



# Singapore Pools 55<sup>th</sup> Anniversary

Commemorative Magazine

CELEBRATING

# 55

YEARS

FOR COMMUNITY  
PURPOSE AND BENEFIT







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# Chairman's Foreword



This year, Singapore Pools turns 55. We were set up just three years after Singapore's independence, and have been part of the Singapore journey since.

Most people would agree that it is no easy feat for any business to attain such longevity. We have been steadfastly fulfilling our duty to the nation as a business to benefit the community and not for the sake of making profits. Since our humble beginning to raise funds for the construction of the National Stadium, we continue to provide a safe and legal wagering channel and at the same time channel all surpluses towards nation-building and social causes benefitting all Singaporeans.

The ever-present threat of illegal operators means we can never rest on our laurels. Today, Singapore Pools continues to innovate to remain effective so that those inclined towards betting can do so legally. We also continue to stem leakages to illegal gambling operators while upholding the highest regulatory standards and continuing to benefit and uplift society.

The past few years have been challenging for many because of the Covid-19 pandemic. It was no exception for Singapore Pools. When the nation went into lockdown to stem the spread of the virus, many businesses, including ours, were closed or suspended. Despite facing this huge challenge, we did not simply wait for the storm to pass. Instead, we took this opportunity to accelerate our business transformation and stepped up our community giving efforts during this trying period.

Many of our outlets served as collection points for Covid-19 essentials. We also provided extra funding to aid frontline medical workers as well as vulnerable individuals and families affected by the pandemic. From the early years of our inception where Singapore Pools was created to raise funds for the building of iconic national infrastructure to present day, Singapore Pools continues to be an integral part of Singapore's journey through good and tough times.

In this commemorative book, you will read about some of the initiatives that we have been a part of, as well as the stories of Singapore Pools volunteers and beneficiaries who exemplify this organisation's purpose of making Singapore a better place for everyone to live in.

As we celebrate our 55th birthday this year, I would like to thank all our community partners whom we've been honoured to journey with. Some of their stories are featured in this publication – Campus Impact, Unlocking ADHD, and Football Association of Singapore – but there are many others. I also thank our valued corporate partners and our employees who have been doing good with us over the years.

Singapore Pools would not be here today without you.

**Kai Nargolwala**



# Our Story

About Singapore Pools



# SINGAPORE POOLS



Our efforts to do good in society and make Singapore a better place would not have been possible without the selfless contributions of our staff.

# Vision, Mission



## Vision

A world-class socially responsible gaming company trusted by customers and valued by the community.

## Mission

We provide safe and trusted betting to counter illegal gambling.



# Milestones

Some of our significant milestones over the years





Ever wondered what our betting outlets looked like at the very beginning?



# The story behind the ART:DIS artwork

To celebrate Singapore Pools' 55th birthday, local artist Eugene Soh from ART:DIS created a special artwork depicting some of the iconic infrastructure that we have funded over the decades, as well as the role we have played in bringing people from all walks of life together and strengthening Singapore's social fabric.

Taking centerstage in the artwork is The Majestic, located in the heart of Chinatown. Singapore Pools carved out a space within its branch to house The Majestic Smart Seniors Applied Learning Centre, a safe space for senior citizens to learn digital literacy skills, and a reflection of our commitment to enhancing the well-being of Singaporeans.

The Esplanade's distinctive durian-shaped roof stands out like a work of art. Gardens by the Bay's Supertree Grove; towering structures that seem to reach for the sky creates a magical-like atmosphere. The National Gallery Singapore, with its grand white facade that represents the rich cultural heritage of the city.

Each building is unique in its design, and yet they fit perfectly together, creating a harmonious whole.

In the foreground of the painting, a community of people can be seen, each one unique in their appearance and clothing. They represent the diversity and inclusion that Singapore is known for, and their presence adds a sense of life and energy to the scene. This is truly uniquely Singapore, a city unlike any other, a city we are all proud to call our own.



Eugene Soh is a self-trained artist with a BA in Mathematics from the National University of Singapore. He was born able-bodied but an abnormal growth on his spine led to multiple surgeries causing him to become a paraplegic. Although he was devastated by his inability to move freely, the support from his family and friends encouraged him to continue his journey towards physical and emotional recovery. Today, Eugene is an impressionist artist whose works are highly sought after for their ethereal beauty and rich texture. Drawing inspiration from his deep faith in god, masters such as Van Gogh and the environment, Eugene enjoys painting as the process brings him solace. When he is not painting, he is fuelling his passion for Mathematics by tutoring high school and tertiary students.



## 1960s

**1968**

Singapore Pools is founded on May 23.  
TOTO sales begin at General Post Office.

**1969**

To raise funds for the construction of the former National Stadium, Singapore Sweep is introduced. Each ticket costs S\$1; First prize of S\$400,000.

## 1970s

★ **1973**

**Contributes S\$14.5 million to the construction of the former National Stadium.**



## 1980s

- 1986** Contributes S\$45 million towards the building of the Singapore Indoor Stadium.  
4D game is launched.



## 1990s

- 1991** Singapore Pools becomes principal founding sponsor of the National Day Parade.
- 1995** Singapore Pools assumes role as principal founding sponsor of the Chingay Parade.
- 1996** Contributes S\$409 million to the construction of the Esplanade - Theatres on the Bay arts complex.



## 2000s

**2003**

First brick-and-mortar outlet opens in Jurong West.  
Staff community programme iShine is launched.

**2004**

To raise funds for Wildlife Reserves Singapore, National Heritage Board and Football Association of Singapore, a new game Scratchit! is introduced.

★ **2004**

**Singapore Pools becomes a subsidiary of Tote Board, and begins channeling its surpluses to Tote Board in support of social causes.**

**2008**

Sports betting on Formula 1 races is introduced. Contributes S\$420 million to the building of Gardens by the Bay.



## 2010s:

- 2010** Opening of Livewire (Resorts World Sentosa) and Livewire (Marina Bay Sands) to offer a premium sports betting venue.
- 2012** Awarded Level 4 of the World Lottery Association's Responsible Gaming Framework.
- 2014** Awarded International Accreditation for High Standard of Information Security & Integrity Controls by World Lottery Association.
- 2016** MHA grants Singapore Pools Exempt Operator status, as part of its multi-prong strategy to deal with remote gambling. Singapore Pools begins to offer remote gambling services for existing products, under stringent operating conditions.
- ★ 2018** **50th anniversary celebrations. iShine Cloud, a platform that helps charities improve their IT solutions, is unveiled.**  
**Singapore Pools mobile app is launched.**
- 2019** Takes over horse betting operations from Singapore Turf Club.



## 2020s

**2020**

Supports The Courage Fund and the Sayang Sayang Fund to help those affected by Covid-19. iShine Volunteers management app is launched to make it more seamless for staff to volunteer their time.

