



**Better  
Everyday**  
By Tote Board



# Better Everyday

## Our Impact in the Community

Creating positive change for a better  
Singapore through impact giving

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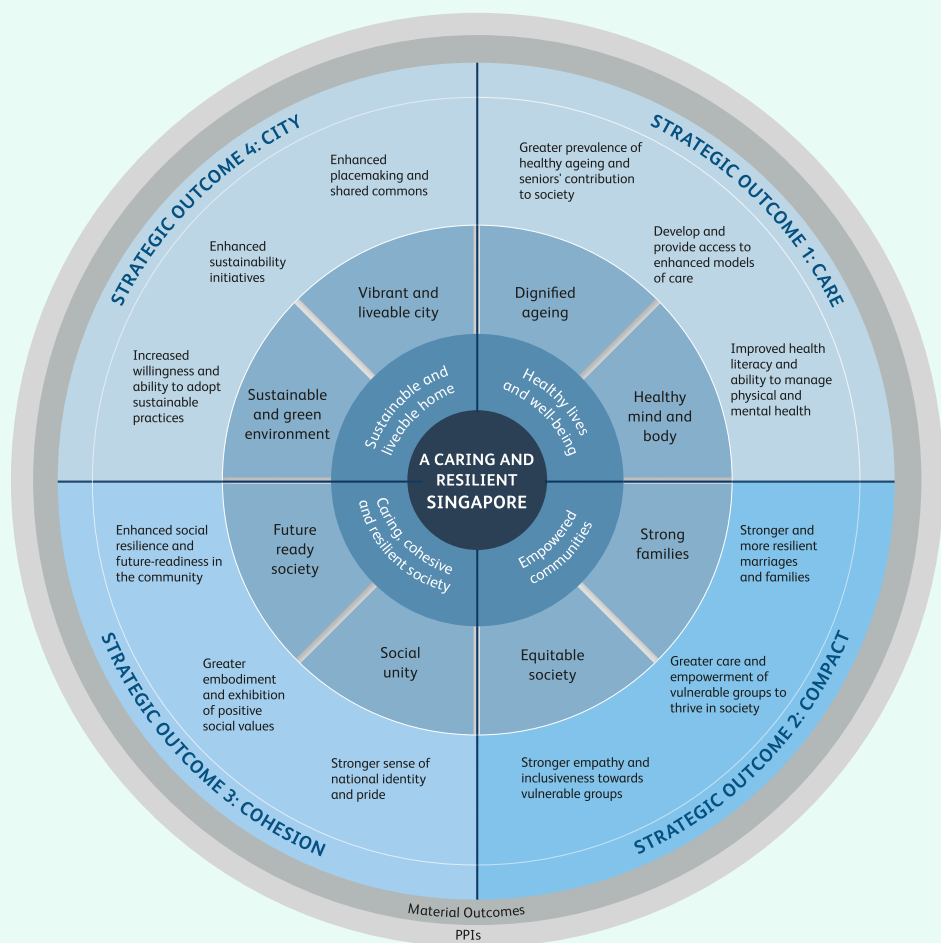
We've touched more than

# 1.5m

direct beneficiaries in FY2023

# Our Grants Framework Drives Impact

Our grants framework, established in 2022, transforms our vision into action through four strategic pillars: **Care, Compact, Cohesion and City**. We use clear performance indicators and evidence-driven approach to ensure that every grant addresses community needs and delivers effective community impact.



# We've Touched More Than 1.5m Lives in FY2023

More than

1.5m

direct beneficiaries\*

57.5m

total reach\*

\$183.2m

grants approved

27

programmes approved

772

fundraising projects supported

**\*Direct beneficiaries** refer to those who receive intentional or targeted support, interventions or services that create change in their lives through our funded programmes. This includes 850,000 users of ScamShield, an app supported by Tote Board. **Total Reach** includes both participants of funded mass events, performances and activities who experience cultural, social or recreational benefits, as well as those who benefit indirectly through multiplier effects in families, communities and the broader ecosystem. As individuals may participate in multiple programmes and events, these numbers do not represent unique individuals.

