



AN ANNUAL REPORT WITH A DIFFERENCE.

THERE'S A BUCKET LIST TO SPUR YOU TO GREATER LIVING. AND THERE'S THE CORPORATE REPORT, WHICH SAYS WHAT LIEN FOUNDATION DID LAST YEAR. TEN THINGS THAT CHANGED SOMETHING FOR SOMEONE.

ONE CLICK AWAY.

**10 THINGS WE DID LAST YEAR**



Cradle to grave, black humour to colourful coffins, poor villagers to powerful mayors, toilet sales to techie gifts, tofu power to media force, ADHD kids to eminent doctors, death flicks to feature film, children of Mekong to academics of Asia, death on Facebook to departure photobook, living well to leaving well. What a year we've had. Inventive collaboration: check. Dogged advocacy: check. Social change: you decide.

## VISION

THE LIEN FOUNDATION IS COMMITTED TO  
LEAD, INNOVATE, EMPOWER AND NETWORK  
FOR THE BENEFIT OF SOCIETY.

## MISSION

THE FOUNDATION'S KEY AREAS OF FOCUS ARE  
EDUCATION, ELDERCARE AND THE ENVIRONMENT.  
WITHIN THESE AREAS, WE SEEK TO ENHANCE:

EDUCATIONAL OPPORTUNITIES FOR THE DISADVANTAGED  
AND DEVELOPMENT OF NASCENT FIELDS OF STUDY.

EXCELLENCE IN ELDERCARE.

ENVIRONMENTAL SUSTAINABILITY IN  
WATER AND SANITATION.

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**A  
SENTENCE  
WE  
CAN'T ERASE**

GOOD GENES and excellent health notwithstanding, we all face a 'death sentence'. Which is a good thing. It reminds us that, before we kick the bucket, we have a life to live. It urges us to think and act boldly, even radically if we have to. This is the way Lien Foundation approaches philanthropy.

Very few big social changes happen without some form of advocacy. As one of the tools of philanthropy, it complements service delivery for real transformation. Advocacy gives voice to the voiceless, puts stakeholders on the same stage and amplifies a proven model.

To advocate is to bring ideas to fruition.

Take death, for instance. While death is inevitable, severe pain and suffering are not. And one of the imperatives of the Life Before Death campaign is to get people talking meaningfully about death. So we use the arts, serious research and popular media to haul a taboo out into the open. The goal is to bring about public empathy, inter-agency collaboration, and finally, policy changes that help the dying and their families. Provoke reaction, evoke traction, and invoke action.

We love making things happen. And we have other activities lined up to spark more debates, ideas, collaboration, and action. For one, Lien Foundation will press on in its work regarding end-of-life issues.

Moving forward, we will develop preschool education as a key strategic focus: we will take a closer look and embark on new key research pieces and advocacy initiatives to identify issues and provide constructive ideas to better early childhood education.

We will also expand our IT project in healthcare. *IngoT* will be scaled up to transform a cluster of non-profit nursing homes into 'nursing homes of the future'. We will achieve this via a totally new IT operating model delivered through secured cloud computing, and empowering mobility experience.

We all have a stake in the social capital, and we take this opportunity to thank our esteemed colleagues, partners and those toiling quietly behind the scene to make death less fearful for some, and life more beautiful for others.

To our dear readers: draw up your own Bucket List, or follow the one in this annual report, because it could change your life. Or someone else's. And don't forget to design your own casket before you kick the bucket!

**LAURENCE LIEN**  
CHAIRMAN

**LEE POH WAH**  
CEO

ONE

**WE WROTE  
AND  
PUBLISHED A BOOK**



*“There is a cadre of men and women who dream of bringing about radical breakthrough in the social sector, to reinvent how society functions. The World that Changes the World has put together for the first time, a holistic and comprehensive map of and insights into the social world.”*

PETER DIAMANDIS  
CHAIRMAN & CEO, X PRIZE FOUNDATION

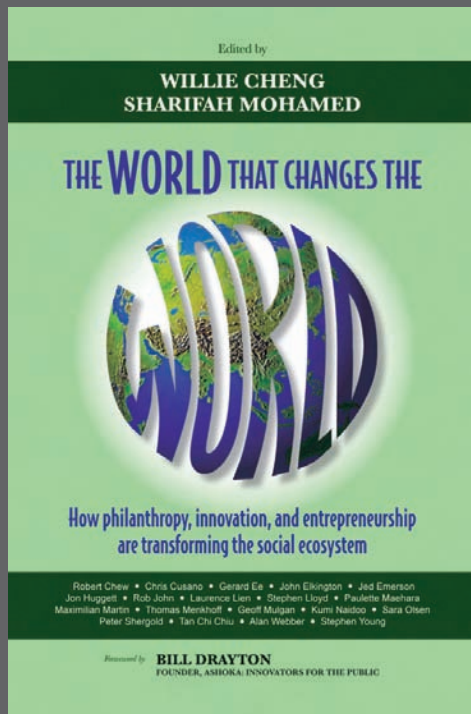
## THE X FACTOR

There is a potent force on the planet, and it is growing. This global force is out to make the world a better place for all. It is organised around several million civil society groups with a presence in every country in the world. Well, almost. Over 20,000 of these groups operate across borders. Fiscally, it rivals the fifth-largest country in the world, spending more than US\$1.9 trillion a year, providing almost five million jobs full-time. This is the social ecosystem.

## ‘WORLD CHANGING’ BOOK?

The book that the Lien Centre for Social Innovation (Lien Centre) put together may not change the world. But it sure raised and answered many apposite questions. How do the social entrepreneurs as well as the power of technology and innovation disrupt the set order of things even as they enable possibilities?

Launched in September 2010, the social ecosystem reference book *The World that Changes the World* brings together 21 authors who are leading international thinkers and experts in the non-profit world: Kumi Naidoo (Executive Director, Greenpeace International), John Elkington (Executive Chairman, Volans Ventures), Geoff Mulgan (Chief Executive, National Endowment for Science Technology and the Arts), and Alan Webber (Co-Founder, Fast Company) just to name some.



The book delineates the progressive thoughts of various agents in the social matrix: beneficiaries (those who need help), charities (those who help), capacity builders (those who help those helping), the regulator (government) and the community.

*The World that Changes the World* unveils an intriguing social ecosystem: what it is, what it could be, where it is headed.

### SIX AND THE CITY

Not quite as sexy as the hit US series, albeit arguably more creative, SIX (Social Innovation Exchange) is a global community of over 1,000 individuals and organisations – including small NGOs and global firms, public agencies and academics – committed to promoting social innovation and scaling up the social sector. Their aim is to inspire better solutions to issues encompassing ageing, climate change, inequality and healthcare.

SIX Summer School is a collaboration with the Lien Centre, SIX, and Young Foundation. In this event, 80 international participants from diverse backgrounds converged on Singapore to brainstorm how to create a better city.

Supplementing SIX Summer School, Lien Centre also published two substantive research works in 2011: *Unmet Social Needs In Singapore: Singapore's Social Structures, Policies And Their Impact On Six Vulnerable Communities*; and *The State Of Play Of CSR In Singapore*.

## iLEAP FOR JOY

Happily, those who help others shall themselves be helped. iLeap is a professional education course for non-profit leaders. Pairing academia with practitioners from the social sphere, the purpose of the course is to provide the leaders with deeper insights into the non-profit sector. That includes better organisational management of non-profits and cross-sector collaborations. iLeap successfully concluded its second run in May 2011 with 28 participants after 14 Fridays of lectures, site visits, case studies and networking with various facilitators and community partners.

The Lien Award for IS480 is one of the final year modules for Singapore Management University (SMU) undergraduates. The jubilant winners were decided in April 2011 by SMU School of Information Systems and Lien Centre staff. The winner was the *Let's Give* team, whose project was an interactive micro-philanthropy application for social enterprise BiGI. The project won the day by raising awareness of worthy social causes, and by showing the public the potential that each individual has in impacting lives.

## A PICTURE OF CALM

It is estimated that 55 million people around the world die each year, with 150,000 people passing on each day. If only someone would capture their poignant final journey for reflection. Actually, someone did.

Moved by what they read on hospice and palliative care, four professional shutterbugs – Sha Ying, Lee Chee Ming, Ray Chua and Lim Jen Erh – took their lenses to eight hospice patients. Their stories were told via a coffee-table book and the photo exhibition *Departure: Living before Leaving*. The exhibition took place in the open plaza of the National Library, after which it did the rounds at participating hospices. *Departure* was a joint effort between the Lien Foundation, Singapore Hospice Council (SHC), and adamsapple, a local design firm. Proceeds from the sales of the book went into furthering the efforts of SHC.

If you had expected despair and distress as the theme of the book, you would be dead wrong. The pictures told of surprising decorum and dignity in the face of death.

## WALKING TALL

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Both 73, Mr and Mrs Tan Chowe Teck were stricken with cancer. After a relapse in 2007, the once burly cement-mixer driver had to rely on a walking stick. That was when he made a vow to walk unaided – just so he could hold and support his wife as she walked. On her part, Mrs Tan, suffering from thyroid cancer and being fed through a tube, relished cooking for her husband. They spent their last days at Assisi Hospice drawing strength from each other's love.

Sha Ying took the snaps and revealed, “When I was shooting at Assisi Hospice, I saw how the staff and volunteers went about taking care of the patients. I was very moved. It was pure altruism and compassion. Sometimes, loneliness is more unnerving than a terminal illness.”





## MIRACLE OF JOY

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40-year-old Rani, a patient of HCA Hospice Home Care, is known as 'Miracle Lady' despite having being diagnosed with malignant neoplasm of the breast.

Photographer Ray Chua said, "Rani left a very deep impression on me after I witnessed her positive attitude towards life. Despite her illness, she always wore a smile on her radiant face. I also learnt a valuable lesson from Rani: family bonding. In Singapore, this is what many families lack, yet this is so strong in her family. Yes, this is the secret to the endless willpower of the Miracle Lady."

TWO

**WE TREKKED  
THE  
GREAT WALL**

### CHINA'S BRAVE NEW DAWN

The world's most populous nation conjures up myths, awe and wonder with its ancient civilisation and modern aspirations. As this great country blasts off economically, its public service and policies have become an important focal point with Lien Foundation. Collaborating with the Nanyang Technological University (NTU), Lien Foundation undertook initiatives to strengthen bilateral ties. Reminiscent of the Great Wall, these projects straddle many provinces.

### TOP 10 CITIES

In 2009, Lien Foundation-funded China programmes came under the purview of the Nanyang Centre for Public Administration (NCPA) (南洋公共管理研究生院) within NTU. NCPA's flagship programmes are the Master of Science in Managerial Economics (MME), and the Master of Public Administration (MPA) – also dubbed the Mayors' Class (市长班) – as they are attended by middle- and high-level Chinese officials earmarked for mayorship.

To position NTU as a knowledge hub linking East and West, Lien Foundation and NTU launched the seminal Lien Public Service Excellence Index for Chinese Cities (连氏中国城市公共服务质量指数调查). The Index, ranking 32 Chinese cities based on indicators such as public safety, public health, education and environmental protection, was released in the inaugural Asia Pacific Mayors' Forum in Guangzhou in September 2010. In each city, no less than 1,000 citizens and 100 enterprises were interviewed. The research was a joint effort between the NCPA and the School of Public Affairs in Xiamen University, China. The top 10 Chinese cities in terms of public service quality are: Suzhou, Ningbo, Xiamen, Nanjing, Beijing, Dalian, Shenzhen, Hangzhou, Tianjin and Qingdao.

The findings have provided the Chinese central government with a broad overview of its public service's strengths and weaknesses, and also served as topical academic content for the Mayors' Class at NTU. It has also helped to advance knowledge in a vital area of public administration and public policy. Since the launch of the inaugural Index, it has been accepted for presentation and publication in prestigious conferences and journals. It has also drawn considerable attention from government leaders and business leaders in China, as well as international China watchers and scholars.