**2021**

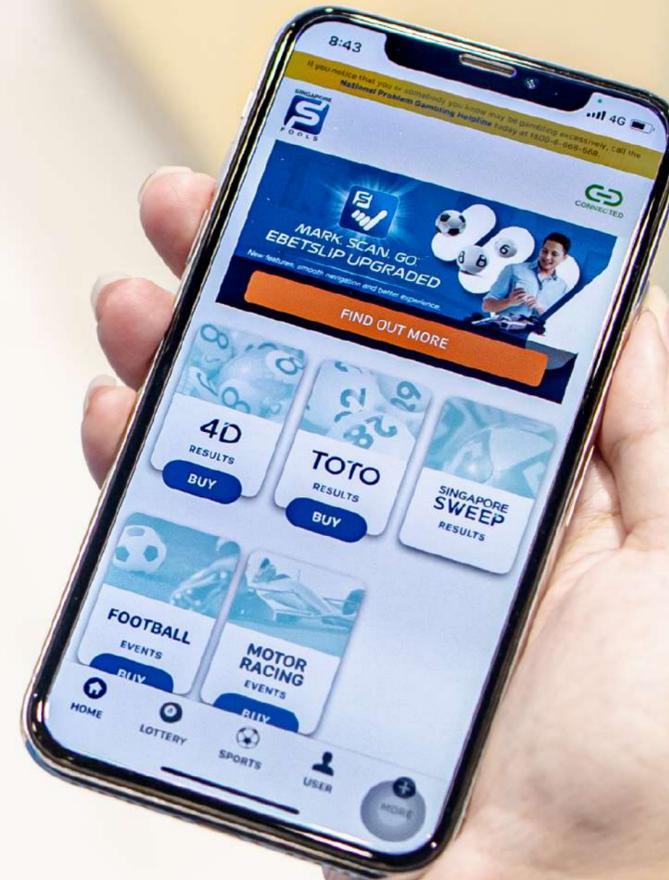
Distributes mouth gargle to residents, achieving more than 50% of Temasek Foundation's target to distribute to all Singapore households.

Installation of 1,300 new Unified Betting Terminals at authorized retail outlets.

★ **2022**

**Singapore Pools launches five new digital branches. Green initiatives enhanced. Aailed 313sqm of space from Majestic Off-Course Betting Centre for the Majestic Smart Seniors Applied Learning Centre.**

**Let's journey through the  
past 55 years.**



# Creating value for Singapore

Our guiding purpose is simple: to give back to  
the nation every way we can





Volunteerism has always been  
at the heart of Singapore Pools.

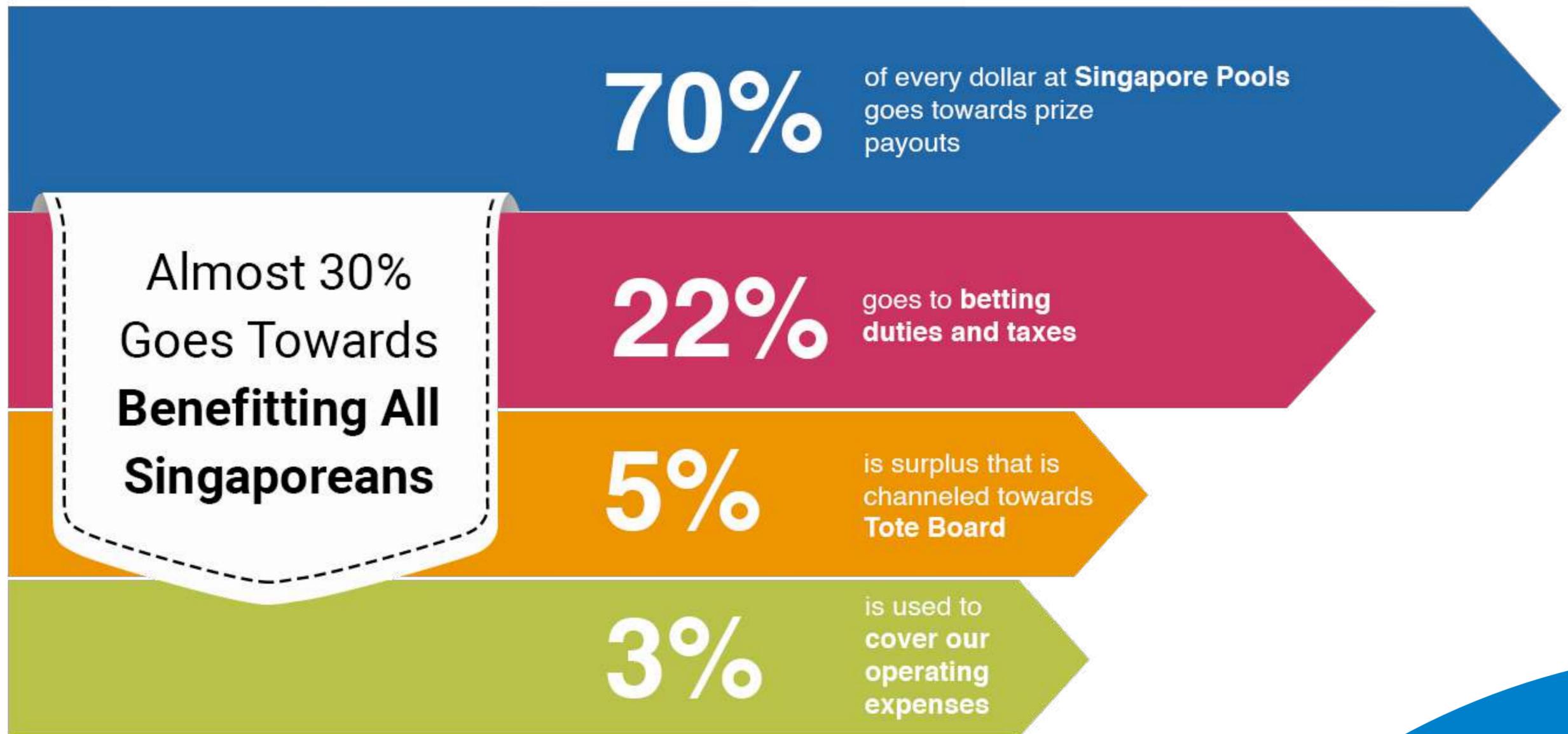


# Contributions to Singapore economy

## Did you know?

Since 2010, Singapore Pools has been channeling more than S\$2 billion to the Government in the form of taxes and duties and funding to Tote Board every year in support of good causes. In addition, Singapore Pools contributes about S\$5 million per year on average in support of charities and community initiatives in recent years.

# Where every dollar goes



# Our Purpose

Singapore Pools might be commonly known as the only entity that is legally allowed to run lotteries in the Republic, but we're in fact so much more than that.

People are often surprised to learn that when this organisation was founded 55 years ago, the objective was primarily to counter rampant illegal gambling that was tearing families apart and destroying lives.

Back then, many illegal gambling operators were members of local triads. Diverting money away from such operations was thus another way of stemming the flow of funding to vice activities like prostitution and loan-sharking.

In other words, Singapore Pools was a means to societal progress and harmony.