# We Build Resilience and Transform Lives

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Our Tote Board Impact Measurement Framework tracks meaningful change in our beneficiaries' lives. Positive change was reported by our participants across a sampling of supported projects in FY2023<sup>^</sup>:

**23** <sup>↑</sup> percentage points in

**Attitude**

shifting mindsets and beliefs

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**19** <sup>↑</sup> percentage points in

**Ability**

acquiring essential skills and capabilities

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**6** <sup>↑</sup> percentage points in

**Access**

creating pathways to essential resources and opportunities

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**9** <sup>↑</sup> percentage points in

**Action**

fostering behaviour change through sustained action in the longer-term

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<sup>^</sup> Data is collected through pre- and post-programme surveys across funded programmes. While each programme may focus on different aspects of the 4As, together they help us measure and understand our collective impact.



## 01. Attitude

“ I faced various challenges, including the passing of a loved one, relationship issues and academic struggles. Having a mentor helped me feel supported and kept me motivated to press on. ”

- **Muhammad Nur A'qil Bin Fairuz**, youth participant in The GRIT Academy, supported by the Tote Board Social Service Fund



## 02. Ability

“ I like the Bubbles activities because they are fun to do and I learn from them. I try to do them by myself but sometimes I need my mother's help. I like the sports Bubbles because they keep me healthy and strong. I do exercises and stretches from watching the video. I also like cooking at home and eating the food. I help out in the kitchen now. ”

- **Jared Jeffrey Luhur**, a MINDS service user who has Down Syndrome and a participant of the Empowering Bubbles programme supported by the Enabling Lives Initiative grant



## 03. Access

“ My children and I used to love snacks like chocolate and chips. After I started attending the Parent Plus workshops, I discovered that what we ate could affect our health. So I started to cook meals using healthier recipes and ingredients for my family. ”

- **Theresa Bose**, participant of Project PEER (Play, Eat, Exercise, Rest) by Filos Community Services, a programme supported by the Movements For Health grant



## 04. Action

“ In my mental health journey, I participated in Circles of Resilience, a peer support group. It was a safe space where we openly share our stories, genuinely support each other and validate one another's experiences. Now, as both a member and volunteer, I see how powerful this kind of peer support can be. ”

- **Rebecca Loh**, volunteer with Circles of Resilience, a programme supported by the Tote Board Community Health Fund

# Our Signature Grants Shape a Better Everyday for Singapore Over the Years



## Care

Encourage active participation in healthy living and well-being at all stages of life

- **Tote Board Better Health Fund:**  
\$355.5m since FY2009
- **Movements For Health:**  
\$3.1m since FY2022



## Compact

Uplift vulnerable members and their families, by maximising their opportunities and potential to make meaningful contributions

- **Tote Board Social Service Fund:**  
\$2.4b since FY2006
- **Enabling Lives Initiative:**  
\$78.7m since FY2015



## Cohesion

Inspire a sense of belonging where people care for and support one another towards a future-ready Singapore

- **Tote Board Arts Fund & Arts Grant:**  
\$156.6m since FY1994
- **Esplanade – Theatres on the Bay:**  
\$864.5m since FY1995
- **Sporting Singapore Fund:**  
\$2.6b since FY2001
- **National and Cultural Celebrations (National Day Parade, Chingay and Heritage Events):**  
\$62.5m since FY2006
- **Enhanced Fundraising Programme:**  
\$820m since FY2020



## City

Create a sustainable living environment and a vibrant home for all to work, live and play

- **ABC Waterways:**  
\$292.8m since FY2008
- **Gardens by the Bay:**  
\$441.7m since FY2008
- **Study on Strengthening Heat Resilience of Vulnerable Communities:**  
\$1m since FY2024