### LIEN YING CHOW LEGACY FELLOWSHIPS

The Lien Ying Chow Legacy Fellowship (连赢洲纪念奖学金) was created to boost links between Singapore and China through intellectual, cultural and social exchange. The fellowship is targeted at established and outstanding senior officials or leaders from both countries. It is also a platform for forging strategic partnerships and inter-cultural exposure, laying the foundation for life-long, cross-border bonding.

In 2010, the third batch of China Lien Fellows were appointed:

**Hao Aiqun** 郝爱群女士

Counsel, Banking Supervision Department I,  
China Banking Regulatory Commission

中国银行业监督管理委员会银行监管一部巡视员

*Research focus: Singapore banks' internal control and risk management, and the effective supervision of banks in a digitised environment*

**Dr Hong Zhenghua** 洪正华博士

Director General, Bureau of information Technology,  
China Development Bank

国家开发银行信息科技局局长

*Research Focus: Singapore's financial market, municipal bonds and low-rent public housing*

**Hu Bin** 胡斌先生

Deputy Director, Supervision Department, China Development Bank

国家开发银行监事会办公室副主任

*Research Focus: Singapore's financial market and systemic regulation*

**Dr Zhang Yuanjun** 张远军博士

Vice President, Harbin Central Branch, People's Bank of China

中国人民银行哈尔滨中心支行副行长

*Research Focus: Comparison research on China-Singapore exchange rate*



### MARK OF DISTINCTION

In the same year, a new Lien Distinguished Fellow's Programme (连氏杰出访问学者计划) was introduced. Under this programme, distinguished scholars, industry leaders and senior officials from China were invited to share their insights, theories and experiences in areas of value and relevance to Singapore. Xiang Huaicheng (项怀诚先生), former Finance Minister of China, was appointed as the first distinguished Fellow. He made a visit to Singapore in November 2010, calling upon ministers, senior government officials and leading business leaders, and delivered a luncheon address co-hosted by Business China and Singapore Chinese Chamber of Commerce & Industry.

### TAKE ON THE LIEN CHALLENGE

The Lien Challenge (连“环”挑战赛) was launched in 2008 by Lien Foundation to offer a practice-based learning platform for Chinese officials attending the Mayors' Class, to translate innovative ideas into real-life environmental solutions for needy communities in China.

2010 was the third year of Lien Challenge, with 19 proposals received and five prizes awarded. A total of \$900,000 was set aside for implementation.

PROJECT	LOCATION	DESCRIPTION
<b>FIRST PRIZE</b>		
Study of ecosystem recovery of the linkage between lakes and rivers	Liangzi Lake, Hubei province	To formulate a future guide for lake and river ecological restoration.
Study of pollution prevention and utilisation of crops straw	Huaian City, Jiangsu province	Crop stalk is the by-products of agricultural process and a renewable resource in China. This study collated data and explored options for the reuse and recycle of straws.
Study of water restoration effect on damaged ecosystem	Tarim River, Xinjiang province	Among other things, this research focused on responsible development and ecological conservation of a river which has deteriorated and where water levels have been severely depleted.
Research on agricultural pollution	Suining City, Sichuan province	To eradicate pollution and enhance the quality of cultivated land.
Research on water resources protection and management	Hanjiang River Basin, Guangdong province	To study how best to harness natural resources without damaging the fragile ecosystem.

THREE

**WE ADOPTED  
CHILDREN**

### **A DIFFERENT PROPOSITION**

Children with learning disorders simply see, hear and understand differently.

To help these children, the Lien Foundation spearheaded Mission: I'mPossible (MIP), a programme to bring specialist care to children in mainstream preschool centres, in collaboration with KK Women's and Children's Hospital's Department of Child Development, PAP Community Foundation (PCF) and Ngee Ann Polytechnic.

### **TAILOR-MADE GROWTH**

MIP is the first of its kind to improve children's readiness for primary school and their chances of success. What makes MIP different is the way the entire community is involved. This new service delivery model brings specialist care right into the preschool, where it is most needed. A seamless network of support allows parents, teachers and therapists to work hand-in-hand, turning the child's difficulties into new possibilities for learning.

MIP affords each child an individual education plan comprising 10 non-disruptive therapy lessons and five in-class support sessions tailored to his or her learning needs. These are provided by the MIP team of pediatrician, psychologist, speech language therapist, occupational therapist and learning support facilitator. All sessions are conducted in classrooms during school hours. To ensure affordability, therapy fees are heavily subsidised. Financial aid is also available to those in need.

### **NEW ROLES FOR TEACHER-HEROES**

Four Learning Support Educators (LSEs), most of whom were experienced preschool teachers, supported the teachers. They worked closely with the MIP team to integrate therapy goals into classroom routines, and provided in-class support to at-risk preschoolers with mild learning difficulties. Presently, 70 percent of the teachers at the participating PCF centres are trained to screen and detect students with developmental needs, and provide them with better support in class.

"Teachers are well placed to notice if a child is not meeting the typical developmental milestones through their daily interactions and lessons," said Tay Swee Yee, Chief Executive, PCF. "With better training through MIP, our teachers are now more confident in helping this group of children."



### EXPERTS TO THE RESCUE

A group of researchers from National Institute of Education and Monash University are evaluating the MIP model. Their preliminary findings reveal that successful intervention requires the effective collaboration and communication with teachers and parents.

A pivotal component and part to the success of MIP is the deployment of the LSEd to support the MIP child on graduation from the 10-session therapy. The role of the LSEd is to provide in-class support, and to prepare the child and teacher for transition into a mainstream classroom. More importantly, they form a critical link to parents in enabling and supporting their efforts with the child on learning-related matters at home. Having established a good working rapport with the children, teachers, MIP therapists and parents, they have come to be regarded as an integral resource person and support in class, and are valued for their contributions.

As MIP develops into its third year, the focus is on strengthening the capacity of LSEds to provide learning support for children whose emergent learning problems should be handled in the regular classroom environment and in shorter time.

**BREAKING SILENCE**

ALLAN (NOT HIS REAL NAME), AGED 5

—

Head hung low and feet dragging, a forlorn Allan allowed himself to be led out the door. Once outside, he refused to move and pressed himself against the wall. He burst out crying and uttered not a word.

That was Senior Learning Support Facilitator Jenny's first meeting with Allan. Allan was selected for MIP because his teacher was concerned about his passiveness in class and poor reading skills. "We don't play with him because he doesn't want to play or talk to us" was the constant refrain from Allan's classmates. He could not name all the alphabets and letter sounds, and could not write the alphabets well.

Jenny's first priority was to build rapport with Allan. To coax him out of his shell, Jenny often told him, "Okay, tell me what you want and I will listen to you." This constant assurance helped. As a result of the MIP therapy sessions, Allan began to open up. Once settled into the MIP therapy sessions, Allan learnt at a fast pace – he picked up letter sounds, read common words, and wrote the alphabets and short sentences with proper punctuation. Jenny also organised educational games in Allan's class which were carefully chosen to challenge Allan's reading level. Over time, he became more confident and responded well during his literacy assessments. The kindergarten's principal commented, "I've never seen Allan like this, talking so much and he's even excited about the therapy sessions."

### HIGH-FLYING PILOT

The MIP programme started its pilot run in July 2009, targeted at 22 PCF centres under the Pasir Ris-Punggol GRC. MIP has since expanded to 24 centres, reaching out to more than 4,000 preschoolers. Nearly 300 preschoolers have benefitted from the MIP therapy sessions and support of the LSEds. Many of the children come from poor families, where they don't get much study-related help from their parents.

The MIP team has also shared the MIP model both in local and overseas conferences. It has also drawn the attention of the relevant Ministries who are in discussion on scaling the programme nationally.

### CLOUD-LOVING TEACHERS

Lien Foundation has teamed up with Salesforce.com Foundation to put non-profit preschools on cloud computing. Following a pilot, the Foundation is supporting the scaling up in Persatuan Pemuda Islam Singapura to five preschool centres and the HQ's Early Childhood Education Division. The Apple hardware and Salesforce software help teachers to track attendance, prepare and vet lessons, streamline administrative work, and facilitate follow-up with parents on their children's progress. Naturally, parents warmly welcome these changes.



FOUR

**WE HELPED  
TOTAL  
STRANGERS**



### **FRIENDS IN NEED**

People in need are friends indeed. Whatever the race, whichever the political persuasion, wherever they may be. Apart from eldercare, and preschool education, we also channel our philanthropic leadership towards water and sanitation needs in Asia.

Here are some project updates that explain how Lien AID engages public, private and people sectors to help communities reclaim their land, water and livelihood.

### **SELLING LIKE HOT CAKES**

Flush with success, Lien AID continues its third year of the WASH Marketing Project to make available affordable latrines through the private sector for the rural villages in Cambodia. Instead of giving away toilets, Lien AID places the sanitation supply chain within the community itself. Government staff and community leaders led the promotion of sanitation in their communities while local masons worked with sanitation experts in the design of latrines taking into consideration inputs from the community. The result is low-cost latrines that were snapped up by the villagers – basically engaging rural households to buy their own toilets.

Co-funded by USAID, Lien AID is working earnestly with the Ministry of Rural Development (MRD) and WaterSHED. In Kampong Speu Province, Takeo Province, and Kampong Cham Province, Lien AID has sold over 14,000 latrines in the preceding year.



In April 2011, as part of the *Stop the Diarrhoea* campaign, Lien AID brought together key decision makers for a Social Marketing Workshop on water, sanitation and hygiene. The workshop examined the marketing tools jointly developed with MRD and 17 Triggers.

Participants at the workshop included major international funders and NGOs in Cambodia, the Asian Developmental Bank, International Development Enterprises, PATH, SNV Netherlands Development Organisation, UNICEF, and World Toilet Organisation.

The intent was to put out three clear messages: 1) use a latrine 2) wash hands with soap, and 3) drink treated water. The take-up rate was good, with many stakeholders eager to use the marketing tools for their programmes.

### SALT SPIKES

In Vietnam's Mekong Delta region, the high salinity of the water remains a problem, making the water unfit for both agriculture and drinking. During dry season, the salinity of water spikes, and poor villagers have to either purchase expensive bottled water, or consume salty water detrimental to their health.





To solve the problem, Lien AID has committed \$1 million to improve water and sanitation in Vietnam's rural areas by 2014. Lien AID is working with the Ministry of Agriculture and Rural Development as well as the National Centre for Water Supply and Environmental Sanitation to achieve results.

Within a broad framework, both Lien AID and Vietnamese officials aim to resolve three urgent issues in sanitation improvement and management of rural water supply, capacity building, and behavioral change.

### **DISASTROUS DROUGHTS**

In February 2011, the United Nations' food agency issued an unprecedented alert that a severe drought (China's worst in six decades) was threatening the wheat crop in China, the world's largest wheat producer. The drought was expected to trigger endemic shortages of drinking water for 2.6 million people and 2.8 million livestock. When wells and reservoirs run dry, villages would have to leave their homes.

For poor rural communities, the implications go beyond displacements. With their health compromised, livelihoods threatened and education sacrificed, they are unable to lift themselves out of the poverty cycle.

Considered a global humanitarian disaster, many international and national agencies step forward during such dry conditions, and engage in drought relief, bringing clean water and other emergency supplies to those affected. Drought relief however, remains a temporary solution. More holistic mitigating measures are needed.

In July 2011, Lien AID and its Chinese partners successfully completed the pilot phase of its Lianyuangongcheng (LYGC) (连源工程) programme with encouraging results. A long-term drought mitigation programme, LYGC equips villagers with resources that shield them from drought ravages well before they occur. For this programme, Lien AID worked with the China Primary Health Care Foundation (CPHCF), a government-affiliated NGO linked to China's Ministry of Health with immense experience in primary and public health projects.