Besides offering the public safe and trusted ways to gamble, Singapore Pools has always had another key objective to fulfill – to benefit the people by funding national projects and worthy causes.

Indeed, one of the main reasons why the organisation was set up was the need to create a source of funding for the construction of Singapore's first National Stadium.

These two guiding principles have not changed over the past 55 years. But the ways we have gone about achieving them certainly have.





# Our unwavering commitment to Singapore

To be effective in diverting gambling demand away from illegal operators, Singapore Pools has innovated to stay on top of emerging trends, while staying true to its vision of being a socially responsible company. The fact that we have obtained a World Lottery Association (WLA) Responsible Gaming Framework (RGF) Level 4 certification – the highest global standard in the gaming industry – is proof of our commitment to this cause.

Our contributions to the community have grown exponentially through the years. Today, we contribute more than S\$2 billion to the Government every year, in the form of taxes and duties and funding to Tote Board. This money is used to bolster community development as well as the sports, arts, education and health sectors.

Singapore Pools has also been keenly involved in charity. For example, we have been supporting the President's Challenge by sponsoring most of its operating expenses since the very first edition in 2000. What this means is that a greater proportion of the donations raised goes straight to the needy.

In addition, we have worked alongside local charities to amplify support for the disadvantaged. For example, we have since 2009 helped to raise close to S\$3 million for 37 charity organisations through sales of their donation draw tickets at our retail outlets.

# Leading by example

But giving back to the community isn't just an objective here Singapore Pools – it's an intrinsic part of our company culture.

Our staff community programme is the best example of this. Established in 2003, at a time when corporate social responsibility was still in its nascent stages, this programme has seen Singapore Pools employees come together to volunteer and raise funds for noble causes. This initiative has raised about S\$7 million in donations to date.





# Our Commitment to Safer Play Practices

To create a safe and trusted environment that discourages excessive or irresponsible gambling, Singapore Pools prohibits those aged under 18 to place bets or claim prizes. The age limit to enter our live betting venues is 21 and above, and customers can place bets without the influence of alcohol and smoke. Another key measure we have taken is not allowing people to bet using credit.

We have also implemented safeguards relevant to online gambling. For example, those opening a Singapore Pools Account for online betting must be at least 21 years of age. They must also fulfil a set of criteria before they are allowed to set up an account. To encourage responsible gaming, we have also introduced self-control mechanisms that allow users to set their own deposit and betting limits as well as to customise the types of betting products they wish to view and place bets upon login.

At Singapore Pools, our Safer Play practices fall under the following Pillars: Environment, Product Design, Communications, Staff and Retailer Training, and Customer Care.





## Product Design

Singapore Pools designs its product offerings in a way that deters people from betting excessively and irresponsibly. The measures taken include having a low minimum bet amount and modest jackpot sizes that will not snowball into a large amount that could tempt people to place bigger bets.

We also ensure that our products are not designed to attract persons under 18 and offer a conservative range of sports bets.

What we see or hear can have a profound impact on the way we bet. This is why Singapore Pools takes concerted efforts to ensure that our communications are neutral, and contain only material and factual information to allow our customers to make an informed choice.

We do not play up the rewards of gambling to lure more people into placing bets. We also strictly adhere to guidelines on the use of words, tone, imagery and style in all our collaterals.

To drive home the importance of gambling responsibly, we display information on responsible gaming and help services for problem gambling prominently in all our retail and remote channels, including our betting slips, tickets and communication materials.



## Communications



## Staff and Retailer Training

Singapore Pools understands that our staff play a critical role in creating a safe and trusted gaming environment. This is why all staff and even our retailers must undergo an initial responsible gaming training programme as part of their new hire training. This programme teaches all new hires on the signs of problem gambling and responsible gambling behaviours as well as how to assist any customer who displays signs of problem gambling or gambling-related problems.

In addition, all staff and retailers must attend a mandatory refresher training on Safer Play every year.



## Customer Care

Almost everyone will agree that the odds of landing a windfall can be very low. Losing one's windfall, on the other hand, can be all too easy.

To ensure that prize winners do not spend their winnings recklessly, Singapore Pools created the Care for Winners Programme in partnership with MoneySENSE.

Under this programme, winners who claim their prizes at the Singapore Pools HQ are given financial planning materials and information to help them preserve and even grow their winnings. The information kit that comes with this programme also contains a host of suggested actions, such as using the prize money to pay off outstanding loans if any, deliberating before spending excessively, and sharing the joy with loved ones or those in need.

Singapore Pools also works closely with the National Council of Problem Gambling (NCPG) to support the national initiative and integrates useful information and tools to help our customers manage their betting behaviours. Customers who call our Customer Service or approach our retail outlet staff for help are directed and referred to help services for further support.

We work closely with NCPG to support the National Problem Gambling Helpline and referral programme. In addition to NCPG, we also collaborate directly with community partners such as WE CARE Community Services and Montfort Care to engage our customers to promote awareness of responsible play and help services available.

Singapore Pools is committed to providing a safe gaming environment for our customers. Individuals can choose to self-exclude themselves from opening and maintaining a SPA, and our SPA customers can choose to exercise control by voluntarily excluding themselves for a minimum 12-month period.

# A champion for responsible gaming

Our efforts have earned us the highest level of certification by the World Lottery Association (WLA). Since 2012, Singapore Pools has been certified by WLA for achieving Level 4 of the Responsible Gaming Framework (RGF), the highest level of accreditation for Responsible Gaming granted by its Independent Assessment Panel. This recertification to Level 4 has since been attained in 2015, 2019 and 2022, and we remain one of only seven operators in the Asia-Pacific region to do so.

We organise the Safer Play outreach activities and campaigns every year since 2007 to promote responsible gaming to our customers, staff and retailers through interactive activities, online games, and community engagement events.

Singapore Pools has also been closely involved in the annual Responsible Gambling Awareness Week that was founded by the Ministry of Social and Family Development in 2013. During this event, we hold roadshows at several of our outlets across Singapore to promote responsible gaming and direct those in need of help to the relevant channels.

As an organisation that is driven by innovation, we will continue to explore new ways to promote responsible gaming in an engaging and interesting manner.

Doing so will allow us to safeguard the well-being of Singaporeans and societal harmony. After all, this has always been one of our guiding purposes.





# Our Digital Transformation Story

When the COVID-19 pandemic hit and brought societies around the world to a standstill, nearly all businesses had to pivot their operations and embrace digitalisation to stay afloat.

In Singapore, teachers had to quickly adapt to online teaching and creating content that would be engaging to children in the virtual space. Many food and beverage businesses had to set up accounts on social media to receive orders from customers.

Thankfully, the disruption that Singapore Pools faced in this respect was limited as we were already well into the digital transformation journey, which we started in 2016. That year, we set up the Transformation Program Office (TPO) with the aim of digitalising our business processes, and this move allowed us to integrate digital technology into various aspects of our businesses, thus changing the way we operate.

Over time, the TPO mandate gradually expanded beyond just process digitalisation and took on new roles like driving innovation culture, building capabilities, and sharpening our delivery muscles through establishing frameworks and processes. It has been five years since we started our journey, and we constantly accelerate the pace of our transformation efforts.

