



SUNWAY
UNIVERSITY COLLEGE



momentum

A SUNWAY ALUMNI NEWSLETTER
July 2010



**Jeffrey Cheah Foundation:
LAUNCHED!**

**up close &
personal**

**Heroine for the
Environment**



This issue pays homage to giving. I am certainly proud that more and more of our alumni like Darshana Sivanantham, Joshua Lee, Brian Lee, and others are joining the bandwagon to immerse themselves in projects that help the less fortunate and the environment. It synchronises with what brewed here recently at your alma mater and the academic heart of Sunway, which is the launch of the Jeffrey Cheah Foundation, a financial vehicle that has disbursed more than RM55 million in scholarships.

Philanthropists have come and gone but Tan Sri Jeffrey Cheah has remained steadfast to his calling of wanting to shape lives through education since 1987. Tan Sri Jeffrey said, and I quote, "The key to a meaningful life and true satisfaction comes from being able to give to society, and leaving behind a lasting contribution that makes a real difference. It gives me great pride to be able to share Sunway Education Group's success and achievements with our youth through this Foundation, to help them take and earn their place as future leaders in society."

The Foundation which is perpetuated by surplus funds is a registered charity that allows contributions to be eligible for tax deduction. Aside from scholarships, funds can be channelled for scientific, medical and charitable purposes.

I truly believe in the oft-repeated quote by Harvey S. Firestone that you get the best of others when you give the best of yourself. There are many versions of giving. It may be through your time, your energy or your heart. More importantly, by doing so, we become richer in spirit and character.

I hope that our alumni who are blessed today because of their education, will consider helping their junior counterparts or nominating the Jeffrey Cheah Foundation as one of their worthy charities for their fund-raising activities.

Do enjoy the articles and I hope they may be the tipping point in attracting more alumni to be affected with giving to the community. With that I wish you a rewarding journey in your career and stay in touch!

Elizabeth Lee

Why momentum?

Momentum is the energy that keeps us in motion and allows us to continually move in a specific direction. Naming this magazine Momentum symbolizes us taking what we have learned from the past and using that as a force to drive us forward. As Alumni of Sun-U, we hope that you have been able to use the knowledge gained here to propel you to success. It is our sincere wish that *Momentum* will provide you with much inspiration and enrichment. We encourage you to contribute your articles, time, and knowledge to keep the momentum going.

Contact us:

Drop us a note if your mailing or e-mail address has changed.
Feel free to share your thoughts/suggestions as well!

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THE *Real* PURPOSE OF EDUCATION

Words of wisdom from Tan Sri Dato' Seri Dr Jeffrey Cheah, AO



It is my great pleasure to share a few words in this issue of *Momentum*.

I commend the team at *Momentum* for highlighting the importance of giving back to society. By bringing this topic to the forefront and showcasing our alumni and students who have been, in their own ways, heroes for their communities, it serves as a platform to inspire others to do the same.

Let us reflect for a moment on Nelson Mandela's quote: "Education is the most powerful weapon which you can use to change the world." I would agree then, that the real purpose of education is exactly that, to change the world.

When I first started Sunway College in 1986, there were many obstacles that I had to face. The path has not been easy, but it is one which has been very fulfilling. At the inception phase of the College, I remember many meetings with university partners to formulate the right path. It was of utmost importance to us to get it right, as the vision was to revolutionize the landscape of academia in the country. While half of the work was to put together the scholastic elements of

world-class learning and searching for top-notch educators, the other half was dedicated to reassuring parents of our commitment to education and bankers for financial support.

Today, our success in the field of education is evident through our university ranking and enrolment numbers. I am privileged to say that Sunway University College has met the criteria for a successful business. But beyond the business of education, there has always been, what I truly believe, a higher purpose. We wanted to change the world.

Towards this, in 1997, the Sunway Education Trust Fund was established for the purpose of managing and administering its share of proceeds from the institutions for the disbursement of scholarships and research funds. Through this Fund, more than RM55 million has been reinvested with deserving individuals in various fields of study in the form of scholarships.

A few months ago, the Fund was consolidated to officially become the Jeffrey Cheah Foundation which was launched by the Prime Minister on 18 March in the presence of HRH the Sultan of Selangor, who is the patron of the Foundation. Through this Foundation, the Sunway Education Group can continue to give to society through sustainable, quality education, improving and enriching lives, continuously contributing to our national agenda of becoming a progressive high-income nation. This is our little contribution to changing the usual way of doing business. I always aspire to inspire before I expire.

And of all the milestones for Sunway University College, this has been the most rewarding for me.

This is because I truly believe that education is not only about the knowledge of fact, but of values. Degrees are replaceable, values are not. Education is the means of developing our greatest abilities. With education we are empowered to transform our private hopes and dreams into realities. And when we transform these, we can contribute to the betterment of our community and greater strength of our nation.

Congratulations to Sunway University College's heroes for the community. Keep up the good work, continue to change the world.

A handwritten signature in black ink, appearing to be 'Jeffrey Cheah'. The signature is stylized and written in a cursive-like font.