The programme adopted the 4D Methodology: 'Discovery' refers to the joint exploration with locals on surveying sustainable water sources. 'Deployment' stands for building reservoirs, water storage facilities, underground water cellars and drilling wells. 'Defend' means tree planting, water and waste management, and other environmental protection measures. Finally, 'Dissemination' underscores the training given to the communities to educate them on public health, advocacy and environmental protection. In other words, LYGC started with sustainable water discovery, then moved on to implementation, management, environmental protection, and finally to behavioral change. Each process involved the community.

### **FRUITFUL PILOT**

The pilot phase focused on three villages within the Yuanyang Rice Terrace (UNESCO World Heritage site) and two villages in Kaiyuan and Sancun of Yunnan Province. The Yuanyang Women's Association was roped in, participating in major decision-making and activities such as focus group study, public health workshop, tree-planting, etc. The pilot phase has benefitted an estimated 3,500 poor villagers.

With the successful completion of the pilot phase, Lien AID is scaling up this initiative in more Chinese provinces and villages. To date, Lien AID has identified three new project sites, which should benefit a further 5,000 villagers. The programme targets at least 10,000 beneficiaries in 2011.

In January 2011, Lien AID won a major Chinese philanthropy accolade: the Global Charity Award (环球慈善民间奖) for NGOs during a ceremony in the Great Hall of People, Beijing. This inaugural award was given by the China Soong Ching Ling Foundation and China's Ministry of Civil Affairs, in recognition of Lien AID's efforts in bringing clean water and sanitation to China's drought-hit regions of Yunnan, Sichuan and Shanxi, which comprised 14 projects benefitting over 30,000 people. Lien AID was the only Singapore recipient to have been awarded.

### ECO-CONSCIOUS FELLOWS

Administered by the Nanyang Environment & Water Research Institute (NEWRI), the Lien Environmental Fellowship (LEF) – an international exchange programme – has spawned discoveries and brought benefits to communities that the Fellows belong to. LEF reaches out to early and mid-career academics who wish to improve water and sanitation as well as environmental issues in their home countries. Under LEF, selected Fellows will be mentored by NEWRI faculty members in refining proposals for implementation when they returned to their countries.

The two pioneering Fellows are Drs Anshuman Khardenavis and Shameen Jinadasa.

Dr Anshuman Khardenavis hails from the National Environmental Engineering Research Institute (NEERI), India. His research delved into the feasibility of utilising food waste as a feedstock for the generation of bio-energy. He developed a demonstration model for bio-methane production. The methane came from food waste generated in kitchens serving 300 persons in the NEERI office, guesthouse and research students' hostel.





Dr Shameen Jinadasa is from the University of Peradeniya in Sri Lanka. He worked with the National Water Supply and Drainage Board, Institute of Fundamental Studies, Irrigation Department, and Central Provincial Council to mitigate pollution at the Kandy Lake (UNESCO World Heritage site) and the Mid Canal. A pilot-scale floating wetland has been installed in the Lake, using plants to treat water while preserving site aesthetics.

After a competitive selection process, five more Fellows were selected out of 47 proposals. The five Fellows come from Indonesia, Laos, Myanmar, and Nepal.

## TOFU POWER

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Senior Research Fellow Dr Neni Sintawardani from the Indonesian Institute of Sciences wants to improve the quality of life for the Cibuntu community, most of whom work in the tofu manufacturing industry. These tofu factories produced highly organic malodorous waste-water that degrades quickly, and are discharged into the open drains. Dr Sintawardani contrives to turn the waste-water into energy by channeling it to a small plant to generate biogas through anaerobic digestion. The biogas produced will then replace the large amounts of wood and kerosene needed to generate energy for tofu production. In June 2011, Engineering, Social Science and Media students from NTU teamed up with students from the Bandung Polytechnic of Health to study the acceptance level of the Cibuntu community towards the proposed set up of biogas technology.



### SHALLOW PONDS

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Another Research Fellow is Agus Suyanto, who lectures at Indonesia's Yogyakarta School of Environmental Engineering. His focus is water treatment in Candirejo Village, Yogyakarta Special Province. As a result of its geomorphology and geology, Candirejo Village faces an annual problem of water shortage during the dry season and has to turn to shallow ponds to meet their water needs. However, untreated water from such sources causes dysentery and other illnesses. Agus is working hard to provide water treatment and sanitation infrastructure, improve water quality, and bring resilient water supply to the community.

### PRIORITY WETLAND

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In Laos, the Dongdok wetland collects waste-water from the Dongdok campus and the surrounding villages in the Xaythany district of Vientiane. All surrounding households discharge domestic waste-water into the wetland without prior treatment. Research Fellow Souksakhone Savath, a lecturer at the National University of Laos, is looking into the treatment of the waste-water. Developmental work on this project includes the reinstatement of an existing treatment plant, and studying the feasibility of diverting domestic waste-water to the plant before directing it to the wetland – an important part of the ecosystem.





## LAKESIDE MENACE

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Research Fellow Dr Khin Lay Swe is a Pro-Rector at Yezin Agricultural University, Myanmar. She is concerned with the development of clean water and sanitation systems in Inlay Lake, a famous tourist site threatened by human activities. The 20,000 people in 35 villages there use overhanging latrines, where human excreta go directly into the lake. The lake water is then used by the lake dwellers for bathing, washing, cooking and drinking. Little wonder, communities suffer from waterborne diseases such as diarrhoea, cholera, hepatitis and skin diseases. By improving water and sanitation, Dr Khin hopes to raise the quality of life for those who depend on the lake for their livelihood.

### TOXIC ARSENIC

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In Nepal, half of the country's population live in the lowlands and about 90% of them rely on groundwater for domestic uses, including drinking. An estimated 2.5 million people are exposed to an unacceptable level of arsenic. Research Fellow Makhan Maharjan is a Senior Programme Manager from Environment and Public Health Organisation. He wants to know if the current practices of disposing arsenic-rich waste would pose long-term environmental problems, and look into alternative methods to prevent contamination of the environment and reduce health risks.



**WE BECAME  
AN  
ACTIVIST**



### **SPRINGING TO ACTION**

The health stats surrounding developing nations hardly make for easy reading. About 2.5 billion people, half of the developing world's population, lack sanitation. Over 884 million people across the world drink unsafe water. Contaminated water and poor hygiene kill and sicken thousands of children every day, causing impoverishment and diminished opportunities for many more.

Many organisations try to help. But eradicating water and sanitation issues worldwide is too massive for any single organisation. That's why Lien AID actively rallies local governments, NGOs, communities and celebrities to make a bigger splash.

### **LIGHTS, CAMERA, XUAN BAC!**

Lien AID is leading a national campaign in Vietnam on water and sanitation. To put a familiar face to this life-and-death campaign, Lien AID played a part in getting Xuan Bac on board. He is a hugely popular Vietnamese comedian and actor, a cult figure with Vietnamese children. In November 2010, Xuan Bac was appointed the Goodwill Ambassador for Rural Water Supply and Environmental Sanitation by the Vietnam Ministry of Agricultural and Rural Development (MARD) in concert with Lien AID and UNICEF.

Xuan Bac participated in community events where he brought important water and hygiene messages to rural communities in the Mekong and Red River Delta. He also appeared on television in WASH commercials broadcasted on national and provincial televisions, encouraging everyone to use clean water, maintain clean toilets, wash hands with soap and protect the environment. In the pipeline is a 12-part WASH TV series of four-minute segments to drive home these messages. These initiatives are funded by the government and external parties such as UNICEF and PATH.

“I feel I have a great responsibility as a Goodwill Ambassador. I will try my best to make people understand the importance of water and sanitation, carry out hygienic practices and more importantly, maintain the healthy behavior,” said Xuan Bac.

### **“I LOVE WATER”**

Also in Vietnam, Lien AID, National Centre for Rural Water Supply and Sanitation, MARD and UNICEF launched a nation-wide creative contest in May 2011 to help youths spread water and sanitation messages, receiving over 5,000 submissions in the form of paintings, photos and video clips. The simple yet effective theme of the contest was *I Love Water And Sanitation For My Own Health And For The Community*.

### **FUNNY MESSAGE**

Over in Cambodia, well-loved comedian Chap Chien plugged water, sanitation and hygiene messages through an inspirational video commissioned by Lien AID and WaterSHED, and endorsed by the Ministry of Rural Development.

The video related stories of how whole communities in Cambodia banded together for a common goal. Viewers were inspired to see leaders from other villages taking on the sanitation fight. The video was shared with other NGOs in Cambodia, aired on national television and distributed to local authorities.

### **MULTIMEDIA MEKONG**

*Children of Mekong* was commissioned by Lien AID and launched in Singapore in November 2010. The multimedia project ([www.childrenofmekong.org](http://www.childrenofmekong.org)) explored water and sanitation issues in China, Vietnam and Cambodia where Lien AID has a presence.

In this joint effort, documentary photographer and NTU alumnus Jean Loo etched out the diverse experiences of Lien AID beneficiaries in various countries through a collection of photographs and short films.

To bring us those gritty pictures, the indomitable Jean had had to lug her hulking gear through inhospitable terrain and inaccessible villages. The Singapore exhibition graced Objectifs, a visual arts centre for photography and filmmaking. Jean has also taken the projects to Singapore schools and photography workshops.

### BLUE IS RIGHT

As part of their final year project, four NTU students from the Wee Kim Wee School of Communications and Information visited Lien AID's project sites in China and Vietnam to document the experiences of beneficiaries, partners and staff.

The *Blue Right* ([www.theblueright.com](http://www.theblueright.com)) campaign educated tertiary students from NUS, NTU and SMU on the poor water and sanitation conditions faced by our Asian neighbours.

The students had the opportunity to showcase their work at the Singapore International Model United Nations in March 2011, which attracted tertiary students from all over the world – in a way simulating an actual United Nations discussion.



**WE WENT ON A  
VOYAGE  
OF DISCOVERY**

## THE CIRCLE OF LIFE

From cradle to grave, the contrast is stark. While most of us are born into welcoming arms and happy faces, some of us die alone and in pain. Singapore's shrinking birth rate and greying population are not helping. End of life is a big problem.

And rather complex. The issue involves economics, ethics, healthcare, the law, religion and technology. To summon the cavalry, Lien Foundation invited a diverse and distinguished panel to deliberate on how to raise the quality of death in Singapore.

To further spark debate and mine answers, the Foundation commissioned writer Koh Buck Song to gather expert views on improving the quality of death. His report – a postscript to the global Quality of Death Index (QoD) – was released in June 2011. (QoD was put together by the Economist Intelligence Unit and released in July 2010, ranking Singapore an average 18th out of 40 countries.)

## SPIRITUAL GURU AND FUNERAL DIRECTOR

Titled *Living with the End in Mind*, Buck Song's report garners the instructive views of 30 leaders from the medical, community and academic fields. They include hospital CEOs, medical school deans, senior medical experts, community leaders in the social sector, a spiritual leader and even a funeral director.

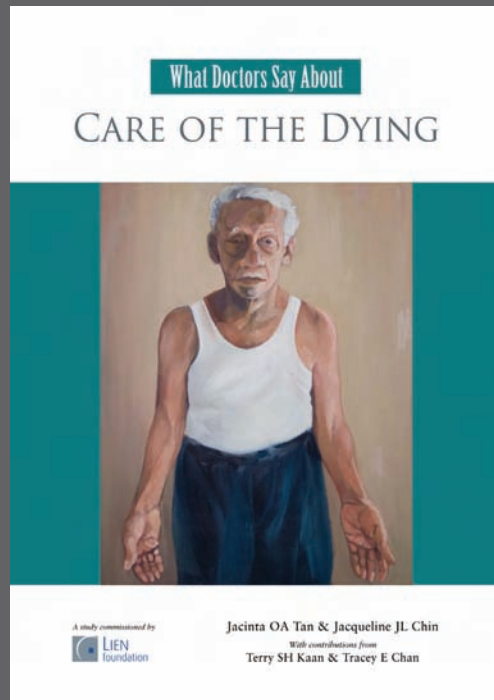
Part inquiry, part policy analysis and part idea generation, the report aims to fuel discussions and crystallise solutions. The strongest desire voiced by the 30 leaders was the wish for a 'national conversation'. Everyone in Singapore should start talking and thinking about the quality of death, at home and in society. Sparking islandwide 'die-logues' would move end-of-life issues higher up the national agenda.

