SINGAPORE POOLS

PoolsCONNECT

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Dear friends,

Every act of giving strengthens the foundations we build upon. This quarter, our journey at Singapore Pools has been one of growth, gratitude and renewed purpose – guided by our belief that strong communities are built through connection, compassion and commitment.

We are honored to be recognised at both the Community Chest Awards and Singapore Retail Association's Retail Awards. These accolades affirm our collective efforts to serve with purpose and heart.

Through initiatives such as Super24 and the Silent Heroes and collaborations likethe Young Arrows Adopt-a-Club programme at TOUCH Community Services and Allkin's Integrated Service Centre at Sengkang, we continue to bring care and mentorship closer to those who need it most.

The release of our FY2024/25 Annual Report, *For Every Tomorrow* reflects this same spirit of progress. As we evolve with changing needs and opportunities, we remain grounded in our social mission: to uplift lives and serve with integrity and heart.

Beyond the headlines, it is our people who make these stories possible. Whether volunteering regularly, nurturing young talent, or supporting mental wellness, every individual plays a part in shaping a more caring Singapore.

Thank you for helping us turn purpose into action. Together, we continue to build a future that is not only strong, but full of heart.

Sincerely,
Lam Chee Weng
Chief Executive Officer

SRA Retail Awards

Winning with the community

Singapore Pools received two top honours at the Singapore Retail Association (SRA) Retail Awards Gala Night 2025, held on 25 September at the Ritz-Carlton Grand Ballroom, Millenia Singapore. The event, graced by Ms Low Yen Ling, Senior Minister of State for Trade and Industry and for Culture, Community and Youth, shone a spotlight on excellence, innovation and leadership within Singapore's dynamic retail sector.

As part of Singapore's SG60 celebrations, we were deeply proud to receive both the Social Impact of the Year and Retailer of the Year (People's Choice) awards, accepted on our behalf by Mr Alan Soon, Senior Director of Channels.

These accolades reaffirm our purpose-driven approach – combining responsible business practices with compassion and care for those we serve. They also reflect the trust of our customers and the collective dedication of our people who continue to make every experience meaningful.

Silent Heroes

Celebrating the quiet givers

In partnership with the Civilians Association of Singapore (CAS), Singapore Pools supported the Singapore Silent Heroes Movement, honouring individuals whose quiet acts of service make a lasting impact.

Through our contribution, CAS continues its heartfelt programmes – from Befriending and Youth Development to support for Single-Parent Families – led by Mr MP Sellvam, whose passion for nurturing empathy among young people is deeply inspiring.

The Singapore Silent Heroes Students Awards and Awards Dinner, held in July and September 2025, celebrated these unsung champions of kindness. Their stories remind us that true generosity often unfolds quietly yet leaves a powerful mark on those around us.

Super24

Where passion and purpose take centre stage

Energy and creativity filled the National Indoor Stadium as Singapore Pools supported O School's Super24 2025, a dynamic celebration of dance, resilience and youth expression.

As Presenting Partner for the Community Segment, we highlighted the power of inclusion through a heartfelt performance by Claire Teo from ART:DIS and musician Benjamin Kheng. We also made it possible for 100 students from lower-income families to experience the excitement of the Finals — an inspiring moment of artistry and joy.

Our collaboration with O School continues to nurture local talent and expand opportunities for aspiring performers, proving that when movement meets meaning, the community truly comes alive.

SUPER24 2023

Opening of Allkin Integrated Service Centre @ Sengkang

Building stronger connections for mental wellbeing

The opening of the Integrated Service Centre at Sengkang 193 marked an important milestone in advancing community wellness. Supported by Singapore Pools, the new hub brings together social and mental health services in one accessible space, offering early intervention, counselling and caregiver support for residents in need.

Graced by President Tharman Shanmugaratnam on 4 October, the launch reflected a shared commitment to strengthening community-based mental health and dementia care. Through our sponsorship and the dedication of our volunteers, Singapore Pools continues to back Allkin's programmes and future initiatives, deepening our role in promoting inclusion and holistic wellbeing.

Football With A Heart (FWAH)

A winning finish to a season of giving

Two months ago, we united for a memorable weekend of teamwork and giving at the 10th edition of Football With A Heart (FWAH). Over two exhilarating days at the National Stadium, more than $1.2 million was raised for seven beneficiary organisations – a collective effort that continues to uplift lives across Singapore.

On 20 November, we look forward to welcoming our sponsors and partners to the FWAH Appreciation Golf and Dinner at Laguna National Golf Resort Club, an evening of gratitude, performances and shared celebration of what we have achieved together.

Community Chest Awards

Recognised for giving back with heart

Generosity came full circle at this year's Community Chest Awards, where Singapore Pools was honoured for its long-standing support of the social service sector. Held on 8 October 2025 at the Grand Hyatt Singapore and graced by President Tharman Shanmugaratnam, the ceremony recognised organisations that have made a meaningful difference to lives across Singapore.

Singapore Pools received four awards – the Charity Platinum Award, SGSHARE Growth Award, Volunteer Partner Award, and Enabler Award – acknowledging both financial and non-monetary contributions to the community. These included sustained donations, active staff volunteerism, and sharing of resources such as rent-free office spaces and training opportunities for charities.

Each award reaffirms our founding mission to channel resources towards good and build a more caring, inclusive Singapore. We look forward to deepening our partnership with Community Chest to uplift those who need it most.

TOUCH Young Arrows – Adopt-a-Club (FWAH)

Nurturing young lives through mentorship and care

Young voices, big dreams – that's what drives our partnership with TOUCH Community Services through the Young Arrows programme. Under the Adopt-a-Club initiative, Singapore Pools has pledged two years of funding support for the Serangoon Club, benefitting children aged 5 to 14 from low-income and single-parent families.

Our volunteers join the youths during festive occasions and school holidays to celebrate milestones and share meaningful experiences. The partnership was celebrated on 18 October 2025 at Braddell Heights Zone F RC, where we received a token of appreciation for our adoption of the Serangoon Club.

Beyond sponsorship, this collaboration reflects our belief that every child deserves the chance to learn, grow and connect within a nurturing community. Together with TOUCH's dedicated mentors, we aim to inspire confidence and curiosity in these young hearts. Looking ahead, TOUCH will also operate a youth-focused centre at the upcoming Serangoon OCB, further strengthening our shared goal of empowering the next generation.

Stronger today, ready for tomorrow

We are pleased to announce the release of our annual report for FY 2024/25, which reflects our firm commitment to strengthening our foundation even as we lay the groundwork for what lies ahead. Over the past year, we have continued to deepen our core capabilities – from enhancing operational excellence to advancing sustainable practices – while remaining anchored in our purpose of creating long-term value for our stakeholders.

As we look ahead, our theme 'For Every Tomorrow' underscores our ambition to evolve in step with changing needs, new technologies and community expectations. With clarity of vision and strong foundations in place, we are well-positioned to seize emerging opportunities, drive meaningful impact and ensure that our journey forward remains inclusive, responsible and future-ready.

Advocating Mental Wellness – Silver Ribbon Singapore

Bright minds, big hearts with Silver Ribbon Singapore

Uplifting Communities through Sports – FIBA International

Scoring smiles with FIBA International

Supporting the Community – METTA Welfare Home, TOUCH Community Services, Qixi Fest

Heart work with METTA, TOUCH and Qixi Fest

Building Purpose, Performance and Growth – Singapore HR Awards (SHRI)

People first, always – celebrating progress with SHRI

Beautiful Oops! The Musical – FREDDO Children's Theatre Ltd

Big cheers for creativity with FREDDO Children's Theatre