Today, over and on top of tracking new gaming trends and technology, we have also sharpened our focus in **five key areas**:

## Capability Development

This ensures that projects are delivered in tandem with our strategy.

## Promoting Innovation

We constantly evaluate technologies and solutions that could be relevant to us through proof-of-concepts and fostering an innovation culture within the company through experimentation and trials. This has filled the gap between ideation and implementation, allowing a space to test and refine new concepts and ideas.

## Digitalisation

We are always searching for ways to automate our manual processes so as to achieve greater productivity through workflow management, robotics and citizen app-development.

## Sustainability

We are committed to creating more green initiatives that help reduce our carbon footprint.

## Governance

This ensures high-quality project implementation and proper review processes.

## Staying competitive and relevant to customers

One of the main motivations behind our relentless pursuit of digital innovation is the commitment to enhancing our customers' experience.

To bring greater convenience to our customers, we rolled out the first phase of **ePayment** across our retail and remote channels in 2021. Leveraging national infrastructure such as PayNow, FAST, MEPS and other bank wallets as permitted under the banking regulations, ePayment not only provides additional payment and prize claim options to punters, but also ups the ante in our battle against illegal bookmakers.

Over the past few years, we have been steadily digitalising our outlets and introducing new innovation offerings to stay competitive. For example, customers no longer need to handle paper bet slips as they can now utilise our **eBetslip app to formulate and place their bets without using a paper betslip.**

Furthermore, we installed close to 1,300 new **Unified Betting Terminals (UBT)** across our retail footprint in early 2022. A custom-built terminal, the UBT serves to consolidate sales of all games (lottery, sports and horse betting) into a single user-friendly terminal. These new terminals also replace obsolete hardware and software, thus reducing our maintenance and repair costs.

We have also embraced digitalisation because of the boost to productivity it promises.



To improve the productivity of our frontline staff and enhance their engagement with customers, we equipped over 230 of them with devices installed with productivity apps and provided digital skills training. These frontline staff have since learned how to better leverage apps like Microsoft Office 365 tools.

In May 2022, we adopted the **Digital Document System** and had all our divisions digitalise physical documents before storing them in a repository equipped with a search engine. Because of this, we have been able to repurpose 540 square feet of storage space once occupied by documents for alternative use. This move has also allowed us to reduce our use of A4 papers by over 30,000 pieces per year.

## Inculcating an innovative culture

Getting buy-in from our staff has been critical to the success of our digital transformation. Over the last 18 months, our staff have produced close to 30 proof of concepts (POC) that would further enhance our digital capabilities.

At the inaugural Innovation Challenge 2021, which reinforces the concept of experimental learning and encourages staff to come up with innovation ideas, 15 teams pitched their solutions to problems shared by our management team. Eight teams eventually progressed to the prototyping stage before showcasing their final prototypes to the judging panel. Most of the winning ideas have since been incorporated into current capability builds.





We opened the Singapore Pools Innovation Hub in 2023 on Level 5 of the Singapore Pools HQ Building. Named **OMGxLab**, it simply means One More Good (X), with X as a variable that can mean ideas, possibilities, learning and all things good to come.

At the lab, the team is working on a Metaverse prototype that aims to integrate virtual experience with physical surroundings. Through this metaverse created, new possibilities are created with a virtual Singapore Pools Livewire space, allowing our customers to live stream matches, and place bets in the comfort of their homes with a simple VR headset and application.

Showcasing what the future could be from a self-service perspective, we have built a self-service kiosk prototype. Collaborating with the various departments and participants of the Innovation Challenge who had worked on a similar concept, we hope to bridge the experience of our remote and retail customers and to better understand our retail customers through capabilities such as Facial Recognition that is incorporated into the kiosk. The kiosk demonstrates how customers will be able to place bets and validate their tickets for prize collection. Extending on the ideas that were proposed in the last Innovation Challenge, we have also incorporated a donation module into this kiosk, encouraging our customers to give back to the community while we uplift our community.

Apart from being a showcase of our prototypes and ideas, the Innovation Hub serves a dual purpose of ideation and prototyping with the various businesses to create the next wave of solutions that our customers need.

# Advancing our Green Goals

Climate change is real, and the ramifications of not addressing this issue will be severe for a highly urbanised nation like Singapore, which studies have found is heating up twice as quickly as the rest of the world.

According to the National Climate Change Secretariat, the annual mean temperature in Singapore had risen from 26.9°C to 28.0°C between 1980 and 2020. Meanwhile, the mean sea level in the Straits of Singapore had increased at the rate of 1.2mm to 1.7mm per year from 1975 to 2009.

Taking steps to reduce emissions is now more critical than ever. This is why the government had in 2021 unveiled the Singapore Green Plan 2030, which is aimed at advancing the nation's sustainability efforts.

## Green buildings

Singapore Pools has been doing our part and have over the years upgraded our infrastructure and amenities to reduce our carbon footprint.

In 2013, our efforts were recognised when the Singapore Pools Building at Middle Rd was awarded the Green Mark Gold<sup>PLUS</sup> award by the Building and Construction Authority (BCA) of Singapore. We received the latest recertification in December 2022.





## Just how green is this building?

- ✔ Use of energy efficient T5 LED lights resulting in less energy usage and cost savings. Compared to fluorescent lights, the LED lights result in energy savings of 2369 kWh.
- ✔ Lifts go into standby mode during non-peak periods.
- ✔ Lifts are powered by renewable energy harnessed from our rooftop solar panels.
- ✔ Double glazed glass reduces energy consumption for air-conditioning.
- ✔ The use of solar energy results in energy savings of 27,800 kWh annually.
- ✔ Water-efficient basin taps and flushing system reduces water usage.
- ✔ We use rainwater for cleaning and for watering plants.
- ✔ Harvesting rainwater reduces our annual water consumption by 67,200 cubic metres.
- ✔ We have supported the Earth Hour initiatives since 2013 by switching off facade and non-essential building lightings from 8.30pm to 9.30pm.
- ✔ Smart Meters were recently installed at the Singapore Pools Building to better manage and optimise utilities consumption and identify areas of wastage.
- ✔ We have embarked on a programme to gradually replace our fleet of service vans with electric vehicles that reduce emissions on the road.
- ✔ We have implemented the Print Management System that allows us to track paper consumption and reduce paper waste.

The same can be said of our Data Centres, which are equipped with energy-efficient lighting and cooling systems that help reduce energy consumption. Since 2013, with the last recertification in 2021, Singapore Pools received the Singapore Standard 564 (SS564) Green Data Centre Standard.

## A green culture

We are committed to doing our part in combating climate change by minimising our environmental impact. Those who have frequented our outlets over the years would have noticed that we no longer print lottery and sports results. This measure, together with the introduction of our eBetslip app in 2018, has reduced our use of paper considerably. We have also enhanced our recycling efforts to reduce our generation of waste from paper bet slips.

