



FY 23/24

better>sg

# Annual Report

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# 01

## A Message from our Co-Founder

*Dear Volunteers, Partners, and Supporters,*

Thank you all for being part of our journey thus far. We owe everything we have achieved to the talent, time, and contributions of our incredible community.

We continue to grow, at a tremendous rate - almost one new person applies to be a volunteer with us, *every single day*. This growth continues to take us by surprise, because we have no recruitment drives, and everybody who joins us does so because of word of mouth. While it is wonderful to have another 592 members join us this year, we are aware that the expectations have increased. We need to support our new and existing members better. I would like every new volunteer to feel immediately empowered and supported in their techforgood journey with us.

We reached out to even more non-profits to help them digitalise last year. We want to do even more this year, and help them transform how they deliver social good in a more efficient and effective way, so they can focus on their cause and not their tech stack.



**"We are reaching a stage in our growth where we need to transform how we operate, to do better."**

Our volunteers launched and scaled a number of fantastic techforgood projects last year. I am so proud of how the strangers in our community come together to build something to help address a social problem. We will continue to initiate and incubate great projects this year.

It has been over 5 years since I co-founded this organisation with Dominic and Chi Ling. We want to ensure that there are new ideas and new energy fuelling our next stage of growth. I'm excited to announce that we will be taking on an office space at The Foundry, to give us a home. We are also hiring a new full-time CEO, who will spearhead new initiatives and transform the way we deliver value to our community, our beneficiaries, and our supporters. We will remain involved as Board Members.

I'm excited by what the next year holds in store. I hope you are too!

A handwritten signature in black ink, appearing to read "Gaurav K".

**Gaurav Keerthi**  
Co-founder

# 02

## A Year in Review

### Exploring our key focus areas & Achievements

FY23/24 was a year of remarkable growth and achievements for better.sg. We welcomed 592 new members and hosted impactful events like Pitch & Demo nights, Think Tank Evenings, and Beacon 2023—our inaugural conference, which attracted over 266 attendees and featured 16 esteemed speakers.

We've also had the privilege of serving 18 clients, thanks to the support of our partners and everyone who contributed to our success.

Read on for a closer look at our year in review.

## Our year by the numbers (June 2023 – May 2024)

**592**

New members joined better.sg in this FY

**6**

Events  
organised

**2**

Pitch & Demo Nights



with a total turnout of **241**

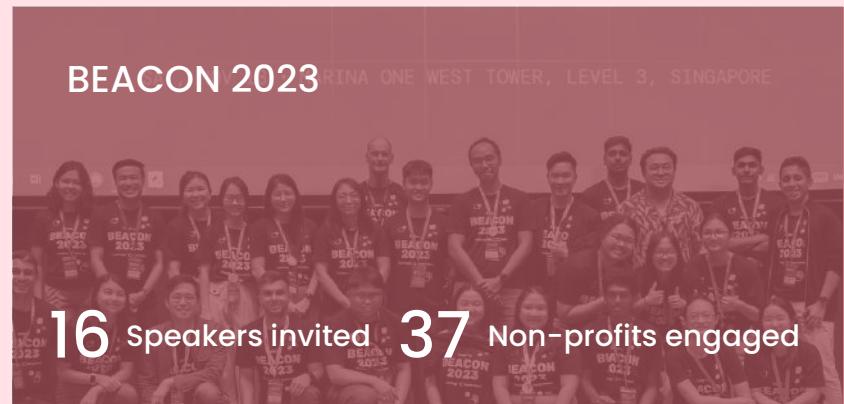
**4**

Think Tank Evenings

with a total turnout of **401**

**266**

Attendees for  
BEACON 2023



**18**

Clients served



# 03

## Our Activities

### 1. Key Events

#### BEACON 2023

*BEACON 2023 themed "Building a Better Future with Technology," united technologists, charities, and the community to explore tech-driven social impact in Singapore and beyond.*

On November 18th, 2023, better.sg held its inaugural tech for good conference, BEACON 2023, at Marina One in downtown Singapore.

BEACON 2023 featured thought-provoking panel discussions, and valuable networking opportunities.

Attendees also gained fresh insights through masterclasses covering topics like strategic foresight and decision-making tools, website design and development using no-code platforms, and a collaborative design thinking session focused on eldertech solution.