Other salient points include: Empowering the individuals' personal wishes for the way they would like to be cared for at end of life. The need for doctors and healthcare practitioners to adopt a more patient-centric focus and 'wellness' mindset for better end-of-life care. Spurring the development of end-of-life care as a private sector industry. And finally, the imperative to review and realign the medical sector's resources and capacity.

## WHAT DOCTORS THINK

In 2010, Lien Foundation commissioned researchers from the NUS' Centre for Biomedical Ethics on a study. The resulting publication, titled *What Doctors Say about Care of the Dying*, is the first empirical ethics research project by the Centre. And it has been a revelation.





Here's why. Presently, there is very little research to guide the development of policy and practice of end-of-life care. Besides, doctors play a key role in healthcare decisions – patients and their families look up to doctors for guidance. They not only carry the dual burden of disclosure and advice, but also come under numerous pressure points, like having to weigh the implications of healthcare costs for the patients and the system, and coping with the taboo of talking about death and moral dilemmas of suffering. Hence, this report seeks to educate and stimulate debate amongst doctors, the public, policymakers and lawmakers. Hopefully the findings could be the midwife to tangible improvements that ultimately benefit everyone.

### PANORAMIC VIEWPOINTS

Dr Jacqueline Chin and Dr Jacinta Tan were two of the crack researchers behind this thorough, topical study. Together with Associate Professor Terry Kaan and Assistant Professor Tracey Evans Chan from the NUS Faculty of Law, they used a qualitative interview method for this study that took over 10 months.

In total, they interviewed 78 doctors from a wide range of disciplines, including general practitioners, paediatricians, surgeons and intensive care physicians. They also came from a wide range of work settings, encompassing polyclinics, community hospitals, private specialists, acute hospitals, and academic medicine.

Recognising the importance of the subject, many doctors made time to contribute their voices despite busy schedules. They empathised with their patients and the families. Yet, most doctors had not thought deeply about end-of-life issues until now.

### NEWS WORTHY

The topics raised included the cost of healthcare and the tension between the laws and medical practice. On the former, for instance, a point raised by the doctors was that the current healthcare's funding has made acute hospital care cheaper than community and home care. The study also found that the doctors felt that it was morally unacceptable for them to hasten death and that they were universally against the idea of legalising euthanasia or physician-assisted suicide.

*What Doctors Say About Care for the Dying* was well covered by almost all of the major local media. It made the front pages in two broadsheets, in the process starting an ongoing public dialogue. Many were concerned enough to write in to the Straits Times Forum, urging more to be done for the dying.

### LEGION ACTIVITIES

At the Lien Centre for Palliative Care (LCPC), seven research projects have been completed. The research focuses include: the attitudes of doctors in an Asian oncology centre; the place and precise cause(s) of death for cancer patients in Singapore; referral of patients for palliative care in a local public hospital; and a pilot study on developing an empirical model of end-of-life care.

LCPC also organised the 24th and 25th Singapore Hospice Council Postgraduate Course in Palliative Medicine in July 2010 and January 2011 respectively. The three-day foundation course on palliative medicine comprised lectures, role-plays, home visits and panel discussions. These courses are supported by the Singapore Medical Association and the Section of Palliative Medicine, College of Physicians Singapore.

### REVIEW ON REBUILD

The Singapore Community Bereavement Project (known as Project REBUILD: Rally and Empower the Bereaved to Unite In Loss after Death) is a \$1.5 million three-year programme between LCPC and Assisi Hospice, funded by the Tote Board Community Healthcare Fund and LCPC.

Under REBUILD, a training programme to help professionals with grief management commenced in March 2011, with 40 social service workers enrolled in the programme. Participating organisations included eight hospices and various Family Service Centres across Singapore, as well as partners of the Ministry of Health and National Council of Social Services.

The programme has four modules: Understanding Life, Understanding Death; Life, Death and Dying in a Multi-cultural Community; Complicated Grief; and Clinical Supervision. As part of the programme, two forums were held in conjunction with World Hospice and Palliative Care Day in October 2010. One reached out to the professionals, while the other touched the general public.

### REBUILD REFERRALS

Also under REBUILD, Assisi Hospice and HELP Family Service Centre is developing a system that facilitates referrals of bereaved individuals from acute hospitals and hospices to family service centres.

To provide continuing care for family members of individuals with life-limiting illnesses, family members of patients in the care of Assisi Hospice are screened for risks of complications both before and after the passing of their loved ones. This ensures continuity of care for caregivers of patients who have passed on in the hospice.



### **NURSING AID**

In addition to the aforesaid activities, LCPC has been assisting the Department of Palliative Medicine – from National Cancer Centre Singapore (NCCS) – in coordinating medical student teaching for the NUS Yong Loo Lin School of Medicine and Duke-NUS Graduate Medical School.

LCPC ran the first-ever palliative care course for nursing aides, with the aim of increasing nursing aides' confidence and competence in caring for patients with life-limiting illnesses. The 48-hour course was spread over six months. In total, two rounds of the courses were held, reaching 43 participants.

LCPC also brought together Ngee Ann Polytechnic to sign a Memorandum of Understanding with NCCS and Dover Park Hospice to offer Specialist Diploma in Palliative Care Nursing. The course will be endorsed by Ministry of Education and accredited by the Singapore Nursing Board. It is scheduled to start in January 2012.

### **GOVERNMENT AID**

Catalysed by the Foundation's QoD findings in July 2010, the Ministry of Health commissioned LCPC to develop the National Strategy for Palliative Care in consultation with key members of the palliative care community. The idea is to capture the current and future needs of our population, and outline broad policy recommendations. This would eventually fit into a larger whole-of-government, end-of-life strategy that would touch areas such as societal attitudes towards death and dying, and possible infrastructure changes to promote dying at home. The final draft will be presented to the government in October 2011.

SEVEN

**WE WERE  
MOVIE EXTRAS**

### IT'S (NOT) THE END

When the end credits roll, we all want to have lived a full life. One filled with fun and laughter, teary with joy. Of course, that only happens in the movies.

Dr Frank D Ferris, Director of International Programs at The Institute for Palliative Medicine at San Diego Hospice revealed, "As I look around the world I see that about a billion people in the world have access to decent pain management and palliative care. That leaves almost six billion people with virtually no access to good analgesics or health care professionals who know how to appropriately administer them. To me this is a crisis."

Lien Foundation wants to play a part in helping people script a good farewell.

### REELISTIC HUMAN DRAMA

Since 2007, Lien Foundation had wanted to do a global documentary that will intertwine with the *Life Before Death* campaign. We like the idea of using a universal medium (film) to propagate a universal theme (death and dying). We spoke to industry players and potential filmmakers in our hunt for the right talents to get this film off the ground. Then we hit the sweet spot.

Through a chance meeting in 2010, we finally found Mike Hill and Sue Collins, a committed husband-and-wife team from Moonshine Movies. At that time, the producers were developing a documentary tackling the global crisis of untreated pain. We then came in to augment the vision and ambition for the project.

*Life Before Death* comprises a feature film, a one-hour television programme and 50 short training video clips. The clips have since been progressively released on the movie website, drawing glowing endorsements on its use as an advocacy and educational tools. The topic is wide-ranging, examining subjects such as the politics of pain, opiophobia, and palliative care and physician-assisted suicide.

It is filmed in 11 countries: Australia, Canada, China, Georgia, Hong Kong, India, Ireland, Singapore, South Africa, USA, and Uganda, featuring over 40 nationalities, fusing diverse voices and cultural backgrounds.



Participants include: Dr Balfour Mount (pictured left), who coined the term “Palliative Care” and is considered the pioneer of palliative care in North America. Dr Rajagopal, nicknamed India’s “father of palliative care” for his work in bringing palliative care to the state of Kerala (with 3% of India’s population but boasting two-thirds of the country’s palliative care services). Dr Kathleen Foley, an activist for pain control and palliative care. Lance Armstrong, a well-known cancer advocate. And Dr John Seffrin, CEO of the influential American Cancer Society.

*Life Before Death* is narrated by David Suchet, an English actor known for his role as Hercule Poirot in the long-running British TV series. The stories from Singapore made up about 25% of the documentary’s run-time, providing a strong human-interest anchor.

The documentary is scheduled for release later in early 2012. It is also supported by the International Association for the Study of Pain, The Mayday Fund, the Union for International Cancer Control and The Institute for Palliative Medicine at San Diego Hospice.

## GOING PLACES

*Life Before Death* has generated take-up interests. In four months since the first dissemination of the training clips, 750 people representing organisations and individuals have signed up to receive bi-weekly emails. In addition, more than 65 third-party websites are syndicating the training videos. These include prominent organisations including Pallium India, Worldwide Palliative Care Alliance, Global Access to Pain Relief Initiative, Canadian Health Anxiety Study, Tufts University School of Medicine, Palliative Care Australia, and Janssen-Cilag, a pharmaceutical company for use in educational seminars. In the US, the training clips will be used for curriculum content as part of hospice and palliative care education by the Nathan Adelson Hospice.

The documentary project has been promoted at conferences organised by the International Society of Advance Care Planning and End of Life Care, and the Asia Pacific Hospice Palliative Care Network. It has also been slated for screening at the upcoming World Cancer Congress and World Congress on Pain.





EIGHT

**WE MADE  
1,000  
FRIENDS**

### GRIM REAPER ON FACEBOOK

Lien Foundation has given Death a new face on Facebook. Apart from social media, we have also used art, film and photography to create talking points about Death. The arts, after all, remain an important and accessible language shared by all.

On Facebook, the Grim Reaper's 'die-logues', swathed in witticism, drew responses ranging from personal experiences to comments about life and death. He also 'starred' in cartoons and YouTube videos created to celebrate Life (before Death). Death made more than 1,000 friends in six months.

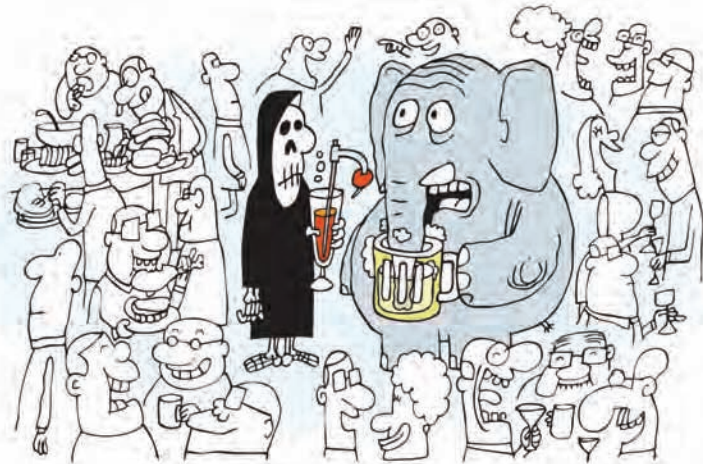
### FAMOUS LAST WORDS

The Foundation's death-defying stunt saw the website [www.lifebeforedeath.com](http://www.lifebeforedeath.com) enticing over 182,000 netizens to create their very own Last Playlist (a selection of 'swan-songs'), share their Bucket List (the ultimate to-do list before expiration), and post a departing note (saying to their loved ones what they have always wanted to say before they die).

### LAUGHING IN THE FACE OF DEATH

The Foundation also got celebrities in on the act. Local artistes Adrian Pang, Anita Kapoor and Pam Oei reveal, for the first time, the things they want to do before they die in a two-minute video titled *Before I Die*. This is a curtain raiser to the launch of *Death Flicks*, an online filmic showcase of short films and clips on death and dying.

