



COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION

*The CASE Asia-Pacific Distinguished Service Award recognises inspirational advancement professionals whose accomplishments have made a significant and lasting impact on institutional advancement and whose life and character have earned the respect and admiration of fellow colleagues. Overall, nominees must demonstrate leadership in their profession, embrace best practice and innovation in institutional advancement and volunteer their service to the CASE Asia-Pacific community of practice.*

## **Citation for 2022 CASE Asia-Pacific Distinguished Service Award Recipient**

**Ricky Cheng**  
**Interim President and Executive Vice President**  
**United Board for Christian Higher Education in Asia**

Ricky Cheng began his advancement career in higher education as the founding Director of the Office of Institutional Advancement at The Chinese University of Hong Kong (CUHK) in 2003. He joined the United Board for Christian Higher Education in Asia in 2010.

Ricky believes that education is the best way to help people choose their path in life, as well as an investment that will change lives for future generations. He was instrumental in establishing a strong advancement culture among the stakeholders of CUHK and assisted the University in securing close to US\$500 million in donations and matching grants during his tenure.

Over the years, Ricky has generously shared his experience in fundraising with many higher education leaders at the United Board programs, CASE conferences and many occasions where he saw a need. He has been invited to speak on the subject of university development on more than 30 occasions in mainland China, Hong Kong, Macau, Taiwan, Japan, Indonesia, Philippines, Vietnam, India, and Australia.

To promote institutional advancement in Asia, Ricky initiated a resource development program at the United Board, the Strategic Planning and Resource Development Workshop, to help the colleges and universities within its network of partners develop the human and financial resources needed to be self-sustaining, high-quality institutions. He has actively promoted to the network institutions the critical function of development, which encompasses fundraising, alumni relations, marketing, and communications. Through dedicated workshops, seminars, grants, and one-on-one coaching, Ricky together with his team and external practitioners has helped colleges and universities design strategies to secure sustainable resources for core programs and new initiatives.

To further encourage the network institutions to become financially self-reliant through alumni engagement and fundraising, Ricky also initiated the United Board Centennial Challenge Grant Initiative, a donation-matching program for selected network institutions to establish a full development function that will meet future challenges.

Ricky is passionate about improving the quality of higher education through enhancing resources for institutions in the region. He supports the advancement profession through introducing senior leaders and new development staff in the United Board network institutions to CASE, where they can learn best practices, and access the most relevant resources in educational advancement.

As a stalwart volunteer, Ricky has been instrumental in the growth of CASE Asia-Pacific since its inception in 2007. He was a member of its Advisory Council from 2013 to 2015, with the mandate to recommend a governance structure to ensure the growth of CASE in the Asia-Pacific region. He went on to become a member of the CASE Asia-Pacific Board, serving as Vice-Chair from 2018 to 2019, and continued to steer the development of CASE in the Asia-Pacific on the Regional Council till 2021. He was Chair of the CASE Asia-Pacific Advancement Conference in 2008 and 2016, the brain and champion behind several workshops, forums and programs in Hong Kong and China. While serving on the China Advancement Program Committee from 2015 to 2019, he represented CASE in engaging advancement professionals from the Chinese universities, helping CASE make inroads into China with generosity of his knowledge, wisdom, and time.

Ricky has created a vision and inspired many to work further in institutional advancement through his leadership, insightful sharing, and motivational speeches. He has achieved excellence in his professional field and made significant changes to the institutional advancement landscape in Asia.

In recognition of his inspiring leadership, accomplishments, and service to the CASE Asia-Pacific community of practice, and the development of a strong culture of Advancement at the United Board for Christian Higher Education in Asia and its network institutions, the Council for Advancement and Support of Education proudly presents Ricky Cheng with the CASE Asia-Pacific Distinguished Service Award.