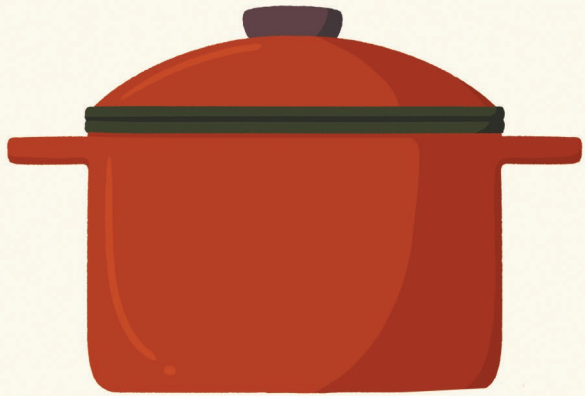




The Flavours of Giving

Annual Giving Report 2022

SUSS
SINGAPORE UNIVERSITY
OF SOCIAL SCIENCES



OUR SUPPORTERS

(Organisations)

#
365 Cancer Prevention Society

A
Aastar Trading Pte Ltd
ACCA Singapore Pte Ltd
Accounting & Corporate Regulatory Authority
Acton Law LLC
ADDP Architects LLP
Aegis Building & Engineering Pte Ltd
Allgreen Properties Limited
Anderco Pte Ltd
Angkasa Kargo Pte Ltd
Arcadis Singapore Pte Ltd
Asia Philanthropy Circle Ltd
Assembled Private Limited
Association for Early Childhood Educators (Singapore)

B
Baey Kim Swee & Co Pte Ltd
BDO Tax Advisory Pte Ltd
Beosin Technology Pte Ltd
BinjaiTree
Biosynergy Packaging Pte Ltd
Building & Construction Authority
Building and Estate Management Alumni, NUS

C
CAIA Association Singapore Office Ltd
CapitalLand Investment Limited
Cengage Learning Asia Pte Ltd
CFA Society Singapore
CGS-CIMB Securities (S) Pte Ltd
Chang Cheng Mee Wah Food Ind Pte Ltd
Characterist LLC
Chinese Language and Culture Fund
Chip Eng Seng Corporation Ltd
Chou Sing Chu Foundation
CIMA Singapore Pte Ltd
CIVIC Legal LLC
Copyright Licensing & Administration Society of Singapore
Cortina Watch Pte Ltd
CoSeClinic Services Pte Ltd
CPA Australia Ltd

D
D.S. Lee Foundation
Deloitte & Touche LLP
Dentons Rodyk & Davidson LLP
DKT Business Services Pte Ltd
Dou Yee International Pte Ltd
Drew & Napier LLC

E
Edmond Pereira Law Corporation
EM Services Pte Ltd
Engelin Teh Practice LLC
Ensign InfoSecurity (Cybersecurity) Pte Ltd
Ernst & Young LLP
Estate of Irene Tan Liang Kheng
Estate of Wong Lan Eng
Eu Capital Pte Ltd

F
FEU International Pte Ltd
Financial Planning Association of Singapore

G
Focus Law Asia LLC
Foo Kon Tan LLP
Frank Tan Research Associates
Fujitsu Asia Pte Ltd
Futu Singapore Pte Ltd

G
Genesis Law Corporation
Gerontological Society - ALMS
GIC Private Limited
Glocom Marketing Pte Ltd
Gloria James-Civetta & Co
Golden Village Multiplex Pte Ltd

H
Harry Elias Partnership LLP
Henry Luce Foundation
Hill & Knowlton (SEA) Pte Ltd
Ho Bee Foundation
Holywell Foundation Limited
Hong Leong Foundation
Human Capital (Singapore) Pte Ltd
Hwa Luck Investments Pte Ltd
Hybrionic Pte Ltd

I
IIL Asia Pte Ltd
Infocomm Media Development Authority
Institute of Materials (E Asia)
Institute of Singapore Chartered Accountants
Integrated Health Plans Pte Ltd
Intellectual Property Office of Singapore
International Facility Management Association (Singapore Chapter)
International Property Advisor Pte Ltd
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J
Jada Art Gallery
JCCI Singapore Foundation Limited
JCS-Echigo Pte Ltd
Jones Lang Lasalle Property Consultants Pte Ltd
Judicial and Legal Officers' Association

K
K&L Gates Straits Law LLC
KCTEX International Ltd
Kim Seng Heng Engineering Construction (Pte) Ltd
Kimly Construction Pte Ltd
KPMG LLP
Kuok (Singapore) Limited
Kwan Im Thong Hood Cho Temple

L
Lam Chuan Construction Pte Ltd
Lee Foundation
Lembaga Biasiswa Kenangan Maulud
Leonian Singapore Pte Ltd
Lexcompass LLC
LGT Bank (Singapore) Ltd
LHL International Pte Ltd
Lian Huat & Company Private Limited
Li-Ho Holdings (Private) Limited
Lim Yee Tee Memorial Fund
Lorong Koo Chye Sheng Hong Temple Association

M
Manulife Investment Management (Singapore) Pte

Ltd
Mapletree Investments Pte Ltd
Marketing Asia
McGraw-Hill Education (Singapore) Pte Ltd
Meitoto Pte Ltd
Millenia Private Limited
Mitsubishi Electric Asia Pte Ltd
MKM Car Leasing Pte Ltd
Modern Montessori International Pte Ltd
MV Credit Pte Ltd
MY World Preschool

N
Nam Leong Co Pte Ltd
National Council of Social Service
National Heritage Board
NCS Pte Ltd
Nexia TS Pte Ltd
NTUC Fairprice Foundation Ltd
NTUC First Campus Co-operative Ltd
NTUC Income
Nunchi Marine Pte Ltd

O
Obayashi Singapore Private Limited
Octava Foundation
Ong Teng Cheong Labour Leadership Institute
Oracle Corporation Singapore Pte Ltd
OSIS Partners Pte Ltd
Oversea-Chinese Banking Corporation Limited

P
PAP Community Foundation
Paragon Capital Management Singapore Private Limited
Pavilion Capital International Pte Ltd
Pei Hwa Foundation Limited
PICO Art International Pte Ltd
PKF-CAP LLP
Planworth Global Factoring (S'pore) Pte Ltd
Plymouth International Pte Ltd
Poh Tiong Choon Logistics Limited
Porta Pumper Pte Ltd
PricewaterhouseCoopers LLP

Q
QQCK Foundation
Quantedge Foundation (Singapore) Ltd

R
R.E. Law LLC
Rachel Low LLC
Raffles Quay Asset Management Pte Ltd
Rajah & Tann Singapore LLP
Regenosis Pte Ltd
Rose Marie Khoo Foundation
Rotary Club of Singapore East
RSM Chio Lim LLP
RSTN Consulting Pte Ltd

S
S M Jaleel Foundation
S R Nathan Education Upliftment Fund
SAGE Publications Asia-Pacific Pte Ltd
SAS Institute Pte Ltd
SC Wong Law Chambers LLC
Scanteak
Schroder Investment Management (Singapore) Ltd
Serangoon Broadway Studio & Bridal Place
Sift Analytics Group Pte Ltd
Sim Foundation
SIM People Development Fund Limited
Singapore Institute of Management Pte Ltd
Singapore Institute of Surveyors & Valuers

Singapore Leong Khay Huay Kuan
Singapore Link Sciences Pte Ltd
Singapore Logistics Association
Singapore Press Holdings Ltd
Singapore Tamil Teachers' Union
Singapore Technologies Engineering Electronics Ltd
SingEx Holdings Pte Ltd
Society of Project Managers
Spirit of Enterprise
Sri Vinayaka Exports Pte Ltd
ST Engineering Aerospace Ltd
Sunray Woodcraft Construction Pte Ltd
SymAsia Foundation Limited
Synergy Financial Advisers Pte Ltd

T
Tableau Asia Pacific Pte Ltd
Taipei Business Association in Singapore
Taipei Representative Office in Singapore
Takasago International (Singapore) Pte Ltd
Tamil Language and Cultural Society
Tamil Language Council
Tan Chin Tuan Foundation
Taylor & Francis Asia Pacific
Temasek Foundation
Thatz International Pte Ltd
The Community Foundation of Singapore
The Gallup Organization (Singapore) Pte Ltd
The Head Foundation
The Institution of Engineers, Singapore
The Masonic Charitable Fund
The Ngee Ann Kongsi
The UK Online Giving Foundation
The Write Connection Pte Ltd
Times Publishing Group
Tiong Seng Contractors Pte Ltd
Tote Board
Tower Transit Singapore Pte Ltd
Trans Eurokars Pte Ltd
Tulsi Ong Trust

U
UCORP Holdings Pte Ltd
Union Casket Pte Ltd

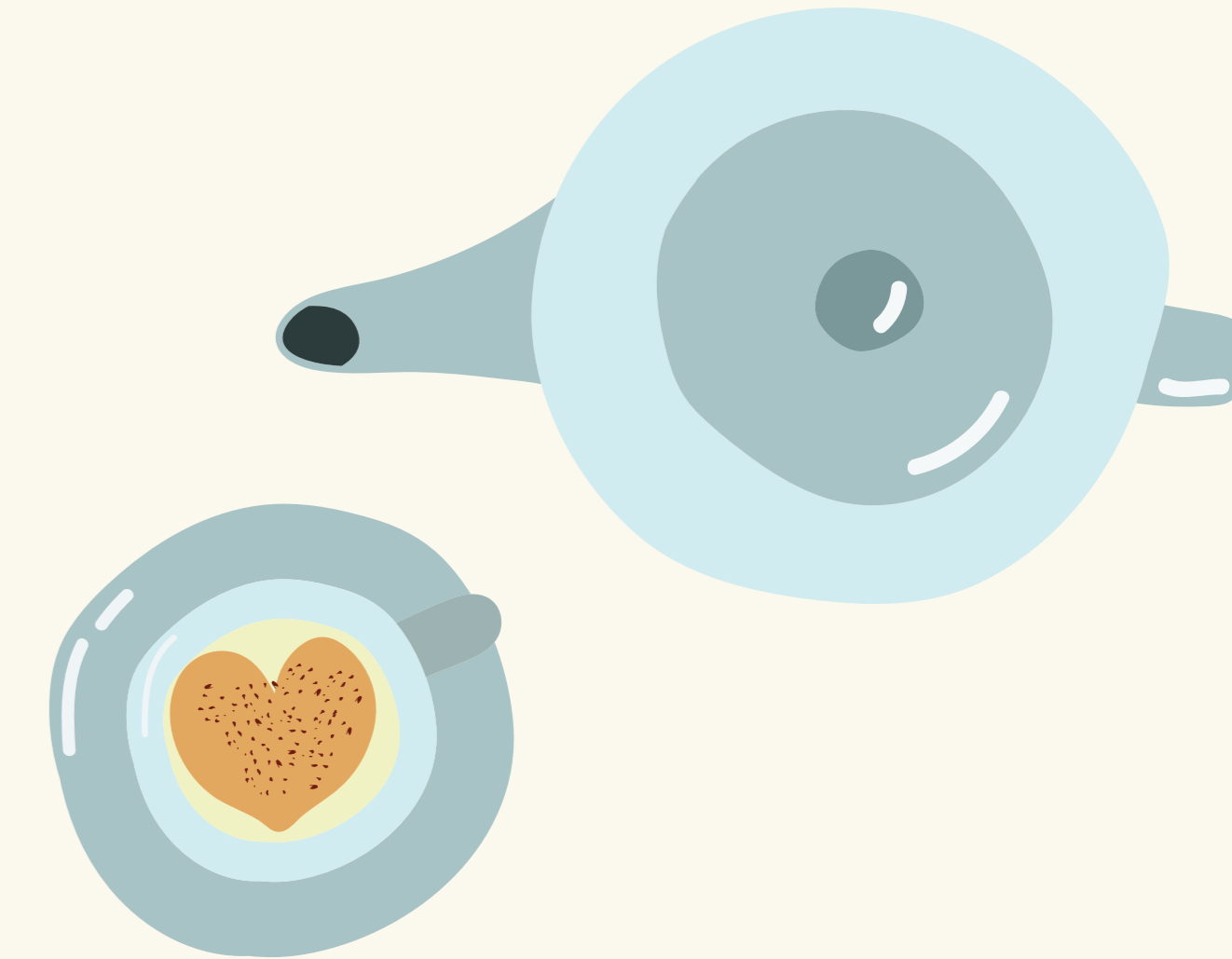
W
Wee Hur Holdings Ltd
Withers KhattarWong LLP
Woh Hup (Private) Limited

Y
Yangzheng Foundation

Z
Zu-Lin Temple Association

Names appear in alphabetical order by given name or surname in the format used by donors when making the gift. Every attempt has been made to ensure the accuracy and completeness of the list of donors. Some donors wish to remain anonymous. Should there be an error, please accept our sincere apologies and contact us to rectify our records.