The showcase has two sections. *Death by Eight* is a selection of eight films from Asia, Europe and North America which explores different perspectives of life before death in drama, documentary and animation genres. For example, in *Remaining Days*, a film by Simon-Oliver Facticeau, an old widower races to complete his somewhat bizarre to-do list before he dies. Death is personified in the animated short film *The Lady and the Reaper* by Javier Recio Garcier where the Grim Reaper and a doctor compete in a comedic chase for the life of a sweet old lady. The curator of these films is local production house, Upside Down Concepts.



"So it isn't just me they are refusing to discuss?"

The second, *Death in Shorts* is an anthology of 26 shorts, portraying alternative perspectives of death by the online community. It is all about mortality, poignant moments and lyrical animations. These shots were drawn from two rounds of competitions organised by co-creation community Eyeka, whose global creative community was invited to submit entries of videos or animation. The brief was to help break Death's conspiracy of silence, drawing a total of 99 entries from around the world. While some vignettes carry more sombre messages of solace and redemption, others have a lighter tenor. For instance, Death is depicted as a depressed Joe Black who turns to a suicide hotline for help in *Death PR*.

Last but not least, celebrated Straits Times cartoonist Miel was commissioned to flesh out the issues of death and dying through a series of death-toons.

Go ahead. Have the last laugh on Death.

**WE DESIGNED  
OUR  
OWN COFFINS**



## HAPPY BOX

Cheer up. For too long, the coffin has been synonymous with everything that's wrong about death: stigma, fear and silence. As a radical thought advocate, Lien Foundation started Happy Coffins to transform the dreaded box into a living symbol.

The idea came from a conversation between Lien Foundation and the administrator of St Joseph's Home (SJH), Sister Geraldine Tan. She said, "This project, though seemingly about death and dying, is really life-giving. It has created a non-threatening platform for our residents to share their lives and talk about their pre-departure hopes and wishes."

Three open-minded residents at St Joseph's Home – Elsie Chua, Kitty Fogh and Magdalene Khoo – customised their Happy Coffins with the help of creative members of FARM, a community-centred arts organisation.

## KITTY'S MUSICAL FAREWELL

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At the age of 90, Kitty Fogh was happily living out her retirement years at the nursing home after a fulfilling career as a teacher. She was content with having led a full life and was prepared for the inevitable. She would one day be placed in a special coffin of her own design.

Artist Arlene Rieneke helped to create a coffin bursting with cheerful hues. Images of little boys and girls – representing the students she taught – frolicked with musical notes and colour codes.

Kitty said, “It doesn’t look like a coffin, it looks more like a box of chocolates.”

In January 2011, Aunty Kitty passed away peacefully at the age of 91. Friends who attended the wake remembered her as a happy person. Interestingly, the mood was anything but funereal. Instead, it became an opportunity for friends and former students to remember Kitty for who she was: positive, caring, life loving.





HELLO  
COFFIN  
YOU SEEM  
TO BE NICE  
ONE DAY  
WE WILL  
MEET AGAIN  
TO THE REST  
OF YOU I SAY  
GOODBYE  
I HOPE IT WAS  
A BLAST



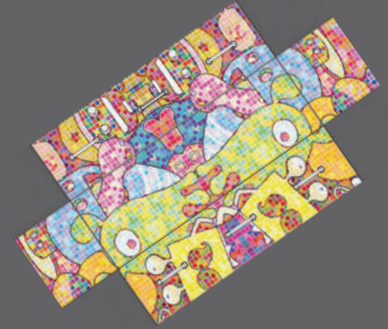
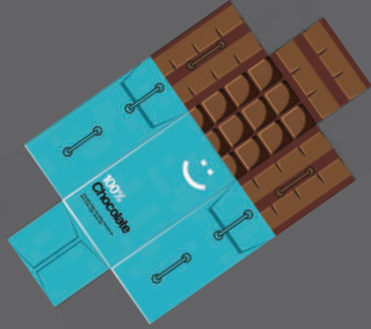
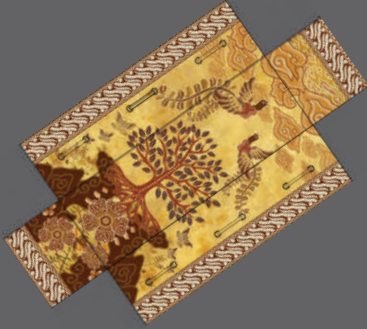
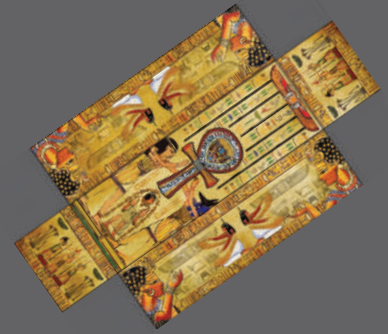
### ART TO DIE FOR

Tapping on Eyeka's community, the first-ever international coffin design competition was organised challenging the creatives to design a coffin for themselves, a close friend, family member or an inspiring person. Happy Coffins received a record 733 entries from 37 countries and more than 75% of the participants produced designs for their own coffins. Six of the winning designs were made into actual coffins with logistical support from the Singapore Funeral Services.

The second prize of this competition went to Singapore Ian Lim, who dedicated his entry to his late art teacher, Ivy Ho. Ivy passed away in 2002 due to Hepatitis B. He shared, "The image on the coffin is without facial expression because her smiles cannot be replicated by painting, and sunflowers are her favourite flowers. A devoted mentor, she carried on helping us even after she left teaching for further studies. Her love and enthusiasm inspired me to follow in her footsteps and take up design as a career."

Other entries included a coffin designed to resemble chocolate bars, some inspired by modern technological tools such as iPhone and Facebook, another the dishes of the 'last supper' served on the top, and even one featuring the artist's favourite jeans and beer.

Long live black humour!







### 'BOX-OFFICE' HIT

Happy Coffins was launched at SJH in 2010 to considerable fanfare.

The concept was an international hit. Mainstream media, blogs, forums from all age groups, key media like Fox News, AOL News, and Time as well as wires including AFP, Bernama and German Press Agency all gave their approval. After the story broke, Lien Foundation received follow-up queries from Hungary, Belgium and Ukraine. Happy Coffins made the news in Yahoo, Sky News and MX in Australia, Taipei Times and China News Press in Taiwan and China, senioractu.com in France, and AARP in the USA.

Subsequently, both SJH and some undertakers received enquiries from the public regarding Happy Coffins. Two enquiries also came from the USA about the possibility of partnering the Foundation in commercialising the Happy Coffins.

### COFFIN THERAPY

Sociologist Angelique Chan of the National University of Singapore liked the fact that Happy Coffins got people talking openly about their lives with designers, which required "them to think through the matters that are unsettled or that they need to settle, just to get them at peace."

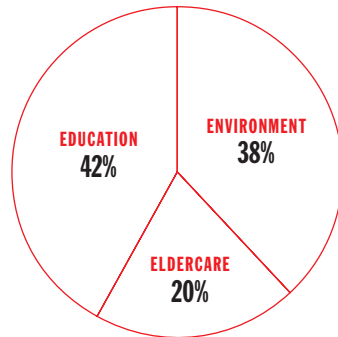
Lien Foundation's Happy Coffins idea is part art, part transformation, and a total celebration of life. Coffin as a psychiatrist's couch, anyone?

T E N

**WE GAVE AWAY  
MONEY**

## MONEY FOR CHANGE

Lien Foundation understands that money cannot buy everything – but it can get things moving in the right direction. In 2010, the Foundation gave out over \$10 million for 12 projects spanning Education, Eldercare, and Environment.



## GRANTS DISTRIBUTED IN 2010

### EDUCATION

AGENCY	PROJECT	DISBURSED (S\$)
Singapore Management University	Lien Centre for Social Innovation	2,940,000
YWMA & YWCA	3-in-1 Preschool Project	216,500
KK Women's and Children's Hospital, PAP Community Foundation, Ngee Ann Polytechnic	Mission: I'mPossible	651,250
Canossian Missions	General operating support for Canossian School	134,400
Ngee Ann Polytechnic	SEED Capital II	420,000
Preschool consortium	1:1:1 Initiative with Salesforce Foundation	56,400
		<b>4,418,550</b>

*Continued next page*

**GRANTS DISTRIBUTED IN 2010 (CONTINUED)****ELDERCARE**

<u>AGENCY</u>	<u>PROJECT</u>	<u>DISBURSED (S\$)</u>
Duke GMS-NCCS-Singhealth	Lien Centre for Palliative Care	1,500,000
Economist Intelligence Unit	'Quality-of-Death' Country Ranking	278,737
St Joseph's Home	Holistic ElderCare Programme	170,000
NUS Centre for Biomedical Ethics	'What Doctors Say about Care of the Dying'	190,000
		<b>2,138,737</b>

**ENVIRONMENT**

<u>AGENCY</u>	<u>PROJECT</u>	<u>DISBURSED (S\$)</u>
Nanyang Technological University	Lien Challenge	1,000,000
Nanyang Technological University	Environmental Endeavour 2	3,000,000
		<b>4,000,000</b>

8 projects committed in previous years amounting to **9,756,487**

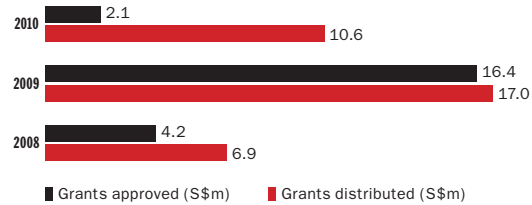
4 new projects with disbursement in 2010 amounting to **800,800**

**12 projects in total amounting to 10,557,287**

**GRANTS APPROVED IN 2010**

<u>AGENCY</u>	<u>PROJECT</u>	<u>COMMITTED (S\$)</u>
Canossian Missions	General operating support for Canossian School	134,400
Ngee Ann Polytechnic	SEED Capital II	420,000
Preschool consortium	1:1:1 Initiative with Salesforce Foundation	1,400,000
NUS Centre for Biomedical Ethics	'What Doctors Say about Care of the Dying'	190,000
<b>4 projects amounting to a total of</b>		<b>2,144,400</b>

### PHILANTHROPY PORTFOLIO 2010



### OVERVIEW OF GRANTMAKING

	2008	2009	2010
Grants Approved	S\$4.2m	S\$16.4m	S\$2.1m
Grants Distributed	S\$6.9m	S\$17.0m	S\$10.6m
New Projects Approved	3	5	4
Projects Receiving Grants	10	13	12
Unsolicited requests received	234	344	266
Unsolicited requests supported	0	0	0

### PEOPLE AND PASSION

The Foundation has been blessed with committed staff and volunteers who provided talent, knowledge, network and influence. This stimulating cross-cultural collaboration gives us formidable resources to solve complex social problems.



