

The background of the slide is a night-time photograph of the Singapore skyline. The Esplanade - Theatres on the Bay is prominent on the left, and numerous skyscrapers are lit up. A large, vibrant firework display is in progress, with bursts of red, green, and white light filling the dark sky. The water in the foreground reflects the city lights and the fireworks.

Top Philanthropy Trends in Asia 2025

What does philanthropy hold for Asia in 2025?

Top 3 opportunities



“Wealth 3.0”

Greater proactive interest and momentum towards purposeful giving



Collaborative Hubs

Singapore, Hong Kong and Abu Dhabi as interconnected philanthropic hubs for Asia, in Asia



Rallying for Climate Solutions

Strong regional consciousness for coming together towards bigger and bolder bets for climate solutions

Top 3 challenges



Climate Emergency

Despite best efforts, green financing gaps remain alarmingly unaddressed



Geopolitical Tensions

Effects of political tensions will hamper philanthropic flows into Asia



Eroding Public Trust

Social inequalities and issues threaten to destabilise public confidence and sow mistrust in Asia

5 Major trends



Pulse Check on Asia's Most Vulnerable Communities



Artificial Intelligence and Philanthropy



Trust and Philanthropy



Giving and Identity



Collaborative Philanthropy

Advice For Wealth Holders

- Start small but aspire to big and bold pursuits
- Get children into philanthropy early
- Take time to learn what social causes matter to you
- Consider giving holistically
- Invest in capacity building and ecosystem development

Advice For Advisers

- Guide principals for an authentic journey in philanthropy
- Work closely with local partners on the ground
- Walk the talk in philanthropy
- Be the right heart and head that your principal needs
- Connect, communicate and collaborate

Introduction

The landscape of philanthropy in Asia is poised for transformation, reflecting the region's economic power and the emergence of a new generation of philanthropists seeking to make impact in their own ways. As we usher in the second quarter of the **Asian Century**, all eyes are on how this era will be characterised by significant wealth creation and distribution, with an increasing recognition of the role philanthropy can play in addressing pressing social and environmental challenges. With Asia expected to see some of the fastest and most economic development in 2025, this region is poised to shape the future of global giving.

This report explores the major opportunities and challenges facing philanthropy in Asia in this turn of a quarter of a century by asking our esteemed ecosystem partners what they anticipate 2025 to be. Asia has historically been the center for philanthropy and social impact initiatives. This cultural heritage of giving is rooted in family, community and religious values and shapes whom and how giving is done in Asia. Today, we see an evolution as traditional models of giving become formalised and novel strategies such as donor-advised funds, foundations, impact investing and blended finance become commonplace.

Asia's philanthropy is also placed in a precarious world where its fate is intertwined with global capital flows and geopolitical tensions. The recent dissolution of the United States Agency for International Development (USAID) which has left many in Asia vulnerable to climate and social issues is a poignant example. We expect to see even more tensions and disruptions, as Asian players look to resilience as a key response to looming challenges.

As we delve into the trends on the minds of leading ecosystem players and partners shaping philanthropy in Asia for 2025, this report will examine how these dynamics create both opportunities for greater impact and challenges that must be addressed to unlock the full potential of giving in the region. By understanding these trends, stakeholders can better navigate the evolving philanthropic landscape and contribute to a more equitable and sustainable future.

Join us to uncover Asia's philanthropy impact trends for 2025!

¹ "Asian Century" returns amid weak global economic growth. (2024, January 8). World Economic Forum. <https://www.weforum.org/stories/2024/01/asian-century-weak-global-economic-forecasts/>

