngiek Lian on the insights he has gleaned through his philanthropy.



4.

3.
Teng Ngiek Lian is pictured with WWF staff and river guards at the Cambodia-Laos border. The Silent Foundation is supporting a WWF project along a 180km stretch of the Mekong River where the population of Irrawaddy Dolphins stands at approximately 80.

4.
Teng Ngiek Lian visits the Bosavi tribe in Papua New Guinea (PNG). The Silent Foundation is supporting a WWF project in PNG to list the Kikori River Basin/Great Papuan Plateau as a UNESCO World Heritage Site and ensure that 2 million hectares of rainforest are protected from exploitation.

Dr. Mary Ann Tsao — *Singapore*



By creating holistic service models and organising collaborative efforts to reinstate agency to older persons, Dr. Mary Ann Tsao is leading the Tsao Foundation in its ambition to reframe the conversation around ageing.

BRINGING AGENCY TO HEALTHY AGEING

Mary Ann Tsao is altering the concept of ageing to reinstate agency to older citizens. As the founding director and now Chairwoman of the Tsao Foundation, Dr. Tsao has dedicated the past two decades to innovating numerous initiatives that provide holistic and integrated care to older persons and gradually reframed the conversation around ageing as well. She is steadfast in advocating for mindset and systemic change to ensure that one of the world’s fastest ageing societies seizes the opportunities presented by longevity.

The Tsao Foundation was established in 1993 by Dr. Tsao’s grandmother, Mrs. Tsao Ng Yu Shun, with a vision of improving quality of life for older persons. The foundation has pioneered a series of community-based, holistic eldercare service models. It has also started programmes that empower the lifelong learning and social participation of older persons, foster intergenerational solidarity, and build capacity in the eldercare sector. A pathfinder with a strong research focus, it continuously seeks to build collaborative platforms to bring forth opportunities in longevity for all ages.



ORGANISATION
Tsao Foundation



FOCUS AREA
Eldercare,
Healthy Ageing



AREAS OF OPERATION
Singapore

DRIVEN BY A COMMITMENT TO SERVICE

A paediatrician by training, Dr. Tsao has always been driven by a sense of service to the community around her. From working in the Bronx, a New York borough often associated with poverty and urban decay, she was exposed to the injustice that can plague vulnerable communities. “I was lucky that I was exposed to it”, she says, “The sense of injustice really lights a fire in your belly”. Having imbibed the notion of serving others at a young age, and guided by conversations she had had with her grandmother, she was prepared for the journey into this area of philanthropy.

LEAVE THE EGO BEHIND AS PHILANTHROPIST

Dr. Tsao takes a three-tiered approach to her philanthropy: build strategic partnerships; work with policymakers; leave the ego behind. “It’s not about you, but about the people and issues we care about and how we can bring about change,” says Dr. Tsao.

To that end, she believes a more widespread, systemic change can stem from working with the community and the government to help provide solutions for the challenges posed by an ageing population. She also sees that, to be effective, it is necessary to forge strategic partnerships to exchange ideas and expertise and drive towards common goals. The Tsao Foundation Experts Series, for instance, invites



1. *Exercise and fun for frail seniors at Hua Mei EPICC, one of a suite of integrated bio-psycho-social healthcare services pioneered by the Tsao Foundation to help optimise health and wellbeing over the lifecourse and enable ageing-in-place.*

2. *Buddies at the Self-Care on Health of Older Persons in Singapore (SCOPE), a targeted age-friendly training programme for enhancing self-efficacy in health and social participation, which has reached thousands of elders across Singapore.*

3. *A light-hearted moment shared by Tsao Foundation staff and fresh graduates from its Hua Mei Training Academy.*

4. *‘Curating Whampoa’ empowers the role of elders as custodians of culture and fosters intergenerational solidarity, and is part of the Community for Successful Ageing (ComSA), the Tsao Foundation’s latest project to co-build an integrated system of programmes for health, personal growth and social participation over the life course.*



3.

leading global authorities to introduce new thinking and accelerate learning on diverse subjects related to ageing, from age-friendly cities to long-term health insurance and primary healthcare. It typically includes sessions for the public as well as closed door discussions with key stakeholders, including policy makers. Dr. Tsao describes her foundation’s role in such interactions as a ‘bridge’ for new thinking, solutions and partnerships and it is a framework that she actively carries forward into the next phase of the Tsao Foundation.

EMBRACING A GROWTH MIND-SET

In the next few years, Dr. Tsao wants the foundation and the work in the eldercare sector to move away from society’s sole focus on “care” towards a notion of “growth” –and return agency back to senior citizens. Dr. Tsao is troubled by how sometimes older people face restrictions in taking their own actions and decisions or refrain from asserting the agency to do so, so as not to appear burdensome. To resolve this, the Tsao Foundation aims to reframe society’s understanding of the value that a senior citizen can bring to the family and community in ways that are more than just economic productivity - or what it calls the ‘longevity dividend’. Meanwhile, the market still needs to respond more effectively to the needs of the geriatric sector. “It’s not just about healthcare—it’s about transportation, food, housing, travel, etc. Older people don’t just live for healthcare, they live for life just as we do,” she explains. ■



4.

