

The alumni of NUS Business School employ creativity not just in their businesses but in fundraising too.

The NUS Business School has proved effective in sharing its vision for the future with its alumni, who continually come forth to initiate and participate in fundraising efforts that benefit current and future students of the School.

One such involved alumnus is Mr Peh Chin Hua, former Member of Parliament for Jalan Besar GRC, who held his individual Chinese paintings showcase as part of an NUS Business School fundraising event.

On 10 July, 400 attendees together with a number of VIPs, gathered at the pre-war bungalow home of Singapore Calligraphy Centre for this very special occasion. The Peh Chin Hua Charity Art Exhibition ran for three days following the official opening ceremony which was graced by President of the Republic of Singapore and NUS Chancellor, His Excellency S R Nathan who was the guest-of-honour.



(L-R) Professor Tan Chorh Chuan, NUS President, Mr S R Nathan, President of the Republic of Singapore, Professor Bernard Yeung, Dean of NUS Business School, Mr Peh Chin Hua, Bursary Fundraising Project 2009 Chairman

This unique event was jointly organised by NUS Business School, Chinese Calligraphy Society of Singapore and Singapore Cultural Studies Society. It was supported by NUS Business School Mandarin Alumni.

As an alumnus of APEX-C MBA 2002, Mr Peh chaired this fundraising event to drum up support for donations towards the School's bursary fund.

Mr Peh's artistic talent may come as a surprise to some, but he is a well-known philanthropist and community leader, using his talents and connections for a good cause, regularly partnering other art exhibitions to raise funds for charitable organisations.

Mr Peh had the privilege of coming under the tutelage of two renowned artists, the late Chen Chong Swee and the late Chen Wen Hsi. His skills won gold medals every year during his school days at the former Chinese High School.

On display at the Lee Kong Chian Hall were more than 60 paintings which Mr Peh had diligently been creating over 16 years.



Headline : Alumnus Mr Peh Chin Hua does his bit
for NUS BIZ School
Date : 10 July 2009

To thank the donors to this fundraiser for bursaries, Mr Peh has created personalised paintings with special inscriptions for them.

Those donors also received plaques of appreciation from NUS President Prof Tan Chorh Chuan and NUS Business School Dean and Stephen Riady Distinguished Professor Bernard Yeung.

Mr Peh was not the only artist this day, however. President Nathan, an art enthusiast, wowed the crowd when a piece of Chinese calligraphy he did was unveiled — he had written the word “da” which means “achieved” in Mandarin.

After the presentations of paintings and awards, President Nathan officially launched the opening ceremony of the art-cum-book exhibition.

NUS President Prof Tan commented: “This is a wonderfully done event for a good cause. I am glad to see how well it garnered the support of many people.

“Mr Peh is a good man. He has previously helped us in a few fundraising events.”

The idea for this fundraiser came when the NUS Business School Dean Prof Bernard Yeung was having a meal with Mr Peh, and spoke about the state of student welfare. Both were passionate about helping financially-needy students, and agreed to work together to increase the bursary amounts.

When asked by Prof Yeung on the amount he envisioned, Mr Peh said: “I have retired from active politics in 2001, not too sure how many will support. The most I am confident of is \$100,000 to \$200,000.”

To date, \$440,000 has been raised to support bursaries at NUS Business School.

Prof Yeung called these acts heartwarming; built by the alumni community, they serve as a bright hope for future generations.

“The community is behind the generosity. This is like a torch being passed down from one generation to the other.”

He also assured donors that NUS Business School will continue to work hard for resources, so that financially-needy students will have access to good education and not be constrained by the lack of money.

Speaking on behalf the students, Dr Helen Chai, Assistant Dean and Director of BBA Program Office, expressed her gratitude.



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“Because of the current economic crisis, more students are in need of bursaries to cover their tuition fees. Any form of generosity is much appreciated,” she said.

“Mr Peh is obviously a very popular leader. This event is overwhelmingly successful, hugely supported.”

The additional bursary funds raised here go a long way helping 170 more undergraduates with an amount of \$2,500 for each student.

NUS Business School Mandarin Alumni President, Dr William Chung, complimented the willingness of alumni to donate.

“This is a good event to garner support. I hope more alumni will contribute to the bursary funds so that needy students would not have to worry about university life.”

Dr Chung is especially excited on the vibrancy these bursary students can bring to the alumni upon graduation.

His personal philosophy, and hopefully that of others, is that giving is better than taking.

Mr Desmond Peh Chin Chye, Managing Director of Just Education Holdings and the younger brother of Mr Peh, found his brother’s paintings meaningful. He shared that philanthropy runs in the family.

Quipped the younger Mr Peh: “We are following our father’s footsteps, helping the needy. My elder brother has supported me a lot. I will support him too.”

In line with the School’s giving policy, in recognition of the generosity, naming opportunities are given if large amounts are donated towards the bursary fund.

In total, eight bursaries have been named so far.

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