Tan Sri Dato' Seri Dr. Jeffrey Cheah, AO

up close & personal

By Joshua Lee



How a little soul-searching solved the puzzle to PERSONAL FULFILLMENT

“Chill at the mall and you’ll quickly realize how much you don’t have; chill with the Myanmar children and you’ll sober up and realize how much you actually have and can give.” These are the words I put down in my Facebook status not too long ago.

Indeed Winston Churchill was right when he said, “We make a living by what we get, but we make a life by what we give.”

I was entrenched in the corporate world, feeding my ego and need for speed in the fast lane. Being a part of the rising movers and shakers of my day and that to me was the be all and end all. What could be better than that?

But something was missing. It couldn’t have been sleep although I would regularly get home by 3:30am almost every day and be at work by 9:30am the next morning. There was something else. That emptiness left me searching for something greater than my own achievements.

In May 2008, I threw in the towel without knowing where to go. I hadn’t even time to look for another job. Fortunately, the bosses of Foetus International had been thinking of starting an NGO that uses the



arts to better the lives of underprivileged children. So when I left Naga DDB (owned by Foetus), I was almost immediately called back to initiate the NGO, and StART Society was birthed.

I’ve never looked back since. Being in StART has opened doors for me to see what is really out there, under our radars but conveniently ignored. Most importantly, it has opened the door of my heart to feel the pulse of the poor, the down trodden, the desolate, the abused and the abandoned.

Back then, I only gave to feel good and have my friends see what good work I was doing. I would volunteer every now and then, but remained at quite a distance, emotionally and functionally. When I did not give, I sincerely believed that everyone should carry their own burdens and deal with their own lot in life. I also used to think that charity work was for people in NGOs, people with a different calling. In actual fact, I would rather be indifferent because that was convenient for me. I did not want to deal with other people’s problems because I had enough of my own.

But things have since been completely turned upside up. After I started working closely with the children, I began to perceive them differently. They aren’t just nameless faces

but precious little lives with very real feelings and stories of tragedy, trial and triumph. When you know where they've come from and the hills and valleys in life they have traversed, you'll be thankful for what you have and your wooden heart would simply transform back into good ol' flesh and blood.

To crown it all is when you see the smiles on their faces, and see changes before your eyes. You see reticent, shy, downcast little ones transform into confident, purpose-driven, bright-eyed children - the way they are supposed to be. And when you sincerely connect with the innocent ones you serve, warmth and love will radiate from within, and that itself will bring a lingering joy that no awards, no gallery, no compliment and no applause can ever bring.

You've got nothing to lose. Life in the fast lane dictates that you have to do insurmountably so much just to get on par. To get noticed, you'd have to have that extra something. But here, a little goes a long way. And that itself will bring out the best in you. And you won't need that extra something special to shine. You just have to be you.



Looking back, I realize that no one has to leave the corporate fast lane to engage in charity work. It is something we all can and should do within our capacity. In my travels and talks, I am always asked how one can live in the fast lane and yet engage in charity work. My answer is simple. I always ask people this simple question: "What's in your hand?" At this, I usually get an awkward stare and then a smile.

Essentially, what I'm saying is that we should use what we're best at, be it our talents, our expertise, our passion or our profession. Cumulatively, there is a wealth of skills, knowhow and resources that we all have; attained from our years in the corporate lane, but if we stop there, we've all missed the point. Since time immemorial, work and education have existed to improve the community. And that modus operandi must

be perpetuated in our lifetime through our lives. But if we have none of the above, there's always our precious time, our listening ear and our shoulder to cry on.

Charity isn't just all about money or "touch and go" activities, it's about walking alongside the less fortunate until they make it on their own. It was Mahatma Gandhi who said, "generosity consists not the sum given, but the manner in which it is bestowed."

I have been a musician and singer all my life and music is indeed my first love. And so, StART Society was a perfect fit.

StART Society exemplifies a perfect model of charity work. It is engaged up close and personal. It gives from its core strengths and expertise (being a part of Foetus, Malaysia's foremost advertising and communications group) and it is here to stay, as am I.

Spend a little time with the less fortunate and you will be changed...for the better, forever. Life is at its highest when you stoop lowest. Martin Luther King, Jr. once said, "every man must decide whether he will walk in the light of creative altruism or in the darkness of destructive selfishness." I'm glad I made the right choice and my hope is that many will follow suit.

Joshua Lee is the Programme Director of StART Society. StART is a non-profit organization that provides underprivileged children with free lessons in music, arts, dance and drama. The society is the brainchild of Datuk Vincent Lee – President of 4As – who believes that within every underprivileged child, there is a creative talent that deserves to be discovered, nurtured and launched into a meaningful career path.

For further information on StART Society or to make a donation towards the society, please visit the website at www.start.org.my or contact Programme Director, Joshua Lee at 012-6511 656 or email at Joshua.lee@start.org.my

Joshua is an alumnus of Sun-U's A-levels programme.



Heroine for the Environment:

Darshana Sivanantham



Tell us about what you do.

I work with Global Environment Centre, which is an NGO that works with environment conservation. GEC works on many community based rehabilitation projects, both locally and internationally. My position with them is Communications Officer, under the Outreach and Partnership Programme. Basically, my job encompasses editing and copywriting, working with media, and working/networking with volunteers, youth groups, universities and colleges. I also work on GEC's Youth Programme, which focuses on empowering youths today to BE the change they want to see in the world.

