



武冰  
Bing Wu

作者：金綺文

Writer: Annie Qiwen Jin

## 助人為樂—貫穿人生和創業的理念

談起多年堅持為社區做義工的原因，武冰將之總結為從幼時就樹立的人生理念。生於上世紀50年代末的中國大陸，她的整個童年時期都貫穿了轟轟烈烈的“學雷鋒”主題。父母亦常常熱心幫助鄰里解決各種困難，這些言傳身教，在她心裡埋下了根深蒂固的助人為樂精神。

比起很多同齡人，武冰是幸運的。中國大陸文革結束後首次恢復高考，她便從萬千考生中脫穎而出，考上北京語言學院（今北京語言文化大學）。後來到美國留學。獲得政治學碩士學位後，又轉讀MBA，之後移居加拿大。

1992年武冰和兩位來自中國大陸的志同道合者共同成立了 Platform Computing 公司。這家軟體公司作為全球網格計算的領導者，其產品為近兩千家世界頂級企業使用，2012年被電腦業巨頭IBM收購。這份巨大的成功，令多少人豔羨。武冰卻說當初成立這間公司，並沒將獲取巨額商業利潤作為目標，而是本著推廣技術、說明晶片設計客戶大幅提高效率的初衷。因為以誠待人，贏得客戶的心，客戶力勸他們成立公司，這樣可以更加名正言順使用他們的軟體產品。因此，武冰將創業成功也歸因於不以追名逐利為目的，但求助人、最終亦助己的良性循環。

## 投身公益事業

武冰的助人之心不僅局限於自己的公司和客戶，作為一名成功企業家，她樂於與華人同胞分享自己的創業經驗，幫助他們走上成功之路。她加入了創業協進會（ACCE），一個致力於通過各種管道和活動幫助加國華裔發展商機及獲取政府幫助的非牟利團體，並積極向來自中國大陸的新移民宣傳創業會的活動和機會，幫助他們盡快融入本地社會。在她的努力下，參加創業會的活動並從中受益的大陸新移民人數顯著增長。

此外，武冰也積極尋找更多為慈善事業作出貢獻的機會。她曾協助奧比斯眼科飛機醫院的慈善宣傳和籌款活動。自2006年起，武冰每年都向福慧教育基金會捐款。福慧教育基金會是由一群多倫多華裔成立的慈善機構，通過設立獎助學金資助中國貧困地區的孩子接受教育，同時還通過組織義工與孩子們通信及定期訪問等活動，對受資助的孩子給予心靈和精神上的全面關懷。

2011年底武冰退休後，決定為公益事業投入更多時間和精力。福慧教育基金會會長關保衛找到武冰，問她是否願意幫助基金會給四川涼山孩子們寫信，讓他們感受到來自外界社會的溫暖，幫助他們建立自信、解決人生中的困惑難題和重啟對未來的美好展望。武冰欣然應允，並從此「一發不可收拾」，全心投入了這份極其有意義的工作。

隨著福慧資助的孩子越來越多，通信量增大，義工數量增

加，這項活動變成一個需要系統管理的專案。2013年，武冰開始負責組建通信組，2017年則開始管理所有參加與孩子們通信的義工。如今與涼山孩子們通信的義工已達三百多人，其中一百多人在多倫多，其餘兩百多人則在中國的北京、上海、成都等地。

## 以現代企業管理方式管理慈善專案

武冰將自己管理現代企業的經驗充分運用到這項慈善工作的管理中。她精心面試和挑選符合條件的義工，設立層級負責制的人員管理體系和細緻嚴密的工作程式。每年都去涼山探訪孩子們的武冰，親眼所見孩子們如何盼望和珍視這些外面世界的來信，如若因為任何環節的疏忽，導致遺漏任何一封信件，都將辜負一個脆弱幼小的心靈。所以她以身作則，要求團隊所有人員都以認真負責的態度對待每一個環節。

武冰擅長調動團隊成員的積極性，她深知所有成員的堅持付出，是專案能長期順利進行下去的關鍵。因此即使在寫信の間歇期，她也要求各地區的負責人和所有義工保持聯繫，通過聚會聯絡感情，並且隨時將一線人員發回來的關於孩子們的情況與義工們分享，持續激勵大家對專案的歸屬感及成就感。她亦知人善用，邀請了經驗豐富的心理學家給通信組的義工們辦講座，分享如何與有自卑感的孩子溝通的技巧，以及幫助孩子們應對各類家庭、朋友和社會問題，還把講座的精華內容編寫

進通信組義工的指導手冊中。

武冰說：“幫助孩子們的同時，也是淨化自己的心靈。”看到那些曾經自卑膽怯的孩子，在愛的關懷下逐漸開朗自信起來，成為有禮貌、有毅力和懂得體諒他人的年輕人，尤其是看到他們中間有的考上大學成為有用之材，有的結合個人興趣走上自己喜歡的職業道路，就會覺得自己的心胸也隨之開闊起來，生活中再沒有什麼瑣事值得為之煩惱。武冰自豪地介紹說，福慧的成功，還表現在福慧曾經幫助過的孩子，成才以後也主動回報社會，把愛繼續傳遞下去。兩百多名大陸的寫信組義工裡，就有一百三十人是福慧曾資助過的學生，如今在讀大學或者已經大學畢業在各個城市工作。

