

Singapore Pools and its staff volunteers celebrate a bigger and more successful “Football With A Heart”



Mr Tan Soo Nan, Chief Executive Officer of Singapore Pools (extreme right) and other FWAH 2013 co-organisers presented donation cheques to nine beneficiaries, including S\$150,000 to the President’s Challenge during the FWAH Celebratory Dinner held on 28 August 2013.

Organised by Singapore Pools, together with its i-SHINE Staff Volunteerism Programme, the Football Association of Singapore and the Singapore Sports Council, “Football With A Heart” (FWAH) is a project that reinforces the strong commitment of Singapore’s major companies to use sports as a force for social good.

FWAH was inaugurated in 2012 and launched on 25 June 2013 for the second year with support from 40 caring organisations across diverse industries such as IT, F&B, Hospitality and Finance, a heartening growth from the 28 corporate teams that took part last year. The project aimed to raise S\$400,000 for nine local beneficiaries - AIN Society, Apex Harmony, CARE United, Caring Fleet Services, President's Challenge, Society for the Aged Sick, Society for the Physically Disabled, Singapore Children's Society and SportCares Foundation.

FWAH comprised of multiple networking events for participating organisations, and included a Pitch event on 25 July 2013 where beneficiaries had the opportunity to share their causes and programmes to pitch for their share of donation dollars. Through this special platform, FWAH organisers hoped to help beneficiaries hone their pitching skills and raise their standard of communication to potential sponsors. The donors themselves received a deeper understanding of the help they were giving to the beneficiaries.

The 5-a-side FWAH Tournament was held on 24 August 2013 and brought together 700 footballers to play for charity and the title of FWAH 2013 Champion at Jalan Besar Stadium – the home of Singapore football.

At the FWAH Celebratory Dinner held on 28 August 2013 and graced by the President of Singapore, Dr Tony Tan, the mood of celebration was high as the fundraising target was well-exceeded with more than \$567,000 raised. The amount of funds received by each

beneficiary was also revealed at the dinner event, and appreciation was shown to all participating organisations as well as the winning teams.



(Clockwise from top left) Singapore's Minister of State for Trade and Industry, Mr Teo Ser Luck, launched FWAH 2013 on 25 June 2013; Mr Lawrence Wong, Singapore's Acting Minister for Culture, Community and Youth, met young footballers during the FWAH 2013 Tournament on 24 August 2013; The Parliamentarian Team, led by Team Captain Minister Teo Ser Luck, and Team Entrepreneurs United from the Singapore Association of Small and Medium Enterprise (ASME) did their part for charity; The President of Singapore, Dr Tony Tan, presented the FWAH 2013 Champion Cup to Team OCBC during the FWAH Celebratory Dinner on 28 August 2013.

View FWAH 2013 photos from "[Singapore Pools In the Community](#)" on Facebook.