“IF YOU REALLY WANT TO BRING ABOUT CHANGE, PHILANTHROPISTS HAVE TO DO HANDS ON WORK. YOU NEED TO KNOW THE ISSUES ON THE GROUND AND BE A GOOD SPOKESPERSON.”

— Mary Ann Tsao on what makes an impactful philanthropist.



In committing a portion of her business' profits to socially impactful projects, Thippaporn Ahriyavraromp sets a precedent for how Thailand's entrepreneurs can simultaneously add value to and uplift the communities they work with.

MERGING BUSINESS AND PHILANTHROPY

When Mrs. Thippaporn Ahriyavraromp started DT Group of Companies (DTGO) in Thailand, she ensured it would be a socially responsible business. The group channels 2% of its revenue into socially impactful projects focused on causes such as uplifting underprivileged children and advancing environmental protection. She also established foundations to oversee and implement her philanthropic endeavors. With an ultimate goal of creating a healthy and sustainable society, Mrs. Ahriyavraromp is redefining how business can be done right.

AN EARLY FORAY INTO SOCIAL CONTRIBUTION

After Mrs. Ahriyavraromp graduated, her father, one of Thailand's most successful businessmen, Mr. Dhanin Chearavanont, recruited her to manage his philanthropic projects and she deepened her understanding of social impact, sustainability, and community development. Her father taught her to look into wider supply chain issues when she was tasked with helping chicken-farming communities. She realised the magnitude of the problems that the communities were facing and determined that she would create her own revenue stream to enable her to do more. Mrs. Ahriyavraromp thus got started on her journey, creating her own business group to help more people while creating value through commercial operations.

Thippaporn Ahriyavraromp — *Thailand*



‘We are working to create a legacy that we can pass on to the new generation.’



ORGANISATION

Buddharaksa Foundation,
the DT Families
Foundation and Blue
Carbon Society



FOCUS AREA

Children, Environment,
Spiritual Harmony,
Social Development



AREAS OF OPERATION

Thailand and Asia



1.

1. The Buddharaksa Foundation established by Thippaporn Ahriyavaromp works to improve the quality of English teaching in underprivileged communities, including in the rural areas of Northern Thailand.

2. Through the DT Families Foundation, Thippaporn Ahriyavaromp has supported the innovative Bhutan for Life initiative, dedicated to preserving the environment and supporting sustainable development in the remote Himalayan nation.

HELP ONE CHILD, HELP THEM ALL

Mrs. Ahriyavaromp established the Buddharaksa Foundation based on the premise that helping children could have a meaningful multiplier effect. “I chose to focus on children because if you help 200 children and 20 of them grow up to be successful, they can grow up to give back as well, perhaps even choosing different focus areas themselves,” she says. It echoes a Thai moral precept of paying it forward, ensuring children under the foundation’s care are diligently taught. The foundation helps underprivileged children acquire education and skills through providing scholarships, building schools’ capacity, and supporting vocational training. As she delved deeper

into her philanthropy, she undertook more causes that could further her overarching mission to achieve a more united, healthier, and safer community. Her foundations not only conduct work in her native country - Thailand, but also in other areas of Asia, assisting in disaster relief, addressing healthcare issues, and helping underprivileged communities.

SAFEGUARDING THE ENVIRONMENT

Mrs. Ahriyavaromp was determined that DTGO’s real estate business—Magnolia Quality Development Corporation Limited (MQDC)—should operate with concern for society and all living beings. MQDC is now applying this approach in its flagship The Forestias development, where

residential communities will be innovatively integrated with the forest. Through the DT Families Foundation she has also contributed to conservation initiatives such as Bhutan for Life, a project initiated by The Government of Bhutan and World Wildlife Fund (WWF) to preserve the Himalayan nation’s wildlife and support its sustainable economic development.

TOWARDS A LONG TERM VISION OF DOING GOOD

In line with the DTGO Corporation’s underlying philosophy — adding value to everything we do — Mrs. Ahriyavaromp is committed to ensuring the principle of giving back is ingrained in her company’s corporate culture

“ I THANK MY FATHER FOR INTRODUCING ME TO PHILANTHROPY AND SOCIAL WORK AND MAKING MY LIFE VERY MEANINGFUL.”

— Mrs. Ahriyavaromp on how her father inspires her.

2.



3. Through her foundations, Thippaporn Ahriyavaromp helps to improve opportunities for children by working with a variety of institutions and contributing to initiatives such as school renovation projects.

4. Improving opportunities for children is central to Thippaporn Ahriyavaromp’s philanthropic endeavors both in Thailand, through the Buddharaksa Foundation, and internationally, through the DT Families Foundation.

as it is in her own life. “Philanthropy has been integrated into my lifestyle and my work,” she says. And to do so, she will continue to draw inspiration from her father’s pearls of wisdom: “My father told me, ‘If you are going to focus your time and effort doing something, focus on doing it for other people so you are not wasting your time,’” she says.