### 大陸移民與加拿大的社區公益事業

談到在加拿大的大陸移民義工，武冰亦有所感觸。由於大批大陸移民來到加拿大的時間比香港臺灣移民晚，所以在這裡成功運作多年、聲譽較高的慈善組織多是港臺移民及更早期的華僑所創辦，參與者也以港臺移民為主。加之大陸移民中社團林立，但鮮有實實在在為社區做貢獻的慈善組織，所以給人以大陸移民多追名逐利、不關心公益事業的印象。但據武冰的觀察和體驗，大陸移民也有很多熱心公益、不計較個人名利的人士。福慧寫信組在多倫多的一百多名義工中一大半都是大陸移民。許多大陸移民心胸寬闊、目光長遠，能力和責任心都強，

只是他們大多崇尚低調做人，默默無聞地付出，不太願意站到聚光燈下。

說到這裡，武冰也不由得感歎，當初被提名紅楓傳奇獎時，她也猶豫過，因為這不符合她低調行事的風格。不過提名人告訴她，這不止是為了她個人的榮譽，而是希望通過她，讓更多人看到大陸移民中有她這樣多年堅持投身公益事業的人士，同時也希望藉此鼓舞和激勵更多大陸來的華人同胞參與為社區做貢獻。武冰相信，假以時日，隨著在加拿大立穩腳跟的大陸移民越來越多，人們會看到更多大陸移民投身到各類公益平台，為建設我們的美好社區做出貢獻。





1980年，作為中國登山協會的第一個女英語翻譯，在珠穆朗瑪峰大本營  
1980 First female English translator, Chinese Mountaineering Association at Everest Base Camp



北京語言學院外語系81屆畢業生合影  
1981 Beijing Language and Culture University, Department of Foreign Languages, graduation photo



1991年與兩個兒子攝於家中  
1991 with our two sons at home



2016年，主持福慧志願者年度培訓活動  
2016 At annual Fuhui volunteer training event



1977年參加文革以後第一次大學入學考試的准考證  
Exam admission certificate for the first university entrance examination



武冰九十年代初期在辦公室辦公  
Bing in her office in the early 1990s



作為志願者，2011年參加Orbis全球免費白內障手術活動  
Volunteer with Orbis Awareness Promotion Day 2011



2017年10月訪問布拖交際河中學時與福慧班同學們跳彝族舞  
Oct 2017 Yi tribal dancing with Fuhui students from Butuo's Jiaohe Middle School



2017年，在布拖木爾鄉中心校上趣味數學課後，給同學們頒獎  
2017 Giving out award after fun math class



1997年，武冰與“Platform Computing”公司共同創始人周松年博士和王敬文博士  
Platform's 3 Founders Getting Award



1984年，在美國 Vanderbilt 大學與研究生導師合影  
With professor at Vanderbilt University in 1984



2013年5月探訪四川涼山，與布拖縣福慧班的同學合影  
With Fuhui students at Liangshan, Sichuan in May 2013

## Bing Wu

*Talking about the reason for her persistence in volunteering over many years, Bing Wu attributes it to her life philosophy that was established from an early age. Born in Mainland China in the late 1950s, she spent her childhood immersed in the heroic and invigorating theme: "Learning from Lei Feng\*", whose selfless image was etched forever in her heart. Her parents would also offer their assistance to neighbours and friends when they encountered difficulties, exemplifying a model of helpfulness. This teaching through their words and deeds instilled in Bing a deep-rooted spirit of helping others.*

Bing is fortunate compared to many of her peers. She was able to participate in China's first nation-wide university entrance examination after the end of Cultural Revolution. She distinguished herself from the tens of thousands of candidates and was admitted to Beijing Language Institute (now Beijing Language and Culture University). Later, she went to the United States to study. After obtaining a master's degree in political science, she took MBA degree courses and moved to Canada.

In 1992, Bing and two like-minded friends from Mainland China co-founded Platform Computing. This software company became the global leader in grid computing, and its products were used by nearly 2,000 of the world's top companies. In 2012, IBM, the computer giant, acquired Platform Computing. Their huge success has earned the admiration of many, but Bing says their original

intention was to promote cloud-computing technology and help chip design companies greatly improve their efficiencies. Their goal was not huge commercial profits. They treated their customers with sincerity and won their hearts. In return, these customers urged them to establish a company, so that they could use their software products formally. Bing attributes the success of their venture to a virtuous cycle of helping others and ultimately helping themselves in the end.

Bing's caring attitude is not limited to her own company and customers. As a successful entrepreneur, she is willing to share her entrepreneurial experience with fellow Chinese Canadians to help them embark on the road to success. She joined the Association of Chinese Canadian Entrepreneurs (ACCE). This non-profit voluntary organization is committed to helping Canadian Chinese businesses find opportunities and government assistance through various channels and activities, strengthening their competitiveness. Bing actively promotes the activities and opportunities of ACCE to new immigrants from Mainland China to help them integrate into local society as fast as possible. Under her efforts, the number of new immigrants from the mainland who participate in ACCE activities and benefit from it has grown significantly.