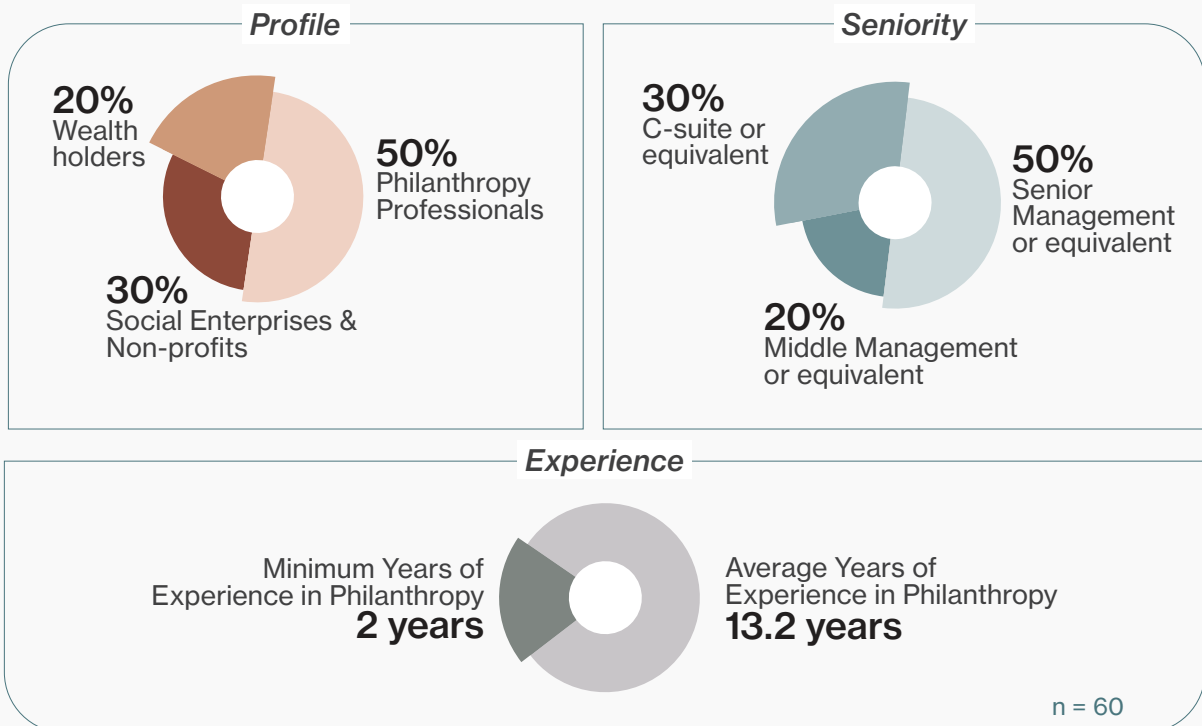
² Billionaire Ambitions Report 2024. (2024). In UBS. Retrieved January 17, 2025, from <https://www.ubs.com/global/en/wealthmanagement/family-office-uhnw/reports/billionaire-ambitions-report.html>

Our Focus:

In anticipating 2025's trends, we decided on four main areas.

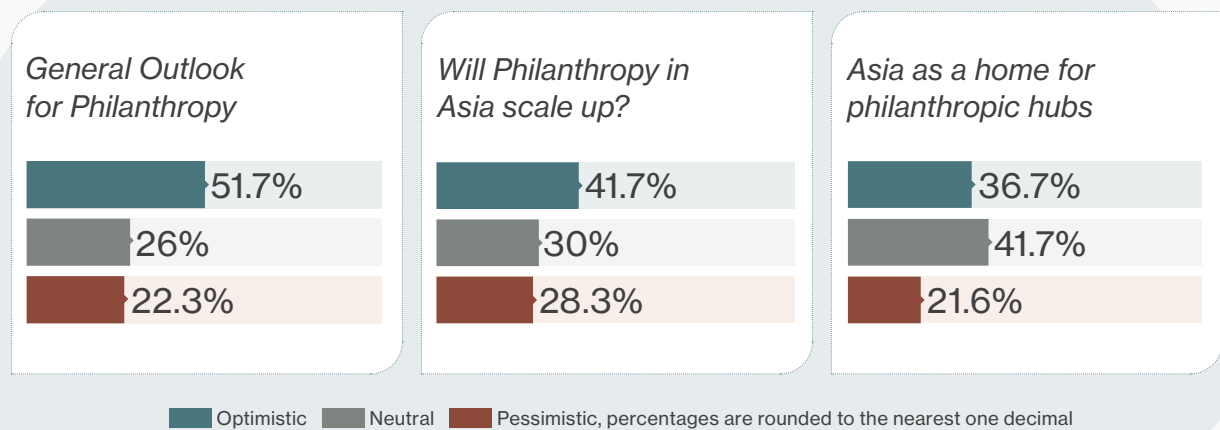


Who We Asked:



At a Glance

We examined our respondents' general entries across five questions and measured their sentiment analysis across three areas: (1) general outlook, (2) scale and size of philanthropy, and (3) confidence for Asia, and here are our results:



While the general outlook indicated that about 51% of respondents are optimistic about the future of philanthropy in the region, the numbers dropped to 41.7% and 36.7% respectively when asked about whether Asia will see an increase in size of philanthropy and its role as an attractive region for wealth holders globally. This indicates that while ecosystem partners express promising sentiments for 2025, the same optimism is not exactly carried over when it comes to two of the most significant indicators for philanthropic Assets-Under-Management (AUM) in the region. This suggests that while we may see smaller capital sizes in giving, this will not deter existing optimism and efforts to multiply the existing capital pool for current impact.

Top Three Opportunities

1. *Wealth 3.0 for & in Asia*

Wealth 3.0 is centered on repositioning philanthropy as a purposeful activity for wealth holders and families. It

moves away from the rhetoric of fear and pessimism around why families should give, and instead focuses on what it does for families and vice versa. Wealth 3.0 regards the family³ not as a source of hindrance for wealth, but as a powerful multiplier and ally to safeguard legacy and positive impact for wealth holders and their succeeding generations. All these are known as “purposeful giving”.

The narrative of purposeful giving has in part been shaped by the emerging success stories from the United States and Europe around how families should orientate their approach to giving. While some Asian wealthy families continue to view philanthropy as an afterthought, this mentality is slowly dissipating as other families have taken a proactive step in integrating and investing in philanthropy as part of preparing their heirs to receive wealth purposefully.

What this means for the philanthropy ecosystem is an all-rounded appetite in which the Wealth 3.0 narrative will resonate with wealth holders and philanthropy professionals in the following ways:

- Curated guidance and services to integrate or kick-start purposeful giving
- Insights on familial dynamics for purposeful giving in Asian contexts
- Convening opportunities for like-minded individuals to advance purposeful giving



³ For more information on how Wealth 3.0 transforms fear to purpose for why families give, refer to this piece by James Grubman <https://jamesgrubman.com/wp-content/uploads/2022/03/2022-02-Wealth-3-0-Grubman-Jaffe-Keffeler-TrustsEstates-mag.pdf>



In 2025, philanthropy in Asia will continue to evolve, fueled by the rise of family offices and increased youth engagement. We will see deeper cross-border collaborations between global and Asian foundations, fostering knowledge exchange and best practice sharing to drive systems change. With a stronger focus on impact measurement, these trends will enable innovative solutions that deliver sustainable, high-impact outcomes and promote inclusive development and equitable transitions.

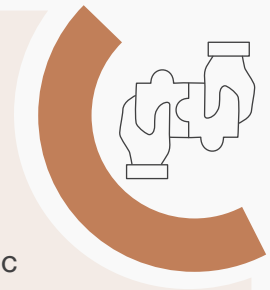
LIM SEOK HUI | CEO
PHILANTHROPY ASIA ALLIANCE (PAA)

2. *Collaboration vs Competition: Hong Kong, Abu Dhabi and Singapore as Philanthropy Hubs of Asia, for Asia*

The bulk of major philanthropy ecosystem developments in Asia for 2024 have cumulated in three locations: Hong Kong, Abu Dhabi and Singapore. Dubbed the philanthropic hubs in/of Asia, these cities hold immense opportunities for 2025 as they continue to scale their ecosystem development to serve both philanthropic capital markets within and outside of Asia. Instead of seeing these hubs as competing for the Asian philanthropy market, **there is optimism in the ecosystem that these cities each have their own unique value proposition in a growing market that cannot simply be capitalised by any single hub.**

The devil is in the details in terms of how collaborations between philanthropic hubs can be nurtured in a mutually beneficial manner, and for ecosystem players to recognise what each hub has to offer as gateways into philanthropy within Asia. Of these, the following are some angles for opportunities raised by our respondents:

- How do we increase “cross-hub” interactions and exchanges beyond high-level and formal events, and into ecosystem integration at the level of service offerings, ideas exchange, and new product innovations?
- How do we effectively coordinate and build niche of excellence without expending duplicative resources for ecosystem development and capacity building?
- How do we define what shared regional success looks like beyond metrics that overly emphasise individualistic and a “zero-sum game” mentality when measuring indicators or outcomes?



