ASIA CENTRE FOR CHANGEMAKERS

Created by: WEALTH MANAGEMENT INSTITUTE

Certificate in Philanthropy and Social Impact for Greater China Markets

Eligible for 15 CPD Hours

Up to 70% IBF Funding for Singaporeans and Permanent Residents



Course Date:
2 & 3 September 2027

Wealth Management Institute
One Marina Boulevard, #16-01

Contact us at
acc@wmi.edu.sg

Philanthropy in the Greater China region is evolving rapidly, shaped by unique cultural values, intergenerational legacy planning, and increasing global engagement. The Certificate in Philanthropy and Social Impact for Greater China Markets equips professionals with the insights and tools needed to navigate this dynamic landscape.

Participants will explore the motivations and strategies behind philanthropic giving among Greater China families, understand the role of Singapore as a philanthropic hub, and gain fluency in advising clients with cultural sensitivity. The course also delves into strategic giving vehicles, legal and ethical considerations, and emerging global models of philanthropy.

Led by Professor Tony Gao, Associate Dean, Institute of Philanthropy, Tsinghua University, this intensive two-day programme offers a rare opportunity to learn from cutting-edge research and practical experience at the intersection of family enterprise and strategic philanthropy across Greater China.

This course is delivered in Mandarin.

Who should attend

- Family Office Representatives
- Foundation Representatives
- Wealth and Estate Planning Professionals
- Private Bankers and Client Relationship Managers handling UHNW and Family Office segment
- Family Trust Advisors and Consultants
- Private Client Practice Professionals including lawyers, tax professionals and accountants
- Non-Profit Organisations and Charities Professionals who are Supporting HNW Greater China Families

Enquire Now

or scan for more information

Fees

Programme Name	Full Fees (S$)		Fees after subsidies inclusive of 9% GST (With effect from 1 January 2024)	
	Before GST	After GST	Singaporean Aged Below 40 / PR	Singaporean Aged 40 & Above
Certificate in Philanthropy and Social Impact for Greater China Markets	S$3,400.00	S$3,706.00	S$2,006.00	S$1,326.00

Information is accurate at the time of publication. The Wealth Management Institute reserves the right to make changes as necessary.

Course Learning Outcomes

1. Navigate Chinese Philanthropy Trends

- Understand the giving motivations unique to GC philanthropists.
- Explore how GC families approach wealth, legacy and social contribution across generations.
- Gain insight into the philanthropic ecosystem in GC, including Singapore's role as a hub.

2. Advise with Cultural Fluency

- Equip advisors with the language, tools, and sensitivity to engage GC clients in philanthropic conversations.
- Learn how to structure giving strategies that align with family identity, values, and influence goals.

3. Understand Strategic Giving Tools

- Compare traditional and emerging giving vehicles relevant to GC clients (e.g., family foundations, DAFs, trusts).
- Gain insights into philanthropic models that are gaining traction globally.

4. Navigate Legal and Ethical Landscape

- Understand the regulatory environment, i.e. tax, cross-border giving regulations, and reputational considerations.
- Learn best practices for transparent, ethical philanthropy.

Faculty



Tony Gao

Associate Dean, Institute of Philanthropy, Tsinghua University
Director, Research Center for Global Family Business; Associate Director, Research Center for Green Finance, Tsinghua University PBC School of Finance
Visiting Professor, Wealth Management Institute

Tony (Hao) Gao brings over a decade of leadership at the intersection of family enterprise, philanthropy, and sustainable finance in China. He is also a Temasek Fellow, bringing a regional lens to Chinese philanthropy and wealth trends. His global engagement includes being a member of the World Economic Forum's Global Future Councils and Expert Network.

In addition to his academic roles, Tony serves on the boards of the China Charities Aid Foundation for Children and the New Hope Group, giving him hands-on insight into philanthropic practice and governance in China. He also contributes to thought leadership through positions at the Society of Trust and Estate Practitioners (STEP) and the Wealth Management Journal. Tony also advises Chinese and international government bodies and is featured in prominent media outlets such as CNBC, Bloomberg, and The Economist.

Tony holds a Ph.D. in Management Science from Tsinghua University, and degrees in Economics and Automation Engineering from Peking University and Tsinghua University, respectively.