What inspired you to do this job?

I've always had a passion for the environment, ever since I was a child. I was part of the Junior Environmental Group of Malaysia, now known as Yayasan Anak Warisan Alam (YAWA). Through my involvement there, I've been blessed with the opportunity to travel the world for international children's conferences and summits on the environment, in places like Australia, England, Japan and others. This passion stayed through the years – it was a driving factor in making the decision to work with the environment.

What keeps you doing this job?

The fact that you wake up each day and know you're going to have an awesome day at work! Every day is a new experience – GEC works in different areas, ie. Forests, rivers, and solid waste management. Each day there is something new to do, and something different to experience, be it writing a media release, editing a proposal, meeting potential partners, attending conferences/exhibitions, giving talks, etc. or something as simple as updating the website and Twitter account!

How did you get involved with GEC?

A friend mentioned that GEC was hiring, so I decided to try for it. Just one week before attending the interview, I was a volunteer at one of the tree planting activities at Raja Musa Peat Forest

Reserve – the World Forestry Day 2009 Celebration Planting.

Why did you choose this career rather than something in the corporate world?

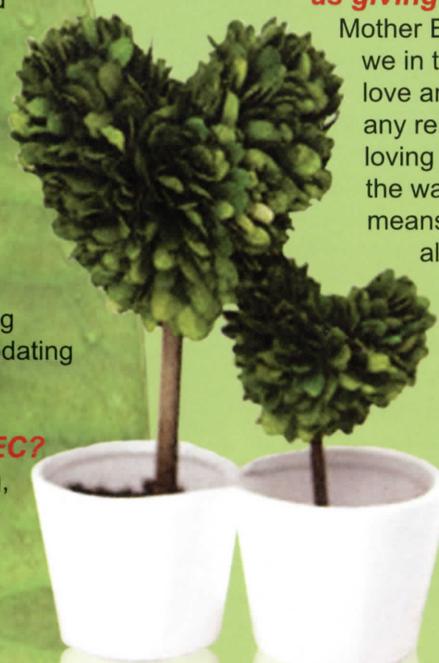
I believe that the secret to success lies in doing something you have the passion for – passion fuels your commitment, determination and belief. I have the passion for the environment and the outdoors. What could be better than working on something that drives you?

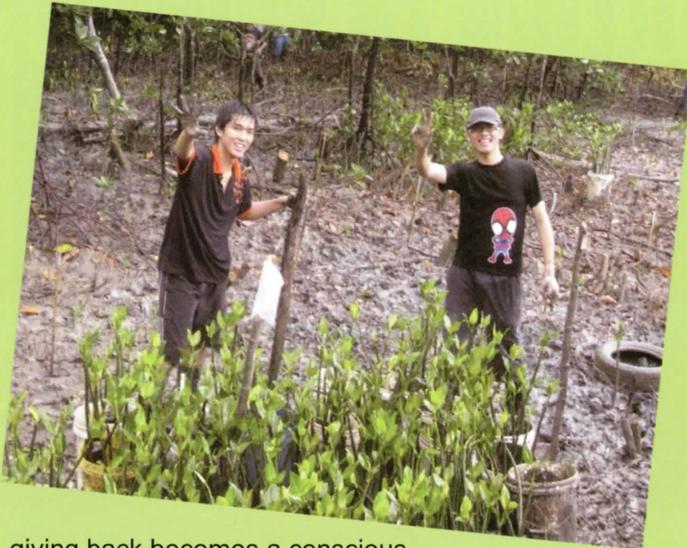
Considering what you do, what do you view as giving back?

Mother Earth sustains, protects and nurtures us; we in turn should treat it with mutual respect, love and understanding, just as we would in any relationship. Giving back simply means loving earth as we love everyone else – and the way to show it is by living within our means, using only what we need, and reducing all forms of wastage.

Why should people give back to the community?

I think first we must understand what community means – WE are the community. Just like atoms that make up a cell, we are the parts that make up a community. When we understand that, we won't see ourselves and the community as two separate entities, we are all part of the same family. Then,

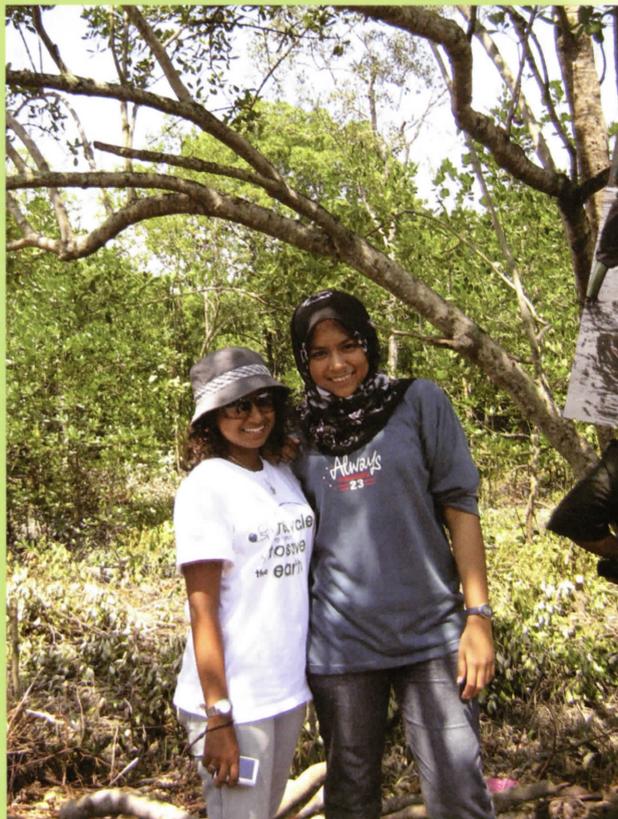




giving back becomes a conscious responsibility, not a forced obligation. It's all about sharing the knowledge and resources that we have with others. This is how we sustain what we have, and allow it to grow immensely. Giving back to the community should really be giving MORE to the community.