Impressively, Mrs. Ahriyavaromp goes beyond a mid-term vision, focusing on a 40-year period to understand how to maximise her philanthropic potential. She understands that not everyone has the luxury of such a long-term perspective. She encourages philanthropists to tap into the goodness in themselves and make a difference in any way: “You don’t have to wait to be successful or for your retirement to be good to people. The little things count,” she says. ■



3.



4.

Dr. Harald Link — *Thailand*



‘If I didn’t work, I could devote my whole time to philanthropy.’

Supporting oft-neglected issues in Thailand and implementing ethical and compassionate business practices, Dr. Harald Link is continuing a family legacy that has strived to create a stronger nation for over a century.

Dr. Harald Link comes from a unique German-Thai heritage, their family has been in Thailand for 115 years, and the B. Grimm Group is now 140 years old. As a result of that, Dr. Link’s philanthropic pursuits reflect the culmination of their long family legacy, and his personal belief in supporting neglected or overlooked issues.

SUPPORTING NEGLECTED ISSUES

When asked about the varied focus of their philanthropy, which runs from founding the Thai Polo Club, supporting the Royal Bangkok Symphony Orchestra, to the promotion of Sanskrit and Pali languages, preserving the tigers with the World Wildlife Fund, bringing in German vocational education curriculum to Thailand, and many other education initiatives. Dr. Link explains his underlying philosophy – “We like to support the things that we believe are important and that others are not supporting. For example, if we do not help the tigers, no one is doing that, and they will become extinct.”

Unlike some who gather around the same popular issues, Dr. Link is clear in his mission to help where there is need and where his resources can create the most impact.



ORGANISATION
B.Grimm Group



FOCUS AREA
**Equestrian,
Culture – Classical
Music, Education:
Vocational Training,
STEM Education,
Environment & Wildlife**



COUNTRY OF
PHILANTHROPIC ACTIVITIES
Thailand

1.



2.



1. Dr. Harald Link is an avid patron of polo and often sponsors international tournaments and playing facilities in Thailand.

2. Dr. Harald Link visits the Chitralada School in Thailand, as part of the B.Grimm Group's vocational education programme.

“DO IT (GOOD BUSINESS ETHICS) FOR THE BENEFIT OF THE PEOPLE, AND NOT FOR THE PROFITABILITY.”

— Dr. Harald Link

For some organisations like the Thai Red Cross, the Royal Bangkok Symphony Orchestra, Vocational Education or the Equestrian Federation, it will involve a lot of time and funds while for other efforts, it is often mainly grant-making.

PROFESSIONALISING PHILANTHROPY TO DO MORE

Dr. Link explained that their philanthropic efforts were originally run by family members. He inherited it from his aunt and uncle, the former being a nurse who strongly believed in living simply and giving everything back to the community. Since then, Dr. Link has moved the responsibility of their philanthropic work to the company as well, as doing so would engage more people and tap into more resources. Till recently, the work has relied on the voluntary hours and pro-bono services of management personnel. Moving forward, Dr. Link understands that in order for the programmes to have greater impact, they would have to be run professionally. The company is in the midst of hiring professional staff to assist in expanding their work.

DOING BUSINESS WELL IS GOOD FOR EVERYONE

Dr. Link further explains how their focus on social impact permeates their business. He points out that their company motto is “Business with Compassion (for the Development of Civilisation in Harmony with Nature)”. He advises other business leaders to do good through their business: “Go where the need is, not where the profit is.” In fact, his concern for others’ well-being is evident from the establishment of the



3.

Gross National Happiness Centre Thailand, which is an extension of his desire to inspire other businesses and organisations with the company’s philosophy. Dr. Link believes that it is important to consider not just the bottom-line, but also emphasise the welfare and benefits to staff, supply-chain, customers and the communities that they operate in.

His business background also informs his philanthropic approach. He explains that “when I think about whether I should just adopt five children and help them become successful, or to work at systems-level so that thousands of children can benefit; the answer is clear to me. I am looking at nation-wide impact.” He intends to scale up the impact of the Dual Vocational Training that they have set up with German curriculum and pedagogy, and are next looking at improving Thai early childhood education with German models.



4.