ASIA CENTRE FOR CHANGEMAKERS

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慈善与社会影响证书课程（大中华区）

可计入15小时的持续专业发展(CPD)时数

新加坡公民与永久居民可享高达70%的IBF资助



课程日期:
2027年9月2日至3日

财富管理学院:
新加坡滨海大道1号滨海大厦 #16-01

联系方式
acc@wmi.edu.sg

课程简介

大中华地区的慈善事业正在迅速发展，其演变受到独特文化价值观、代际传承规划以及日益增强的全球参与的影响。《大中华慈善与社会影响证书课程》旨在为专业人士提供深入洞察与实用工具，以应对这一充满活力的慈善格局。

学员将深入探讨大中华家庭慈善捐赠的动机与策略，了解新加坡作为慈善枢纽的角色，并掌握以文化敏感度为基础的客户咨询技巧。课程还将涵盖战略性捐赠工具、法律与伦理考量，以及全球慈善新模式的发展趋势。

本课程由清华大学专家、淡马锡学者高皓教授主讲，为期两天的密集课程将结合前沿研究与实践经验，为学员提供一个难得的学习机会，深入了解中国家族企业、慈善事业与可持续金融的交汇点。

适合对象

- 超高净值家族成员
- 单一/联合家族办公室代表
- 家族基金会代表
- 财富与遗产规划专业人士
- 私人银行家及超高净值客户关系经理
- 家族信托顾问与咨询师
- 私人客户业务专业人士（包括律师、税务专家、会计师）
- 支持大中华区超高净值家族的非营利组织与慈善机构专业人士

立即咨询

或扫描获取更多信息

课程费用 (符合条件的学生可申请奖学金)

节目名称	全额费用 (无补助)		全额费用 (补助+含9%消费税后)	
	未含消费税 (S$)	含9%消费税后 (S$)	新加坡公民 < 40岁 / 永久居 (50% IBF-STS 补助) (S$)	新加坡公民 ≥ 40岁 (70% IBF-STS 补助) (S$)
慈善与跨境捐赠证书课程（大中华区）	S$3,400.00	S$3,706.00	S$2,006.00	S$1,326.00

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学习成果

1. 掌握中国慈善趋势

- 理解大中华区超高净值家族与慈善家的独特捐赠动机
- 探索大中华区家族如何在代际之间处理财富、传承与社会贡献
- 深入了解大中华慈善生态系统，包括新加坡作为枢纽的角色

2. 具备文化敏感的咨询能力

- 华人家族捐赠的文化背景与历史源流
- 为顾问配备语言、工具与文化敏感度，以便与大中华区客户进行慈善对话
- 学习如何制定符合家族身份、价值观与影响力目标的捐赠策略

3. 理解战略性捐赠工具

- 适用于大中华区的传统与新兴捐赠工具（家族基金会、捐赠者建议基金、慈善信托等）
- 掌握全球公益慈善的最新动态与前沿模式

4. 掌握法律、监管与伦理框架

- 理解中国与新加坡的监管环境，如税务、法规与风险
- 理解跨境捐赠的法规与监管
- 学习透明、合乎伦理的慈善最佳实践

师资简介



Prof. Tony Gao 高皓

清华大学公益慈善研究院副院长
财富管理学院（WMI）访问教授

高皓现任清华大学公益慈善研究院副院长、五道口金融学院全球家族企业研究中心主任、绿色金融研究中心副主任，亦为新加坡财富管理学院淡马锡学者及访问教授。

他先后担任世界经济论坛全球未来理事会理事、中国人民银行研究局第三方专家组组长、全国工商联智库委员会委员、中国企业改革与发展研究会理事、中国商业史学会华商专业委员会副主任、中华遗嘱库学术委员会副主任、国际信托与资产规划学会（STEP）中国理事/公共政策委员会主席、《财富管理》联席主编等。

研究领域为家族企业、财富管理及绿色金融，在国内外核心学术/财经期刊发表200多篇论文或案例，出版9部学术专著，发表11篇哈佛案例，入选中国知网"高被引学者"前1%，主持中国人民银行、国家发展改革委、教育部、商务部、民政部、国家金融监管总局、盖茨基金会等多个研究课题。

先后担任多家世界500强企业、大型金融机构和公益慈善基金会的独立董事、理事或专家顾问，多次获得中国中央电视台、CNBC、Financial Times、Economist、Bloomberg、商业周刊、财新等国内外媒体采访报道。

清华大学工学学士、北京大学经济学学士、清华大学管理学博士、金融学/经济学博士后。哈佛商学院公司董事证书获得者。