It must be a challenge to find individuals to volunteer, especially in the world today. How do you overcome this?

To be honest, positive thinking helps! Actually volunteers are plenty – It's just how we connect to them. I think Malaysians today are very much aware of current issues and are ready to lend a hand. They are just not too sure where to start looking for opportunities – and that's basically part of my job here at GEC; connecting people to the places they can lend a hand in. It's all about good communication and networking!



PS. If you would like to volunteer with GEC, join our Facebook volunteer group (GEC Youth Volunteers), and follow us on Twitter (www.twitter.com/gectalks). Or check out our website, www.gec.org.my! :D

Tell us about your collaboration with Sun-U on projects.

GEC has worked with Sun-U since 2009 during one of the Green Exhibitions that were held in May. We are now working closely with the CIMP students on the GEC Youth Programme, mainly on tree planting activities at the Raja Musa Peat Forest Reserve (we've had about 80 enthusiastic students and some CIMP lecturers join us in the past few weeks), and we've also spoken to a class on water management issues. We are looking at working with a new group of students on solid waste management issues in Sun-U very soon!

What encouragement would you give to others in giving back to the community?

There's an ancient Indian proverb that has a strong presence in my life – we did not inherit this land from our ancestors; we borrowed it from our children. I hold to this dearly...makes me think about what sort of a world I will leave behind for the next generation. I'd like to quote Mahatma Gandhi here – we must BE the change that we wish to see in the world.

So think about it ;)

Darshana is an alumna of Sun-U's MUFY programme.



A GIFT OF RM700 MILLION TO SOCIETY: The Launch Of The Jeffrey Cheah Foundation



Left to right; Datuk Razman M. Hashim (Trustee), The Prime Minister of Malaysia, Dato' Sri Mohd Najib Tun Abdul Razak; The Royal Patron Sultan of Selangor, Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj; Tan Sri Dato' Seri Dr. Jeffrey Cheah, Tan Sri Rainer Althoff (Trustee), Tan Sri Dato' Dr. Ramon Navaratnam (Trustee) and Tan Sri Datuk Seri Lee Lam Thye (Trustee)

The Jeffrey Cheah Foundation was launched on March 18, 2010 by the Prime Minister of Malaysia, Dato' Sri Mohd Najib Tun Abdul Razak, in the presence of its Royal Patron H.R.H. The Sultan of Selangor, Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj. At the event, Tan Sri Jeffrey Cheah who is the Founding Trustee, donated RM20 million to the Foundation.

"Tan Sri Jeffrey Cheah has set a fine example for others to emulate by going beyond the business of education and launching this Foundation," said Dato' Sri Mohd Najib Tun Abdul Razak. Sharing further, he added, "Besides being a pioneer and innovator in the field of higher education, he has also been very active in promoting education as a social cause in Malaysia. I was present at the launch of the Sunway Education Trust back in 1997 and I am very pleased to be here tonight to officiate the launch of its successor, the Jeffrey Cheah Foundation."

The Jeffrey Cheah Foundation is a unique, first-of-its-kind structure in Malaysia within the field of private higher education, modeled along the lines of some of the oldest and most eminent universities in the world; such as Harvard University in the United States. It

carries on the mandate of the Sunway Education Trust which has, since its inception in March 1997, given out more than RM55 million in scholarships to deserving and needy students.

The advent of the Jeffrey Cheah Foundation will see the transfer of equity ownership worth RM700 million of the not-for-profit Sunway Education Group, made up of Sunway University College, Monash University Sunway campus, Jeffrey Cheah School of Medicine and Sunway International School. Today, these education institutions are making a mark on over 16,000 students, of which 30% are from 80 different countries.



Under the Jeffrey Cheah Foundation, operating surpluses from the Sunway Education Group will be reinvested into the universities and schools. The Foundation will continue to disburse scholarships and research grants to worthy individuals in various fields of study.

The Minister of Higher Education, Dato' Seri Mohamed Khaled Nordin, in his message commented, "The Ministry is delighted to see such long-term commitment from the private sector in the provision of scholarships to those in need. Indeed, public-private sector collaboration is the key to making education a joint responsibility, in our aim to ensure that it is accessible to as many as possible in Malaysia."



Addressing the guests at the Foundation launch, Tan Sri said, "I have always believed that the business of education is more than just a 'business'. Education becomes more meaningful when it acts as an effective means to enrich and improve lives for the better, and it was for this reason that the Sunway Education Trust was first established in 1997. Today, I hope to crystallize this personal vision into a timeless commitment by transferring all the shares previously held under the Sunway Education Trust to the Foundation. There, they will be held in perpetuity, and can never be sold."