Inspiring stories of students overcoming the odds to thrive and succeed, and finding their passion and confidence at SUSS. This year's cookbook-themed Annual Giving Report is a showcase of grit and resilience, and a reminder that the key to a flavourful, fulfilling life is one made up of diverse experiences. Just as different ingredients come together to create a satisfying and nourishing meal, each donation by our supporters is a crucial piece of the recipe that enables our students to reach for the stars. Join us as we go on a kitchen tour, where you will get to savour different stories and, along the way, even pick up a cooking tip or two. We hope you will enjoy The Flavours of Giving.



OUR SUPPORTERS

TABLE OF CONTENTS



08

**President's
Message:**
The Warm Basket
of Giving

10

**Year in
Review:**
Nourishing Hope

12

**The Melting
Pot of Giving:**
Efforts and
Endeavours that
Build Community

26

**The Wok
of Love:**
Grants and
Awards that
Encourage and
Motivate

42

**Layers of
Learning:**
Initiatives and
Programmes
that Uplift and
Empower

58

**How You Can
Help:**
The Right Brew

The Warm Basket of Giving



One of the silver linings of the pandemic dark cloud is the heightened interest in cooking — home-cooking to be precise — and the proliferation of self-made domestic chefs. It is a result of necessity as food joints were closed, so one had to get food delivered, make meals at home or go hungry. Cooking is a creative activity, so doable as many would have discovered, and can be such a rewarding learning activity. It is one type of learning that is lifelong, applied and interesting because there are so many facets to it. And, it can be done individually or as a family or community.

It may come as little surprise, then, that we have chosen “Flavours of Giving” as the theme of this year’s annual giving report. The SUSS “kitchen” is a melting pot of students, faculty, staff, alumni, donors and beneficiaries. Thanks to their collective efforts, SUSS has made its mark as a leading university for social good.

What is our recipe for success? It boils down to people. Our benefactors and donors: your generosity has been a vital ingredient in providing the University with the resources it needs to enable students to find their passion, do well in it and fulfil their aspirations. Students: your talents and initiatives have given others a taste of the possibilities in a school where the spirit of learning thrives. Thank you, everyone, for your contributions.

Many of us will agree that the act of giving nourishes the soul.

I am pleased to share that the year 2022 has been an especially productive one for giving. We launched our inaugural SUSS Giving Day, which aims to get students fired up about contributing to society and kickstarting change, and staff to join them. We also furthered our mission to inspire lifelong learning, offering our diverse learners a wide range of programmes and opportunities. These include full-time programmes, part-time courses — which are an SUSS speciality — and many continuing education courses, some of which stack towards academic and professional qualifications. We want to do more and we can, with the help of our donors, benefactors and well-wishers like you.

It has been my privilege to serve as

President of SUSS for almost two decades. During this time, I have found it deeply satisfying to work alongside colleagues, students, benefactors and partners to grow the University from 1,500 students to more than 21,000 students yearly. The latter are hungry for knowledge and well-equipped to meet the demands of a changing world, and we can play a crucial, empowering part in their quest for learning and success.

As I hang up my apron, I would like to offer my heartfelt congratulations and support to my successor, Professor Tan Tai Yong. He brings a wealth of expertise, experience and *wok hei* to the role. With him at the helm, I am confident SUSS will be ready for what the future holds.

This report gives a taste of some of our achievements and milestones in 2022. I hope you will savour this journey as much as we did.

Post-pandemic, many have gone back to eating out and have hung up their aprons, too. I hope there are also a good many who have continued cooking and baking, and learning more recipes and tricks of the trade. I also hope that our supporters will keep giving to SUSS, and I look forward to your continued support in the years ahead.

Sincerely,
Professor Cheong Hee Kiat
 President Emeritus
 Singapore University of Social Sciences



Nourishing Hope

For many, 2022 was a year of hope. The COVID-19 situation had calmed down, and social distancing measures put in place during the pandemic were being eased. Life was gradually returning to campus. When SUSS launched its inaugural Giving Day and the Better Together Challenge, its students, alumni, faculty, staff and donors came together, united in their purpose of being agents of change. Everyone pitched in to help raise funds for causes that resonated with them.

On the back of the Giving Day, the University had raised more than \$9 million in 2022, a record-setting amount. The funds will go to supporting students, programmes and initiatives at SUSS, as well as to notable causes. The Better Together Challenge is an illustration of the strength of teamwork and the power of hope. It is proof that when we lift others, we rise too.

\$9,047,799
Raised to
support SUSS

1,466
Individual
donors

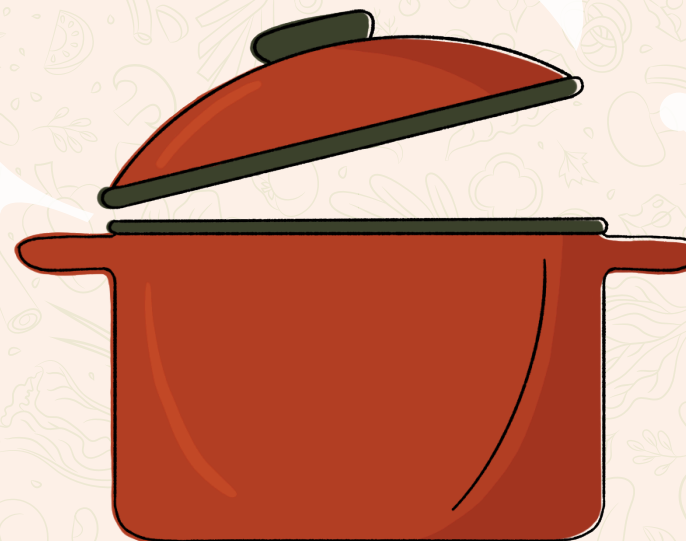
30
Recurring
donors

206
Corporate
donors

286
Staff
donors

545
New donors

95
New corporate
donors



THE MELTING POT OF GIVING

Efforts and endeavours that build community



The hot pot is a merry ritual of cooking, eating and socialising around a bubbling pot of broth. Every ingredient makes a difference, be it the morsels of chicken, chunks of mushrooms or layers of cabbage leaves. Each adds to the flavour of the soup.

Read about how SUSS faculty, students, staff and alumni came together to contribute to the community. Each gave in their own unique and creative ways, yet together, their efforts made a significant impact. This is the beauty of giving, just like the broth of the hot pot where diverse flavours blend together into a nourishing bowl of goodness.

Doing “Better” Together for Giving Day

For SUSS' inaugural Giving Day, students, staff and faculty members and alumni were encouraged to become agents of change and raise funds to support causes and programmes that they care about.

As a seasoned hobbyist baker, Ms. Ivy Chua, Assistant Manager at the Office of the President, enjoys creating delectable bakes and sharing them with her friends, family and colleagues.

When a colleague suggested that she run a bake sale for SUSS' Better Together Challenge, a fundraising effort organised as part of the University's inaugural Giving Day 2022, Ms. Chua thought: Why not?

And she did one better. She invited Professor Cheong Hee Kiat, the then president of SUSS, and her fellow colleague, Mr. Benny Wong, Senior Officer at the Office of the President, to join her to launch the Better Together bake sale, the name a play on the Better Together Challenge. She would focus on the bakes, while the two would help with deliveries, hand-delivering the goodies to staff of SUSS and the Institute for Adult Learning.



The bake sale was one of many fundraising initiatives of Giving Day 2022, which aimed to get the SUSS community thinking about how they could do their part to uplift communities around them. Students, staff, faculty members and alumni were encouraged to start their own fundraising initiatives to give to causes they resonated with. Be it going on a hike, putting up a performance or organising a bake sale, they had a free hand in deciding how they wanted to go about raising funds, and decide which fund to support at SUSS.

In line with SUSS' vision to be a leading university for social good, a portion of all the funds raised was channelled towards the President's Challenge, as well as social service agency AWWA, SUSS' adopted charity.

When the Better Together Challenge wrapped up on 19 August 2022, a total of \$81,714 had been raised from 375 donors, well above the \$60,000 target the University had set for itself. The University also raised more than half a million dollars in total for its first Giving Day, which included a charity golf event. Moving forward, Giving Day will be an annual tradition for SUSS.

As the SUSS community gathered for their Giving Day Wrap Party, Prof. Cheong took the chance to express his gratitude for the support showed by students, staff, alumni and faculty. “There is strength in numbers. Never underestimate what you – together with your colleagues and students – can do, when you are united in a shared purpose to empower others.”

“There is strength in numbers. Never underestimate what you – together with your colleagues and students – can do, when you are united in a shared purpose to empower others.”

- Professor Cheong Hee Kiat



Ms Ivy Chua (left) partnered Professor Cheong Hee Kiat (right) to run a bake sale to raise funds for the Better Together Challenge.



At the Giving Day Wrap Party, the audience was treated to exciting performances from various interest groups.

Giving Day: A Smorgasbord of Ideas

Be it organising a games café, going on a round-island trek or putting up a saxophone performance, the SUSS community got creative for charity, thinking up novel ways to raise funds for SUSS' causes and programmes that resonated with them.

Getai Sax Challenge

Professor Koh Hian Chye put up an eight-song saxophone performance titled *The Last Mischief* on 30 June 2022 in support of the C3 Mental Health Assessment Fund. The performance was a poignant one for it was also Prof. Koh's last day at SUSS. The Director of Business Intelligence and Analytics was retiring after spending 16 years in the University. The performance by Prof. Koh was staged jointly with Associate Professor Lim Wei Ying, Deputy Dean of Experiential Learning and Director of the Teaching and Learning Centre; Associate Professor Gabriel Gervais, Director of Online Learning; and Associate Professor Guan Chong, Director at the Centre of Continuing and Professional Education.

SBIZ Better Together Challenge

SUSS' School of Business, or SBIZ, organised a series of activities and games to raise funds for the SBIZ Student Support Fund. Donations to the SBIZ Student Support Fund go towards enhancing the quality of education and learning experience for students in the School of Business. Among the games was a baby photo guessing contest where, for \$5, participants could try their hand at matching faculty members from SBIZ with their baby photos.

Professor Koh Hian Chye (second from right) staged a saxophone performance jointly with Associate Professor Guan Chong (first from left), Associate Professor Lim Wei Ying (second from left) and Associate Professor Gabriel Gervais (first from right).

Student SUcCeSS Centre Better Together Challenge

A group of 45 staff from the Student SUcCeSS Centre (formerly known as the Centre for Experiential Learning) decided to commemorate SUSS' 17th anniversary by putting themselves to three challenges: to collectively hike 170km, cycle for another 170km, and complete 1,700 minutes of indoor exercises. Their goal was to support the SUSS Student Care Fund, which provides contingency financial grants for students facing sudden or immediate financial hardship arising from unexpected family and life situations.

Dance as One, Grow as One

Founded in 2020, Dance(x) is a student-led dance interest group that features three genres: contemporary dance, hip-hop and Korean-pop dance. Its members include both experienced and novice dancers. Dance(x) participated in the Better Together Challenge to raise funds, as well as publicise its activities to the student community to encourage those interested in dancing to join the group.