We have implemented a Digital Document System (DDS) which transforms info on physical documents to searchable digital info. This improves productivity through centralised storage, search, and retrieval, and supports compliance to data retention and disposal requirements. DDS also helps us to reduce the number of document cabinets.

Limiting paper use is something that also applies to our office operations. Other measures aimed at reducing emissions include optimising waste management and introducing initiatives that drive positive behavioural change in our employees.

These efforts have paid off as we attained the Eco-Office standard by the Singapore Environment Council in 2017. Three years later, we were awarded the Eco-Office Plus (Champion) certification, which we had maintained in our last recertification in 2022.

## Staff initiatives

In another show of our commitment to going green, we launched our Green Up! Initiative on 23 May 2016.

Comprising staff from different departments, the Green Up! Committee is responsible for creating company initiatives that reduce paper and electricity usage and inculcating a sustainability mindset in our staff through workshops and interactive activities.

Singapore Pools has also implemented our Environmental Policy and Waste & Water Management Guidelines to guide our employees and business operations towards resource efficiency and environmental awareness.





To manage our waste generated, recycling bins and general waste bins are provided on every level of our head office for our staff to sort and dispose of their waste accordingly. We also support e-waste collection by having collection bins at Livewire outlets.

Another employee-led initiative is EarthBuddiz, which works with the Nature Society (Singapore) and Singapore Environment Council to protect and conserve the environment. EarthBuddiz also collaborates with a preschool consultancy to conduct workshops for underprivileged children using recyclables. This creates opportunities for underprivileged children to have fun whilst instilling a strong sense of environmental awareness among the children starting from a young age.



**CELEBRATING**

# 55

**YEARS**  
**FOR COMMUNITY**  
**PURPOSE AND BENEFIT**



# PASS IT ON

For the past 55 years, Singapore Pools has been consistently channeling all proceeds towards nation-building and community causes. The reason we do so isn't simply because this is the right thing to do. It is because we were made for this very purpose, that is, to Pass It On.

# Our Impact on Community and People

How we uplift communities





We provide support for various charities and social organisations.



**Strong families beget  
strong communities,  
strong communities  
beget a strong nation**





Our guiding purpose has always been to create a more inclusive Singapore by giving to the community.

# Singapore Pools Community Day 2023

No better way to kick off our 55 years of Passing It On than to commemorate this special milestone with the community.

Volunteering has been a big part of our corporate culture. On 9 May 2023, for the second time in our history, all Singapore Pools branches islandwide closed for half-day to allow 400 of our employees to spend the morning volunteering at a community programme.

The event, held at Gardens by the Bay, was graced by Mrs Josephine Teo, Minister for Communications and Information.

As an extension of our giving efforts and commitment towards uplifting disadvantaged communities, close to 300 beneficiaries from 14 community partners spent a fun-filled morning outdoors with our employee volunteers at this specially curated event. Our beneficiaries enjoyed snacks, games and engagement activities along walking trails enhanced with Augmented Reality elements.

Singapore Pools is a Digital for Life (DfL) partner and has worked with other DfL partners to support initiatives that help seniors learn about digital literacy. Using Augmented Reality, we hope to continue supporting the DfL movement, to excite participants, especially seniors, with the possibilities brought about by technology and encourage them to continue advancing on the digital journey.



# Launch of CampusImpact's “Room to Grow” project

## A place for families to flourish

Singapore is often hailed as an exemplary case of how different races can live harmoniously together.

But communities can only be strong when the families within them are resilient.

In other words, happy families are crucial to the formation of a happy society.

In another show of Singapore Pools' commitment to nation-building causes, we started collaborating with social service agency CampusImpact in 2019 to create spaces where children and their families can pick up important life skills and grow in resilience.





## Holistic development matters

On July 24, 2021, the Singapore Pools-CampusImpact “Room To Grow” project, an extension of CampusImpact’s operations in Yishun, was inaugurated. The space offers art therapy, dance and movement therapy, play therapy and animal-assisted interventions, all of which play a critical role in helping children develop in a holistic manner.

After all, allowing children to reach their full potential and thrive in life will allow them to make impactful, meaningful contributions to society.

The programme, which has been a huge hit with the community, adopts a holistic approach featuring specialized clinical intervention and the involvement of parents to help children maximise their potential in life. “The support by Singapore Pools has taken a huge load off our shoulders and allowed us to focus on what we do best, which is building strong kids, strong families and a strong society,” says Elysa Chen, the executive director of CampusImpact.

“The funds provided have allowed us to build on our existing programmes, improve them, and offer them to a wider range of children and youth from lower income families.” Some of the programmes have already shown results. In 2022, CampusImpact launched an exhibition that showcased the works of the children who underwent its photography course.

The photos of the neighbourhoods these children live in were so well-taken that even President Halimah Yacob and Minister of State for Social and Family Development and Minister of State for Home Affairs Sun Xueling were left impressed during their visit to the exhibition.

Most recently, Singapore Pools supported Campus Impact’s Study Buddy 2023 Programme, which is being conducted at its Yishun centre and two ComLink sites in Admiralty and Marsiling.

“The seeds that Singapore Pools has sown in our children has helped them grow in confidence, in joy, and helped them to see how much more they are capable of,” says Chen.

# Supporting ART:DIS' third centre

Singapore Pools has, since its inception, funded many initiatives related to the arts. Among our most recent endeavours is the provision of funding for the renovations of ART:DIS @ Bukit Merah.

Founded in 1993, ART:DIS, which was formerly known as Very Special Arts (VSA) Singapore, is a non-profit organisation focused on using the arts as a form of empowerment for people with disabilities.

The new centre at Bukit Merah, the third by ART:DIS, was officially unveiled on October 14, 2022 by Mr Edwin Tong, Minister for Culture, Community and Youth.

Singapore Pools also lent its support to a similar cause in 2019 through a partnership with VSA Singapore. Between July 15 and August 25 that year, Singapore Pools outlets and its authorised retailers sold donation tickets to help VSA Singapore's fund-raising efforts.





## A musical dream come true

The renovations of ART:DIS @ Bukit Merah didn't just change the aesthetics and functionality of the venue - it also helped to change a young musician's life.

As the renovations led to the birth of a professionally equipped studio within ART:DIS, Sky Shen was presented with the opportunity to record and launch his debut EP album "Wheel You Love Me?"

Diagnosed with muscular dystrophy when he was five, Shen has been wheelchair-bound since the age of 12. His condition, however, did little to deter him from pursuing his dream of becoming a singer-songwriter. His efforts finally paid off in 2020 when ART:DIS recognised his talents and included him in their BEYOND DIS:PLAY programme.

Besides funding the renovation of the centre and helping make the recording studio a reality, Singapore Pools has also lent support to Shen by screening his music videos at selected digital branches.

"We hope this centre is a space where members of the disabled community can pursue their artistic talents to realise their aspirations through arts. It is heart-warming to know that many of the artists with ART:DIS have continued on to achieve much, both locally and abroad," said Singapore Pools Chief Executive Officer Lam Chee Weng.