- How do we build a shared platform that allows for higher frequency, quality and timeliness of conversations, journeys and experiences to reach ecosystem players across these different hubs?

3. *Regional Commitment to Address Climate Change Issues*

If there is a single overriding theme that is driving the impetus for great impact on the ground in Asia, it remains the commitment around climate change issues, particularly in the areas of agriculture and water-based needs. **With an estimated US\$800 billion of green financing gap, this presents the philanthropy ecosystem with an opportunity to play a catalytic role in funding key infrastructural developments to meet the region's needs.**

Access to such funding opportunities may, however, be both limited to larger institutional investors or grant bodies and concessionary or impact funding may not be seen as equitably viable as sustainable sources accordingly. There is also a relatively higher barrier to entry in terms of the pre-existing knowledge required for wealth holders and their teams to consider exploring into suitable impact investments or grants in the climate change mitigation or adaptation space. What this also means is an opportunity for both new entrants and existing players to find new solutions for wider participation of green-financing across ticket sizes, to attract more philanthropic funding into this space.



Top Three Headwinds



We are losing time to act on the climate emergency. While we may still be hopeful about putting the lid on emissions, we have to face up to us already losing the battle. Philanthropy has to enable communities, particularly in climate-vulnerable regions like Southeast Asia, to adapt to changing realities on the ground. Philanthropy can meet this moment by leading with vision, overcoming fragmentation, and mobilising support across all stakeholders towards research and innovation in building community resilience.

LAURENCE LIEN | CHAIRMAN
ASIA COMMUNITY FOUNDATION (ACF)

1. *Climate Emergency in Asia*

The climate emergency in Asia is an urgent crisis that demands immediate and collective action due to its profound implications for human health, economic stability, and environmental sustainability.

Asia is experiencing temperature increases at nearly double the global average, leading to more frequent and severe weather events such as heat waves, floods, and droughts, which threaten the livelihoods of millions.

The region's vulnerability is exacerbated by its status as a major contributor to global greenhouse gas emissions, accounting for about half of the world's total emissions. As climate-related disasters escalate, experts project that failure to act could result in a staggering economic downturn of over 25% in GDP within the next 25 years. The interconnected nature of these challenges underscores that addressing the climate crisis in Asia is not just an Asian issue but a global imperative; collective efforts are essential to mitigate impact that resonates worldwide, affecting food security, migration patterns, and public health on a global scale.



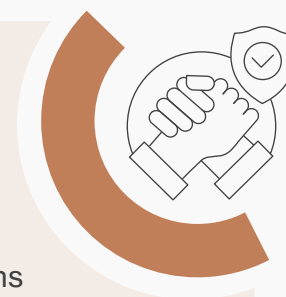
2. Geopolitical tensions affecting Asia

The emerging concerns about renewed rounds of trade tariffs and further restrictions of capital flows amidst US-China tensions has been expressed as another major issue. **Besides the potential consequences of political and economic fallout between the two global giants, this may also hamper impact investments and philanthropic capital flows** in two large ways. First is the amount of philanthropic activities and flows from US into Asia. While cross-border philanthropic capital into China remains insignificant compared to domestic activities⁴, observers anticipate that a frosty China-US relation may cast a regional de-escalation of interest and motivation in philanthropic causes within Asia in favour of other less-explored regions with warmer reception. This would include deprioritising key investments and foreign aid into Asia, funding many of the climate and social issues that local governments may not or have difficulties doing so. Second is the scale and amount of philanthropic capital outflows from China into international aid initiatives.

