

Pools**CONNECT**

APR - JUN 2025

**Kickstart #SG60 Celebrations
with Disney On Ice**





Dear friends,

As we step into a new financial year, we take time to celebrate Singapore's remarkable journey—one built on resilience, progress, and unity over the past 60 years. It's a story that continues to inspire, and we are proud to play a part in shaping its next chapter.

We are excited to share that *Football With A Heart* (FWAH) returns in 2025 for its milestone 10th edition! This time, the celebration gets even bigger with the launch of **Weekend With A Heart**—a two-day community fiesta packed with fun for all ages. Enjoy a movie under the night sky at the National Stadium, let the little ones bounce away with Kiztopia's inflatable playground and join us in a meaningful 2km fun walk with Singapore Children's Society to support children in need.

Don't miss the story of our dedicated volunteer, Chris Wong, who also serves as FWAH's Tournament Director, as he shares how football can bring communities together and spark hope among our youth. You will meet Playeum, a beneficiary of FWAH

2023, and discover how we are empowering children through the power of play.

In this issue, you'll also discover how we brought joy to our beneficiaries with a magical *Disney On Ice* experience, how our volunteers continue to make a difference through initiatives like ComChest's *Fu Dai*, and more heartwarming stories of lives touched through our shared efforts.

At Singapore Pools, our commitment to building a caring and inclusive society remains as strong as ever. Beyond our role as a responsible gaming operator, we continue to deepen our impact through meaningful partnerships with like-minded individuals and organisations—people like you.

With your continued support, we can build a future where everyone thrives. Thank you for being part of this meaningful journey with us and we hope to see you soon at Weekend With A Heart!

Lam Chee Weng
Chief Executive Officer

Disney on Ice

SG60 celebrations ignite with Disney on Ice for beneficiaries

This year, we celebrate our nation's 60th birthday! We could not think of a better way to kickstart our year-long festivities than with a truly magical night out at Disney on Ice. Our children are the building blocks of our nation's future, and we love the opportunity to spark wonder in their young minds.

On 20 March, we had the pleasure of teaming up with FELD Entertainment to bring joy to over 1,400 beneficiaries and lower-income families at the Singapore Indoor Stadium and reaching out to 18 charities and 34 grassroots organisations.



Our children from TOUCH Young Arrows had the incredible opportunity to watch Disney On Ice! This special treat from Singapore Pools brought joy and wonder to the children, creating unforgettable memories for them.

TOUCH Community Services





Thanks to Singapore Pools! The clients had a good time and hope to go again if there are opportunities next year.

Fei Yue Community Services



Thanks for the invite! Our beneficiaries enjoyed the show.

Cerebral Palsy Alliance Singapore



More than 60 Singapore Pools volunteers stepped forward to care for our beneficiaries, sharing great company and creating memorable meet-and-greet engagements.

A heartfelt thank you to FELD Entertainment for making this event a success! We look forward to creating more collaborations with like-minded partners as we commemorate our nation's journey throughout the year. Come co-create more magical impacts with us!

Playeum

A learning playground where children thrive

Our belief that every child deserves the opportunity to fulfil their potential led us to a meaningful partnership with Playeum, an organisation dedicated to empowering children who have disabilities or from underserved communities.

As one of the beneficiaries from Football With A Heart 2023, funds raised have supported Playeum's tailored workshops and play-based programmes. These initiatives nurture creativity, social-emotional development, confidence and resilience while also engaging parents in their child's developmental journey. Proceeds also helped advance Playeum's endeavour to equip dedicated educators, community workers and volunteers with the knowledge and tools to integrate play into their work - amplifying its positive impact.



"We believe that play is not a privilege but a fundamental right for every child. Thanks to the incredible support from Singapore Pools and the community, we are able to create safe, inclusive spaces where children can explore, express themselves, learn, develop and thrive through play and the arts."

Through partnerships with organisations like SHINE Children and Youth Services, the Chinese Development Assistance Council and MSF Community Link, Playeum is reaching more children and building a strong network of trusted adults who champion the value of play, development and learning in every child's life.

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The Power of Play is well-documented in research on development, learning and being.

Miss Charlotte Goh,
Executive Director
of Playeum



Together, we can create a world where every child can be the best version of themselves, regardless of their differences or backgrounds. Contact us to learn more!



Photo Credit: ART:DIS (Arts & Disability) Singapore

Electronic Drumming class under ART:DIS' Performing Arts Programme

Supporting ART:DIS

Sky has no limit

Our executive football charity fundraiser, Football With A Heart (FWAH) kicked off in 2012 and has since raised funds for charitable causes that align with our mission to uplift communities, including advancing disability inclusion through the arts, a cause championed by ART:DIS.