"Music adds beauty to our world, uplifts our spirits and brings communities together. Singapore Pools is honoured to support Sky in his journey to launch his debut album. We hope that his success will inspire others to pursue their dreams and that the new recording studio will benefit more artistes."



# The story behind the ART:DIS artwork

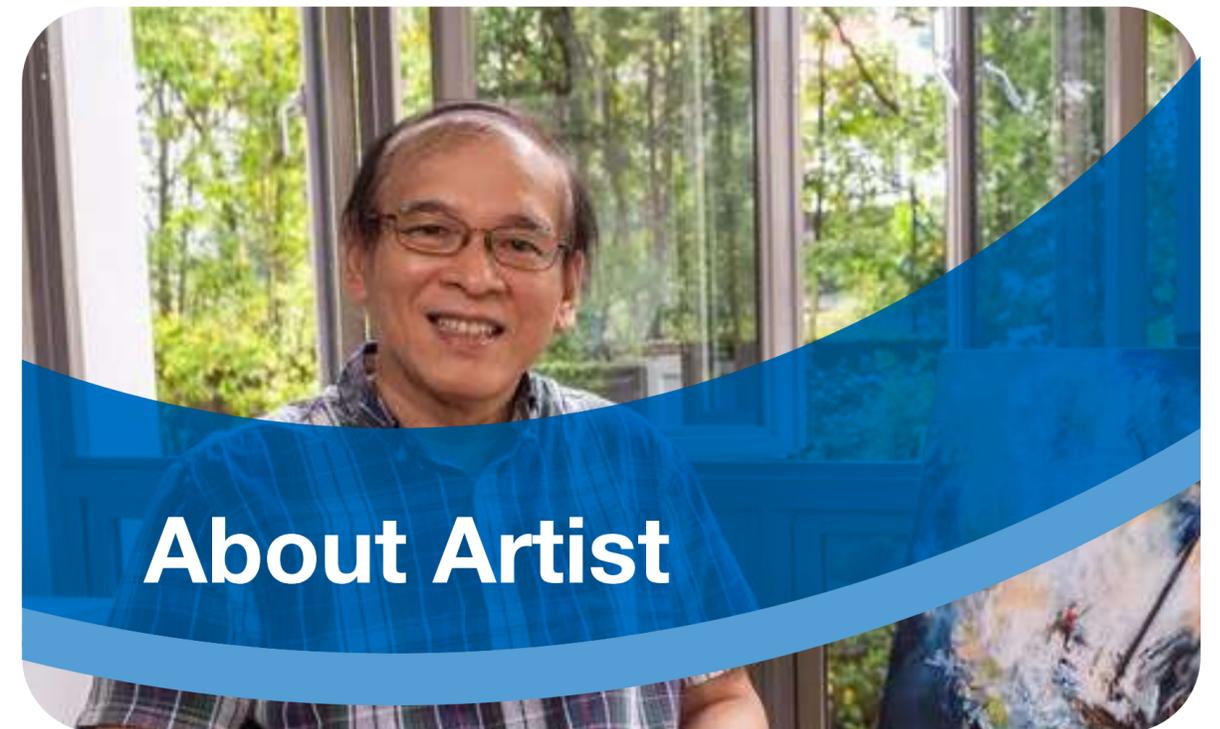
To celebrate Singapore Pools' 55th birthday, local artist Eugene Soh from ART:DIS created a special artwork depicting some of the iconic infrastructure that we have funded over the decades, as well as the role we have played in bringing people from all walks of life together and strengthening Singapore's social fabric.

Taking centerstage in the artwork is The Majestic, located in the heart of Chinatown. Singapore Pools carved out a space within its branch to house The Majestic Smart Seniors Applied Learning Centre, a safe space for senior citizens to learn digital literacy skills, and a reflection of our commitment to enhancing the well-being of Singaporeans.

The Esplanade's distinctive durian-shaped roof stands out like a work of art. Gardens by the Bay's Supertree Grove; towering structures that seem to reach for the sky creates a magical-like atmosphere. The National Gallery Singapore, with its grand white facade that represents the rich cultural heritage of the city.

Each building is unique in its design, and yet they fit perfectly together, creating a harmonious whole.

In the foreground of the painting, a community of people can be seen, each one unique in their appearance and clothing. They represent the diversity and inclusion that Singapore is known for, and their presence adds a sense of life and energy to the scene. This is truly uniquely Singapore, a city unlike any other, a city we are all proud to call our own.



Eugene Soh is a self-trained artist with a BA in Mathematics from the National University of Singapore. He was born able-bodied but an abnormal growth on his spine led to multiple surgeries causing him to become a paraplegic. Although he was devastated by his inability to move freely, the support from his family and friends encouraged him to continue his journey towards physical and emotional recovery. Today, Eugene is an impressionist artist whose works are highly sought after for their ethereal beauty and rich texture. Drawing inspiration from his deep faith in God, masters such as Van Gogh and the environment, Eugene enjoys painting as the process brings him solace. When he is not painting, he is fuelling his passion for Mathematics by tutoring high school and tertiary students.



**Because kindness  
starts with us**





Here at Singapore Pools, we believe in leading by example. This is why our employees actively take on volunteering roles to help the needy.

# Volunteerism

## Corporate Volunteering Programme

Given its role as a force multiplier for nation-building efforts, it was only natural that Singapore Pools made its commitment to serving the community an integral part of the company culture.

This was why Singapore Pools employees set up a staff community program in 2003 to make a positive impact in society through acts of kindness and compassion.

Guided by the principle **I Serve from the Heart and In Nurturing Everyone**, the staff volunteering programme exemplifies how Singapore Pools is, apart from being a source of funding for major national initiatives, firmly dedicated to improving the well-being of all citizens.

Since its inception, staff volunteers have organised numerous initiatives to provide aid to people from all walks of life. Today, there are six self-initiated groups that offer a variety of meaningful volunteering opportunities.





## i-Friend

This group of volunteers work closely with The Society for the Aged Sick (SAS) to provide care to some 200 senior citizens suffering from problems of ageing or chronic sickness. Over the last two decades, i-Friend volunteers have regularly held events during festive periods to bring joy and cheer to the residents.

Volunteers with the i-Care group have since 2003 been working with the Metta Welfare Association (MWA), a charity that runs a wide range of initiatives related to matters like palliative care, early intervention programmes for children, as well as residential and respite care for special needs individuals.



## i-Care



## Pals For Active Living

This volunteer group regularly collaborates with grassroots organisations, resident committees, voluntary welfare organizations and government institutions to improve the well-being of the elderly through active ageing. Events that this group has held or supported over the years include workshops that teach digital skills, festive celebrations and gardening lessons.

Short for Tender Love & Care, the TL&C group of volunteers has since November 2003 been collaborating with Sunbeam Place to care for children who have been abused and neglected. Volunteers often organise fun and interactive activities aimed at instilling confidence in the children and helping them develop in an all-rounded manner.