The Jeffrey Cheah Foundation as a not-for-profit entity ensures that the assets, funds and operating surpluses are used to perpetuate the cause of bringing quality education to future generations of diligent and deserving Malaysian students.

The Foundation's Board of Trustees includes prominent leaders in the business and socio-economic arenas. They are YBhg Tan Sri Dato' Seri Dr Jeffrey Cheah, AO; YBhg Tan Sri Datuk Seri Lee Lam Thye; YBhg Tan Sri Dato' Dr. R.V. Navaratnam; YBhg Tan Sri Rainer Althoff; YBhg Tan Sri Dato' Dr Lin See Yan; YBhg Datuk Razman M. Hashim; and Professor Richard Graeme Larkins, AO.

Keep an eye out for fundraising activities coming up this year for your chance to contribute to Tan Sri's vision.

Adapted from Blaze

Among the attendees were notable Malaysian personalities, Sunway Group partners and friends, and not forgetting, alumni of Sunway University College.



Jeffrey Cheah Foundation: Quick Facts

- Officially launched on March 18, 2010
- Is a not-for-profit organization
- Operating surpluses are ploughed back into the institutions
- Sunway Education Group is transferred into the Jeffrey Cheah Foundation
- Funds are disbursed mainly for educational purposes, but also for other charitable purposes
- RM55 million in scholarships have been given out
- All contributions are tax exempt

Sharing the gift of Reading



How it started

When I first founded the VU MBA Club at Sunway, one of our club activities was collaborating with MPH to support their share-a-gift programme. The project was very simple. We collected money from the MBA class and club members, then picked 1 orphanage and brought the kids to MPH bookstores. The kids would then pick the books or educational material which they liked and we would pay for it.

We noticed that the kids were very disciplined and shy. They looked for revision books, world maps, monopoly game sets, and

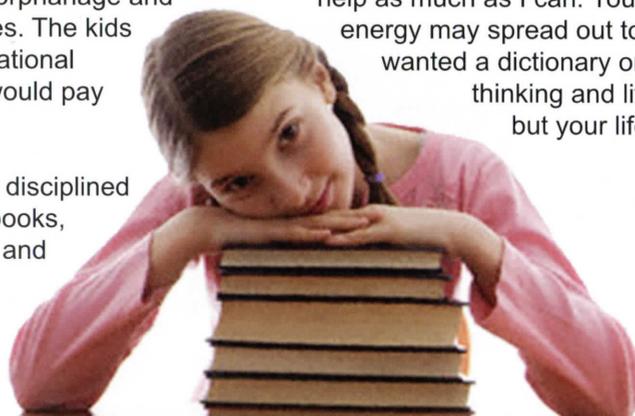
lots of birthday, teacher's day cards, all of which were considered luxuries for an orphan. For us, money was not the biggest issue, rather it was getting the very busy MBA group together to supervise the kids. We felt proud that we accomplished it!

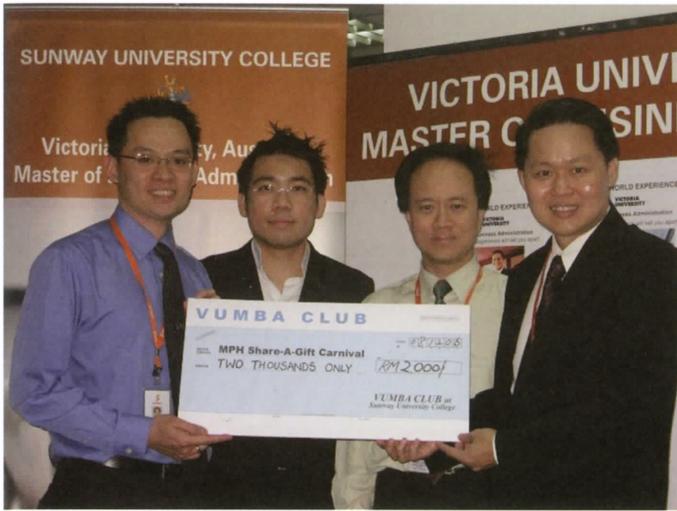
Our Inspiration

At first, we did not have a focus or direction in terms of our CSR projects. Six years ago however, we decided to solely focus on children and educational materials as they are the future.

I personally feel that children are not considered fully educated until they have read more than their school textbooks.

Sometimes, when I am really down or facing difficulties in life, someone just happens to give me a little push or a helping hand at the right time. That really inspired me to help as much as I can. You never know... your positive energy may spread out to touch someone who really wanted a dictionary or a book that could change their thinking and life. Live your day by the clock, but your life with a vision!





Funds raised

We have done this project for the last 6 years, and the amount given out is growing. I aspire to donate RM100,000 worth of books by our 10th anniversary. At this moment, we stand at RM42,000. The latest session was on 11th July with the support of the Chief Minister of Malacca, Datuk Seri Mohd Ali Rustam.

Last December, Ms Soo Wincci, Miss Malaysia/World 2008/09, and first runner up, Ms Cindy Chen, graced our event at MidValley's MPH store with the kids from 4 homes.