Dance(x) raising funds at the Better Together Challenge.

Games are Better Together

The SUSS Music Interest Group organised a games café to gather people to game for good. The café offered a variety of games, including board games and card games, as well as games played on Xbox 360 and Nintendo Switch. For \$12, a donor would get two hours of gaming time, as well as two snacks and two drinks. A donation of \$22 would get the donor a full day of unlimited gaming, as well as five snacks and five drinks.

Gig Economy Gives Back

Mr. Jason Tan, a final-year marketing student at SUSS, gave back to the community not just with a fundraising campaign, but also by volunteering his skills. Jason, who is also a freelance emcee, was the host of the Giving Day Wrap Party. He also led a fundraising effort named the Gig Economy Gives Back, to encourage fellow freelance workers to give back to the community and take part in a good cause.



Challengers who participated in the SUSS Better Together Challenge gathering for a group photo.

Giving is his Cup of "Tee"

As an entrepreneur, Adjunct Professor Mark Poh knows well that success does not come easy. It often takes many helping hands.



Adjunct Professor Mark Poh receiving a token of appreciation from Minister of State for Trade and Industry and Culture, Community and Youth, Ms. Low Yen Ling.

The road to success is hardly a straightforward one. The journey is often filled with stumbling blocks and setbacks. Adjunct Professor Mark Poh knows this well. In the early days of building up the family's steel and hardware business, Nam Leong Co Private Limited, Prof. Poh worked hard to get word about the business out, spending his days meeting contacts and increasing sales opportunities.

The business that started out in 1958 providing sanitary wares and bathroom accessories is now a leading supplier of carbon steel pipes, fittings, valves and structural steel for the building, marine, offshore and shipbuilding industries. Prof. Poh, who worked his way up from the bottom, is today the managing director of Nam Leong.

GOLFING FOR GOOD

On 4 August 2022, golfers gathered at the tranquil Laguna National Golf Resort Club on the eastern end of Singapore to pit their skills against one another in a tournament. But there was no unfriendly competition, only friendly rivalry. After all, everyone was united in their purpose to do good and raise funds to support financially disadvantaged students. The event got off to a roaring start, raising a total of \$500,000. The funds have already been channelled to various causes, including the President's Challenge, as well as study grants for financially disadvantaged students.

“A simple act of giving can have a positive impact on another's life, and create change in a community. This is why I am encouraged to give.”

- Adjunct Professor Mark Poh

But ask Prof. Poh about success and he will say that success cannot be accomplished alone. While tenacity and perseverance are important qualities that will help individuals find success, equally crucial is the presence of a strong community.

Prof. Poh was among the participants of SUSS' inaugural charity golf event held in August 2022.

To commemorate the launch of the golf event, Prof. Poh also established the Nam Leong Co Pte Ltd Study Grant, which will support two students every year in perpetuity.

“We are all social creatures. We each have our own unique communities around us, supporting us in various aspects of our lives,” he said. “It is only with the support of these communities that people can achieve success. This is why it is important to contribute to others' pathways towards success too.”

For his efforts, Prof. Poh was presented a token of appreciation from Ms. Low Yen Ling, Minister of State for the Ministry of Culture, Community and Youth and Ministry of Trade and Industry, who was the guest of honour at the event.

And support can come in many ways and forms, be it giving opportune advice, or lending financial help to someone when they need it.

“I'm glad to be able to play a part in providing support to SUSS students through the event,” he said. “I hope to create a cycle of giving where everyone in the community helps one another.”

“A simple act of giving can have a positive impact on another's life, and create change in a community. This is why I am encouraged to give,” he added.

hot pot AT HOME A how-to GUIDE

STEP ONE: START WITH THE BROTH

1. Pour chicken broth or water into a large pot
2. Bring to a boil, then add in chicken bones
3. Add red dates and scallion stalks into the pot
4. Sprinkle some salt, sugar and pepper
5. Bring the broth to a boil again. Simmer for two hours
6. Strain the stock and transfer it to the hot pot

The Seasons of Giving

Since young, Professor Patrick H M Loh was taught to offer a helping hand to those who need it. Today, he continues to play an active role in building and strengthening the SUSS community.



Professor Patrick H M Loh

Professor Patrick H M Loh did not grow up wealthy. Like many from this generation, his parents emphasised education and the values of hard work and dedication. They saw education as a social leveller – a way for Prof. Loh and his siblings to move up the socio-economic ladder, in spite of their circumstances.

And a point they always stressed was that when one finds themselves in a better place in life, one must never forget to help others who need a helping hand.

“My parents taught us to study diligently, work hard and be successful so that we could help ourselves, our relatives and our neighbours who may not have been so fortunate,” said Prof. Loh, Honorary Professor in the Office of the President.

“The values of helping and giving within our means have been the hallmarks in all of my adult life.”

“Be it through taking the time to volunteer, making donations, or creating new initiatives, it is important to play your part and help the community grow in any way that you can.”

- Professor Patrick Loh

So when SUSS organised its first ever charity golf event last year, it was no surprise that Prof. Loh, who also heads the University’s Executive Management Programme (EMP), was among the first few to put up his hand for it. “It was the first time SUSS was hosting such an event. I wanted to support the cause and be a part of this meaningful initiative.”

Prof. Loh also rallied his colleagues and students from the EMP to join in the charity golf event.

“Be it through taking the time to volunteer, making donations, or creating new initiatives, it is important to play your part and help the community grow in any way that you can,” he said. “Every effort for the good of the community, no matter big or small, is an act of giving. I believe everyone has a part to play.”

The event was also meaningful for Prof. Loh on a personal level. Having been an educator for many years, he feels a special affinity with students. It was also for this reason that he established a study grant to support students in SUSS, and continues to support various funds at the University.

“It is always a nice feeling to give back to the community,” he said.

STEP TWO: PREP MEATS AND SEAFOOD

- 1. Beef brisket
- 2. Short rib
- 3. Pork belly
- 4. Lamb shoulder
- 5. Boneless chicken thigh
- 6. Codfish slices
- 7. Prawns
- 8. Scallops
- 9. Fish balls and squid balls

Love is her Secret Ingredient

Going back to school after a five-year break meant Ms. Siti Norlela had to make multiple adjustments to her lifestyle, all while juggling the commitments of work and family.



Ms. Siti Norlela with her parents at her graduation ceremony.

For most people, balancing a marriage, two jobs, and a university course would be an impossible act. But for Ms. Siti Norlela, this was her reality for four years. Though she knew it would not be a cakewalk, especially after a five-year break away from campus life, Siti took the plunge regardless of the challenge. Armed with a polytechnic diploma in accountancy, she decided to pursue a part-time degree, also in accountancy, in 2018.

“After a five-year hiatus from the education system, I needed to push myself to hit another milestone and keep up with changes in my professional landscape,” she said. As a full-time accountant at a Korean energy firm after her polytechnic studies, Siti knew first-hand the demands of the industry. She also worked as a part-time tutor for several hours a week, coaching a student who was preparing for her Primary School Leaving Examinations.

The road to graduation was a rocky one as she juggled multiple commitments. “I am not the sort to miss classes or do poorly in my studies, so I had to schedule my work and personal life around school,” she said. “With assignments, meeting deadlines and making time for my family, it was hard.”

“I knew I could do it, especially with my husband being my number one supporter. Seeing my husband and family being proud of me during my convocation warmed my heart – I’d fulfilled this journey with love.”

- Ms. Siti Norlela

STEP THREE: ADD IN THE GREENS



HARNESSING THE POWER OF DATA IN ACCOUNTING

With the rapid rise of big data, professional accountants today are expected to not just be competent in financial and management reporting. They also need to extract meaningful insights from large volumes of data. This is why SUSS partnered the Institute of Singapore Chartered Accountants (ISCA) to launch the ISCA-SUSS Business Analytics Certification programme, to encourage individuals to deepen their skills in the field of data analytics.

Now in its fifth year, offerings under the programme consists of advanced courses from SUSS' accountancy degree programme, such as predictive modelling, statistical methods and business forecasting. Learners who have completed three courses will be presented with the ISCA-SUSS Certificate in Business Analytics, while those who have completed eight courses will attain the ISCA-SUSS Specialist Certificate in Business Analytics.

Siti's hard work paid off when she received the ISCA Silver Award from the Institute of Singapore Chartered Accountants (ISCA), which rewards the top three students of each graduating cohort. “It's surreal to win such recognition from ISCA,” she said. “It was my highest point of 2022. I've made it, despite everything.”

She has since landed a job leading the human resources and finance department in a healthcare company. The support from her family, she says, is her secret sauce. “I knew I could do it, especially with my husband being my number one supporter. Seeing my husband and family being proud of me during my convocation warmed my heart – I'd fulfilled this journey with love.”

The Delightful Flavours of Sharing Joy

The donors behind the Light of Wisdom Fund hope to cultivate compassion, loving-kindness and wisdom in the recipients.

There is great joy to be felt when people give and share freely, and see their gifts helping to better the lives of others. That joy is multiplied several times when the act of giving is done unconditionally, where there is no expectation to receive something in return.

It is for this reason that people may choose to donate anonymously. They feel deep joy when giving generously, yet they also prefer to preserve their privacy, contented in knowing that their donations will be put to good use.

This was how the Light of Wisdom Fund was established. The fund offers deserving undergraduates with financial needs a bond-free study grant that is given out each semester. The donors have chosen to remain anonymous to the recipients.

What is known is that these donors are devout Buddhists. The fund name is itself a reference to Buddhist teachings, meant to encourage the recipients to pursue excellence in their journey. It is the hope of the donors that as the students grow and

SHINING THE LIGHT OF WISDOM

Established by devout Buddhists who prefer to remain anonymous, the Light of Wisdom Fund supports up to six financially disadvantaged students annually and in perpetuity. The donors hope recipients can cultivate compassion, loving-kindness and wisdom in themselves and others, for the benefit of all sentient beings.

I am thankful to SUSS for providing me with financial support, and I hope that I can also give back some day.

- Jane

learn, they can use what they have learnt to better the lives of others too.

Among the recipients of the Light of Wisdom Fund is Jane (not her real name). The final-year student, who is pursuing a Bachelor of Science in Marketing, has declined to use her real name due to the health issues she is currently facing.

The study grant has helped to ease the financial pressures on Jane's family, shining a light of hope at a time of darkness.

"There were many challenges I faced during my time in SUSS, due to my health issues," she said.

"However, I am really thankful to all the donors for helping me with this study grant. It has helped lessen the financial burden on my parents, who are paying for my school fees as well as my hospital bills."