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BOOK FLIPS AROUND



# 10 THINGS TO DO BEFORE YOU DIE

MARRY THE LOVE OF MY LIFE **GET A TATTOO** WATCH THE WORLD CUP LIVE **PERFORM ON STAGE** CLIMB A MOUNTAIN **KISS PASSIONATELY IN THE RAIN** SHOWER IN A WATERFALL **PAY FOR A STRANGER'S GROCERIES** PLANT A TREE **WATCH A METEOR SHOWER** LEARN TO DRIVE A STICK SHIFT **LEARN TO PLAY THE GUITAR** EXPERIENCE ZERO GRAVITY **VISIT THE PYRAMIDS** SKINNY DIP **GO ON A VOYAGE OF DISCOVERY** TELL MY LOVED ONES THAT I LOVE THEM **SWIM WITH DOLPHINS** KISS UNDER THE MISTLETOE **GO ON A CRUISE** STAND IN THE SISTINE CHAPEL **DRIVE ACROSS ASIA** GO ON AN AFRICAN SAFARI **LEARN CPR** RIDE IN A HOT-AIR BALLOON **LAUGH UNTIL I CRY** GIVE BLOOD **VISIT DISNEYLAND** MILK A COW **SEE THE NORTHERN LIGHTS** GO SKYDIVING **SEND A MESSAGE IN A BOTTLE** VISIT STONEHENGE **BECOME AN ACTIVIST** LEARN A NEW LANGUAGE **SOLVE A MYSTERY** RIDE A GONDOLA IN VENICE **EAT SUSHI IN JAPAN** VISIT EVERY CONTINENT **GO SCUBA DIVING** RESCUE A DOG FROM ANIMAL SHELTER **SEE A CIRQUE DE SOLEIL SHOW** GO WHALE WATCHING **EXPERIENCE AN EARTHQUAKE** VISIT THE LOUVRE **CROSS THE INTERSECTION AT ABBEY ROAD** SEE A BROADWAY MUSICAL **CAPTURE LIGHTNING IN A PHOTOGRAPH** SNUGGLE IN A HAMMOCK **SPEND THE NIGHT IN AN UNDERWATER HOTEL** SEE THE GRAND CANYON **CLIMB A LIGHT HOUSE** STAY OFF FACEBOOK FOR 2 WEEKS **MAKE HOMEMADE ICE CREAM** BE PART OF A FLASH MOB **SEE THE TAJ MAHAL** BE KISSED ON TOP OF A FERRIS WHEEL **LEARN TO SURF** BUILD A TREEHOUSE **RIDE IN A HELICOPTER** FIND MY BIOLOGICAL PARENTS **DESIGN MY OWN COFFIN** SIGN UP TO BECOME AN ORGAN DONOR **PROTEST SOMETHING** SEE THE WONDERS OF THE WORLD **GET HYPNOTISED** MEDITATE IN A BUDDHIST TEMPLE **TRY GLASS BLOWING** FLOAT IN THE DEAD SEA **FLY FIRST CLASS** RIDE A MECHANICAL BULL **TREK THE GREAT WALL** DRINK WINE IN ITALY **EAT A BELGIUM WAFFLE IN BELGIUM** RIDE AN UPSIDE DOWN ROLLER COASTER **GO TO A DRIVE-IN MOVIE THEATRE** DO 100 CONSECUTIVE PUSHUPS **WATCH A TOTAL ECLIPSE** TRAVEL TO ANTARCTICA **SOLVE THE RUBIK'S CUBE** EAT KIMCHI **BAKE A GIANT COOKIE** DRIVE A HOT ROD **GO ON A MIDNIGHT BIKE RIDE** BE ABLE TO DO THE 'SCORPION' YOGA POSE **GIVE AWAY MONEY** SEE THE ARC DE TRIOMPHE **GO TO A PARTY ON A FORT IN THE SEA** LEARN BRAILLE **GO TO A CHOCOLATE FACTORY** LEARN TO RIDE AND CARE FOR HORSES **THROW A COIN IN THE TREVI FOUNTAIN** FEED A GIRAFFE **GET A CREAM PIE IN THE FACE** GROW AN AWESOME VEGGIE GARDEN **GO ON A BAMBOO RAFT** WATCH A SHAKESPEARE PLAY **LEARN BELLY DANCE** SPEND A MONTH AT SEA **WORK WITH ELEPHANTS** HOST A LOLITA TEA PARTY **VISIT THE SUNDANCE FILM FESTIVAL** BE THE VOICE OF AN ANIME CHARACTER **WRITE AND PUBLISH A BOOK** SEE THE TERRACOTTA SOLDIERS IN CHINA **BUILD A DOLL HOUSE** SEE NIAGRA FALLS LIGHT UP AT NIGHT **GO TO THE ROCK-N-ROLL HALL OF FAME** KISS THE BLARNEY STONE **BE A MOVIE EXTRA** WATCH 'THE LION KING' MUSICAL **EAT GRASSHOPPERS IN THAILAND** VISIT THE EIFFEL TOWER **CLIMB A ROCK WALL** PLAY WITH A BABY TAPIR **GET AN OLD, YELLOW VW** EAT FISH AND CHIPS IN LONDON **WHAT'S ON YOUR BUCKET LIST?** SEE BORA BORA **GO TO THE TOP THE STATUE OF LIBERTY** SEE MOUNT RUSHMORE **SLEEP IN A CASTLE** GO DEEP SEA FISHING **SIT IN NATURE AND JUST BREATHE** EXPERIENCE A SUNRISE IN THE DESERT **EXPERIENCE OKTOBERFEST IN MUNICH** RIDE ON THE ORIENT EXPRESS **PUT A PAIR OF MY SHOES ON A SHOE TREE** WATCH EVERY JOHN CUSACK MOVIE **GO CROWD SURFING AT A CONCERT** HIKE TO UPPER YOSEMITE FALLS **LEARN TO BREAKDANCE** VISIT BUCKINGHAM PALACE **VISIT PRAGUE** PARTICIPATE IN COSPLAY **GO ICE FISHING** CLIMB AN ERUPTING VOLCANO **PERFECT MY CHILLI RECIPE** HELP IN A SOUP KITCHEN **HELP SOMEONE COMPLETE AN ITEM ON THEIR BUCKETLIST** FINISH READING 'LES MISERABLES' **TAKE BALLET LESSONS** SIGN UP FOR KICK BOXING **RE-LEARN HOW TO DO A CARTWHEEL** LEARN HOW TO SEW **HOLD A BABY OWL** START A FAMILY **ADOPT A CHILD** GO PARASAILING **WRITE A SONNET** SAVE A LIFE **MAKE A THOUSAND PAPER CRANES** ATTEND A JAPANESE TEA CEREMONY **MAKE 1,000 FRIENDS** MEND A BIRD'S BROKEN WING **RUN A MARATHON** MEET JACKIE CHAN **SEE THE CHERRY BLOSSOMS IN JAPAN** LEARN TO PLAY THE UKULELE **SEE THE GREAT BARRIER REEF** VOLUNTEER WITH AN ENDANGERED SPECIES **HELP A TOTAL STRANGER** WATCH AN NBA GAME LIVE **GO FOR FURTHER STUDIES** FINISH A TUTORIAL VIDEO **BE A LIVE TV AUDIENCE** EXPLORE CHERNOBYL **SHOOT A GUN** GO WINE TASTING **DON'T EAT FOR A DAY** LEARN TO WHISTLE **WATCH AN EGG HATCH**

**If you're reading this, good. You're alive. But are you painting the town red with passion? Or are you one of the Undead: existing but not living? Here's the most universal regret for those facing mortality:**

**"I wish I had the courage to live a life that's true to myself, not what others expect of me."**

**If a small voice is telling you to do something to make your friends go "*that's* what I want to do before I kick the bucket", we have some ideas to turn you from zero to everyman's hero.**

**The Bucket List, Life List or Whatever List you call it might not change the world, but it could alter yours. The List provides a road map to enlightenment for some, fulfillment for others (depending on personal experiences). The List promises a journey filled with interesting people and self-discovery. We trust you'll enjoy the bumps, twists and elation that go with it.**

1



**WRITE  
AND  
PUBLISH A BOOK**



*Write a book about your unique hobby, special interest,  
your parents' romance, your children's growing up years, or simply  
your boss' scandalous affair with the married office cleaner.  
Publish under a pseudonym or after withdrawing your CPF. Who can say  
that you won't be the next J K Rowling?*

Rowling was rejected by a dozen UK publishers (including Penguin) before her first Harry Potter novel was taken up by a small London publisher, Bloomsbury – on the advice of the CEO's eight-year-old daughter.





If you have decided to give it a shot, consider these writing/publishing tips:

First determine what you want to write about. You can either tell a simple story or fill a need. For the latter, your book has to provide a benefit to your reader.



E-books are fast and affordable to put out.  
There are no printing costs and little promotion. Of course,  
see if it suits your target audience.

If successful, the sale of your e-books can finance  
the printing costs of the second edition – or your next 20 books.





You can market your book via website, direct mail, press release, speaking engagement and word of mouth.

2

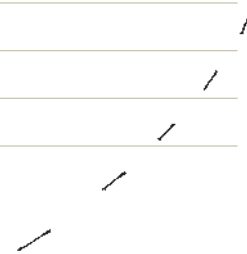


**TREK  
THE  
GREAT WALL**



*To build character, do something hard;  
to grow in confidence, take on something immense.  
Just posing for a picture at the Great Wall won't cut it.  
Get on the ancient earthen fortification, or surmount your own great wall  
of whatever is barricading you from your dreams.  
It could be cave diving, jumping off a plane, winning The Amazing Race  
or joining the Special Forces.*

In the last 2,000 years, the total length of  
all Chinese defence walls built is about 50,000 km.  
Earth's circumference is 40,000 km.







Family members of those who died building the Wall would carry a coffin, with a caged white rooster perched atop. The rooster's crowing was supposed to keep the spirit of the dead awake until he crossed over the Wall. If not, the family feared the spirit would forever wander along the Wall.



3



**ADOPT  
A  
CHILD**





*Singapore's Total Fertility Rate (TFR) of 1.16 in 2010*

*was lower than the rates in Japan and South Korea.*

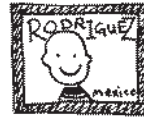
*Thankfully, there is more than one way to answer the government's call*

*for 'productivity'. Adopting a child allows you to*

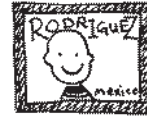
*make a difference to someone's life in the most complete way possible.*

*Not to mention your own. Financial resources, parenting skills*

*and a great deal of love are de rigueur.*



According to the Guinness Book of Records, a Russian woman had  
four sets of quads, seven sets of triplets and 16 sets of twins.  
Total: 69.



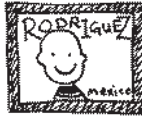
Taiwan has the lowest TFR in the world at 0.91.  
The highest: Nigeria at a whopping 7.9!

Three of six children of Brad and Angelina are adopted from  
Cambodia, Ethiopia and Vietnam.

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Steve Jobs was adopted as an infant in February 1955  
by Paul and Clara Jobs.



4



**HELP A  
TOTAL  
STRANGER**



*Wouldn't the world be more beautiful if we all pay it forward?*

*It doesn't take much to make someone's day.*

*Today, go out there and surprise a total stranger on the street, plane*

*or MRT with ARK (Acts of Random Kindness).*

*It might help someone to feel better and improve your karma.*









Clean up Sembawang Park (North),  
Sentosa Beach (South), Changi Beach (East),  
Labrador Park (West), or Bishan Park (Central) with a buddy.  
Be prepared to lose your buddy.



5



**BECOME  
AN  
ACTIVIST**



*Nelson Mandela ended apartheid in South Africa.*

*No matter who you are, you have influence. Magnify and channel*

*that influence and you get activism. Activism changes things.*

*Get the spotlight off yourself for a change and you'll see, across the world,*

*how much people and the environment need your talent and your verve*

*to transform challenges into changes.*

Bono is one of the world's best-known philanthropic performers. He is so successful because he brings together leaders in government, religious institutions, philanthropic organisations, popular media, and the business world for a common cause. His geopolitical activism includes campaigning for third-world debt relief and raising awareness of the plight of Africa, including the AIDS pandemic.











6



**GO ON A  
VOYAGE  
OF DISCOVERY**



*Cruise to nowhere, sail to somewhere,  
explore a place you've never been, discover yourself in the process.*

*Who knows? You may embark and  
return a new and better person (if it's possible).*



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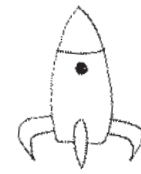
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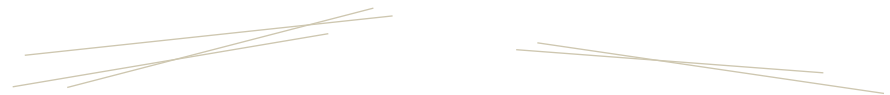
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Visit your village, or your parents' birthplace in Xiamen or Chennai.  
You'll be amazed how many relatives you have.  
Gifts would be handy.