In order to sustain this endeavor, we have to continually obtain contributions. Asking people for contributions is not easy or comfortable, especially if you donate 4 times a year, and therefore, my group of co-authors and I have agreed to contribute funds from our book sales. This has been ongoing since my Sunway VU MBA graduation.

This year's plan

I'm a local author myself, and it's heart-breaking to know that some children do not even have a simple writing tool like a PENCIL to use.



Children learn to write by observing written language around them. To write requires conscious planning of "what to write" and "how to write". The ability to write requires time to develop and nurture as it doesn't come naturally. Writing requires constant practice and guidance. Learning to write well will help children to do many things in life.

It has become a mission for us to do our small part to bring joy to these children. I really wish that more people can join us in this journey to achieve our dream of giving 1 MILLION PENCILS to all children in rural schools in Malaysia.

This campaign, "Now Every Child Can Write", will bring a million smiles to these deserving children.

A pencil can change a life!

Benson WONG (VUMBA)



"Children are not considered fully educated until they have read outside their school textbooks," said Benson Wong, one of the hosts of the event on 5 December 2009.

MPH's Christmas charity drive, Share-A-Gift 2009, organised an event with Benson Wong, Mohamad Ismail and Steven Shim (co-authors of Refinancing Now and Pembiayaan Semula) to purchase books for three orphanages. Lending their support for this charity was Soo Wincci, Miss World Malaysia 2008, and First Runner-Up, Cindy Chen.

Proving that they're more than just pretty faces, Soo performed some songs live and both the beauty queens look 50 orphans around MPH Mid Valley to pick storybooks and revision titles.



AROUND

THE STUDENTS GIVE BACK

SUN-U



MUFY

"We can do no great things, only small things with great love", says famous humanitarian and advocate for the needy, Mother Theresa. Putting those stirring words to action, MUFY organizes an annual SHARITY Carnival to raise funds for deserving groups. In 2009, we raised a staggering RM13,101 in one day and all proceeds were directed to Agathians Shelter. We believe that the annual Carnival is a celebration of the spirit of teamwork, and a testimony to how much could be accomplished for the less fortunate if we would just do our bit. Among the charitable organizations that have benefited from this annual event are the National Cancer Society (Children's Ward), Malaysian CARE, Montfort Boys Town, and Rumah Shalom.



A-LEVELS

It was a heartwarming sight during the A-Levels Charity Food and Fun Fair when students from all over campus supported the event. The event raised RM7,214, all of which was donated to various charitable organizations; namely Furry Friends Farm, Malaysian Dogs Deserve Better, and Save A Stray. Most of the proceeds were used to purchase dog food, dewormers, shampoo and other essential items for Furry Friends Farm, and these items were donated during a trip to the farm by staff and students. The trip gave us a chance to help out by cleaning the area, bathing the dogs, and feeding them. By the end of the trip, we were all tired while at the same time, filled with a sense of achievement. It was very rewarding being able to help care for those less fortunate, especially since they are Men's Best Friends.



SUN-U STUDENT COUNCIL

Influence and impact, making a difference -- That is the vision of the Sun-U Student Council. So far in 2010, the members of the Council have contributed back to the community with whole hearts. We organized a day trip in mid-May to a Myanmar refugee camp, made up of mostly children, where we brought food, fun, games and gifts. We also kick-started the Go Green campaign which aims to raise awareness on environmental issues such as Global Warming and Recycling, hopefully leading to the campus becoming Styrofoam-free. September will be the 'Month of Giving Back', where events will be catered to giving back to the society and environment. In October we will solely focus on Home Visitation, visiting different homes to bring joy and love.





VUMBA CLUB

The VUMBA Club has a tradition of organizing a charity event once every year. Through the club, our students are reminded to give back to society and also to help those in need. Our last event was a visit to Rumah Hope, which acts as a sanctuary for abused, neglected and under privileged children. With this in mind, the VUMBA students were not only encouraged to donate willingly but also to participate in the event by getting to know the children better. We were able to raise enough funds to supply Rumah Hope with food and household equipment. This was a milestone for us but it did not end there. Activities and games were arranged during the visit. Prizes and gifts were also provided to instill the winning spirit, teamwork and self-confidence in the children. We are glad to have had this opportunity to experience the art of giving.



SCT

Students from the School of Computer Technology donated 17 units of desktop computers to an orang asli community in Kampung Jelintuh, Perak as part of their community service project. The donations were made in two separate visits over eight months, during which the students installed the computers at the village's balai rakyat and provided some basic lessons to the children and adults. Although the project involved a lot of time and effort on top of their academic commitments, the students involved in the project were enthusiastic about giving something back to the community. "There are still a lot of people in Malaysia who have missed out on technology and I am really glad we had a chance to help," shares a student.



SUNWAY COLLEGE JOHOR BAHRU PLEDGES RM20,000 TO JEFFREY CHEAH FOUNDATION

1100 students and 70 staff of Sunway College Johor Bahru pledged a total sum of RM20,000 to the newly formed Jeffrey Cheah Foundation during a visit to the campus by the visionary founder himself, Tan Sri Dato' Seri Dr. Jeffrey Cheah Fook Ling, AO.