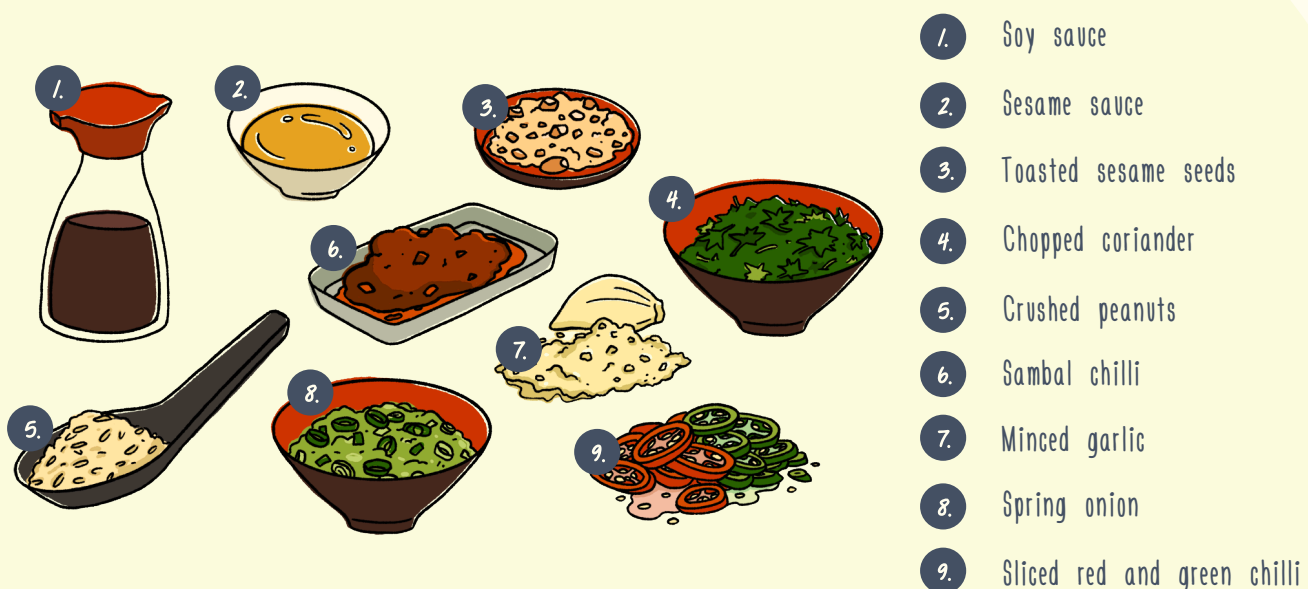
Her time in SUSS was largely impacted by COVID-19 and her medical ailments. Apart from managing her health, she was not able to attend in-person classes and spend time with her schoolmates. But there were bright spots.

"One of my happier times in SUSS was spent with my schoolmates. We competed in a marketing challenge, and our group won first runner-up. It was a fun experience and I learnt a lot working alongside my friends," she said.

Despite the challenges, her experience in SUSS has moulded her to be a more perceptive person. "SUSS changed and impacted me as a person. I've seen myself grow over the years, compared to my polytechnic days. My critical thinking skills have improved, and I am now able to better at time management and working with different people in a group."

"I am thankful to SUSS for providing me with financial support, and I hope that I can also give back some day," she added.

STEP FOUR: HAVE FUN MIXING THE DIPPING SAUCES





THE WOK OF LOVE

Grants and awards that encourage and motivate

The wok-cooked fried rice can be prepared with just about any ingredient and seasoning. Fancy some spice? Add some *sambal*. Want it sweet and tangy? Chop up the pineapple slices. It is a dish that transforms simple ingredients into complex flavours.

At SUSS, various types of study grants and awards funded by donors provide our learners with the support they need to fly higher and go further. Inspired by the selfless giving of donors, our students have paid kindness forward. Find out how they have gone on to impact change at the workplace and in the community. Like the fried rice that is full of potential and possibilities, every learner who walks through the doors of SUSS has the opportunity to shine and be the best versions of themselves.

Feeding his Appetite for Business

Mr. Lim Shi Jie stood out as one of the older students in the Business Analytics programme. But over time, he found a supportive community of friends.



Mr. Lim Shi Jie

When Mr. Lim Shi Jie enrolled in SUSS' full-time degree programme in Business Analytics, he stood out as one of the older students, and struggled to connect with his fellow course mates. He had attained two diplomas before enrolling in university, and was slightly older than his peers.

"There was a generation gap when I worked with the younger students. Their opinions differed from mine," said the final-year student.

But over time, he connected with his classmates. The friendship and mutual support helped him thrive in class.

"It took me some time to blend in and understand their perspectives. As time went on, I started talking to my classmates and made new friends along the way. This helped me both academically and socially. I found myself working in a collaborative environment with them and excelling together," said Shi Jie, a recipient of the Glocom Marketing Study Award.

SHAPING A BETTER SOCIETY

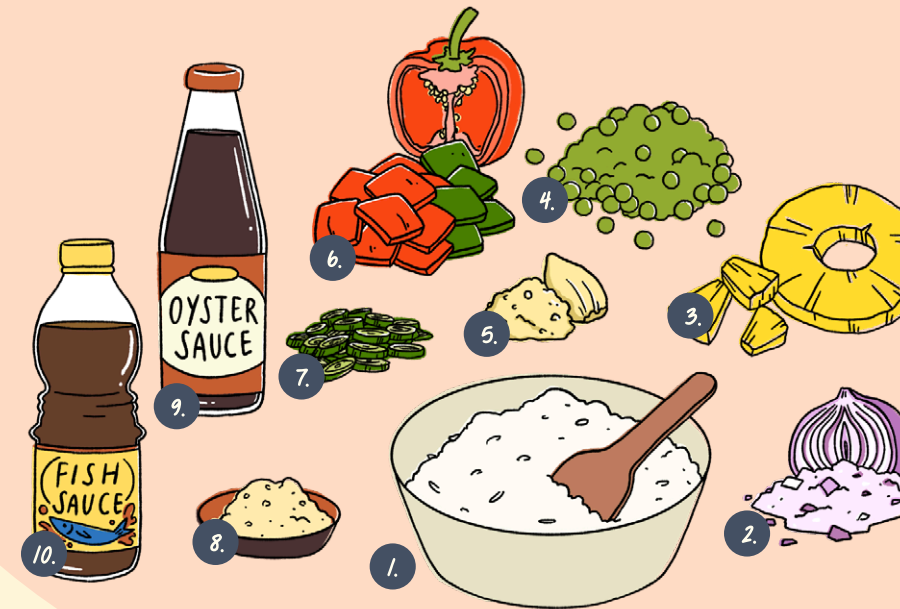
The Glocom Marketing Study Awards are given annually to full-time undergraduates for up to four years. Valued at \$3,000 per year, recipients are eligible for the awards annually till the end of their candidature. The inaugural awards were presented in 2022, and aim to benefit up to 50 students per year.

For Mr. Soo Ye Wah of engineering solutions firm Glocom Marketing, the donations are also a step towards building a more equitable society. "A good society is one with good social mobility, where students can improve their quality of life and the standard of living of their family through education," he said.

"We contribute a bit and do our part with the hope of giving students the opportunity to succeed."

PIQUANT pineapple fried rice IN 20 minutes

A DELICIOUS AND NOURISHING MEAL THAT YOU CAN WHIP UP QUICKLY



1. 3 cups of cooked rice
(Pro tip: Use leftover rice for better texture)
2. Half an onion, finely diced
3. Pineapple slices, 1.5 cups
4. Peas, half a cup
5. Minced garlic, 2 cloves
6. Chopped bell peppers, one cup
7. Sliced green onions, half a cup
8. Sugar, a dash
9. Oyster sauce, one tablespoon
10. Fish sauce, 1.5 tablespoons

The desire to expand his horizons was also what led Shi Jie to participate in various school programmes.

As a freshman, he took part in SUSS' Overseas Experiential Team-building programme, where students go abroad to develop self-awareness, community mindedness and environmental consciousness.

He travelled to Shenzhen, China, visited businesses and companies, tried his hand at cultural activities such as cloth crafting and farming, and made local friends.

"Not many universities provide students with the opportunity to travel during their first year, so (this trip) left a big impression on me," he said.

He also served as the President of the student-led Business Analytics Interest Group in 2020, just as the COVID-19 pandemic struck. Still,

in that one-year stint, he managed to organise virtual networking sessions for members, including a virtual orientation programme for newcomers to the Business Analytics programme. He is also a member of the Class Giving Committee 2023, raising funds for underprivileged students in SUSS.

Shi Jie is now working at an international bank while completing his final year of study under SUSS' Work-Study Degree programme. The initiative allows full-time students in selected programmes to work while they study, with their workplace experience earning course credits that count towards their degree programme. They will also earn a stipend during the period.

The experience in the bank has opened Shi Jie's mind to digital innovations in banking and helped him build meaningful workplace connections.

"I aspire to continue working in the finance industry as a digital sales analyst," he said.

The Sweet Taste of Success

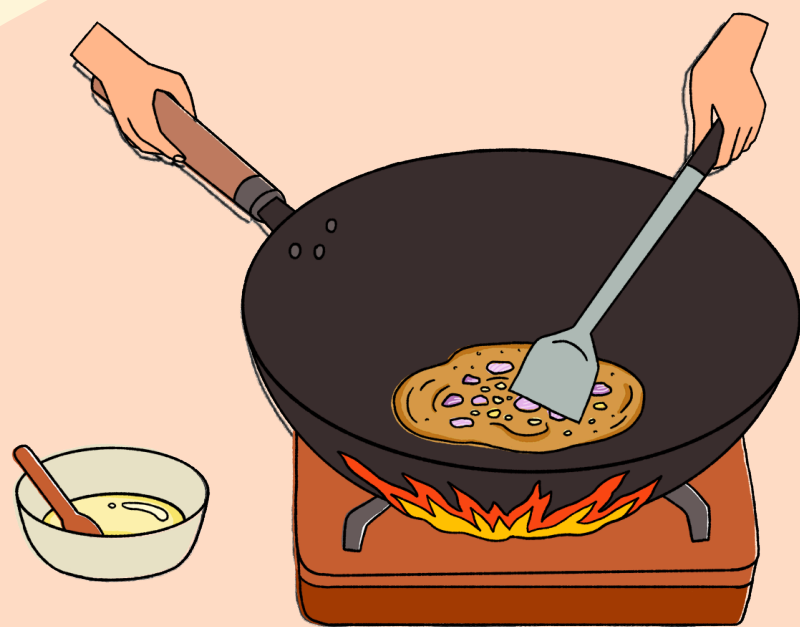
Since young, Mr. Justin Foo harboured hopes of being an accountant, just like his father. He is now fulfilling that dream.



Mr. Justin Foo

Inspired by his father, Mr. Justin Foo had always dreamt of becoming an accountant. He saw the job as one that would protect public interests, while helping companies comply with corporate regulations.

Having set his goal early, he began his journey towards his passion at a young age. When the time came to choose between a junior college and polytechnic route at the end of his secondary school education, he picked the latter so he could start learning the ropes earlier. By then, he already had his eyes set on SUSS' Bachelor of Accountancy programme.



Crank up the heat, add a little oil to a large wok and cook the garlic and onion for a minute.

Use a well-seasoned wok so that your ingredients will cook quickly and evenly.

AN INVESTMENT INTO THE FUTURE

The BDO Award in Taxation, which awards the top graduating accounting student across three taxation courses, is BDO Singapore's way of investing into the future. By supporting students in their education journey, there is a higher chance these students will succeed in achieving their dreams and developing their full potential, said Mr. Frankie Chia, Managing Partner at BDO Singapore.

"We hope these students have the opportunity to shape their own lives, build a better future for themselves and contribute to the lives of others," he said.

It was in this spirit that BDO Singapore donated \$50,000 to SUSS in September 2022 to establish the BDO Jubilee Study Grant. The grant will provide financial support to full-time students from low-income backgrounds to pursue their bachelor's degrees.

"We hope the award's impact is multiplied and felt in our wider community and society," added Mr. Chia.



He kept his foot on the pedal even after enrolling in his ideal school and programme in 2018.

His hard work and determination paid off when he graduated top of his class in 2022. It earned him the BDO Award in Taxation, given to the top graduating accounting student in three courses – Introduction to Income Tax, Taxation of Companies and Partnerships, and International Taxation and Tax Planning.

The four other accountancy awards he picked up added to the sweet taste of success. He was offered jobs at the Big Four accounting firms even before graduation and is now a corporate tax agent at PwC Singapore.

Justin might have realised his dream of becoming an accountant, but that only marks the start of a new chapter in his life. Spurred on by the BDO Award in Taxation, he is working towards his next big goal.

"Winning the award means a lot to me. Now I dare to dream big that one day, I will be made a partner in one of the Big Four accounting firms," he said. "I will continue to work hard, give my best and commit to work towards that goal."

Talent, diligence and perseverance – it is clear that Justin boasts all the vital ingredients of success.

“Winning the award means a lot to me. Now I dare to dream big.”