Experts have warned that the political tensions at the highest level may also signal to Chinese wealth holders to downplay their involvement in US-affiliated philanthropic initiatives in favour of domestic or state-supported ones. This may hamper the philanthropic potentials China may play in accelerating the philanthropic ecosystem development in Asia, as flows may be capitalised inwards into domestic causes. While this may bode well for China, and in part Hong Kong, this may come at the expense of synergizing a much-needed push for philanthropic development from East Asia, resulting in a less than anticipated outcome on the wealth potentials from new or existing wealth holders in China. Based on 2021 estimates by Knight Frank, China holds the largest number of ultra-high net-worth individuals (UHNWIs) in the Asia Pacific region, a trend that is unlikely to abate in the near future.



4 2022 Snapshot. (2022). In Give2Asia. <https://give2asia.org/wp-content/uploads/2023/03/Give2Asia-and-KBFUS-Snapshot-2022.pdf>



3. *Eroding trust within society amidst growing inequalities*

With growing economic and social inequalities in the region in spite of large wealth creation and economic development, Asia is fast becoming a hotbed for vast wealth gaps between its citizens. The United Nations

Development Programme estimates that within Asia Pacific region, South, East and Southeast Asia are the regions which already or are likely at risk of being higher than global inequality rates⁵, in spite of existing efforts by local governments to mitigate them owing to political pressures.

At the heart of this problem of inequality are its consequences on a fundamental part in how people engage with one another in society; better understood as social trust. The Edelman Trust Barometer 2024 reveals how erosion in trust has created an overall skepticism for innovation as biased in favour towards wealthy people, along with lower levels of trust for public institutions⁶.

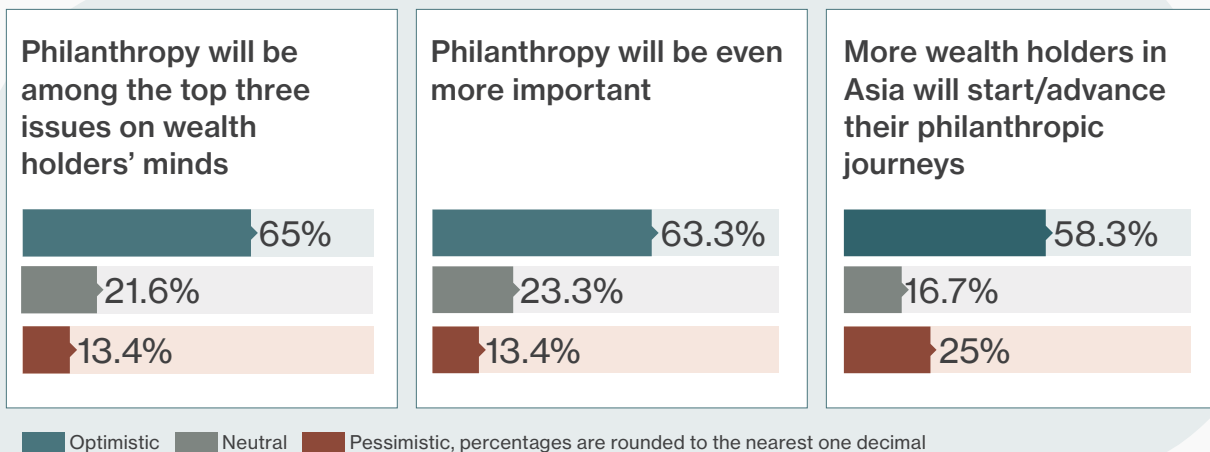
While the relationship between trust and inequalities remain complex, experts agree that increasing levels of inequalities can breed growing levels of mistrust, leading to difficulties for social consensus around hot issues such as climate change, financial assistance for poverty alleviation, and greater public investments to even out the playing field. What this does for philanthropy is that it increases the cost of running programmes. building capacity for organisations, and driving change for local communities through collaborative efforts. This trust-deficit “tax” on philanthropy is likely to raise expenditure on top of what is needed to address existing problems.

5 Anticipating Risks and Uncertainties for Asia and the Pacific. (2022). UNDP. <https://www.undp.org/sites/g/files/zskgke326/files/2023-02/UNDP-RBAP-Risks%20and%20Uncertainties%20in%20Asia%20Pacific-2022.pdf>

6 2024 Edelman Trust Barometer. (2024). Edelman. https://www.edelman.com/sites/g/files/aatuss191/files/2024-02/2024%20Edelman%20Trust%20Barometer%20Global%20Report_FINAL.pdf

Wealth holders

In this next segment, we explore how wealth holders and their advisory teams perceive 2025 by examining their sentiments around the significance of philanthropy to their wealth management and impact. Understanding how wealth holders look at the world helps us better understand their concerns they face in their journey to create positive social impact on the societies and communities they care for.