ART:DIS, one of the beneficiaries of FWAH 2024, has been a catalyst for change since 1993. The remarkable charity has empowered over 450 persons with disabilities (PWDs) through vibrant art programmes and developmental pathways that create learning and livelihood opportunities.

In support of their invaluable work, we organised a Charity Draw offering up to \$15,000 worth of prizes to raise awareness for ART:DIS. Leveraging our position as a trusted and safe fundraiser, we made it convenient for islandwide branches to sell tickets and encourage participation at the community level. Singapore Pools is also collaborating with ART:DIS to explore volunteering opportunities for employees to support community programmes.

One of the latest ART:DIS beneficiaries in the spotlight is Sky Shen – an acclaimed singer-songwriter whose passion for music has shone brightly, despite being diagnosed with muscular dystrophy when he was five. Through our partnership with ART:DIS, Sky released his extended play (EP) record, titled “Wheel You Love Me?”, sharing his life experiences as a PWD. We also collaborated with ART:DIS and Sky to produce “March On”, the official theme song for Singapore’s Paralympic Team at the Paris 2024 Summer Paralympic Games.



Stay connected with us to learn how you can champion inclusive arts to change lives and transform communities!

Chris Wong, Volunteer & Tournament Director

Curating Players' Experience

Singapore Airlines Captain and former Republic of Singapore Air Force pilot, Chris Wong, committed to Football With A Heart (FWAH) in 2021 without hesitation when Senior Director Chin Sau Ho invited him to join the team. "I was inspired by FWAH's mission and objective as well as Singapore Pools' overall intent," he shares. Chris became the Tournament Director in 2023, an appointment he describes as "an absolute honour and privilege."



Chris looks up to sporting legends Fandi Ahmad and Kobe Bryant, and has adopted their work ethic, humility, and pursuit of excellence throughout his career, both as a pilot and Tournament Director.

Planning for FWAH begins almost immediately after the previous edition concludes. Upon receiving Singapore Pools' mission, vision and objective for the year's FWAH, Chris and his team spend nine months aligning the plans of various stakeholders and coordinating the efforts of multiple departments to make sure the two-day football fundraiser is ready for kick-off.

On event day, Chris walks the ground, keeping an eye out for potential safety hazards and anticipating the unexpected. He echoes his philosophy in flying, "I cannot leave anything to chance or afford any mistakes as I have only one chance to get it right."

Looking ahead, Chris aims to expand FWAH's reach to more youth and their parents. "They are the sport and our nation's future," he asserts, committed to using football to inspire community spirit, promote good health and cultivate big hearts for those less fortunate.



25 volunteers from Singapore Pools helped put together some **200** Fu Dai packs to help lower-income families.

Supporting ComChest (Fu Dai 2025)

Bringing a New Year filled with blessings

Lunar New Year is a time for new beginnings, reuniting with family and the promise of prosperity and good fortune. Every year, Community Chest brings this festive spirit to vulnerable communities through the Fu Dai initiative. Meaning “bags of blessings”, Fu Dai are filled with essential items and festive goodies and packed with love for seniors and low-income families.

This year’s Fu Dai event, held on 18 January at the Singapore Expo, was especially meaningful as it celebrated the contributions of corporate partners who made a difference. We were honoured to receive the Token of Appreciation for our support as a Diamond Sponsor.

Launched by the Ministry of Social and Family Development (MSF), the programme helps lower-income families to repay their loans and work towards financial stability.

Giving also takes many other forms. On 17 January, 25 of our volunteers helped pack about 200 Fu Dai packs which were distributed to those in need. The annual Fu Dai event showcases how community collaboration can drive meaningful change as we continue to share blessings and uplift one another.



Shave to save

Singapore Pools is proud to support the shear magic of Hair for Hope, an event that raises awareness and funds for the Children's Cancer Foundation. On 21 May 2025, let's put our heads together to improve the quality of life of children with cancer and their families.



Singapore Pools is pledging
\$200 for each shavee participant* at
the Singapore Pools Satellite Event.

*For up to 100 participants



Make a BALD statement



Register Here!

VISIT LINK
www.singaporepools.com.sg/hfh2025

DATE & TIME

21 May 2025
11.30am - 3.30pm

VENUE

Draw Zone
Singapore Pools
Main Branch
210 Middle Road #01-01
Singapore 188994

Spreading CNY Festive Joy

Spreading festive cheer at welfare homes



Festive shopping fun with beneficiaries

Yong-En Active Hub

Celebrating seniors' individuality and strength at 'Journey of Time'



Promoting vitality and awareness on mental well-being

Faith Music Centre

Bringing smiles to 1,300 beneficiaries together with PWD performers



Spreading joy and hope through music

Project Sama Sama

Supporting residents in daily essentials



Enabling sustained support to needy residents in the Northwest district