

# Press Release



FOR IMMEDIATE RELEASE

## 10<sup>th</sup> edition of Sands for Singapore Charity Festival helps raise close to S\$4.6 million for charity

*Ten weeks of volunteering and fundraising activities galvanised the community to make a difference*



*Sands for Singapore Charity Festival commemorated its 10<sup>th</sup> edition this year, and raised approximately S\$4.6 million for local charities*

**Singapore** (27 August 2024) – The 10<sup>th</sup> edition of Marina Bay Sands' signature event Sands for Singapore Charity Festival 2024 has successfully concluded with approximately S\$4.6 million raised for local charities, bringing the total amount raised to over S\$39 million since 2013.

Since its inception in 2013, the annual Charity Festival has become the cornerstone of Marina Bay Sands' corporate social responsibility programme – Sands Cares.

The funds raised included donations towards charities such as APSN, ART:DIS, AWWA, Community Chest, Image Mission, LOVE, NILS, Metta Welfare Association, SPD, and We Care Community Services. The donations will support persons with disabilities, empower disadvantaged women to gain economic independence, provide care for children with cancer and their caregivers, and offer counselling and treatment for individuals with addictions.

To commemorate a momentous decade of giving, the charity festival - themed ***Where Hearts Come Together*** - lined up 10 weeks of community engagement activities and innovative

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fundraising efforts, culminating in the three-day Festival held at Event Plaza from 23 to 25 August.

Over 4,000 Team Members from Marina Bay Sands were involved in a series of over 20 volunteer events. These included sprucing up temporary housing units under **AWWA's** Transitional Shelter programme, art jamming with beneficiaries from **Singapore Red Cross**, and participating in National Day celebrations with seniors residing at **Moral Home for the Aged Sick**, which generated more than 6,600 volunteer hours, bringing the total number of volunteering hours contributed by Team Members to more than 110,000 hours since opening.



*Taiko Drum performers from MINDS, as well as renowned singers Glenn Yong and shazza drew cheers and applause from the crowds at Event Plaza*

The Festival saw a strong turnout across three days in support of the meaningful causes. Artistes such as Glenn Yong, Ben Hum and shazza drew significant cheers as they put on non-stop, exciting performances for audiences across the three nights of the Festival; while beneficiaries such as Redefinition, MINDS and ART:DIS put up heart-warming performances during the opening ceremony.

From the ever-popular social marketplace for charity to the sale of gourmet treats and drinks by four of Marina Bay Sands' signature restaurants, the integrated resort rallied non-profit organisations, social enterprises and the public to give back to the community.

Mr Paul Town, Chief Operating Officer at Marina Bay Sands, said, "Marina Bay Sands recognises the importance of corporate social responsibility, and the collective impact we can make when we come together as a community. We have fostered a strong spirit and passion for volunteerism, and our aim of inspiring change and uplifting communities is etched in the way we operate. Our Sands for Singapore Charity Festival has marked a milestone decade of contributions and it is heartening to see how far we have come since its early days. The Charity Festival is testament to the power and strength of unity, when we band together to create a lasting impact in the community."

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## Highlights from Sands for Singapore Charity Festival 2024

### Giving Marketplace at Event Plaza



*A total of 16 booths were featured at the Giving Marketplace this year, offering handcrafted products, baked goods and lifestyle products by beneficiaries from local non-profit and charitable organisations*

The Giving Marketplace is a key feature of Sands for Singapore Charity Festival to support non-profit organisations and small businesses to raise funds and drive awareness of their causes. A total of 16 booths were featured this year offering handcrafted products, baked goods and lifestyle products made by beneficiaries from local non-profit and charitable organisations, such as **ART:DIS**, **SPD**, **The Shy Crafter** and **Jojomama**.

Some of the many handcrafted items by beneficiaries which were available for purchase included crochet toys and traditional patchwork blankets, as well as eco-friendly shopping bags, valet trays and leather lifestyle products. All proceeds were retained directly by the participating organisations to support their causes.

### Scoops of Hope



*Marina Bay Sands' F&B family teamed up to provide 10 specially crafted flavours for Scoops of Hope*

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In celebration of the 10<sup>th</sup> edition of Sands for Singapore Charity Festival, ice-cream pop-up **Scoops of Hope** made a special return from 16 to 25 August to invite members of the public to indulge for a good cause.

The grand opening on 16 August, comprising members of the press and apprentices from Metta Café, the designated charity partner for Scoops of Hope, provided a preview of 10 delectable ice cream flavours. Guests indulged in local-inspired flavours by Marina Bay Sands' Executive Pastry Chef Hoi Kuok I who presented *Kaya Toast*, a Kickapoo-inspired *Soda Pop*, and a homage to durian with *The King*, as well as specially crafted flavours by four of Marina Bay Sands' celebrity chef restaurants, namely traditional English dessert *Eton Mess* by Bread Street Kitchen & Bar, *American Whiskey* by CUT by Wolfgang Puck, *Mara des Bois* by Maison Boulud and *Soy Caramel soft serve* by Chef Tetsuya Wakuda of Waku Ghin.

All sales proceeds over its 10 days of operations will support Metta Café's mission of providing F&B vocational training programmes for graduates with intellectual disabilities.