PHILANTHROPY RUNS IN THE FAMILY

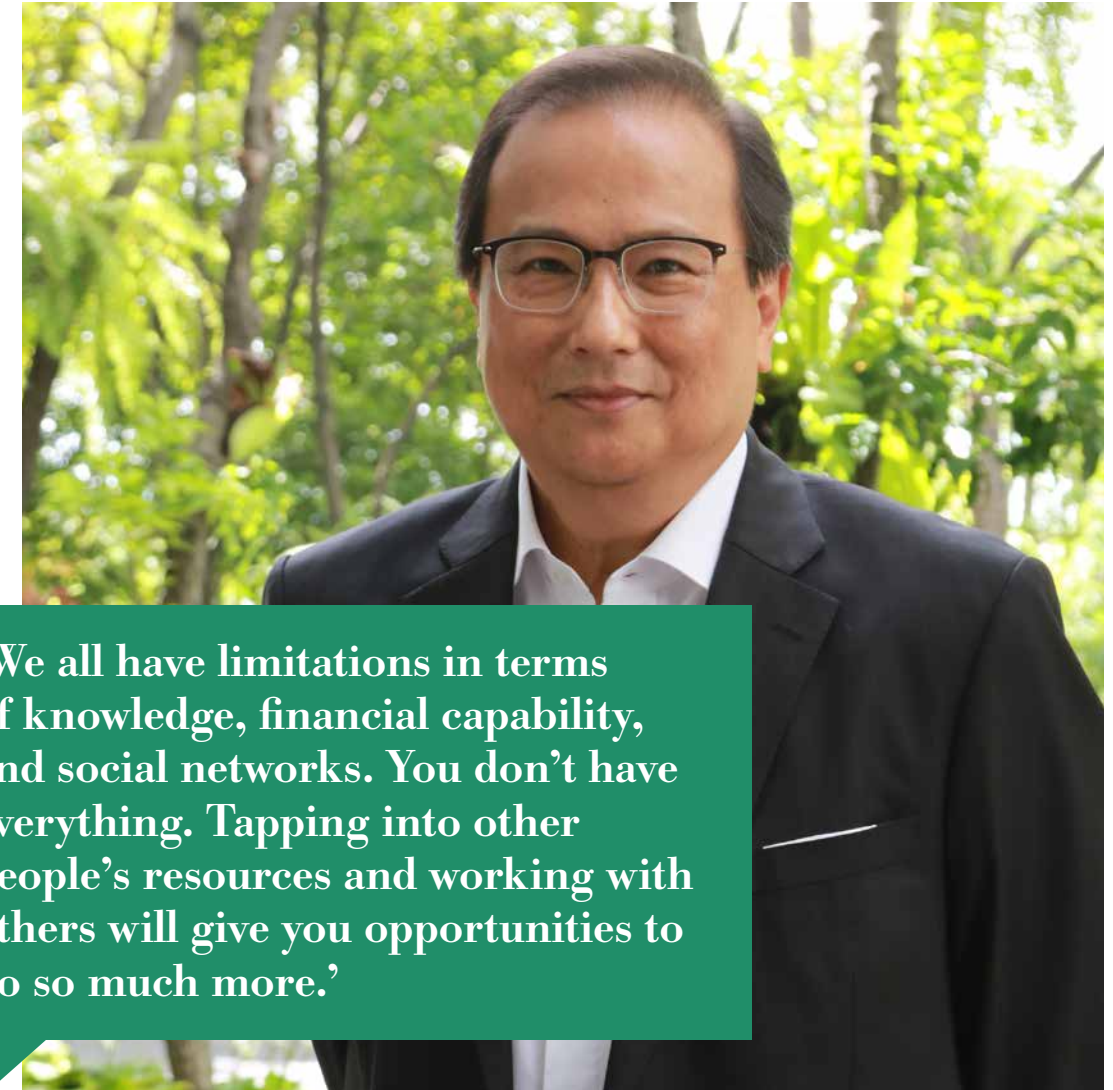
When Dr. Link speaks of his children, his eyes light up and he beams, referring to his daughter and son, he points out, “their hearts are in the right place. Unlike some children who might ask why their parents are giving away their money, Caroline and Felix ask – why don’t you give away more?” It is certain that the family value of contributing back to society will definitely extend to the next generation. ■

3. Under B.Grimm Group’s education mandate, it works with Princess Mother’s Charities Fund of Thailand.

4. The B.Grimm Group has partnered with the World Wildlife Fund to advance tiger conservation efforts.



Vichien Phongsathorn – *Thailand*



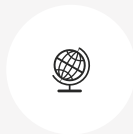
‘We all have limitations in terms of knowledge, financial capability, and social networks. You don’t have everything. Tapping into other people’s resources and working with others will give you opportunities to do so much more.’



ORGANISATION
Khon Thai Foundation,
Yuvabhadana
Foundation,
Enlive Foundation



FOCUS AREA
Education,
Environment,
Anti-Corruption



AREAS OF OPERATION
Thailand

Developing collaborative platforms for social change in Thailand, Vichien Phongsathorn believes in bringing all hands on deck to address the country’s endemic issues for maximum impact.

ENGAGING THAILAND’S CITIZENRY TO CREATE CHANGE

Vichien Phongsathorn is currently the go-to person for collaboration and convening in Thai philanthropy. Ironically, he is also one who avoids taking the credit for the achievements and his strategy is to partner with others and “keep his visibility low”. As he explained, doing so allows him to make more friends, and ultimately work with more people to realise the social impact that he is working towards.

The Chairman of the Premier Group of Companies established the Khon Thai Foundation to develop collaborative platforms for Thai citizens to address pressing social issues, such as corruption. He also runs the Yuvabhadana Foundation that strengthens the education and welfare of underprivileged children and the Enlive Foundation that focuses on environmental conservation. At the core of all these philanthropic endeavors is the belief that collaboration among all of society’s relevant stakeholders can ultimately lead to wide-scale social impact.

“HUMAN CAPITAL IS OUT THERE. THEY ARE NOT OPERATING EFFICIENTLY AND ARE NOT PROVIDED ENOUGH OPPORTUNITY TO DO WHAT THEY CAN DO. IT’S OUR DUTY TO CREATE PLATFORMS FOR COLLABORATION.”

