

# Fact Sheet



## Corporate Social Responsibility, Sands for Singapore

Marina Bay Sands' commitment to Singapore extends far beyond helping achieve the country's economic and tourism goals. The integrated resort is also dedicated to help meet Singapore's social needs and having a positive impact in the local community.

Its Corporate Social Responsibility (CSR) programme, **Sands for Singapore**, supports a variety of charities and causes including those relating to youth and education. Leveraging its unique resources and active volunteerism to make a difference, Marina Bay Sands also contributes to Singapore-based charities that support a spectrum of causes, ranging from art awareness to special needs education.

The anchor initiative of **Sands for Singapore** is the annual *Sands for Singapore Charity Festival*. The festival serves to raise public awareness of its partner charities and raise funds through a series of meaningful events. Since its inauguration in 2013, the *Sands for Singapore Charity Festival* has raised over S\$23 million for local charities.

### Giving Back to the Community

- The 2018 *Sands for Singapore Charity Festival* raised a total of S\$3.5 million for local charities. Part of this amount included a notable S\$580,000 contribution to the Association for Persons with Special Needs (APSN), Cerebral Palsy Alliance Singapore (CPAS), AWWA and Singapore Institute of Technology (SIT) to fund projects relating to education, housing and transport.
  - During the Festival, nearly 2,400 Marina Bay Sands Team Members also clocked over 4,300 volunteer hours by participating in a range of community events.
- A highlight of the *Sands for Singapore Charity Festival* is the *Play It Forward* charity challenge, which was held for the first time in 2015. The event inspires the public of all ages to compete in a series of challenges around Marina Bay Sands to secure cash and prizes for a local charity of choice. In 2017, Marina Bay Sands also added a junior edition of *Play It Forward* to involve children. In 2018, over 370 adult and children participants helped raise S\$120,000 for local charities.
- Together with its global corporate responsibility team, Marina Bay Sands has been organising the *Las Vegas Sands Global Hygiene Kit Build* in partnership with *Clean The World*. The first event, which took place in September 2015, mobilised 975 volunteers to pack 45,000 hygiene kits in six hours. During the most recent 2018 edition, over 1,000 team members from different departments came together to assemble 20,000 hygiene kits. These kits were then donated to beneficiaries supported by Singapore Red Cross and Food Bank Singapore.
- Marina Bay Sands has been the co-organiser of the Community Chest Heartstrings Walk since 2011. In 2018, the event raised S\$1.65 million, benefitting over 80 charities.

As of January 2019

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- In July 2014, Marina Bay Sands pledged an early and symbolic support for the new Public Art Trust by National Arts Council, as part of *Sands for Singapore Festival 2014*. As the first corporate donor for the new Public Art Trust – which will raise the profile of artworks in public spaces – the S\$750,000 endorsement is in line with the continuing commitment to raise public art awareness among Singaporeans.
- As part of the integrated resort's large-scale art installation known as Marina Bay Sands Art Path, the Rain Oculus has doubled as a wishing well for many visitors. Coins collected from the Rain Oculus are donated to the Community Chest of Singapore. Since 2011, more than S\$360,000 was donated.
- Marina Bay Sands has also been the presenting sponsor for the past four editions of the *Ball in Monaco*, a bi-annual fundraising gala dinner organised by the Prince Albert II of Monaco Foundation in Singapore. Established in 2006 by His Serene Highness Prince Albert II of Monaco, the Foundation is dedicated to protecting the environment and promoting sustainable development on a global scale.

## Awards and Accolades

Marina Bay Sands' contributions toward helping meet the social needs of the Singapore community have been recognized. Some of them are:

- Distinguished Patron of the Arts Award by the National Arts Council, 2012, 2013, 2014, 2015, 2016, 2017 and 2018
- Charity Gold Award by the Community Chest, 2017
- Certificate of Recognition by AmCham CARES, 2016, 2017 and 2018
- Best Community Building Award by Singapore Creative CSR Awards, 2016
- Corporate Platinum Award by the Community Chest, 2012, 2013, 2014, 2015 and 2016
- Partner Bronze Award by the Community Chest, 2014
- SG50 Arts Patron Award by the National Arts Council, 2015
- Enabling Employers Award, 2011