- Mr. Justin Foo

The Welcoming Aroma of Home

EM Services is turning to innovative technology to enhance its services while making towns more comfortable, sustainable and liveable.

In fast-paced Singapore, it can be easy to overlook the details that make the city vibrant and liveable: the timely manner in which public areas are cleaned; the green spaces that enliven both the environment and the moods of people in the community; and the facilities such as lamps, lifts and linkways that are well-maintained.

EM Services, the leading township manager in Singapore, knows well that it is precisely these attributes that count in building a comfortable town that nurtures a sense of belonging among its residents. Both the hard and soft services matter — it is equally important to stay on top of infrastructural tasks such as the maintenance of equipment and facilities, as it is to have one's ear on the ground, collating feedback and improving services to enhance the comfort and safety of residents.

"Our aim is to serve residents and create a better community where they can live, work, play and learn happily, by providing them with reliable infrastructure and soft services to meet their needs," said Mr. Tony Khoo, Chief Executive Officer of EM Services.



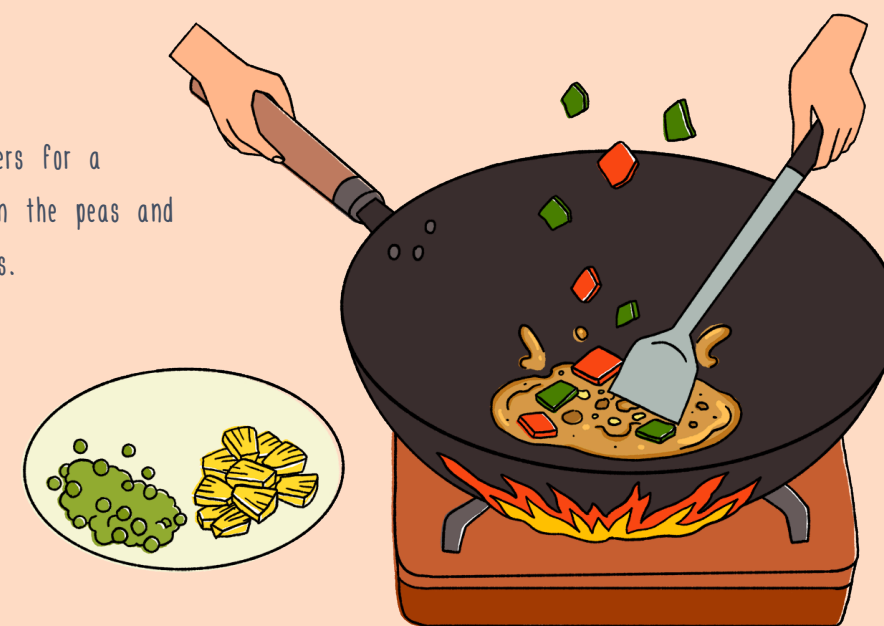
Mr. Tony Khoo

EMSERVICES

“We are serving residents from all walks of life, and helping to build a harmonious society. It is not just a job, but a service to our country.”

- Mr. Tony Khoo

Cook the bell peppers for a minute, then add in the peas and cook for 30 seconds.



With nine Town Councils and 600,000 Housing and Development Board residential units under its charge, EM Services is constantly looking to build a talent pipeline. It is doing so through the EM Services Facilities Management Achievement Award and the EM Services Township Management Achievement Award. The awards are presented to the top graduating students specialising in Facilities Management and Township Management under the Bachelor of Science in Facilities Management.

"The awards recognise the achievements of students, but it is also a talent hunt for us to look for people interested to join the industry," Mr. Khoo said.

"Facility management is a critical industry for Singapore. Apart from managing, maintaining and enhancing properties, facility managers ensure the assets of property and building functions are built according to their design, while keeping an eye on comfort and safety."

But the industry faces an image problem. Some still perceive the work of managing facilities and towns as boring, said Mr. Khoo. "The industry is seen as unrewarding due to the slow adoption of technology," he noted.

Things are changing. As Singapore moves to meet its green goals, ensuring that towns, buildings and facilities are managed in a smart, eco-friendly and sustainable way will only grow in importance. The use of cutting-edge tools such as sensor technology, drones and artificial intelligence to deliver more efficient and reliable services will be more commonplace.

"Those who think that this work is not attractive should change their minds because there is immense opportunity as the industry undergoes digital transformation," he said.

"We are serving residents from all walks of life, and helping to build a harmonious society. It is not just a job, but a service to our country."

Chicken Soup for the Social Worker's Soul

Around the world, mental health issues are on the rise. Ms. Nurhidayah hopes to use her knowledge and skills to support individuals with mental health conditions.



Ms. Nurhidayah

Ms. Nurhidayah remembers vividly her first visit to an old folks' home as a primary school pupil. Clad in a Red Cross shirt, she had gone there as part of her co-curricular activity with her teachers and schoolmates, and enjoyed chatting and playing card games with the seniors.

What began as a fun experience grew to become a passion in serving the community. She went on to take part in various volunteering opportunities, including spending seven years as a youth volunteer at Ghufuran Mosque, the largest mosque in Singapore. Eager to gain industry experience, she joined the social services sector straight upon graduating from polytechnic. Over the years, she has been employed at a children's home, a family service centre, the Ministry of Social and Family Development, advocacy group Action for Aids, and preschool operator NTUC First Campus.

SHINING A SPOTLIGHT ON MENTAL HEALTH

A survey conducted by the Ministry of Health found that 13.4 per cent of Singaporeans had poor mental health in 2021, up from the 12.5 per cent in 2017. The study also found that young adults aged between 18 and 29 had the highest proportion of poor mental health at 21.5 per cent.

While the COVID-19 pandemic significantly impacted the mental health of Singaporeans, it is also an opportunity to drive awareness of mental health and ramp up resources and support. The Temasek Foundation Study Awards aim to encourage more people to join the mental health and social work sectors, and inspire those in the field to upskill themselves.

“The study award lifted the financial stress and allowed me to focus solely on completing my studies.”

- Ms. Nurhidayah

When the time came in 2015 to pick a university course, her choice was a no-brainer: SUSS' Bachelor of Social Work programme. The part-time degree course would allow her to pursue her passion for social work, while giving her more time and opportunities to gain industry experience during her free time.

“It might sound cliché, but I want to help those in need in whatever way I can and hopefully create change in the community, no matter how small,” she explained.

For her commitment to social work, she was awarded the Temasek Foundation Study Award which fully covered her tuition fees.

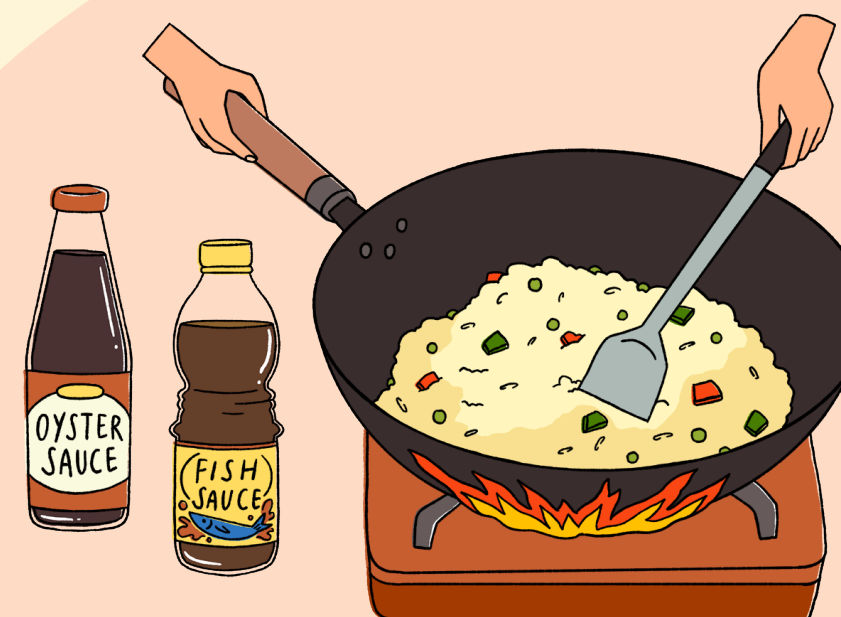
The award aims to encourage more Singaporeans to choose careers in the mental

health and social service sectors to address Singapore's rapidly ageing population and increasing prevalence of mental health issues.

Expressing her gratitude to Temasek Foundation, she said: “The study award lifted the financial stress and allowed me to focus solely on completing my studies.”

As her journey with SUSS comes to an end, Nurhidayah wants to focus on working with vulnerable families and individuals facing mental health challenges upon graduation.

“I will continue to learn and grow personally and professionally, so that I can contribute to those in need in Singapore and, in future, outside of Singapore too.”



Add in the rice, and stir in the oyster sauce, fish sauce and sugar. Keep stirring to ensure the rice grains are coated with the sauces. Do a taste test to ensure the dish is seasoned to your liking. Cook for 2 minutes.

The Vital Ingredients in Social Work

Inspired by the social service organisations that helped her family, Ms. Danielle Chee Muk hopes to do the same for others. She has a soft spot for children, and wants to create a society that will help children thrive.

Coming from a humble background, Ms. Danielle Chee Muk recalls how social service agencies came to her family's help when they met with challenges in life. The experience not only built empathy and resilience in her, but also fuelled her desire to pursue social work as a career.

"Doing social work is one way I can give back to society," said Danielle.

To fulfil her desire of helping others, she is pursuing a Bachelor of Social Work with a Minor in Special Education at SUSS, where she has been granted the Lee Foundation Study Award. The award is given to full-time students with financial needs and good academic and co-curricular activities records.

Her natural affinity for working with people makes her a good match for social work. "Being a people-oriented person, I was drawn to the field as I would be able to interact with others while bringing a positive impact to them," said the third-year student.

To Danielle, the community outreach projects that form part of her coursework have been the highlight of her SUSS journey. She has participated in three such programmes so far, which focus on children. One works with low-income families while the other two involve children with special needs.

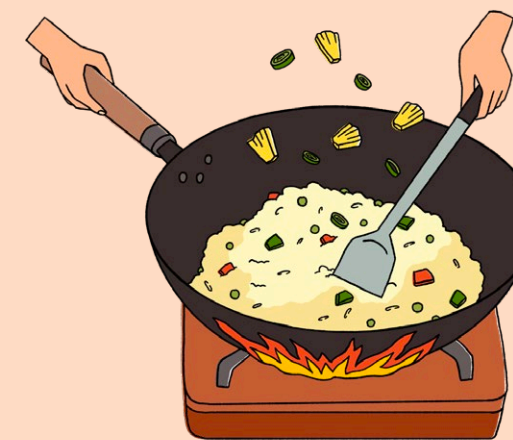


Ms. Danielle Chee Muk

"I've always been drawn to working with children and I believe that a good environment is crucial to their development."

- Ms. Danielle Chee Muk

Add the pineapple slices and stir for 30 seconds. Then stir in the green onions.



•• LEVELLING THE PLAYING FIELD ••

The Lee Foundation Study Award, established by the Lee Foundation, provides financial aid to deserving full-time undergraduates with a Gross Monthly Household Per Capita Income (PCI) of less than \$1,000. Valued at \$2,000, it is open to all new students with good academic record, and current students who have made progress in their academic programme. Recipients do not need to serve a bond but are expected to maintain satisfactory academic progress.

Lee Foundation, founded by late rubber tycoon Lee Kong Chian in 1952, is a leading philanthropic institution in Singapore. The foundation supports various causes, including education, medical research and community service.

During her stint with NannyPro, a social enterprise that provides caregiving services for families, she took part in a respite programme to help look after special needs children, so their parents could have a break or focus on other responsibilities. This could be having some time alone to recharge, or time to spend time with their other children who may feel neglected as the caregiving for a special needs child often takes up most of the parents' emotional energy.

"It was a fulfilling experience. The parents trusted us to be with their children alone," said Danielle, adding that she observed parents to be more well-rested after each session. "We could see that parents were grateful that their child was well taken care of, while they took a short break."