— Vichien Phongsathorn on why he build collaborative platforms.

HELPING THOSE WHO ARE LESS PRIVILEGED

Mr. Phongsathorn credits his parents for exposing him to the misfortunes of others in his childhood. “We all grew up in an imperfect environment. I was lucky to be born into a good family that encouraged children to play their part in helping others”, he says. While a sense of giving back was inherent, Mr. Phongsathorn honed on the issue of education based on research that demonstrated that access to education was the top pressing need in Thailand. He took his first steps into philanthropy by providing less fortunate children academic scholarships, and nurturing high quality teaching methods. It was this initiative that convinced Mr. Phongsathorn of the need for collaboration to scale

impact. “We had decided in the early days that we couldn’t do it alone because we were too small to create a significant impact”, he says. Thereon, he integrated the principle of collaboration into many of his philanthropic initiatives—one of its prime manifestations being the the Khon Thai Foundation.

FIGHTING CORRUPTION

Mr. Phongsathorn was keen to eradicate corruption in Thailand but tackling such a complex and endemic issue was not straightforward. It was imperative that the larger population grasped the problem enough to take action towards it as well. Mr. Phongsathorn referred to a joint survey on the corruption situation in Thailand conducted by the University of Thai Chamber of Commerce (UTCC) and



hearted people around who are willing to commit themselves to tackling social issues. There just aren’t any platforms for them to work effectively”, he says. One example of this collaborative platform is the Thai CG Fund, an equity fund that has so far brought nine asset management companies onboard to invest in companies that are doing good in the realm of fighting corruption, promoting good governance and fulfilling their social duties.

SCALING UP WITH CONTINUED COLLABORATION

In the spirit of true collaboration, Mr. Phongsathorn maintains that his

foundations do not own any of the projects but instead are founded on co-creation. While collaboration, he says, is not easy, it is the right way to go in achieving maximum impact. Working with the government, or within the system it has set, falls under this tenet as well.

In the next decade or so, Mr. Phongsathorn envisions scaling his work in a major way. “We are on the right track. We want to educate many more children, provide employment for people with disabilities so they can be a part of society, and we want to engage one million active citizens to fight corruption”, he says. Until then, he will continue to fulfill his ‘duty’ in piloting projects that aim to combat the big problems confronting Thailand — with as many hands on deck as possible. ■

