



**He gave** us qualities like professionalism, integrity, dignity, sincerity and humility.

What would **we give** to the legacy of Wee Kim Wee?



*NTU's School of Communication and Information will be officially renamed Wee Kim Wee School of Communication and Information.*

### **A School Named After Wee Kim Wee**

Yes, the opportunity to continue the good work of the People's President is here.

As the School of Communication and Information at Nanyang Technological University is renamed the Wee Kim Wee School of Communication and Information (WKWSCl), a purpose-driven fundraising campaign gets under way to raise \$25 million (inclusive of 1:1 government match) to establish the Wee Kim Wee Legacy Fund.

It's a fund that will honour the excellence, distinction and enduring values of Wee Kim Wee's life and work. The Wee Kim Wee School of Communication and Information strives to be a premier school of its kind in Asia and beyond as part of Singapore's vision to be a knowledge-based and vibrant global media city.

*This is timely.*

Today's young are drawn to the media world – its energy, its vibrance, its rewards. For them, Wee Kim Wee's colourful career as a journalist inspires.

Yet, for the young, Wee Kim Wee's influence must extend way beyond the thrill of filing reports from far-flung locales. For all its dynamism, the media world is also about discipline, responsibility, hard work, grassroots touch, care and integrity.

Throughout his journalistic career and beyond, Wee Kim Wee lived out these values – and then some.

### **Fine Education, Fine Qualities**

The renamed Wee Kim Wee School of Communication and Information and the Wee Kim Wee Legacy Fund will mean graduates will not only have a cutting edge education in media and communication but also a strong training with broad-based education for a wide spectrum of work.

Students will be imbued with some of the finest qualities of the man they are encouraged to emulate.

Those qualities – including a certain deftness in engaging people and a natural warmth that touched many lives - will serve them well at work as professionals and at home as individuals.

### **Unique Role Model**

Giving to the Wee Kim Wee Legacy Fund is not just a gift to a School. It is certainly not about more money for more buildings. It's about giving the School's programmes and students a role model as unique as Wee Kim Wee - his heartwarming life story, his professionalism, his values and ideas, and most of all, his integrity.

In giving to the Fund, you are thus more than a contributor, a donor. You become part of a circle of influence.

### **Exciting Times Ahead**

Thanks to your contribution, students can look forward to:

- Reporting, public relations, advertising and media research in the region
- Participation in international media festivals, competitions, and conferences
- Learning from world-renowned media and communication researchers, producers, journalists and public relations and advertising professionals

All these and more will enable the School to become the premier institution of its kind in Asia and beyond – with expertise in Print and Broadcast Journalism, Television Production, Advertising, Public Relations, Media Research, and Internet and Information Studies.

**Give to the Wee Kim Wee Legacy Fund** – and give our nation a chance to keep alive the wonderful qualities of Wee Kim Wee. Future generations will continue to be shaped by the indelible influence of Wee Kim Wee.

#### **How funds will be used**

Your donation, at any level, is pooled with numerous other gifts to create an impact on students, faculty, curricula, and outreach. Because the fund is for the legacy of Dr. Wee Kim Wee, funds raised will remain intact in perpetuity. Its distributable income will support scholarships, bursaries, innovative programmes, fellowships, professorships, and niches of excellence at the Wee Kim Wee School of Communication and Information.

#### **Double Tax Deduction**

All gifts qualify for double tax deduction from the IRAS.

#### **Double the Value of your Gift**

All gifts will also be matched 1:1 by the Government of Singapore. This will in effect double the impact of your donation.

#### **Naming Opportunities**

Naming opportunities are also available for gifts of \$100,000 and up, with disbursement plans that can be spread over two to five years. Gifts can also be named and designated.

Let us help you customise a naming opportunity and structure your gift in a way that would be meaningful to you - **email [weekimwee@ntu.edu.sg](mailto:weekimwee@ntu.edu.sg)**  
**or call 6790-4502.**

#### **WHERE GOODNESS & GREATNESS MEET President Wee Kim Wee**

A model citizen and an extraordinary Singaporean, Wee Kim Wee, rose from humble beginnings to excel as a journalist, diplomat and President of the country. As the President of Singapore, he brought dignity and integrity to the highest office.

In naming the School of Communication and Information after him, NTU believes it is an opportunity for its students to be inspired by his noble values and ideals.

#### **HIGHEST TO HUMBLEST The Magic of a People's President**

Former President Wee Kim Wee once said this, "Journalism has given me so much and more, allowing me to meet kings and emperors, famous Hollywood actors and actresses, taxi drivers and sweet potato sellers."

Yes, the people's touch of our People's President had its roots in journalism and that molded him into a diplomat without any training and prepared him for the duties of Head of State that he performed without difficulty.

*Wee Kim Wee photo by courtesy of SPH - The Straits Times*

# THE WEEKIMWEE LEGACY FUND



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For the Wee Kim Wee  
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