Similarly, she gained hands-on experience in interacting with special needs children through Project Colours, a community initiative by SUSS students to raise funds for special education social service organisation Rainbow Centre.

"With the increase in the number of children being assessed with special needs, there is a need for more people who are equipped with the skills to create a conducive learning environment for them," said Danielle, who has a soft spot for children.

"I've always been drawn to working with children and I believe that a good environment is crucial to their development," she added.

The Lee Foundation Study Award has helped smoothen her own learning journey by lightening her financial burden. She used to work part-time during the school term and holidays to cover her school fees. With the study award, she can now direct more energy to her schoolwork.

With the knowledge and skills from her time at SUSS, Danielle has a clear idea of what she plans to do when she graduates. "I hope to work in an organisation that enables me to help individuals who have fallen through the cracks of society, and to protect the vulnerable."

Work and Study? Not Too Hot to Handle

Mr. Goh Zhi Wei is a full-time employee by day, and an accounting student by night. It is a delicate balancing act, but with determination, discipline and some help from SUSS, he is coping well.

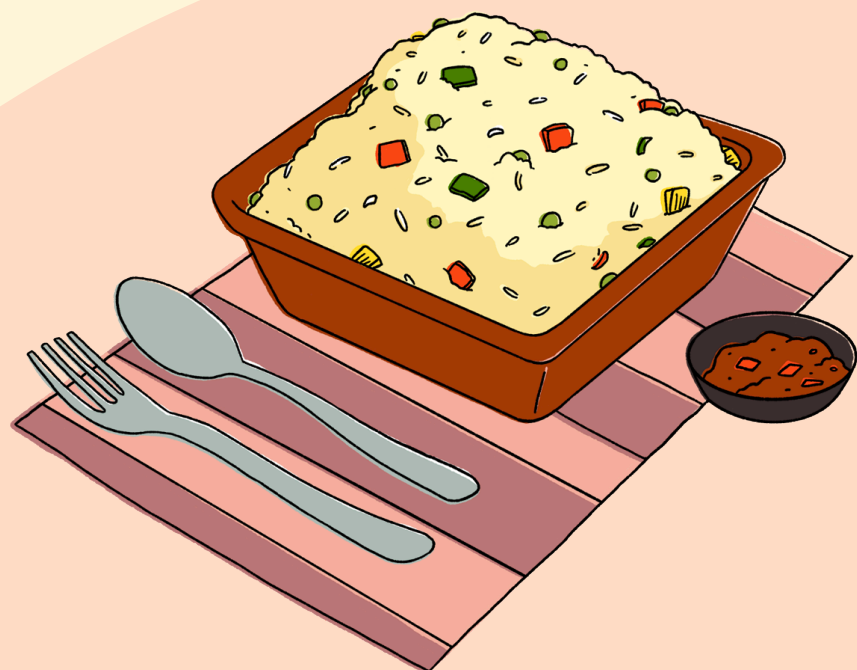


Mr. Goh Zhi Wei

It is not unheard of for undergraduate students to take on a part-time job in their free time to earn some pocket money. But Mr. Goh Zhi Wei turned this equation the other way round, and opted to pursue a part-time degree while holding on to a full-time job. The reason is an admirable one – the first-year student wants to work to pay for his degree himself, so that his parents will not have to shoulder this responsibility.

“My family is not wealthy enough to support my university education,” he said. But with determination, discipline and some planning, things are working out for Zhi Wei.

Set on studying at SUSS, Zhi Wei decided to use his two years of National Service (NS) to build up his education



And it is time to eat!
Tuck in to this tasty
and healthy meal that is
loaded with veggies.

GIVING ACCOUNTANCY STUDENTS A LEG UP

In her younger days, Ms. Ng Liew Peng struggled to fork out \$600 to pay for her school fees in university. Her family was not well-to-do and did not have cash to spare. But Ms. Ng did not give up. She set up a business selling womenswear, and spent her free time purchasing fabric and designing apparel. The clothes, sewn by a team of housewives whom she had recruited, were then sold to retailers. This entrepreneurial streak helped her to get through her university days, but came with a trade-off. “I was not able to focus on my studies, and I missed out on enjoying varsity life,” she said.

This was a key reason why Ms. Ng, who runs accounting firm Ng Liew Peng & Co, established the Ng Liew Peng Study Grants. Valued at \$1,000 for full-time students and \$500 for part-time students, the grants are given to financially disadvantaged students from the Bachelor of Accountancy programme. “With this grant, I hope to assist students from poor financial backgrounds by enabling them to concentrate on their studies and enjoy varsity life.”

She also hopes the grants will help strengthen the accountancy landscape in Singapore. “The government aims to make Singapore a financial hub. This is achievable only if Singapore has a strong accounting profession.”

fund, putting aside \$500 each month. By the time he completed his military training, he had accumulated a decent sum. “I managed to save part of my allowance to get myself a new laptop and also pay off my tuition fees for the first year,” he said.

The financial pressure eased when he received the Ng Liew Peng Study Grant, which took care of a portion of the school fees. This allowed Zhi Wei to contribute more towards the household bills. “I also have some spare cash now to get myself something I like from time to time, like a cup of bubble tea.”

Zhi Wei, who is now working in auditing firm PwC Singapore, is looking forward to applying the accounting concepts learnt in school to his day job.

But for now, a key lesson he has learnt is the importance of time management. “It’s tough to work and study at the same time. I need to manage my time better, know when to stop work, and plan my travelling time (to get to school) before class starts.”

A Recipe for Kindness

Ms. Bairavanathan Deepa had always loved the Tamil language. At SUSS, she found the courage to be a writer and teacher.



Ms. Bairavanathan Deepa

It was her affinity for the Tamil language that drew Ms. Bairavanathan Deepa to SUSS. She had always loved the Tamil language, and enrolled in the University's Tamil Language and Literature programme in 2018 to pursue her passion.

She excelled there, emerging as the top student in various courses in the programme. To top it off, she did it while caring for her children.

"I had to overcome many challenges. I had to take care of my family while studying and working, help my children with schoolwork as they had exams too, and juggle household responsibilities," she said.

A PASSION FOR TAMIL CULTURE

The Bachelor of Arts in Tamil Language and Literature at SUSS is the first and only degree of its kind in Singapore. The curriculum is jointly developed by SUSS and language scholars from the state of Tamil Nadu in India, with content localised and integrated into various courses to ensure relevance for learners in Singapore.

Mr. S Palaniappan, who established the Adaikkammai Palaniappan Abiraame Jewellers Tamil Literature Achievement Award, is passionate about sparking interest in Tamil culture. "Students have a strong responsibility towards society. One of the ways to contribute to society is by keeping alive worthy traditions and heritage, which includes one's own language and literature."



But the years she spent in SUSS were well worth it. At SUSS, she honed her writing skills and began writing literary articles for Tamil magazines. SUSS also brought her to her next destination: the National Institute of Education, where she would train to become a Tamil language teacher.

"I joined SUSS in 2018 with a passion for the Tamil language, and dreams of becoming a teacher. I achieved my goal after studying at SUSS. It has transformed me to be a better writer and teacher," she said.

Her academic achievements at SUSS earned her the Adaikkammai Palaniappan Abiraame Jewellers Tamil Literature Achievement Award established by Mr. S Palaniappan, founder of jewellery shop Abiraame Jewellers. The award

helped Deepa to pay for her tuition fees, alleviating the financial burden of pursuing a degree while raising her young children.

The support and encouragement she received from the award has inspired her to pay it forward.

She is now volunteering to help freshmen in the Tamil Language and Literature programme adapt to school life.

She was also a member of the Class Giving 2022 committee last year. The committee raised funds to establish the Class of 2022 Study Grants, which aim to provide financial aid to SUSS students in perpetuity. Deepa has personally contributed to the fundraising initiative too. "I wanted to contribute back to SUSS so that other students can benefit, like I have," she said.

"I wanted to contribute back to SUSS so that other students can benefit, like I have."

- Ms. Bairavanathan Deepa

The best part about making fried rice is that you can use any vegetables or meat you have in the fridge. It's a great dish for using up any leftovers.

The next time you make fried rice, try to make it differently - with meats, olives or even kimchi. Chances are, it will still taste great!



LAYERS OF LEARNING

Initiatives and programmes that uplift and empower

The ingredients needed to prepare kueh lapis, the well-loved layered cake that is tasty in both steamed and baked versions, are simple. But the process is laborious as each layer is painstakingly and meticulously handmade, steamed or baked to perfection. Details matter too — the types of flour used and the way the batter is poured over each layer.

Like the layers of the kueh lapis, the programmes and initiatives offered at SUSS are thoughtfully curated to ensure learners receive a holistic and well-rounded experience. Read more about the new lecture series that SUSS is starting to groom a new generation of thoughtful, savvy and socially-conscious thinkers, and the support systems in place that empower students to reach their potential, regardless of their starting points in life.



An Appetite for a Purposeful Life

As Singapore ages, the new Ngee Ann Kongsi Social Impact Hub at SUSS is developing programmes to help seniors live well and age well.



Ms. Valen Tan (right) founded Social Gifting to empower seniors and persons with special needs to build on their strengths and create exquisite handmade gifts.



In just 12 years' time, about a third of the population in Singapore will be over the age of 65, as birth rates fall and life expectancy increases. At SUSS, a new centre is developing programmes, initiatives and new tech tools to help people age gracefully.

Set up in 2022, the Ngee Ann Kongsi Social Impact Hub was started with a \$10 million gift from Teochew philanthropic organisation The Ngee Ann Kongsi. The Hub aims to strengthen the eldercare ecosystem in Singapore through a three-pronged approach:

- i. identify and support the development of new tech tools to support ageing
- ii. incubate new ventures by young and mid-career SUSS students that address current challenges in society, run innovation courses in gerontology entrepreneurship and offer a Minor programme in Social Entrepreneurship and Innovation
- iii. encourage seniors to connect and found start-ups to address the complex social issues faced by an ageing population, while providing them with resources and guidance from SUSS' Student Success Centre and the gerontology faculty at the S R Nathan School of Human Development

It is paramount that we as a society are ready to meet this silver wave, and build a more inclusive society that supports successful ageing.

- The Ngee Ann Kongsi

Said a spokesman for SUSS, "It is crucial to develop a model of care for an inclusive society for the elderly, to prevent physical and mental health deterioration. Encouraging a higher adoption rate of gerontechnology products can lead to a higher quality of life for the elderly and their caregivers."

Echoing the sentiment, The Ngee Ann Kongsi said that the society at large needs to be ready to support the needs of an ageing population. "It is paramount that we as a society are ready to meet this silver wave, and build a more inclusive society that supports successful ageing," it said.

The Ngee Ann Kongsi Social Impact Hub plays the crucial role of informing policies, bridging gaps in elderly outreach and initiatives, and building new frontiers in gerontechnology research and eldercare to enhance the quality of life and care for the elderly and their caregivers.

Some projects are starting to bear fruit. A non-profit social enterprise, Social Gifting, runs free crafting sessions for seniors who are living alone and persons with special needs. Set up by SUSS alumna Ms. Valen Tan, participants are guided to create handmade gifts which are then put up for sale. The project was one of six that received the inaugural Ngee Ann Kongsi – SUSS Social Impact Grant of \$25,000 in 2022.

A team from the SUSS Gerontology Student and Alumni Community is also helping to resettle the elderly residents of two rental blocks at Toa Payoh Lorong 5.

As the two housing blocks are slated to be demolished, about 400 households will need to move. The SUSS team, led by Associate Professor Carol Ma, Head of Gerontology, has been befriending the elderly and working with government agencies and community partners to help them move to their new homes.

At the launch of the Ngee Ann Kongsi Social Impact Hub, Professor Cheong Hee Kiat, then the President of SUSS, said the Hub will build an ecosystem to support seniors and the general social services sector. At the same time, he hopes students will develop soft skills such as empathy, tenacity, resilience, and the ability to learn and upgrade continually.