## TL&C



## Earth Buddiz

As the group name suggests, volunteers of Earth Buddiz all share a love for the environment. Through its partnership with the Nature Society (Singapore), this group often holds activities and education efforts geared towards championing sustainability initiatives that make the planet greener.

Whoever said that sports are just about keeping fit and having fun? In partnership with SHINE Children and Youth Services, the SportsFrenz group uses sports as a means to empower youth through character-building activities.



## SportsFrenz



**Homeless,  
but not helpless**





Did you know that there are hundreds of rough sleepers in Singapore?

# A roof over their heads

While most Singaporeans have a roof over their heads, there are the unfortunate few in society who have little choice but to sleep in public areas due to their personal circumstances.

To help these individuals, community-based management consultancy Solve N+1 has created the Open Home Network, a system which connects rough sleepers with compassionate families that are willing to offer their rooms to strangers in need.

Singapore Pools is currently helping to fund the enhanced pilot for Open Home Network 2.0. Our Customer & Channels Insights & Analytics team is exploring potential support for the data research components, while our passionate staff volunteers from iShine are exploring ways in which they can contribute to this worthy cause.







**To age with grace  
and dignity**





Our efforts to help the elderly live their best lives.

# Caring for the elderly

Singapore has one of the fastest ageing populations in the world, and research has shown that one in four people in the country will be over the age of 65 by 2030.

From greater stress on our health systems to a decline in the working-age population, the ramifications of this issue are profound and must be urgently addressed.

To do our part to address such challenges, Singapore Pools is providing support to SG Assist, a social enterprise that is undertaking a community project geared towards reducing healthcare costs and enabling more seniors to age in place – growing old in their homes rather than in aged care facilities.

This project, which is expected to benefit up to 5,000 senior citizens and caregivers, will also involve acquainting the elderly with technologies that would improve their quality of life.





# Loving Heart's Multi-Service Centre (MSC)

Loving Heart Multi-Service Centre (LHMSC) was set up in 2000 with a clear vision to build a caring and resilient community where no one is left behind, and for this purpose, it was called a multi-service centre as the needs of the community are multifaceted. It was and is truly home-grown as the staff live in Yuhua or nearby, and collaborate with various stakeholders to meet the needs of the community.

Along with the Healthier SG movement, Loving Heart embarked on a pilot project “Community Health and Wellbeing Learning and Skills System” to facilitate the sharing and building of much-needed community health and well-being skills, and support the national population health agenda by empowering the community from the ground-up.

Besides funding costs related to content curation, system development and programme engagement, Singapore Pools also shares its digital expertise and experiences to help enhance the system's impact on the community.



# Honouring our Unsung Heroes

Organised by the Civilians Association Singapore (CAS), the annual Silent Heroes Award recognizes the selfless contributions of ordinary people who have made a positive difference in society.

The decision to support CAS was a simple one as its involvement in youth sports development and focus on promoting a caring and sharing community are both very much aligned with our own efforts to give back to society.

CAS's focus in promoting a caring and sharing community is aligned with Singapore Pools' community efforts in reaching out to the underserved and those in need, which would go a long way in ensuring a robust economy and a strong nation with civic and moral values. CAS's interest in youth sports also complements existing Singapore Pools' efforts in promoting sports at community and national levels.



# Empowering the youths

Here at Singapore Pools, we believe that youth development is paramount to ensuring a bright future for our nation. After all, today's leaders will eventually be passing on the reins to our young ones. In this vein, we have supported numerous youth initiatives over the decades, with one of the most recent being our funding for the infrastructure cost of The Lighthouse @ Punggol, due to open in the second half of 2023. The Lighthouse will be operated by Suncare SG. This safe space will be the first children and youth centric hub in Singapore to build programmes aimed at improving their social and emotional wellbeing. Parents and caregivers will be involved alongside related practitioners and providers as part of a holistic support network that encourages social mixing, reduce inequality from the early years so that children and youth can realise their potential and make a difference in the lives of others.





# Beneficiary Stories

Making an impact





Find out more about how we have helped diverse groups of individuals in Singapore.

# Pass It On

## Paying attention where it matters

To many people, attention-deficit/hyperactivity disorder (ADHD) is just an excuse for not paying attention in class and being lazy. Some also believe this condition is limited to one's childhood.

Medical experts, however, estimate that up to 90 percent of children with ADHD continue to exhibit symptoms in their adulthood. Studies have also shown that this neurodevelopmental condition can impair relationships, cause underperformance in school, work and life. Undiagnosed and unmanaged ADHD can thus lead to lost potential.

Among those leading the charge to raise greater awareness of and support for this condition in Singapore is Moonlake Lee, a former lawyer who founded charity and social service agency, Unlocking ADHD, in late 2021.

“Most people still know very little about this condition and not much is being done about it,” says Lee, who was herself diagnosed with ADHD a few years ago. Lee's daughter was also diagnosed with ADHD in her mid-teens.





“For example, did you know that up to 80 percent of individuals with ADHD have one or more other existing conditions such as anxiety or depression? Dyslexia and autism spectrum disorder are also common co-existing conditions with ADHD. This is a problem we need to address.”

The charity has already seen some success in raising awareness about the condition. In just one year, its events drew more than 3,000 total registrations who learned how to identify their strengths and find support to thrive in life. There are over 2,600 members in their virtual support community.

Lee has also earned several accolades for her efforts – she was a recipient of the Singapore 40-over-40 Inspiring Women 2021 (Social Contributor) and was a finalist in the Straits Times Singaporean of the Year award in 2022. In May 2023, Lee received a helping hand from Singapore Pools, which offered the fledgling charity rent-free office spaces at its Holland Drive and Upper Boon Keng branches. Singapore Pools also provided eight workstations at the Upper Boon Keng venue, as well as availed the Livewire space at its main branch for Unlocking ADHD’s 1-day retreat on 14 March. This gesture of support, said Lee, has been much more significant than it appears to be. “This isn’t just an availing of a physical space to us – it’s so much more,” she says.

# Pass It On

## Fuelling football dreams

Singapore Pools has since the very beginning been a staunch supporter of our nation's sporting endeavours.

As such, it should come as little surprise that we have always been keenly involved in what is arguably Singapore's most popular sport – football.

In fact, the construction of the former National Stadium, a historic venue where our national football team was engaged in many exciting matches during the Malaysia Cup days, was made possible primarily because of the funding provided by Singapore Pools.

We have also been contributing to the development of children and youth football and sponsoring national community events like Fandi Rules under Unleash The Roar's "Let them play" pillar.

“The Football Association of Singapore (FAS) is proud to have a longstanding relationship with Singapore Pools, which has been the pioneer sponsor of the Singapore Premier League (SPL) since its inception in 1996,” says FAS general secretary Yazeen Buhari.





“As they celebrate their 55<sup>th</sup> anniversary, we here at the FAS would like to thank Singapore Pools for their continued contributions to our organisation and the football community in Singapore.”

But our support has not been limited to only the footballers, says Yazeen, who points out that the funding that we provide FAS has allowed them to develop in-house production capabilities to promote the league and bring the sport into the homes of millions of Singaporeans through live broadcasts of SPL matches.