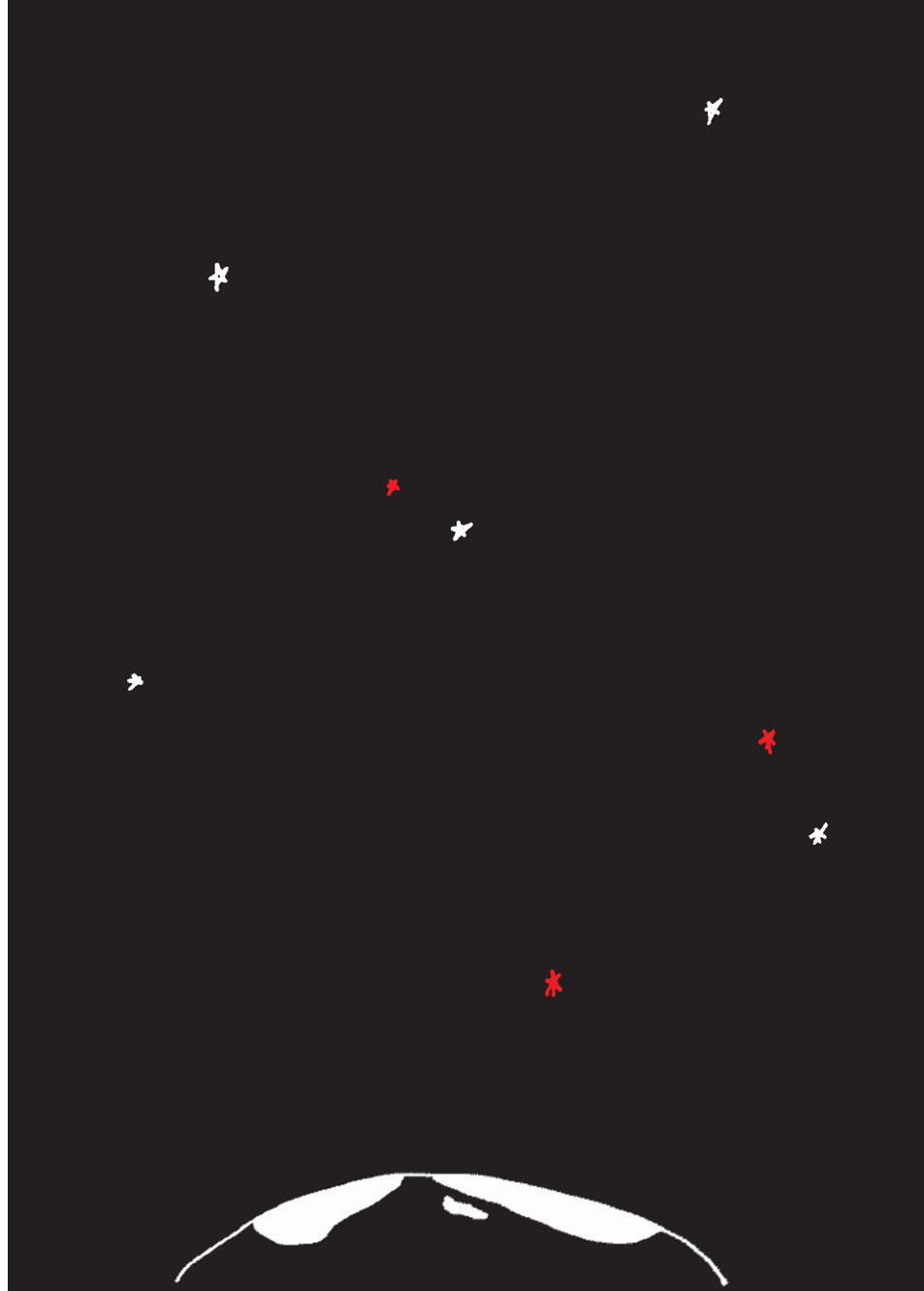


If you have money to burn, there's always space exploration.  
Book your place in space now and  
join over 400 astronauts raring to blast off.



Virgin Galactic tickets cost US\$200,000  
and deposits start from US\$20,000.  
Choice of several spaceships. Training provided.

For direct booking:  
<http://www.virgingalactic.com/booking/>



7



**BE A  
MOVIE EXTRA**





*Action and adventure, drama, comedy, romance, science fiction,*

*horror, art house — most films need movie extras.*

*The job is easy and looks don't matter. And oh, no experience needed.*

*So why not audition to be an extra?*

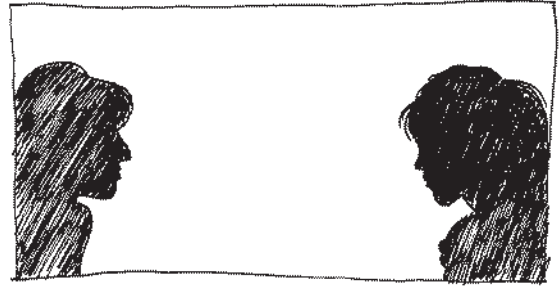
*Being a bit part player helps you see things in the bigger context —*

*including your hated celebrity without a ton of makeup.*

*Plus, your movie is likely to outlive you. Unless you're a vampire.*







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Richard Attenborough's 1982 Oscar winner *Ghandi* had 300,000 extras in the funeral scene of the eponymous character.



8



**MAKE  
1,000  
FRIENDS**



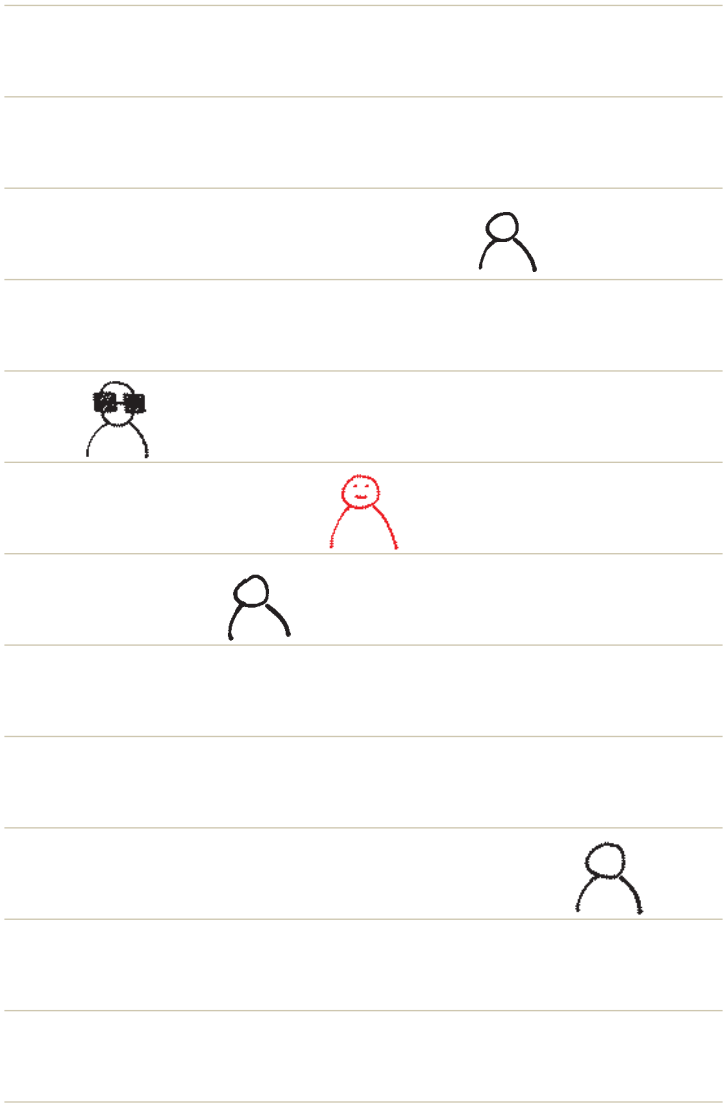
*The quality of friendship counts more than quantity.*

*But if you're not choosy, here's one way to make legions of friends:*

*Facebook, tweet or blog your way to buddy bliss.*

*The more cybermates you have, the clearer you'll see  
six degrees of separation (the idea that everyone is on average approximately  
six steps away, by way of introduction, from any other person on earth).*

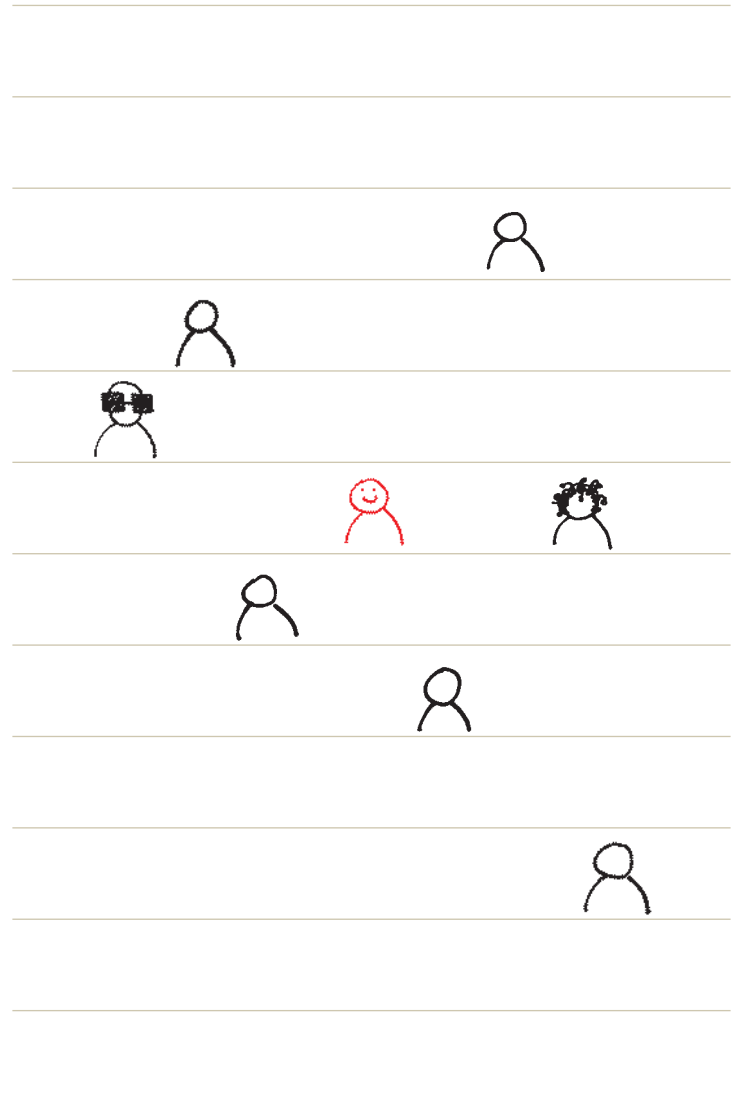
*Hey, now there's no excuse to feel bored anymore.*