"We hope that SUSS will continue with its steadfast efforts in advancing the eldercare ecosystem," said the Ngee Ann Kongsi spokesman. "May we continue to touch and improve lives, and build a thriving age-inclusive Singapore."

STEAMED Kueh Papis A LABOUR OF Love

THE PROCESS OF MAKING STEAMED KUEH LAPIS IS A LABORIOUS ONE, BUT THIS TANTALISING SNACK IS SURE TO BE A CROWD FAVOURITE.



1. Boil water, sugar and *pandan* leaves in a pot till the sugar has dissolved. Remove the pot from the stove, discard the *pandan* leaves and stir in the coconut milk. Let the mixture cool. In the cooled mixture, mix tapioca flour and rice flour together and stir well to ensure there are no lumps.

New Places, Fresh Flavours

The summer of 2022 was a time of learning and discovery for Ms. Daphne Lim, who travelled to Berlin to learn more about urban planning, and see up close the challenges confronting urban neighbourhoods.

While browsing the different programmes offered by SUSS' Office of Global Programmes, Ms. Daphne Lim was intrigued by what Humboldt University of Berlin was offering for the summer. The programme, *Planning Economic and Urban Neighbourhoods in Transition*, aimed to examine the different challenges confronting urban neighbourhoods, such as migration, demographic changes and gentrification.

She was fascinated by the programme content and relished the chance to learn in one of the most prestigious universities in Europe.

"I wanted to learn more about European cities to have a better understanding of global affairs," said the third-year student.

As a student majoring in marketing with a minor in analytics, Daphne was more familiar with the concepts of consumer behaviour and marketing communications. The topics of urban planning and design were vastly different from what she was used to. So she took the plunge and applied for the SUSS LEAD Grant. In June 2022, she flew to Berlin to attend the summer programme.

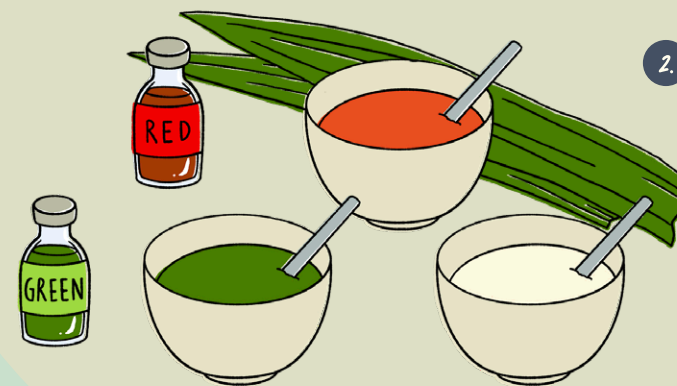


Ms. Daphne Lim

A TASTE OF NEW EXPERIENCES

The SUSS LEAD Grant provides funding for full-time students to pursue approved programmes organised by the Student Success Centre and the College of Interdisciplinary and Experiential Learning. The programmes must include aspects of leadership development, industry-readiness learning outcomes, and regional or international experience and exposure.

Apart from the Office of Global Programmes, programmes under the Office of Service-Learning and Community Engagement, Office of Student Life and the Career Development Office are also eligible for the grant. They include local and overseas community work, leadership development courses and overseas learning programmes.



2. Divide the mixture into three equal portions. Add 1 to 2 drops of food colouring to two of the portions, leaving the last one white. While red and green are the most commonly used colours, you can use any hues that you like.

The one month Daphne spent in Berlin was an exhilarating experience. Instead of attending tutorials in classrooms, lessons were conducted through walking tours. This unique mode of delivery allowed students to gain a deeper understanding of the issues that different neighbourhoods faced.

"We visited the Dong Xuan Centre, where immigrants gathered to buy and sell things in bulk. We also visited the different suburbs in Berlin on bicycles and public transport," she said.

She was struck by the similarities between Berlin and Singapore, as both cities had gone through significant redevelopment after the Second World War.

As part of the programme, Daphne also explored how tourism was evolving in Berlin, and gave a presentation to her fellow course mates on the new forms of tourism emerging in the city.

In her free time, she explored the museums, historical sites and markets in Berlin and learnt more about the city's traditions. While the language barrier proved challenging at times, she learnt to adapt and get by with some help from newfound friends.

"Prior to the trip, I'd only learnt German through a mobile language app, and only knew how to say 'please' and 'thank you'," said Daphne.

But a new friend from South Korea who spoke proficient German helped her out and took her around to different places of interest.

"Overall, I developed better interpersonal skills during this trip. It can be daunting being in a city where you are not well-versed in the main language," she said. "After the programme, I now know how to interact with people from different cultural backgrounds better. Different nationalities have different social norms, and it is important that we respect these norms."



Ms. Daphne Lim (centre) with friends she made from the summer programme at the Humboldt University of Berlin.

Catering to her Needs

As a deaf student, Ms. Rosalind Foo faced multiple challenges in her learning journey. But SUSS' SEN Support Fund supported her and empowered her to succeed.



Ms. Rosalind Foo

Growing up in Singapore with a hearing impairment, Ms. Rosalind Foo has long found ways to cope in the competitive education system. However, despite her efforts, pursuing a part-time Bachelor of Counselling (BCOU) degree at SUSS proved tough at times for her.

"It was very challenging to catch up with classes in the beginning," said Rosalind, who is able to lip-read.

The heavy content and workload added to her strain. At the same time, she was juggling a part-time job to reduce her family's financial burdens, and afford her health expenses.

"I had to work doubly hard to catch up in the weeks before exams," she said. Her difficulties were compounded during the

“With resilience and patience, I managed to overcome the issues. I believe that despite being deaf, my hearing peers and I are all the same.”

- Ms. Rosalind Foo

COVID-19 pandemic, when connection issues during home-based learning often led to her missing key points of her lessons.

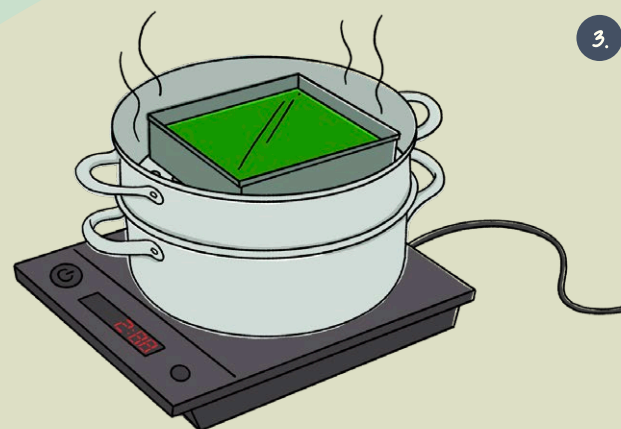
To help Rosalind overcome these challenges, SUSS provided closed captioning on Zoom lectures at her request. The Head of Programme for BCOU, Associate Professor Cecilia Soong, also checked in with her regularly to discuss her academic progress. For exams, she was given an extra 30 minutes to complete the exam papers.

Rosalind also reached out to the Singapore Association for the Deaf as well as private agencies for interpreting and note-taking services to support her learning. Such services allow her to catch up on information she had missed and clarify any doubts. But they were not free. The note-taking service from the Singapore Association for the Deaf cost about \$10 per

hour, while those from private agencies cost more. To foot these bills, she applied for and received a grant from the Special Education Needs (SEN) Support Fund, which greatly encouraged her.

Thanks to Rosalind's hard work and initiative in seeking help when needed, she is on track to graduate in 2023, and hopes to pursue a career in counselling. "With resilience and patience, I managed to overcome the issues. I believe that despite being deaf, my hearing peers and I are all the same," she said.

She is also thankful for the grant she received from the SEN Support Fund for supporting her learning journey, and hopes more people will benefit from it. "I hope every student with special needs will have access to different kinds of technology to make their lifelong learning journey easier."



3. Prep your cake pan by greasing all sides of it lightly. Heat up the pan by steaming it for 5 minutes. Once the pan is heated up, it is ready for the batter. Pour about 100ml of white batter into the cake pan and steam over medium heat for about 7 minutes, or until it is cooked. Your first layer is done.

ENSURING NO ONE IS LEFT BEHIND

The SEN Support Fund supports SUSS students with disabilities or special needs with financial assistance to obtain services and tools to support their learning. This includes assistive technology devices, funding for medical assessments, interpretation, live-captioning and note-taking assistance, as well as mobility devices and transportation support.

Stirred by Love for Social Work

Through her time at SUSS, Ms. Eileen Yong developed an appreciation and understanding of the importance of indirect social work, which focuses on bringing change through influencing systems, services and policies.

In her younger days, Ms. Eileen Yong served as a youth leader at her church, spending time with youth and journeying with them through the different seasons of their lives. She also volunteered as a tutor, providing free tuition to underprivileged children.

Despite the challenges, she found the experiences meaningful. “I’m generally curious about people and take interest in hearing about their life stories. I want to be a person who can bring comfort and strength to others.”

This desire to help others drew her to the Bachelor of Social Work programme. Through the work attachment opportunities, also known as practicums, she was introduced to the other aspects of social work that went beyond community work, such as research and stakeholder engagement.

Her first work practicum was with a social service office. Over three months, she conducted a research study on the impact of the COVID-19 pandemic on social work practice and social work professionals. “I had no prior experience conducting research and the learning curve was very steep. It was a gruelling experience, but I learnt to be comfortable with, and even enjoy, the research process,” she said.



Ms. Eileen Yong

DEVELOPING ALL-ROUNDED SOCIAL WORKERS

The Social Worker Heart Award is given to full-time and part-time Bachelor of Social Work students who display exemplary performance during their work attachment stints. Each award is valued at \$500, and given annually to four students.

“As a social worker, we have to appreciate each area of work, and where possible, expand our capacities in each of them to become a more well-rounded professional.”

- Ms. Eileen Yong

Her second stint took her to the Singapore Association of Social Workers (SASW), the national professional body representing social workers. The organisation aims to advance social work as a profession, and foster a higher standard of social work in Singapore. There, Eileen worked with various stakeholders to build up the competencies of social workers through learning forums and platforms.

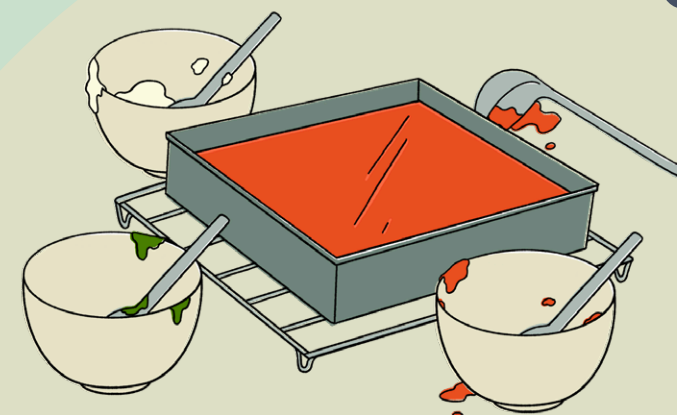
Both experiences exposed Eileen to different forms of indirect social work. Unlike casework, such indirect social work often involves minimal interaction with clients and takes place behind the scenes, but is crucial to effecting systemic changes in the community.

“At SASW, I had the opportunity to develop a macro perspective of the social services landscape and of social issues. I also came to appreciate the interaction between indirect social work and its eventual impact on clients in the long run,” she said.

“If I could sum up my entire practicum experience, I would say that every area of work in social services is important. Be it casework, group work, community work, research, or other forms of indirect work, they are imperative in uplifting the lives of our clients.”

For her dedication to social work, Eileen was presented with the Social Worker Heart Award. She graduated from SUSS in 2022 and is now a social worker at MINDS, working with children and young people with special needs.

“As a social worker, we have to appreciate each area of work, and where possible, expand our capacities in each of them to become a more well-rounded professional,” she said.



