

# Pools CONNECT

JAN - MAR 2025

## Singapore Pools Football With A Heart

Community  
Growth and Benefit



SINGAPORE POOLS

FOOTBALL WITH A HEART 2024



SINGAPORE POOLS  
FOOTBALL WITH A HEART

A/C Payee Only Date: 08/11/24  
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Pay **Football With A Heart 2024**

Singapore Dollars **\$1,258,750.00**

Organised by: SINGAPORE POOLS For Community Purpose and Benefit

Supported by: RFL SINGAPORE People's Association

In partnership with: tote board Giving Hope, Inspiring Lives





Dear friends,

We are excited to introduce the inaugural issue of Pools CONNECT, an exclusive newsletter to keep you informed on Football with a Heart (FWAH) related news as well as our latest community outreach initiatives, some of which were made possible with your support for FWAH.

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**It also extends our commitment to connecting with you as we join hands to co-create a positive impact in Singapore and for Singaporeans.**

As a valued partner of the Singapore Pools Football with a Heart annual charity tournament, we look forward to continuing our connection and collaboration, to co-create a positive impact in Singapore and for Singaporeans together.

In this issue, read about the ways our volunteers continue to make meaningful connections through TOUCH Community Services and how the seniors at Lions Befrienders are harnessing technology to enjoy a better quality of life.

I was glad to have met many of you at the FWAH Appreciation event in November last year, where we connected over a day of golf. As we prepare for the next edition of Football with a Heart on 16 August 2025 at the National Stadium, we will be providing you with regular updates and news relating to the event.

We also welcome your suggestions and feedback on how we can improve on the event, or this newsletter. Please reach out to Karen (karentan@singaporepools.com.sg) from Community Partnerships.

Wishing you a great start to 2025!

**Lam Chee Weng**  
Chief Executive Officer



# FWAH Appreciation Golf and Dinner

**A celebration of friendship  
and community care**

Our ninth edition of Football With A Heart (FWAH) in June soared to new heights, raising a record-breaking \$1.25 million for five beneficiaries. Last November, we hosted an appreciation golf and dinner event bringing together our valued partners from diverse industries for a day of camaraderie and celebration. Together, we toasted our collective efforts to uplift communities and make a lasting impact!

Held at the Warren Golf and Country Club, the event kicked off with 31 golf flights. The evening brought together some 170 corporate sponsors, community partners and guests who share our passion for harnessing sports as a force for good.

The evening provided a wonderful opportunity to spotlight the good work of our beneficiaries and community partners through engaging displays and heartwarming performances. Special thanks to Parabeatz Band from Faith Music Centre for their energetic performance!







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The joint performance by our Community Partnerships team and Parabatz band from Faith Music Centre is an example of how Singapore Pools collaborates with our partners to create positive impact in the communities we serve. We look forward to continuing to work with our partners to uplift communities.”

**Chin Sau Ho**  
Senior Director (Community Partnerships  
& Communications), Singapore Pools







# Inspiring Hope, Impacting Lives

## Co-creating a shared mission with TOUCH

Supporting the community is at the heart of all we do, and our enduring partnership with TOUCH Community Services is a shining example of this commitment.

In 2024, our staff-led P.A.L (Pals for Active Living) volunteer group organised 23 activities, involving 343 Singapore Pools volunteers in meaningful monthly initiatives. From befriending sessions, excursions, bingo, handicrafts and cooking workshops, these efforts brought joy and companionship to TOUCH beneficiaries.

We are also delighted that TOUCH was one of the beneficiaries of our signature Football With A Heart (FWAH) initiative in 2024. Proceeds from FWAH support TOUCH's vital programmes, enabling them to make a continued difference in the lives of their beneficiaries. This collaboration also amplifies our staff volunteering efforts, allowing us to extend our outreach and deepen our impact in the community.

Back in November, our volunteers collaborated with Tampines Changkat to assemble curated gift boxes for NTUC Health Day Centre for Seniors as part of their Joybox initiative. Adding to the spirit of giving, TOUCH contributed 90 handmade flower bouquets complementarily, showcasing their support and commitment to co-creating a community of good. This kind gesture highlighted the power of partnership and how working together can amplify kindness.