In addition, Bing has been actively looking for more opportunities to contribute to society. She assisted in the promotion and fundraising activities of Orbis Flying Eye Hospital. Since 2006, Bing has donated money to Fuhui Education Foundation every year. Fuhui Education Foundation is a charity established by a

group of Chinese Canadians in Toronto to help children and youths in poor areas of China receive education through the establishment of scholarships. It also provides spiritual support and care to these students through activities such as letter writing and regular visits.

After Bing retired at the end of 2011, she decided to invest more time and energy in volunteering in the community. Stanley Kwan, President of Fuhui Education Foundation, sought out Bing and asked if she would like to write letters to the Fuhui funded students at Liangshan in the province of Sichuan, to let them feel the warmth and support from outside society, and in the process build confidence in themselves. With self-confidence, they would be better equipped to surmount the difficult problems they face in their lives, and harbour hope for the future. Bing readily accepted this challenge. From then on, she was off to a flying start and devoted herself to this extremely meaningful work.

With the increasing number of children funded by Fuhui, the increase in letter traffic and the corresponding number of volunteers, this letter-writing activity has become a project that requires systematic management. In 2013, Bing set up a Letter Writing Group, and in 2017, she began to manage all volunteers who participate in letter communications with the children. Today, there are more than 300 volunteers who communicate with Liangshan children regularly. More than 100 of them are in Toronto, and the remaining 200 are in Beijing, Shanghai, and Chengdu.

Bing has fully applied her experience in managing modern

enterprises to the management of this charitable work. She carefully interviews and selects qualified volunteers, has established a hierarchical accountability management system and detailed and rigorous work procedures. Every year, she goes to Liangshan to visit the children. Bing sees how the children hope for and cherish the letters from the outside world. If any aspect of this letter-writing project is neglected, a letter might be missed, and a vulnerable and young mind could be lost. Setting an example herself, she asks all members of the team to treat each link of the system with a serious and responsible attitude.

Bing is good at mobilizing the enthusiasm of team members. She knows that the persistence of all members is the key to the smooth running of the project in the long run. Therefore, even in-between letter writing periods, she asks the regional leaders to keep in touch with their volunteers, to communicate with each other through meetings, to share news about the children brought back by frontline workers, and to continue to encourage everyone with a sense of belonging and accomplishment. She also knows how to use expertise and invites experienced psychologists to give lectures to the communications volunteers, to share tips on how to communicate with children who feel inferior and ways to help children cope with family, friends and social problems. The essence of these lectures was also captured in the instruction manual for the letter-writing group volunteers.

Bing says, "Helping the children purifies my heart and soul." She sees those children who started out as feeling inferior and timid,



gradually become more confident under loving care, growing into young men and women who are polite, persevering and understanding of others. In particular, she sees that some of them are admitted to university for higher education, while others pursue their personal interests for successful career paths. She feels that this experience has broadened her mind and her horizons, and the trivial things in life are no longer worth her while to worry about. Bing proudly says that the success of Fuhui is also reflected in the children that Fuhui once helped. After maturing into adults, they often actively return to Fuhui to contribute and pass on their love to the next generation of students. Of the more than 200 volunteers in the mainland, 130 of them are students who have been funded by Fuhui. They are now studying at university or are working in various cities after graduation.

Bing is thoughtful when she talks about immigrant volunteers in Canada. Since the wave of Hong Kong and Taiwan immigrants came to Canada earlier than most mainland immigrants, they have successfully operated a number of charities with good reputations. The participants at these organizations consist mainly of Hong Kong and Taiwan immigrants. On the other hand, there are quite a number of associations among mainland immigrants, but there are few charitable organizations that contribute to the community. As a result, it gives people the impression that mainland immigrants care more about fame and do not care about public welfare. However, from Bing's observation and experience, many mainland immigrants in fact are also enthusiastic about the community and do not care

about personal fame and fortune. At Fuhui, more than half of the 100+ volunteers in Toronto are originally from Mainland China. Many mainland immigrants have broad minds, long-term visions, strong abilities and a sense of responsibility, but they are mostly low-key, like to work in anonymity, and are not willing to stand in the spotlight.

Speaking of this, Bing could not help but reflect on her own dilemma. When she was nominated for the Chinese Canadian Legend Award, she hesitated because it did not agree with her low-key style. However, the nominator told her that this is not only to honour her, but more people need to see that mainland immigrants like her have contributed to the community for many years, and that her example will encourage more Chinese newcomers to participate in charitable causes. Bing believes that over time, with more and more immigrants from Mainland China establishing a foothold in Canada, people will see more mainland immigrants devoting themselves to building our beautiful community through various charitable platforms.

*\*Lei Feng (1940 – 1962) was a soldier in the People's Liberation Army and is a communist legend in China. After his death, Lei was characterized as a selfless and modest person.*