



INSPIRING
OUR FUTURE

Advancement &
Alumni

The SMU Difference

SMU's vision is to be a premier university, internationally recognised for its world class research and distinguished teaching. Since its inception in 2000, the University has established a reputation within Singapore, the region and beyond, as a young, unique and dynamic university for the world of business and management.



Redefining Excellence

In the pursuit of all-round excellence, SMU emphasises leadership, ethics, social responsibility and active community service, to develop responsible leaders and creative entrepreneurs, who would not only participate in, but also drive the global marketplace for the future.

SMU's education strategy is unique. It combines interdisciplinary programmes with participative, interactive and technologically

enabled experiences, that create an environment for research and learning for the SMU community, that goes well beyond the classroom.

Students have abundant opportunities and are encouraged to take up internships, community outreach projects, international exchange programmes, business study missions and co-curricular activities.

At SMU, we redefine tertiary education in Singapore, growing and inspiring generations who will shape the future of the region and beyond.



INSPIRING OUR FUTURE

Building Our Future

Philanthropy provides the building blocks for our future and is pivotal in keeping SMU on the cutting edge of international tertiary education. Through the individuals, companies and organisations who have committed their support, we have been able to work towards fulfilling our mission and vision, establishing SMU as a leading university globally.

Every gift helps SMU to do something that might not otherwise be possible, from supporting student scholarships and awards, to innovation in our educational programmes and pathbreaking faculty research.

Your investment will enable SMU to develop leaders who will shape the new economy with vision, knowledge and commitment, to meet the demands of industry and the community, in this dynamic and ever-changing world. Supporting research will drive the creation of new knowledge and intelligent solutions to complex business problems.

Your partnership is vital for us to be able to continue providing the best resources and opportunities for our outstanding students, faculty and leading academics. It is an opportunity for you to directly inspire the leaders of the future.

We invite you to partner us to inspire and shape the future of education.



“The greatest satisfaction, as I learnt from our fundraisers, is often felt when donor becomes both benefactor and friend, endowing the university with not only a generous gift but also a lasting relationship that goes beyond meeting financial needs.”

Professor Arnoud De Meyer, President, Singapore Management University

Opportunities to Gift

SMU offers different ways for your gifts to make a lasting contribution to our future generations. Your gift will enjoy government matching and 2.5 times tax deduction, multiplying the impact of your support.

Your gift will make a difference.

Providing World Class Education
Scholarships and Awards
Financial Aid and Student Bursaries
Student Exchange and Business Study Missions
Community Service Programmes

Creating a Stimulating and Dynamic
Research Culture
Research Excellence Grants
Research Institutes
Fellowships

Establishing SMU as Asia's Knowledge Hub
Professorships
Lecture Series
Centres of Excellence



How to Give

Endowed Gifts

For endowments, income from the donated capital sum is used to support the chosen purpose of the benefactor's gift, while the capital sum is preserved.

Term Gifts

Term gifts utilise the entire capital sum for the gift purpose. The term gift ceases to exist after the capital sum is spent.

Other Gifts

- Bequests or Charitable Trusts
- Shares listed on the Singapore Exchange
- Unit Trusts
- Parcels of land or buildings

“The opportunities given to me as a scholar serve as a daily reminder of how fortunate I am, and this has placed a greater responsibility on me to help others benefit in the way I did.”

Ada Chua Ai Le, Lee Kong Chian Scholar



Benefits of Giving

Paying it Forward

With your gift, many of our students will be able to achieve their educational and career goals. This often instils in them a sense of gratitude, and the aspiration to give back to society in the ways they can.

Make a Meaningful Contribution to Society

Your gift will make a positive difference by enhancing leadership and learning excellence, while augmenting curriculum development and academic research.

Acknowledgement and Recognition

Your gift to SMU will gain acknowledgement and recognition by the SMU and the wider community through various SMU publicity channels.

Multiplying your Impact

Every dollar you donate will attract an additional matching grant from the Singapore government.

Leaving a Legacy

The legacy that you create and leave extends beyond the philanthropic contribution itself. Often, the impact generated by your gift leaves a lasting impression on the direct beneficiaries, while adding value to the wider community.

Choosing the Best Talents

You will have the opportunity to identify talent for future employment with your organisation. Even before our students graduate, you will be able to offer them internships as cost-effective solutions for your business needs.

Enjoy Tax Deductible Benefits

Singapore-resident individuals and corporate tax payers will enjoy tax deductions of 2.5 times for donations made before December 2015.



“My late father, Charlie Chia, was deprived of the opportunity to further his studies when he was young. Hence, he understood how important it is, for motivated students to realise their aspirations and potential, through tertiary education. It is thus my hope that setting up this scholarship in his honour, will enable more deserving students to benefit from the experience and quality undergraduate programmes that SMU offers.”

Mr Timothy Chia Chee Ming, Donor, Charlie Chia Cheng Guan Scholarship



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