Overall, the sentiments reflect healthy optimism for interest in philanthropy being a major consideration for wealth holders in 2025. But this interest is matched with slightly lower expectations for wealth holders to engage in philanthropy when left by their own devices. There is an active role for philanthropy or wealth advisers to nudge their principals to convert interest into action may be of bigger influence. **It could also suggest that wealth holders may not proactively seek out opportunities by themselves, and may instead require greater intentionality on the part of advisers and ecosystem partners to design such opportunities into their lives.** This may include interest sessions to pique wealth holders' curiosity, or learning journeys to allow them to discover why and how philanthropy matters to their lives.

Apart from sentiments, our respondents also shared the top three concerns and interests expressed by wealth holders in relation to philanthropy.

They are summed up in three major areas as follow:

1. How to give collaboratively?

- How can I meet more like-minded partners and givers, especially early on during the journey?
- What are other ways of collaborative giving beyond money?
- How should we balance the dynamics of collaborative giving for longer-term projects or initiatives over extended period of time?

2. How do I build trust and impact with my giving?

- How do I convert the outputs of my giving into outcomes for the social causes I care about?
- Who can I turn to for a frank and independent assessment of my giving progress and priorities for the long term?
- Who can I turn to if I want to explore a more thoughtful and involved role beyond grant-making?

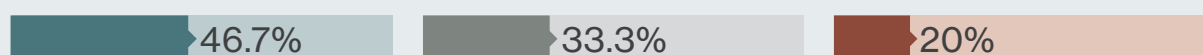
3. How does my giving influence those around me?

- How do I convince the key decision-makers in my family to commit to philanthropy as a vital part of the family's legacy and purpose?
- How do I play a bigger role to share with others on why and how I give without overstepping cultural or social conventions/boundaries?

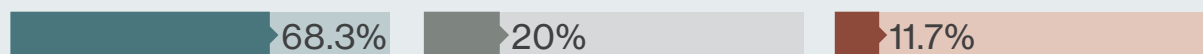
Impact

In this next segment, we unpack what **philanthropic impact** looks like with a focus on ground concerns that will steer us closer to achieving our SDG outcomes on various fronts. The focus on impact is a constant reminder of the role of philanthropy in contributing to tackling some of Asia's most pressing environmental and social issues, and its value for driving wealth towards areas where public or market capital are not able to provide adequate support.

Philanthropy in Asia can create the social and environmental impact it sets out to do in 2025



Philanthropy has a vital role in addressing the financing gap for Asia's SDGs in 2025



Optimistic Neutral Pessimistic, percentages are rounded to the nearest one decimal

We also look at our respondents' views of the top three factors that the ecosystem needs to pay attention to in order to accelerate and scale philanthropic impact, as well as the areas they are focused on:

1. *Diverse Equitable and Inclusive Impact*



Amidst the complexities of a polycrisis world, people-centered philanthropy emerges as a vital approach that prioritises the needs and voices of communities. By fostering genuine partnerships and embracing local insights, we can create sustainable solutions that not only address immediate challenges but also empower individuals to shape their own futures.

SUMITRA PASUPATHY | FOUNDER & PARTNER
KARUNA IMPACT ADVISORY

- How do we ensure that our funding for social causes is reaching and creating tangible outcomes for minority communities that may be conventionally underserved or neglected due to social barriers or circumstances?
- How do we design platforms and opportunities for intersectional needs by non-profit organisations to reach more funders and granters, beyond existing initiatives?
- How do we identify and assess related social causes that may potentially have greater multiplier effect for impact beyond the conventional areas that we are already funding or investing in?

2. *Communicating Impact To A Wider Audience*

- How do we create a culture of communicating about impact by narrating the stories and experiences that move people, instead of focusing on just metrics?
- What kind of impact philosophy or purpose should I be aiming for as a grant-maker or wealth holder?
- How do I make impact clearly catalytic yet purposeful for how and why my principal(s) give?