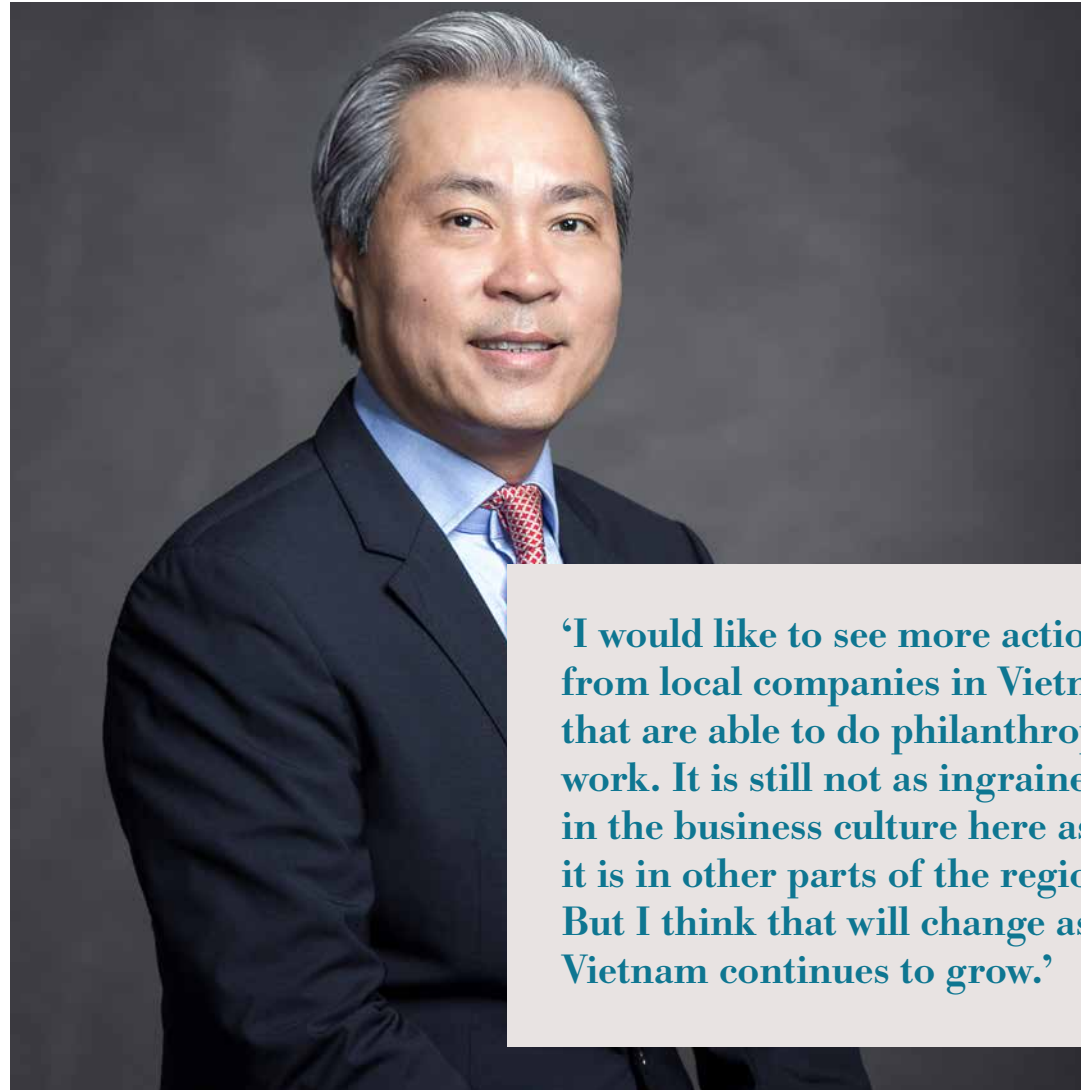


1. Vichien Phongsathorn, as Chairman of Khon Thai Foundation, attends Khon Thai Monitor Press conference — a nationwide survey that encourages Thai people to reflect about the quality of their life and to actively participate in the development of their country.

2. Vichien Phongsathorn attends the BKIND Press conference — a platform that supports social projects through the form of mutual fund investment in businesses that are restricted to the Environment, Social, Governance, and Anti-Corruption (ESGC) criteria.

3. Vichien Phongsathorn attends a workshop with Social Enterprise and NGOs for Our Hand for Better Thailand Event.

Don Lam — *Vietnam*



‘I would like to see more action from local companies in Vietnam that are able to do philanthropic work. It is still not as ingrained in the business culture here as it is in other parts of the region. But I think that will change as Vietnam continues to grow.’

From providing Vietnamese children with heart disease a second chance at life to enhancing educational opportunities for girls from ethnic minorities, Don Lam believes in investing in the country’s youth to prepare them for successful lives ahead.

INVESTING IN THE FUTURE LEADERS OF VIETNAM

Don Lam has to date helped 6,000 Vietnamese children with heart problems receive healthy hearts and he aspires to help many more. Providing heart surgery for children is just one of three focus areas of Mr. Lam’s philanthropy. Under the VinaCapital Foundation, he also provides training and pediatric medical equipment to health professionals. Under the Brighter Path programme, girls from ethnic minority groups are also empowered through mentorship and educational opportunities. Tying his vision together is the belief that Vietnam’s children are the future and addressing their healthcare and educational needs early can set them on a path to more fulfilling lives.

SHARING OPPORTUNITIES WITH HIS COMPATRIOTS

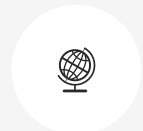
Mr. Lam’s urge to help his compatriots was sparked when he first returned to Vietnam after years of living abroad in Canada. Despite the difficulties of migrating to Canada, he says, he was afforded access to health and educational



ORGANISATION
**VinaCapital
Foundation**



FOCUS AREA
**Heart Surgery for
Children, Pediatric
Care, Empowerment of
Ethnic Minority Girls**



AREAS OF OPERATION
Vietnam

opportunities that many Vietnamese people ‘could only dream of back then’. He says, “I knew almost immediately that if I was in a position to do so, I was going to play a small part in helping the Vietnamese people.” A few years after he co-founded VinaCapital, an investment management and real estate development company, he established the foundation with a long-term view of contributing to Vietnam’s development by uplifting its future leaders.

A HOLISTIC APPROACH TO PHILANTHROPY

For Mr. Lam, a holistic commitment to his beneficiaries is key. Under HeartBeat Vietnam, Mr. Lam does not only provide free heart surgery for children but also provides their families grants to afford the post-treatment care. “In some cases, the family often cannot buy medicine or has no money to take a bus for check-ups. If we save their lives, we should help them prosper and grow as well,” he says. Likewise, the programme also sponsors scholarships for heart surgery patients who are academically gifted.

Meanwhile, the Brighter Path programme extends this opportunity to girls from ethnic minority groups, who are often deprived of access to education. In order to truly break the cycle of poverty for them, the foundation ensures it follows through with graduates of the seven-year scholarship, who often go back to their villages to recreate the same opportunities for other youth.



1.

LEADING PHILANTHROPIC COLLABORATION

The foundation’s impact as it stands today has far exceeded what Mr. Lam initially planned. “When I first started, I wanted to help ten children. “The more you start to help them, the more you realise how little money it takes to save a life,” he says. It is not just the surgeries alone that make a difference. Necessary supplies such as pediatric crash carts and enhancing professional training in rural hospitals are just as beneficial in the long-term.

While his personal impact has been sizeable, Mr. Lam also wants to leverage collaborative philanthropy for more large-scale change. This is why the foundation was set up as separate from its corporate umbrella. He hoped that having it run more professionally would help more people come onboard to support the causes. “I wanted an organisation that was transparent because when people ask me how they can be assured that the money they give is going to the right place, I can tell them to check our reports”, he says.



2.