Through these shared efforts, we continue to strengthen our community, uplift lives, and nurture a more caring and inclusive society alongside TOUCH.



**TOUCH is thankful for our partnership with Singapore Pools. Their contributions, including Football With A Heart, have enabled us to continue inspiring hope and impacting lives of individuals and families under our care. We look forward to continuing this meaningful collaboration and uplifting more lives together.**

**Mr James Tan**  
CEO, TOUCH  
Community Services







# Empowering seniors with technology

## Introducing seniors to a safe digital world

This is the spirit of Our Kampung, an app developed by Lions Befrienders that takes their mission of Connecting Seniors, Enriching Lives to a new level. We were delighted to contribute part of our proceeds to Lions Befrienders, one of the beneficiaries of FWAH 2023, towards developing the thoughtful app to help their users enjoy a better quality of life.

The all-in-one app is more than a digital tool. It is a gateway to learning and connections with features uniquely relevant to the seniors' lifestyles and interests. They can sign up for activities at Active Ageing Centres, volunteer and join social interest groups through Our Kampung. Those who wish to contribute meaningfully to the community can also take on micro-jobs and accumulate earnings. Other interesting features such as the Pet Avatar game incentivises seniors to engage frequently with the app and in time, become more confident with using digital tools.

The app's senior-friendly design recognises the unique challenges users may face including using large fonts and recognisable icons for an interface that is easy to master. Audio alternatives to text and simple gestures also ensure that the technology is inclusive for seniors with various needs.

Our Kampung is not just for seniors to explore pastimes. It provides a safe space for them to gain confidence and independence in the digital world. By learning and thriving in the digital world, they can continue to play an active and vibrant role in the community they have helped build.

**More than 13,000**  
seniors now have access to better  
physical and mental health,  
new friendships and forgotten  
passions, along with Health 365  
and other essential GovTech  
apps, at their fingertips.







# Football With A Heart

## Scoring big for charity and community spirit

The highly anticipated ninth edition of Football With A Heart (FWAH) returned bigger and more exciting than ever this year! Held on 8 and 9 June at the National Stadium, Singapore's largest executive fundraising initiative continued to bring together organisations and communities for charity.

The tournament was abuzz with a carnival atmosphere from day one as participants took to the field to showcase their spirit of giving and football skills. 53 corporate teams, 42 youth and 70 children's teams joined para-athletes, former national football players, Grassroots Advisers and media personalities in this meaningful sporting event.

Our heartfelt congratulations to Team CTC Global for winning the corporate tournament, Kallang Alive Sport Management for winning the Plate category and Team MediaCorp for their performance in the charity match.

On day two, 2,000 aspiring footballers and supporters showed up for the children's tournament organised to celebrate the 20th anniversary of the PAssion Community Football programme. As young players took part in football clinics, spectators were treated to a charity match between Team Parliamentarians and Singapore's football legends.

The fun-filled weekend of friendly competition was all for a good cause. Through the generous support of the community, we raised a record \$1.25 million. These proceeds go directly to five beneficiaries – ART:DIS Singapore, iShineCloud, Loving Heart Multi-Service Centre, SportCares, and TOUCH Community Services – each with a crucial role in building a more inclusive society.

This achievement was possible only with the continued support of our players, volunteers and valued partners such as the Football Association of Singapore, People's Association, Sport Singapore, Tote Board and Singapore Sports Hub.



**Let's break more records  
in the 10th edition of  
FWAH! It's happening on  
16 August 2025.**

**Save the date!**



# At the heart of all that matters

Supporting the community any way we can

Championing inclusive sports for persons with disabilities



Spreading joy with our regular iShine volunteering activities



Brightening lives in harmony with Faith Music Centre



Lighting up lives through our ComLink+ Package support



Recognising our commitment to impactful community support



Empowering youths through the power of sports



Celebrating our Para-athletes