The President of the Sunway College Johor Bahru Student Ambassadors, Joey Ong Chok Yee presented the pledge to Tan Sri Dr Jeffrey Cheah witnessed by Datuk Razman M Hashim, Tan Sri Dato' Dr Ramon Navaratnam and Tan Sri Dr Lin See Yan.

The Vice President of the Student Ambassadors, Nicholas Anthony Gomez said, "I am touched by Tan Sri Jeffrey Cheah's efforts to help nurture the society through involvement in quality education and to enable students especially from needy family backgrounds to realize their dreams in pursuing their tertiary education. In fact, I am a beneficiary of Tan Sri's generous contributions."

Nicholas is one of the recipients of the entrance scholarships with his outstanding SPM results of 11A1s, and he is pursuing the Cambridge A Level

programme at Sunway College Johor Bahru. His ambition is to become a doctor.

He shared that the Sunway College JB Student Ambassadors organize charity fund-raising activities every year, and the funds collected will be channeled to various charity bodies such as orphanages, caring homes and others.





A concert like no other!

RM11,700 raised for Orphanage

Kindness was in the air recently as the Kids4Kids Charity Concert took place at the Multi-Purpose Hall of Sunway University College. The event was jointly organized by Junior Chamber International Kuala Lumpur (JCIKL), part of an international non-governmental organization (NGO) with active participation in the UN system; Sunway University College and Music Notes Sdn Bhd, Kepong.

The organizing Chairman of the event was Sunway University College alumnus and Youth & Business Director, JCIKL, Brian Lee. During his welcome address, he shared, "I would like to thank Sunway University College for giving me the platform of education from my pre-U to VU Degree to VUMBA which has groomed me to be an entrepreneur yet to have a heart of community that led me to be a JCI member. The Kids4Kids Charity Concert is just one way of building a better world."



Funds were raised through ticket sales and sponsorships. The sponsors for the event were Fullhouse Lifestyle Store & Café, MPH Online, Apex Healthcare Berhad and AEON Co. (M) Berhad.

All in all RM11,700 was raised and presented to the orphanage which exceeded the original pledge of RM10,000. The caretaker of the home shared, "Thank you so much to everyone who made this miracle possible like Brian, Michelle, and Sunway University College...we are very grateful for this donation which will give hope to the kids' future education."

Brian is an alumnus of Sun-U from pre-U till VUMBA.



The aim of the Kids4Kids Charity Concert was to raise funds for Pertubuhan Kebajikan Kanak-Kanak Yatim dan Miskin Wawasan Port Dickson, Negeri Sembilan. The concert was for the children, by the children! The event saw children of all ages displaying their talents on the piano, drums and even on the traditional Chinese instrument GuZheng. The wide repertoire included compositions from Bach to traditional Chinese songs. The children entertained the audience with their remarkable talents and showmanship. It was a great effort on both the children's and parents' parts as they generously volunteered their time and efforts for the concert. There were also performances by the Glee Club from The Language Studio and the Blue Sand Band.



Left to right Brian Lee, Ms. Lee Siok Ping, Director of Student Services Department, Sunway University College, JCIKL members Adam Swee, Shon Teik Lee (National Vice President of JCI Malaysia), Michael Ong and Home Patrons Dr. Chiam Yoke Choo and Dr. Paul Nah Seang Hoo

Valentine's Day **facebook** Contest

In conjunction with Valentine's Day 2010, the Alumni Office held a fun contest on our Facebook page. The prize was a romantic Dinner for Two at Avanti's at Sunway Resort Hotel & Spa. It was a treat to read all the stories that came in. Congratulations to Judith and Piao! Their love story was truly the most touching one. Read some of the excerpts here.

To read the full love stories, check out our Facebook page!

Piao & Judith



"...I first set eyes on him when I was watching him play the role of Joseph in a campus Christmas musical by Mr

Kingsley Row. I was touched by his performance as a father to baby Jesus. It dawned upon me that there is so much of him beyond the surface that I have yet to discover - sincere, funny, caring, honest and a really good friend. We continued as good friends before he finally confessed his feelings for me one fine day. Even then, we were hesitant to commit ourselves to a steady relationship as our A-Levels exams were round the corner.

During the A-Levels exam period, I had a high fever. I was so ill that I was rushed to the hospital the night before my economics paper. My condition grew worse when I passed out and was admitted to the ICU. To cut the long story short, I was diagnosed with a rare bacteria infection in the blood..."

Ken & Jac



"I will always remember the first time I saw Jacklyn. On the first day of my MBA course, I rushed into Sunway's LT6 after being lost for 15 minutes. Upon opening the door, the first sight that greeted me was a sea of stranger's faces. I

scanned the room for a seat and while doing so, my eyes fell upon her. She was laughing and chatting with a friend while I stood there and stared. After regaining my composure, I promptly walked across the room and sat in the seat furthest away from her, praying that no one noticed my awkward gaze..."

"Farhan and I first met in 2004 while studying in the WMU twinning program at Sunway University College. I still remember, we first laid eyes on each other in a sociology class in Audi 4. But seeing as how we were both in relationships with other people at the time, we did not see each other as more than friends until early 2005, when we both became single and finally went out on a date..."