THE ULTIMATE GOAL

Collaborative philanthropy among local bodies, according to Mr. Lam, may still be a while away. A sense of giving back must still be instilled in the culture of the business ecosystem. While he continues to seek partners in his mission to build a stronger foundation for Vietnam, he strides determinedly towards another larger goal. He plans to delve deeper into addressing heart disease earlier through proper diagnosis and proper treatment.

What is the larger goal? In the next 10 years, no child in Vietnam should die from heart disease. ■



3.

1.
Don Lam visits children in Khanh Hoa, Vietnam.

2.
Heartbeat Vietnam celebrates its 6,000th successful heart surgery.

3.
Don Lam visits children at the Tam Duc Hospital.

Lam Nguyen-Phuong — *Vietnam*



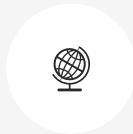
‘The guiding principle (in philanthropy) should be to realise that all beings are one, and if you achieve that, you can help other people to be more aware as well.’



ORGANISATION
Ashoka, Endeavor



FOCUS AREA
Entrepreneurship



AREAS OF OPERATION
Asia

Driven by a firm belief in the power of social entrepreneurship to effect systemic change, Lam Nguyen-Phuong is channelling his philanthropic resources into supporting individuals and organisations across Asia who embody empathy as a core value.

JOURNEY INTO PHILANTHROPY

Lam Nguyen-Phuong has lived in many countries across the globe, each of which provided him with a unique perspective and set of experiences that have informed his opinion on philanthropy. Mr. Lam was born in Vietnam, which had widespread poverty at that time, however it was not until he moved to Brazil for secondary school and saw incredible levels of abject inequality and an extreme wealth gap firsthand that he became inspired to take action. As he went on to university in Europe, his awareness of the need to rectify injustice became stronger. Mr. Lam points out, “The worst part about the increasing inequality and decreasing social mobility in the world today is the hardening of the heart. This is the worst because people don’t care anymore. That to me is evil. To make a change, you need a transformed consciousness.”

Mr. Lam feels that the most effective approach to philanthropy is not about how much you give financially, but more about how much you enable yourself to understand the challenges and nuances of a society at the

citizen level, which inherently drives social inequality. This deepened understanding of social issues is necessary to unleash the power of systemic, philanthropic action.

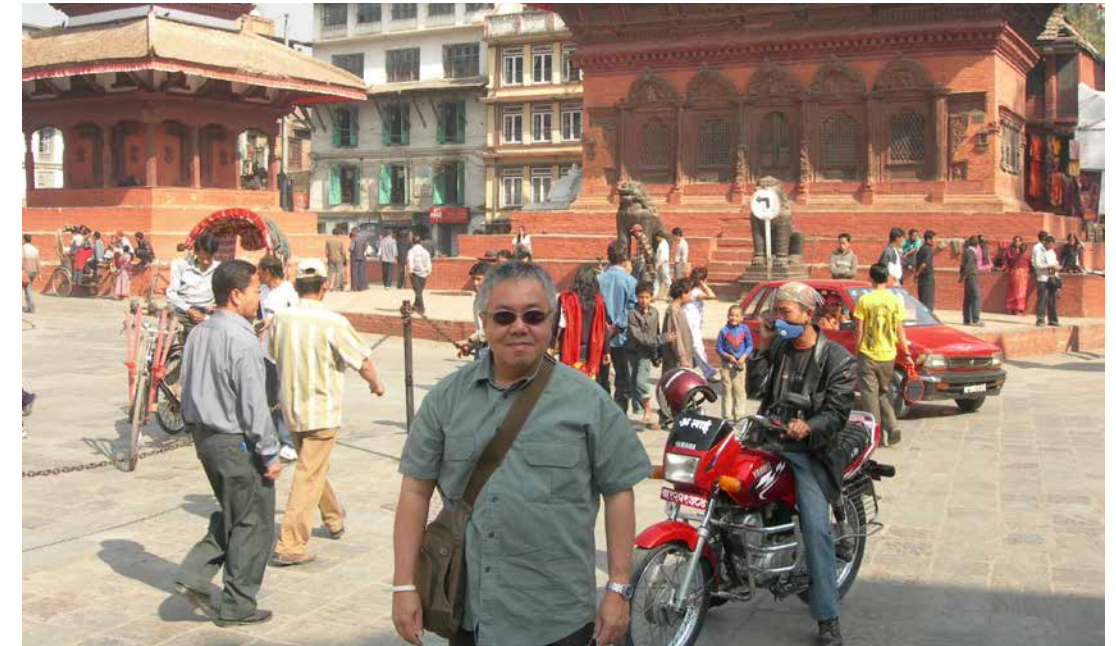
EMPATHY UNLOCKING THE POWER OF PHILANTHROPY

Mr. Lam's reflections on his philanthropic journey have led him to understand that philanthropy is about recognising and listening to others in order to find the most effective opportunity to make an impact.

As Mr. Lam states, "Philanthropy and empathy must go hand in hand, or else you are simply helping yourself – you do it in order to feel better." To deepen his engagement in the sector, Mr. Lam uses his skills and experiences to give himself as a person to causes he is passionate about. Otherwise, he feels that he is losing the core value of being philanthropic. While Mr. Lam does not feel any particular social issue is more important than others, he has identified working to find and support social entrepreneurs as a key lever to ensuring innovative and impactful social change in any field.