4. Repeat the procedure, alternating the colours of the batter each time. Repeat the steps until you have nine layers, or when the batter is used up. Steam the cake for 10 minutes. Remove the cake pan from the steamer and let it cool.

(Pro tip: Stir the batter each time before ladling it into the pan as flour tends to settle at the base. Ladle the batter into the cake pan very gently to avoid damaging the layers that are already done.)

Peer Support is the Magic Sauce

In his freshman days, Mr. Jairus Chan faced a steep learning curve adapting to the new demands of university life. But with help from his peers and support from the SIM People Development Fund, he powered through the challenges.



Mr. Jairus Chan

The transition to university was not an easy one for Mr. Jairus Chan. The accountancy undergraduate had to get used to SUSS' flipped classroom approach, where students go through course materials independently before attending classes and use the lesson time to practise what they have learnt and clear up doubts.

When Jairus progressed to the more advanced courses, he struggled to keep up with the readings, and faced issues with time management and burnout. As he had taken a bank loan to fund his undergraduate studies, he was also anxious about the loan repayment, which he would need to fulfil once he graduates.

But at SUSS, he found support and opportunity to help him thrive and grow. His peers in the accountancy programme guided him when he had problems with schoolwork.

"I met friends who were helpful and understanding, and who guided me when I struggled to understand certain concepts," said Jairus, who is now in his final year. "All of them have become good study buddies whom I can count on should I face any difficulties."

He also participated in the Overseas Experiential Teambuilding programme in his first year, which took him to Shenzhen, China. There, he visited farms and toured the offices of companies headquartered in the city.

The SIM People Development Fund (SIMPDF) Study Award that he received in 2022 was a huge boost of financial help. "The study award has put me in a better position after graduation," he said. "The amount I have received has helped to offset the pressure of repaying the bank loan after graduation."

He hopes to use the opportunities he has been given to develop skills to help him thrive in the workplace. To further his interest in taxation, Jairus hopes to sit for the professional papers to be an accredited tax practitioner.

"I hope to further improve myself and develop other skillsets that can propel my position within the tax industry."



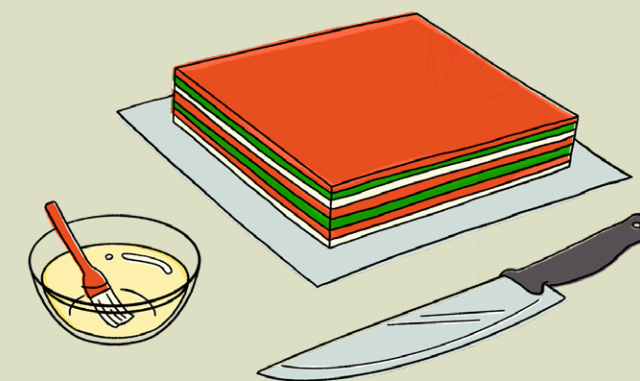
Mrs. Lim Hwee Hua, Chairman of SIMPDF, presenting the SIMPDF Study Award to Mr. Jairus Chan.

EMPOWERING GRADUATES AS THEY ENTER THE WORKFORCE

The SIM People Development Fund (SIMPDF) Study Awards provide financial assistance to needy and deserving students in the final year of their undergraduate studies, to encourage and empower them as they transition into the workplace. Each study award is valued at \$5,000 per academic year. The study awards aim to help Singaporeans access learning pathways and develop their skills, so that they can thrive through challenges in life.

Said Mrs. Lim Hwee Hua, Chairman of SIMPDF, "It is our wish that our recipients will become 'Ambassadors' who will pay it forward by inspiring hope and courage to others in similar challenging situations."

5. Ensure your *kueh lapis* has cooled completely - this can take 2 hours or more. Use a well-oiled spatula or knife to loosen the sides of the *kueh lapis* from the cake pan. Invert the pan over a piece of baking paper. Your *kueh lapis* is done! Brush the surface of the *kueh lapis* with a bit of oil to give it a glossy finish.



Fuelling the Next Generation of Chinese Studies Scholars

A new fund by SUSS, named after Professor Eddie Kuo, will support projects that aim to promote 'Cultural China'.



Professor Eddie Kuo speaking at the launch of the Eddie Kuo Fund for Chinese Studies.

Professor Eddie Kuo, Academic Advisor at SUSS, has spent much of his career researching and promoting local Chinese culture. His latest project is a book discussing the bilingual policy in Singapore, launched to mark the 10th anniversary of SUSS' Centre for Chinese Studies.

As a tribute to Prof. Kuo's work, SUSS has established the Eddie Kuo Fund for Chinese Studies to support projects led by SUSS stakeholders such as faculty members, staff, alumni and students, that aim to promote Chinese studies and culture.

Such projects can be public events, book publications, academic research, or invitations for visiting scholars. The fund will take in applications in June 2023. Results will be announced in August 2023. The first project supported by the fund is the translation for the book titled *Unity in Diversity: Language and Society in Singapore* that was launched to mark the 10th anniversary of SUSS' Centre for Chinese Studies.

Helping the fundraising effort for the Eddie Kuo Fund for Chinese Studies are advertising stalwart, Ms. Lim Sau Hoong; former editor of Chinese language daily *Lianhe Zaobao*, Mr. Lim Jim Koon; and Professor Ang Peng Hwa from the Wee Kim Wee School of Communication and Information (WKWSCI) at the Nanyang Technological University (NTU). Prof. Kuo is the Founding Dean of WKWSCI, and remains an Emeritus Professor at NTU.

Ms. Lim's first encounter with Prof. Kuo dates back to the 1980s, when he taught sociology at the National University of Singapore. She had enrolled late to his sociology class,



Mr. Lim Jim Koon



Professor Ang Peng Hwa



Ms. Lim Sau Hoong

and had put together her application form using a candid photograph that a friend had helped her cut out. "When Prof. Kuo received it, he said 'Wow, a colourful version! Very creative. I will remember you,' This is Prof. Kuo, someone appreciative of creativity, humour and charm," she said.

Later in life, Ms. Lim attended several forums where Prof. Kuo spoke on Chinese cultural studies. "His work and research embedded in me the belief that Chinese culture can be a core guide, and helped me to take pride in myself, have respect for traditions, and carry myself with dignity."

Prof. Ang still remembers a conference organised by Prof. Kuo which took place at an unlikely location – on a boat. The aim was for participants to see the Three Gorges along the Yangtze River before the Three Gorges Dam was built. "Imagine – a conference with sights to admire every time you take a break. For that conference, he brought together Chinese journalists, editors and academics. It is now held on land and has become an important conference for journalists and editors."

For Mr. Lim, Prof. Kuo was both a mentor and friend. "Apart from his many outstanding accomplishments in the academic field, he is also an influential figure in the local Chinese cultural scene."

He added: "I have observed with admiration how he has played an active role in promoting Chinese language and culture, and benefitted a great deal from his perspectives and insights on a wide range of complicated issues."

Mr. Lim also expressed gratitude to Prof. Kuo for always graciously accepting invitations to speak on public forums organised by *Lianhe Zaobao*. "A great moderator and facilitator, he has never failed to impress the audience with his consummate interlocutory skills and the breadth of his knowledge and incisive comments during dialogues and in closing remarks."

"Prof. Kuo's name and personal brand is larger than whatever position he is occupying. Having a fund named after him is a measure of his standing and value in the promotion of Chinese language and culture," he said.

Added Prof. Ang: "I encourage those with a vision for Chinese studies to apply (for the fund). At a time when there is concern and even alarm about the rise of China, a better understanding would help allay some of those concerns and fears."

Firing Up Future Leaders

The Cheong Hee Kiat Lecture in Community Leadership Lecture Series will feature pioneers in community leadership.

To honour the exemplary leadership of its Founding President Professor Cheong Hee Kiat, SUSS will launch a lecture series named after him.

The Cheong Hee Kiat Lecture in Community Leadership will feature pioneers in community leadership as well as influential thought leaders. Organised by SUSS Centre of Excellence for Social Good, the annual series will kick off in 2023 to advance social good and spark relevant conversations.

Prof. Cheong stepped down as SUSS President after 17 years at the end of 2022 and is now President Emeritus at the University.

Mr. Richard Eu, Pro-Chancellor of SUSS and chairman of the University's Board of Trustees from 2015 to 2021, said the lecture series is "a meaningful way to celebrate Prof. Cheong's dedication towards SUSS and education".

Mr. Eu, who is also chairman of traditional Chinese medicine group Eu Yan Sang International, added, "I admire the dedication and consistent effort that Prof. Cheong took to build the University from scratch, as well as the impact that was created under his leadership. I'm delighted to support the lecture series as I hope it can inspire students to become future leaders."

A former engineer with the Ministry of the Environment, Prof. Cheong joined academia in 1986 at Nanyang Technological University where he held various positions, including as Dean of Civil and Environmental Engineering. When the Singapore Institute of Management was tasked by the Ministry of Education to start a private university for working adults in 2005, he was tapped for the job.



*Founding President of SUSS,
Professor Cheong Hee Kiat*

I admire the dedication and consistent effort that Prof. Cheong took to build the University from scratch.

- Mr. Richard Eu



SIM University (UniSIM) was Singapore's first and only university dedicated to adult learners. It offered part-time programmes geared towards those who were looking to upskill or reskill for better career opportunities.

Over the years, the University's deep understanding of the adult learning sector and its broad offerings of applied programmes have gained wide industry recognition. Much of the credit goes to Prof. Cheong. A strong advocate of lifelong learning and driving social impact, he has been a long-time champion of making higher education relevant and accessible to all.

At his last convocation address as President in October 2022, he told graduands to embrace lifelong learning and make learning a habit. "Your learning journey shouldn't stop with graduation. Lifelong learning is now a fact of life, not just a slogan," he said.

Sharing an anecdote, Prof. Cheong said that during the COVID-19 pandemic, he took up walking as a form of exercise, and was glad to see many others walking the same route as him. "Then the pandemic lifted, and now alas, I found myself often walking alone. Learning is like that, I suppose; now that you have started, you've got to keep this great habit and make it your priority."

As he urged graduands to "come back and continue to be a part of the SUSS adventure", it is clear that is precisely what he is doing as President Emeritus, and with the Cheong Hee Kiat Lecture in Community Leadership lecture series — a fitting tribute to his vision of social good.

6.

Use a well-oiled knife to slice the *kueh lapis* into slices. Your *kueh lapis* is now ready to be served. Enjoy this sweet treat with a cup of tea!



The Right Brew

The spicy tang of cinnamon and ginger, the smoky aroma of cardamom and a dash of sugar, all brewed in black tea and milk – masala chai hits every flavour note. Your continued support is the spice of life to making each brew as good as the last for our students. And just like making masala chai, let your tastes decide how you want to create the best cup of tea. Every ingredient is important in the right brew.



Annual Gifts

Choose to give monthly or annually, regardless of the amount, via GIRO or credit card to advance education at SUSS.

Graduating Class Gifts

Also known as Class Giving, this is a great way for graduating students to mark the beginning of your lifelong relationship with SUSS. Besides alleviating the financial burden of your juniors, you enable students to benefit from a holistic educational experience – just as you did.

Celebratory Gifts

Consider naming SUSS as the beneficiary of your major celebrations, be it a birthday, wedding or anniversary. In doing so, you help deserving students make an impact on society and effect change in the community.

Major Gifts

Demonstrate your deep personal commitment and connection with SUSS by contributing to our mission of equipping lifelong learners to serve society.

Honorary Gifts

Pay tribute to someone who has touched your life with this meaningful gift, while celebrating their achievements and creating a special legacy in their name.

In Memoriam Gifts

Honour someone whose contributions have impacted your life by creating an award or grant in their name to ensure that their legacy lives on.

Legacy Gifts

Pledge your properties, savings, CPF, securities or life insurance policies to SUSS by designating the University as a beneficiary in your will.



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