3. Developing and sharing best practices across the ecosystem



In 2025, I envision Asian philanthropies leveraging data-driven insights to forge impactful collaborations with governments, businesses, and civil society organisations. By investing in robust impact measurement and management, we can ensure that our collective efforts to address climate change deliver tangible, long-lasting benefits, especially for vulnerable communities.

NAINA SUBBERWAL BATRA | CEO
(AVPN)

- What does good or great look like for impact measurement and management in Asia, where there is a lack of a robust framework to analyse different social issues across the regions?
- What are some of the ways I can embed myself into communities that can help me learn about how impact matters?

Diving Deeper

In this segment, we explore what are the thematic trends on the minds of our ecosystem partners in Asia, as we explore their roles and ambitions for 2025 within these areas. We look at the top five thematic trends:

Five thematic trends

01

Impact pulse on Asia's most vulnerable due to climate change and social inequalities



The significance of climate considerations extends to all aspects of philanthropy and impact investing. It emphasizes the need for community-based approaches that bridge the gap between philanthropy and capital, ultimately aiming to achieve scalable solutions.

THOMAS RIBER KNUDSEN | PRINCIPAL
RUMAH GROUP

- How can we collectively map out and identify crucial gaps and needs of Asia's most vulnerable communities in the face of the climate change crisis?
- What can we do to bring more local voices to the philanthropy table when it comes to funding the most urgent responses to climate adaptation and mitigation efforts in Asia?
- How do we distill the insights from the noise and politics when it comes to finding out what wealth holders, advisers, and grant-makers can do to move the needle on our efforts to address climate change?
- How might philanthropic initiatives work hand-in-hand with governments to inform policymaking towards more targeted and effective ways at alleviating social issues such as health, poverty and education in Asia?
- How do we encourage more philanthropists to give to important but far less glamorous or visible social issues in Asia?
- How do we build trust with and empower local communities to utilise the resources that philanthropy can offer to build the infrastructures and solutions they need to uplift themselves?

02

Philanthropy and AI

The pervasiveness of AI in our information landscape continues to grow, affecting the reliability of internet content, data, and stories. Meanwhile, philanthropic decision-making relies heavily on trusted resources, from which organisations or projects to fund to the impact on beneficiaries. Philanthropy will need to embrace these changes, and philanthropic advisers can be wayfinders for clients if they can integrate AI into their competencies.

DIEN YUEN | CEO
DAYLIGHT ADVISORS

- How do we leverage AI to help philanthropists make better decisions in deploying their resources?
- How do we level the playing field for non-profit and grant-making organisations by utilising AI to reduce administrative and manpower costs and load, so that these organisations can focus on delivering the best for their clients and stakeholders?
- What are the areas in philanthropic capacity building that can benefit from AI integration to help grantmakers make more responsive, informed and effective choices when deploying capital?

03

Trust and philanthropy

- With the urgent need to co-create trust to uplift public confidence for public institutions in society, how might philanthropy play a more significant role in funding trust-productive initiatives while holding accountable the people and public actors to play their parts in them?
- How do we scale trust-based philanthropy in Asia, allowing this approach to be an effective solution in more philanthropic portfolios across a wider spectrum of social causes that can benefit from it?
- How do we share learning experiences and best practices in trust-based philanthropy with others, so as to refine our abilities in designing, deploying and producing greater impact from trust-based philanthropic initiatives?

04

Giving and identity

- With women anticipated to play a much more significant role in influencing how philanthropic capital is deployed in Asia, how do we build coalitions that empower female philanthropists?
- How do we incorporate minorities' experiences into the ways we design philanthropic initiatives or make grants to local organisations, to level the playing field for underserved or oft-neglected communities?

05

Collaborative philanthropy

We should advocate for more collaborative solutions in philanthropy, as multiple funders and philanthropists often share similar goals and ambitions. Establishing network platforms to facilitate collaborative efforts can enhance philanthropic giving with purpose, intent, and impact.