CHANGING SOCIETY THROUGH ENTREPRENEURSHIP AND INNOVATION

This approach of utilising empathy as a key driver of change has helped Mr. Lam to identify entrepreneurs with innovative approaches as some of the most successful individuals in solving social problems. Mr. Lam feels that many entrepreneurs embody a selfless, empathic, genuine, and generous mindset that is critical to creating social change. He also sees social entrepreneurs as the architects behind systemic shifts in society, creating the most forward thinking and impactful solutions to inequality. Mr. Lam approaches giving and involvement not only by supporting individual projects, but also by supporting organisations such as Ashoka and Endeavor who act as an intermediary between high-impact entrepreneurs and givers. The reason behind supporting organisations like these two is that they select individuals whom he feels embody his own personal views on systemic social change.



This enables Mr. Lam to reach the highest level of sustainable impact possible, whilst simultaneously unlocking extensive innovation. He sees social entrepreneurs as very powerful individuals who embody the qualities he values in his own philanthropic giving, as he finds them to be human-centred with an empathetic approach to social change. At the same time, Mr. Lam also supports organisations that help refugees and victims of human trafficking, as he feels blatant injustice needs to be rectified in any way possible. ■

"JUST DO IT, BUT DO IT WHOLEHEARTEDLY AND DON'T JUST FOLLOW THE RITUALS."

— Lam Nguyen-Phuong on how aspiring philanthropists should approach their journey.

ACKNOWLEDGEMENTS

ASEAN IMPACT 25
EDITION 2018

As we turn the final page of Asia Philanthropy Circle's first ASEAN Impact 25 Catalogue, we would like to extend our deepest gratitude to all those who helped bring this project together.

Firstly, to all the philanthropists who took the time to share their inspiring stories with us: Belinda Tanoto, Chea Serey, Cherie Nursalim, David Zuellig, Don Lam, Fernando Zobel De Ayala, Grace Tan Caktiong, Harald Link, Tan Sri Dato'Seri Dr. Jeffrey Cheah AO, Kathleen Chew, Keith Chua, Lam Nguyen-Phuong, Laurence Lien, Manuel V. Pangilinan, Mary Ann Tsao, Mien R. Uno, Pengiran Dr. Hj Mohd Yakub Pg Hj Othman, Phaichit Konepathoum, Dr. Tahir, Teddy Rachmat, Teng Ngiek Lian, Thippaporn Ahriyavraromp, Vichien Phongsathorn, Victor Hartono and Yin Myo Su.

Secondly, to all the individuals who made these interviews possible and helped coordinate all the required materials to make each profile come to life: Aldo Joson, Alexander Wai Weng , Arif Rachmat , Catherine Lim , Chanyapat "Miki" Yothathammasit, Cheryl from Ayala Foundation, Christina Alberto, Christine Haryanto , Doris Low, Dorothy Lim, Edilbert T.Dungo, Elvina Lee Poh Jade, Esther Heng, Felicia Hanitio, Felicia Tang, Gabriel Lim, Gyneneth Tan-Murphy, Hannah Collins, Jane Fonda Lokanata, Jane Poh, Jessie Marie Pascua, Jonathan Tahir, Lee Poh Wah, Leonardo Cortez, Madeleine Lee, Marisa Vongpusanachai, Ng Songwah, Noudhy Valdryno, Oranee Thongyai, Pengiran Anak Ja'afar bin Al-Marhum Pengiran Pemancha Pengiran Anak Haji Muhammad Alam, Phung Thi Xuan Hanh , Piers Grimley Evans, Piyanit Khwanphulsri, Rajesh Varghese, Raman Narayanan, Sasinan Allmand, Samantha Lee, Sebastien Perret, Shiao Wei, Sirina Hervy, Sophal Chea, Sumitra Pasupathy, Suryani Indahsari, Wendy Lim, Wit Sootaranun, Yap Shi Han, and Yupaporn Prempakdee.

Last but certainly not the least, to everyone who helped us scout for philanthropists and reach out to others, including the ASEAN Social Impact Awards committee; Winston Yien and Tan Chee King from the Singapore Ministry of Foreign Affairs; and the Singapore missions to Brunei Darussalam, Lao PDR, Kingdom of Cambodia, and Vietnam; and APC's friends and partners.

About Us

Asia Philanthropy Circle (APC) is a membership-based platform for philanthropists to exchange, coordinate and collaborate, to advance a better Asia. Founded in 2015 by philanthropists for philanthropists, the mission is to accelerate private action for the public good by addressing systemic challenges through collaborative philanthropy. APC believes that strategic and engaged philanthropists can be the change agents needed to address Asia's social challenges. To do so, APC acts as a convenor, capability builder, advocate and catalyst for action. Specifically, APC is action-biased through joint projects amongst its members, builds members' capabilities through exchange and connection to best practices, and advocates for the development of the philanthropy ecosystem in the region.

APC is a registered charity headquartered in Singapore.

For more information, please visit www.asiaphilanthropycircle.org.



ASIA
PHILANTHROPY
CIRCLE