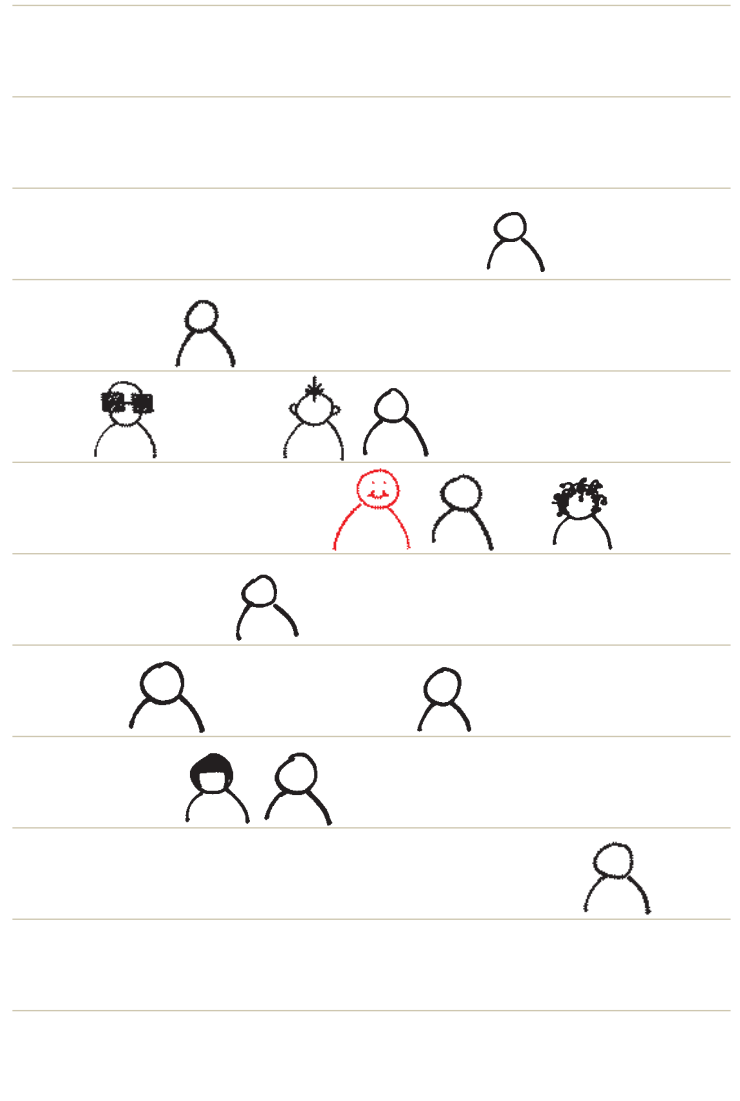
Haven't got many friends? No worries. Here's an uplifting quote:  
Don't worry about knowing people, just make yourself worth knowing.

Like that? Here's another:  
Friendship is a responsibility, not an opportunity.





Scientists prove that 150 friends is the most we can handle, never mind 1,000. This is because our neocortex – the part of the brain used for conscious thought and language – limits us to that weird number, no matter how sociable we are.  
What are you waiting for: go debunk the theory!



If you dislike a new friend, he or she is probably number 151.

In the Top 100 world's most popular Facebook 2011,  
Eminem is third (38 million fans), Lady Gaga fifth (36 million) and  
Cristiano Ronaldo fifteenth (27 million).

Drumroll...  
And the world's number one Facebook page:  
Texas Hold'em Poker, at 43 million!



9



**DESIGN  
YOUR  
OWN COFFIN**



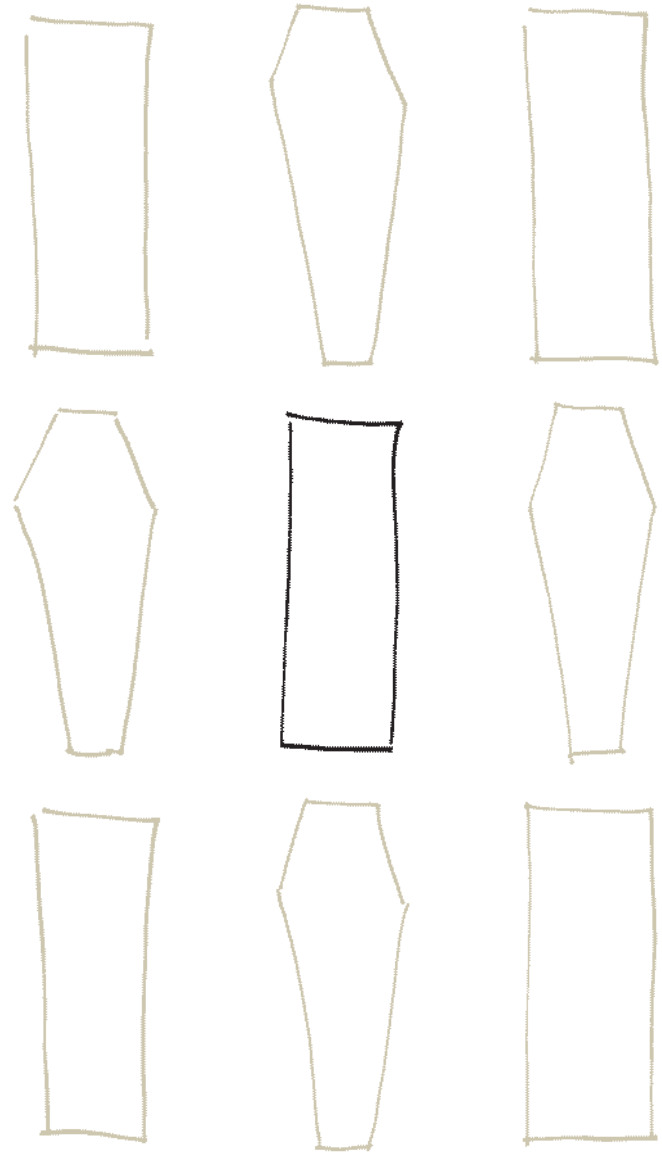
*At the end of the day, we all end up in a box. But getting there is half the fun.*

*Customising your own sendoff tells the world you're not superstitious,  
not hung up about taboos, and not cowed by the grim reaper.*

*Designing your Happy Coffin allows you to make a life-affirming statement.*

*Bestir a talking point. And make others think about the positives in life.*

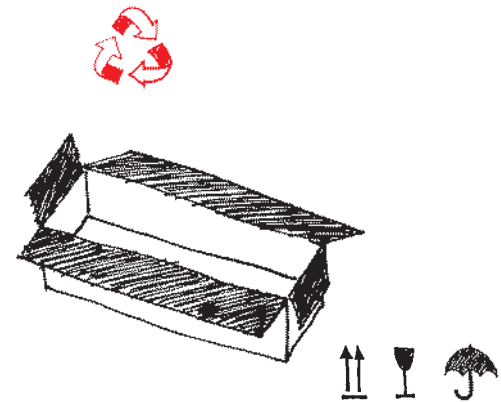
*Die die must try.*



Know the difference between caskets and coffins?

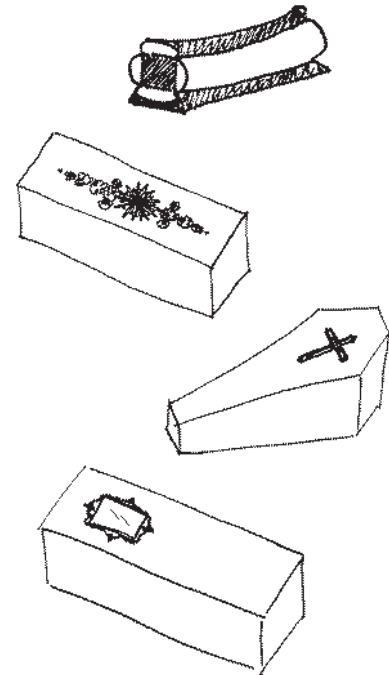
Caskets are rectangular, while coffins are wider at the shoulders and narrower at the feet.

Most Britons choose coffins, while Singaporeans prefer caskets.



When designing your own coffin, how about an eco-friendly cardboard coffin? Or recycled newspaper box for the newshound? Make headlines and cut down CO<sub>2</sub> that typical coffins produce.

If you're the touchy feely type, go for a warm woollen coffin lid. Or have your life snaps montaged on your coffin.



A bespoke coffin is more affordable than you think.  
Speak to an undertaker that understands your style.





In Ghana, coffins can be very colorful  
in every sense of the word.  
Shapes of trains, cars, animals and airplanes are not uncommon.

10



**GIVE AWAY  
MONEY**



*Billionaire Warren Buffet, the world's third richest person as of 2011,*

*has pledged to give away 99% of his wealth to philanthropy.*

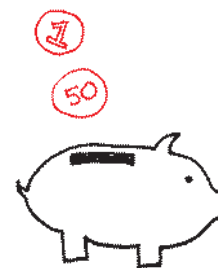
*Whatever your means, generosity makes us human.*

*By opening our doors to the needy, our arms to the destitute, and*

*our wallets to a good cause, we sublimate our earning power*

*into healing power.*



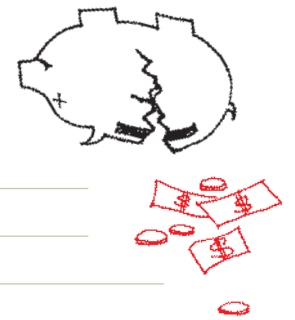


What is your mission?  
Do you want to reach local, regional or international charities?



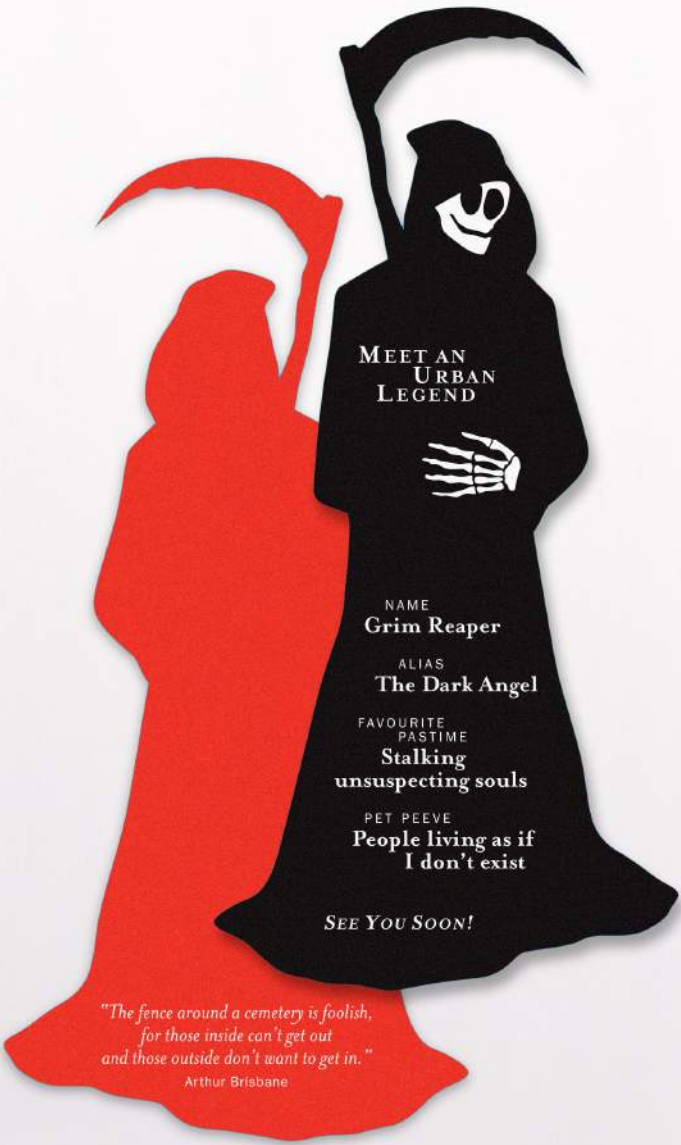
Watch for fraud. Thoroughly research the target charity online.  
Or visit them personally for a chat.  
Ask to see the books.

Give wisely. Give heartily. Give joyfully.  
Good luck.









MEET AN  
URBAN  
LEGEND

NAME  
**Grim Reaper**

ALIAS  
**The Dark Angel**

FAVOURITE  
PASTIME  
**Stalking  
unsuspecting souls**

PET PEEVE  
**People living as if  
I don't exist**

*SEE YOU SOON!*

*"The fence around a cemetery is foolish,  
for those inside can't get out  
and those outside don't want to get in."*

Arthur Brisbane