**ANTHONIA HUI | HEAD OF SINGAPORE
ALTI TIEDEMANN GLOBAL**

- With the sources and demographics of wealth becoming more diverse, how do we build collaborative platforms that engage and leverage diversity as a strength?
- How do we cultivate more collaborative philanthropic initiatives among Asian wealthy families, while navigating and the cultural and familial dynamics of philanthropy as essentially private action in public affairs?
- What could collaborations at the ecosystem level look like among philanthropic hubs, combining the best of each location to serve the region's most urgent needs?

The Ecosystem Speaks:

Next, we ask our ecosystem partners what advice they would share when it comes to what needs to be done to accelerate philanthropy and impact in Asia for 2025. We gather their insights into five ways to take action:

Advice for wealth holders

1. Start small, but keep a big and evolving vision for your philanthropic pursuits
2. Get the children involved as early as viably possible to build a culture of giving as part of legacy and education
3. Do not rush into social causes simply because they are in trend, take your time to explore and commit to social causes that matter to you

4. Giving wealth does not just include financial resources; consider how your time, talent and ties can be more valuable for the social causes and organisations you support
5. Apart from giving to programmes, consider investing in capacity building for organisations and ecosystem development; they go a long way in building a strong infrastructure to multiply impact

Advice for philanthropy advisers



In 2025, I foresee a growing convergence between climate finance and philanthropy, driven by an urgent need to address climate challenges through innovative funding models. Philanthropy has a pivotal role in de-risking investments and catalysing collaborations between the private sector, governments and NGOs, ensuring that sustainable solutions are both scalable and inclusive. Financial institutions, like private banks, are uniquely positioned to amplify this impact by integrating philanthropic strategies into sustainable finance frameworks, aligning purpose with profit.

ARNAUD TELLIER

CEO
BNP PARIBAS
WEALTH MANAGEMENT ASIA

CHAIRMAN
PRIVATE BANKING INDUSTRY GROUP
PHILANTHROPY WORKGROUP

1. Support your principals in their quest for authenticity in their philanthropic pursuits; help them develop the right heart and mindset into their purpose and passions for giving
2. Innovative solutions come from working closely on the ground with those whom your work can impact – journey closely with them to find out what really matters
3. Walk the talk – be involved in philanthropy in the ways that you champion how philanthropy should be done
4. Listen; be the head or heart that your principal/client needs as a trusted adviser
5. Philanthropy advisers are the guides that bring different worlds in the philanthropy ecosystem together; connect, communicate and collaborate to bring the best you can to the table

About the Wealth Management Institute

Established in 2003, the Wealth Management Institute (WMI) is committed to building capabilities for investing in a better tomorrow. Founded by GIC and Temasek, our vision is to be Asia's Centre of Excellence for wealth and asset management education and research. WMI has been appointed as Singapore's Lead Training Provider for Private Banking by the Institute of Banking and Finance Singapore (IBF) and supported by the Monetary Authority of Singapore (MAS).

WMI provides a comprehensive suite of practice-based certification and diploma programmes and collaborates with leading universities for master's qualifications. With over 20,000 annual enrolments, WMI provides training in asset management, wealth management, compliance, risk management, family office, as well as the development of the next generation across more than 130 programmes.

WMI helms the Global-Asia Family Office Circle, a network platform that fosters a trusted environment to build capabilities and community in the family office sector.

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About the Asia Centre for Changemakers

Established by the Wealth Management Institute, the Asia Centre for Changemakers (ACC) aims to build capacity and nurture a strong pipeline of active and informed changemakers with a focus on Asia. Our mission is to empower these individuals to deploy their resources, skills and passion for a better tomorrow. As Asia's foremost learning lab for philanthropy and impact capital, the ACC is committed to guiding family principals, professionals, advisers and social entrepreneurs in moving up the learning curve, through three key initiatives: Building capabilities, talent, and professionalism in the impact sector; fostering a community of practice; and shaping and sharing Asian-grown thought leadership. The ACC is supported by Temasek Trust and the Philanthropy Asia Alliance.

Within ACC sits the Impact Philanthropy Partnership (IPP), a joint initiative between WMI and the Private Banking Industry Group (PBIG) with support from the Monetary Authority of Singapore (MAS). The initiative aims to drive awareness and momentum towards more purposeful and impactful ways of giving, by bringing together family principals and offices to tackle society's most pressing challenges and issues.