Farhan & Adriana



Jacqueline & Erick



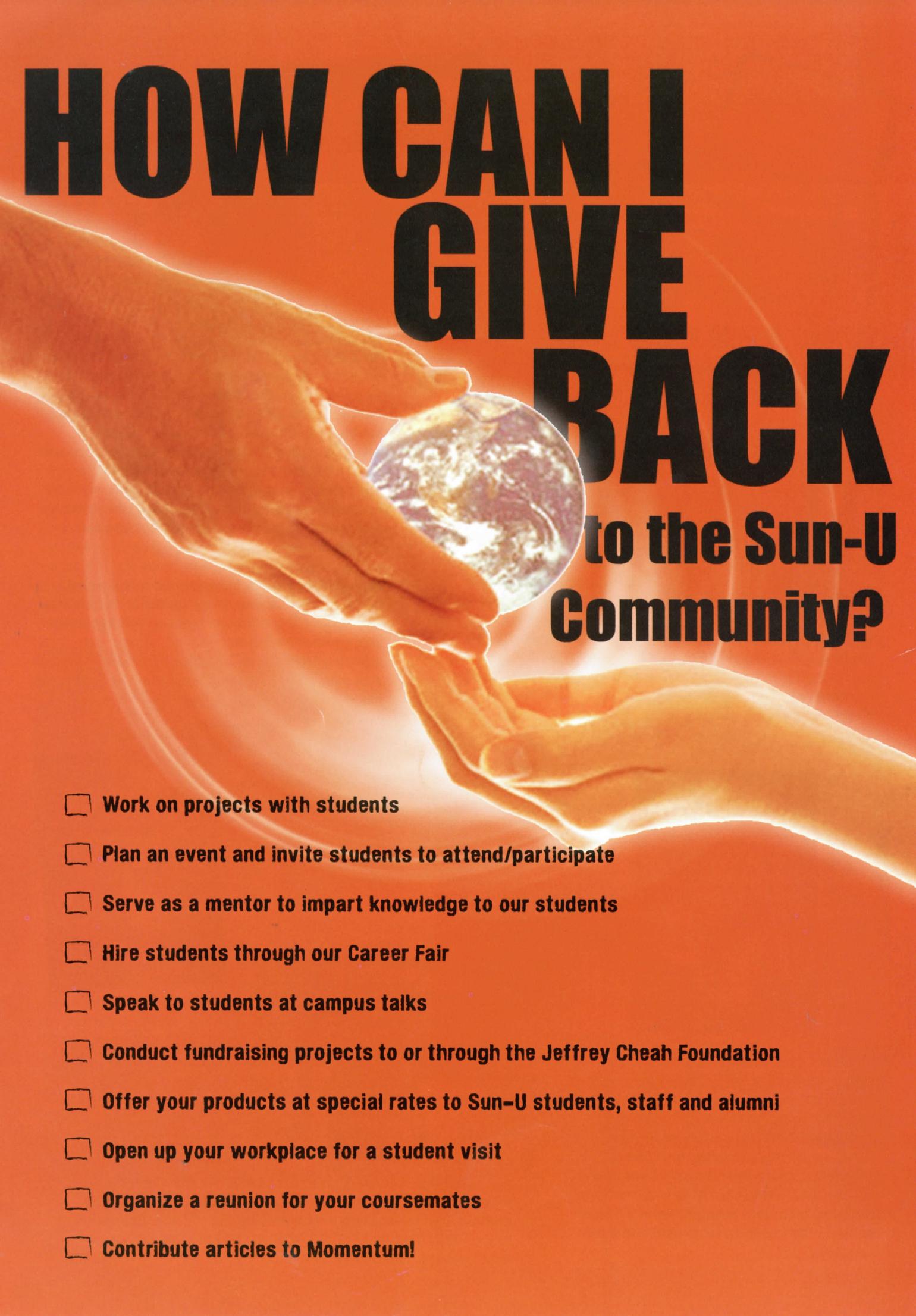
"I realize I can't write any love poems, I can't sing any love songs, but one thing that I can do is to share my love story with you :) Erick and I officially became a couple on 20/09/2009. The first time I met him at Sun-U, we both just started the Victoria University programme. It wasn't love at first glance, because the first time I saw him, he looked so quiet and arrogant - and it turned out that's the same thing he said about me! But slowly, ..."

Ming Lee & Jeng Hwan



"He didn't even stop to say hi. And I thought to myself, *'What kind of guy lah. Ignoring people like that'*. This incident occurred during our first week in Sunway University College

as Cambridge A-Level students. I saw him in the cafeteria, and recognized him as my classmate. I greeted him loudly, but he ignored me. It was pretty embarrassing. So my first impression of him - Pretty snobbish! (Much later, he told me that he probably didn't see me because I'm short!?! =.=) ..."



HOW CAN I GIVE BACK to the Sun-U Community?

- Work on projects with students
- Plan an event and invite students to attend/participate
- Serve as a mentor to impart knowledge to our students
- Hire students through our Career Fair
- Speak to students at campus talks
- Conduct fundraising projects to or through the Jeffrey Cheah Foundation
- Offer your products at special rates to Sun-U students, staff and alumni
- Open up your workplace for a student visit
- Organize a reunion for your classmates
- Contribute articles to Momentum!