## Heartwork: Upcycling for Good



*More than 35,000 plastic bottle caps from Marina Bay Sands were contributed to Heartwork: Upcycling for Good to be upcycled into coasters and keychains*

*Heartwork: Upcycling for Good* was a new highlight to the Festival this year and was launched to great public enthusiasm. For a token donation, members of the public were invited to breathe new life into plastic bottle caps by upcycling them into heart-shaped coasters and keychains.

More than 35,000 plastic bottle caps from Marina Bay Sands' restaurants and kitchens were recycled and contributed to the coasters and keychains. Visitors could choose to either take home the final products or donate them to be hung on an art installation at the Event Plaza, for distribution to charities after the event. All donation proceeds were channeled directly to support AWWA's Transitional Shelter programme.

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## Community Chest Heartstrings Walk and Vertical Marathon



*Crowds gathered on 24 August to participate in Community Chest Heartstrings Walk and Vertical Marathon, and to raise funds for communities in need*

Co-organised by Marina Bay Sands and Community Chest, the annual **Community Chest Heartstrings Walk and Vertical Marathon** took place on 24 August in conjunction with Sands for Singapore's 10<sup>th</sup> Charity Festival. The event galvanised partners, volunteers and the community to walk as one towards a more caring and inclusive society, with funds raised from the activity channeled to support communities in need.

The evening Charity Fun Walk saw participants walking a designated route along the Marina Bay Waterfront Promenade, attended by Guest-of-Honour Deputy Prime Minister and Minister for Trade and Industry, Gan Kim Yong. In the morning, the popular *Race to the Sky Vertical Marathon* saw over 155 competitive racers conquer a 57-storey climb up the iconic Marina Bay Sands Hotel Tower to SkyPark Observation Deck.

All proceeds raised through the Community Chest Heartstrings Walk and Vertical Marathon will be channeled to over 30 critical programmes supported by Community Chest, to empower the lives of children with special needs and youth-at-risk, adults with disabilities, persons with mental health conditions, and seniors and families in need of support.

## **Strength in numbers: Community engagement activities for Team Members**

### **Sprucing up AWWA's Transitional Shelters**



*Marina Bay Sands' Team Members were involved in assembling, retrofitting and painting multiple transitional shelter units*

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Marina Bay Sands has partnered with **AWWA**, one of Singapore's largest multi-service social service agencies, to support lower-income families by enhancing their living conditions in temporary shelters. In July, a dedicated team of 81 volunteers participated in two separate events to assemble, retrofit and paint the housing units, successfully sprucing up a total of 28 shelter units. This initiative aimed to create a safer and more comfortable environment for families during their stay in these Transitional Shelters, which were first set up by AWWA in 2018 to provide temporary housing to families who have exhausted all other housing options.

Additionally, all proceeds from *Heartwork: Upcycling for Good* and the sale of food and beverages from Black Tap, Origin + Bloom, RISE and Yardbird at the Festival will be donated to support clients in AWWA's Transitional Shelters.

"We are grateful for the continued support of Marina Bay Sands, which has strengthened our efforts to help families achieve stability, build resilience, and pursue their long-term goals. As we continue our commitment to uplifting families, strong partnerships like this are crucial in ensuring that every family has the resources they need to thrive," said See Toh Huixia, Director of Family Services, AWWA.

## National Day Celebrations at Moral Home for the Aged Sick



*A group of volunteers from Marina Bay Sands celebrated National Day with seniors residing in Moral Home for the Aged Sick*

On 1 August, a group of Team Members organised a heartwarming National Day Celebration at **Moral Home for the Aged Sick** to spread cheer and bring joy to the seniors residing in the nursing home.

The volunteers of the event went the extra mile to plan a variety of activities to foster a joyous atmosphere filled with music, singalong sessions and games with nostalgic themes. To make the celebration a special one, the volunteers prepared a beautifully decorated cake to commemorate the Nation's 59<sup>th</sup> birthday, and took the opportunity to celebrate the birthdays of senior residents born in the month of August. The event brought smiles and laughter as the residents joined in the merriment by singing birthday songs and sharing heartfelt wishes.

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## Art Jamming with beneficiaries from Singapore Red Cross



*Marina Bay Sands Team Members volunteered in a series of art jamming sessions with beneficiaries from Singapore Red Cross' local programmes*

In July, Marina Bay Sands' Team Members volunteered in a series of art jamming sessions with beneficiaries from three of Singapore Red Cross' local programmes – the **Day Activity Centre for the Disabled**, **ElderAid**, and **Red Cross Home for the Disabled**.



*Completed art canvases were joined together to form a larger artwork*

The community engagement event provided highly rewarding experiences for the Team Members who came together to volunteer for the event, as each volunteer was paired with a beneficiary to paint several art canvases. These completed art canvases were later joined together to form a bigger artwork, which was displayed during the 9<sup>th</sup> Singapore Humanitarian Conference by the Singapore Red Cross. The artwork was also digitally preserved and presented as tokens of appreciation to esteemed speakers at the same conference.

Earlier this month, Marina Bay Sands played host to the annual CPAS Charity Dinner graced by Senior Minister & Coordinating Minister for National Security, Teo Chee Hean, and the 9<sup>th</sup> Singapore Humanitarian Conference at Sands Expo and Convention Centre, which was attended by Minister for Education, Chan Chun Sing. The Conference served as one of the more than 20 community events under the umbrella of Sands for Singapore Charity Festival.

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## **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with approximately 1,850 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 11,500 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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**For hi-res images, please click [here](#).** (Credit to: Marina Bay Sands)