Singapore Pools has leveraged the sport as a means to do good in society, too. For example, our annual fundraiser Football With A Heart, which sees Parliamentarians, local celebrities, former national football players and corporations come together to play friendly matches for charity, raised a record S\$1 million dollars in 2022.

# A word from our Partners



# SINGAPORE POOLS

For  
*Community*  
Purpose & Benefit



These words of affirmation provide fuel for our future efforts to pass it on.

# Let's hear from our partners



**Tan See Leng**



We are grateful to Singapore Pools for their unconditional support, allowing us to innovate in the way we serve the vulnerable in the society, promote inclusion among the youths and create a sustainable impact. A big thank you to Singapore Pools!

**Tan See Leng, Executive Director of Heartware Network**



Singapore Pools has been unwavering in its support of CampusImpact since 2019 when we were raising funds to build the extension to our centre at Yishun. Thanks to the investment from Singapore Pools, we were able to build on our existing programmes and offer them to a wider range of children and youth from lower income families. The seeds that Singapore Pools has sown in our children has helped them grow in confidence and allowed them to see how much more they are capable of achieving in life.

**Elysa Chen, Executive Director of CampusImpact**



**Elysa Chen**



**Larry Chua**



Singapore Pools has been proactive towards stemming illegal gambling in Bedok and worked closely with the Grassroots and authorities to mitigate situations arising from such activity. Our residents' well-being is important and we are very appreciative of Singapore Pools' commitment in working with us to resolve community issues arising from illegal gambling.

**Larry Chua, Bedok CCC Chairman**



Besides being the pioneer sponsor for the Singapore Premier League since the very beginning, Singapore Pools also provides substantial funding that aids the development of youth and elite football in Singapore. Its commitment to promoting local football has also brought the sport into the homes of millions of Singaporeans over the years through live broadcasts of SPL matches. What's more, their support has enabled the Football Association of Singapore to continue to develop in-house production capabilities for the league. Thank you Singapore Pools, for your continued contributions to our organisation and the football community in Singapore!

**Yazeen Buhari, General Secretary, Football Association of Singapore**



**Yazeen Buhari**



ART:DIS is grateful to Singapore Pools for its close partnership in advancing disability inclusion in Singapore - enabling the deaf and disabled communities we serve to thrive and reach their fullest potential. From supporting the set-up of a recording studio at our new Bukit Merah Centre for the incubation of creative content produced by and for the disabled community, to graciously opening up their outlets as touchpoints for us to share music videos produced by our artists.

Their commitment to benefit the community extends even to offering capacity building opportunities for us and our staff, so that we can strengthen ourselves to go further, and continue to do good better, together.

**Angela Tan, Executive Director of ART:DIS**



We are truly grateful for the support that Singapore Pools has provided. Before, we were working virtually due to the lack of an office space. Thanks to the rent-free space provided, we can now work together more efficiently and conduct workshops for parents, youths and adults. Singapore Pools also helped with the renovations and provided furniture for our office. These kind actions have allowed us to channel more funds to areas that serve our beneficiaries.

**Moonlake Lee, Founder of Unlocking ADHD**





**Fannie Lim**



Singapore Pools came onboard as a Title Sponsor for our Inaugural Fundraising Mother's Day Gala this year. A big thank you to Singapore Pools for believing in our mission of empowering underprivileged women into sustained employment to enable their families towards social mobility. Your funding support will go a long way in ensuring continuity in our support to women, whose life journeys may come with some tumultuous ups and downs.

**Fannie Lim, Executive Director of Daughters Of Tomorrow**



# Capital for Purpose

Harnessing our assets in support of the community





**MAJESTIC SMART SENIORS  
APPLIED LEARNING CENTRE**  
by Singapore Pools and BSVP Singapore  
officially opened by  
**Mdm Halimah Yacob**  
President of the Republic of Singapore  
February 2022

SUPPORT OF:  
DIGITAL FOR LIFE

To stay relevant to the people, we must stay ahead of the curve.

# Capital for Purpose

The ways in which Singapore Pools pays it forward in society have taken on many forms over the years. Apart from providing funding for major national projects, we also give back to the community by capitalising and sharing our assets – our people, our infrastructure and our know-how.

Helping Singapore and Singaporeans in every way we can is something that will continue in the years and decades to come. This, after all, is our guiding purpose.

## Infrastructure Capital

There have been many occasions in which Singapore Pools has supported worthy causes by contributing spaces within our offices or outlets.

For example, during the Covid pandemic, we turned many of our outlets into collection points to make it more convenient for people to claim mouth gargle that was being given out as part of the Temasek Foundation's Stay Prepared initiative.

Social agencies like Unlocking ADHD and Caring Fleet have also benefited from our spaces. By getting to run their operations within our spaces rent-free, these organisations are freed from the burden of paying rental expenses and can thus channel more funds to projects that impact the community.

Since 2007, we have offered more than 5,000 square feet of retail space to social service agencies for use on a rent-free basis including The Majestic Chinatown which houses the Majestic Smart Seniors Applied Learning Centre for seniors to pick up digital skills.

## Digital Capital

As an organisation that is constantly evolving in tandem with the emergence of new technologies, Singapore Pools is positioned to provide expert guidance to charities when it comes to tech-related matters.

Since 2018, iShine Cloud has helped charities with their digital transformation and boosted their productivity and governance processes, thus allowing them to focus more on serving their beneficiaries. The team also holds free clinics to impart knowledge and share how charity organisations can leverage technologies to improve their operations.

The suite of solutions by iShine Cloud also includes systems for donor and volunteer management that help charities engage these groups of people more efficiently. There are over 50 charities and 2,268 users on the iShine Cloud platform.

# Human Capital

Here at Singapore Pools, we firmly believe in leading by example when it comes to passing it on, and this is why we set up our staff community program in 2003 to bolster our efforts in helping make Singapore a better place to live in for everyone.

For the past 20 years, Singapore Pools staff have contributed their time and effort to a multitude of initiatives related to sports, environment, youths, the elderly and the underprivileged. Just in the past three years alone, over 24,000 volunteer hours were clocked by Singapore Pools employees, with a volunteerism rate of 56%.

The Singapore Pools Academy was formed in 2019 to institutionalise the learning capabilities and programmes developed by Singapore Pools over the years. The Academy, anchored with Singapore Pools' pledge to uplift the community, is also dedicated to helping social service organisations build capabilities through purposeful human capital development initiatives. The Academy offers a series of complimentary training programmes to support social service organisations in upskilling and reskilling their workforce. Between 2019 to 2022, the Academy offered some 33,000 learning seats to Singapore Pools employees and charities.

The Academy also teamed up with Singapore Polytechnic and Skillsfuture Singapore to launch the SgPools Academy-SP Connexion programme to offer programmes for mid-career switchers who are interested to join the social service sector. The programme, which ran from 2021 to 2022, held 3 intakes for 39 students.

These efforts go towards building a resilient, future-proof workforce that is critical to this country achieving new levels of societal progress and prosperity.









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