Our on-site Tech Helpdesk provided tailored digitisation advice to organisations seeking to enhance their technological capabilities.

We would like to thank our sponsors Meta and Marina One for their support in making this event a successful one!



## Think Tank Evening

Think Tank Evenings are quarterly gatherings that foster collaboration among our community, providing a platform to discuss local issues and brainstorm tech-driven solutions.

They encourage networking, idea-sharing, and the exchange of insights and expertise.



*Think Tank Evening, 27 Feb 2024*

## *Pitch and Demo Night, 11 Jul 2023*



## Pitch and Demo Night

Pitch and Demo Night, launched in 2023, is a biannual event that has evolved from our former Bi-Monthly Hybrid Townhall.

This event showcases the progress of our ongoing projects through live demonstrations and serves as a platform for pitching new project ideas and seeking collaborators.

## 2. Projects

### CheckMate

*CheckMate was built upon a Proof-of-Concept on Telegram, created by Tan Bing Wen. It was later showcased at the better.sg Pitch Fest in December 2022 and officially launched in March 2023.*

CheckMate is a volunteer-driven project that combats misinformation and scams in Singapore, using AI and Machine Learning to verify and classify messages sent to WhatsApp chatbots. The work is complemented by human volunteers.

Since its launch, CheckMate has achieved significant milestones, including the official release of two WhatsApp chatbots and a partnership with the Singapore government's ScamShield app, enhancing the database against online fraud. The team hopes to scale the service, recruit more volunteer checkers, and eventually register as a non-profit organisation.



## Are You Ok?

*Are You Ok? was soft-launched in July 2024. Prior to the launch, it piloted with 6 non-profit organisations, including Care Corner, HeyJuni, and Singapore Children's Society, reaching:*

**48**

*Unique Users*

**157**

*Prompts Answered*

Despite growing awareness of mental health in Singapore, stigma remains a barrier, leading many to seek help from informal networks rather than professionals. However, these informal caregivers often lack the skills needed for supportive conversations.

To address this, a multidisciplinary team of better.sg volunteers, led by Leon Chua, Benny Lim, and Siti Aishah Zahari, developed 'Are You Ok?'—a mental wellness chatbot that aims to empower anyone to provide emotional support to their peers by providing conversation suggestions based on peer support practices.

## BarkBank

*BarkBank is set to be launched on 26 September 2024, International Dog Day.*

*This project was initiated by Genevieve Tan and Wong H'sien Jin.*

Singapore faces a growing demand for canine blood transfusions, yet the current donor-finding process is challenging, often resulting in critical delays and loss of canine lives due to stringent eligibility criteria and time-sensitive appeals.

To address this, volunteers created Barkbank, a Singapore-wide canine registry of pre-screened donors. Barkbank connects dogs in need of blood transfusions with donors, saving crucial time during emergencies.

### 3. Advisory Clients

In August 2023, we transitioned our bespoke consultancy model to bi-monthly Tech Helpdesk sessions for greater sustainability. We also implemented a revised process for handling incoming advisory cases.

1

Social Impact Organisations attempts self-help for tech issues before seeking better.sg's aid

2

We categorise incoming cases as Triage, Queuing, or Rejected

3

Triaged cases will move to volunteer recruitment and matching stage

4

Post-engagement feedback will be collected upon case completion

Through this approach, we were able to help the following social impact organisations at various stages:

- Gebirah
- Pinheads Interactive : Art of Giving Project
- Her Rise Above
- Love Kuching
- Renal Health Services
- HealthServe
- BOHME
- Woodlands Social Centre
- Alt.native
- Serenity Seekers
- Singapore Sailing Federation
- Asia Community Foundation
- Unlocking ADHD
- Center For Fathering
- WIRA
- Foundry
- MSF / SSO & Care Corner
- UWCSEA - Project FUXI
- Impart

## Her Rise Above

*Her Rise Above is a ground-up initiative dedicated to empowering women from low-income backgrounds with home-based businesses*



Her Rise Above sought our help in July 2023 to improve the accessibility of their training content through a Learning Management System (LMS).

Two volunteers collaborated from December 2023 to January 2024, assessing LMS options & developing customised training materials. The project, completed ahead of schedule, was showcased at the January 2024 Pitch and Demo session.

## BOHME

*Betterment of Humankind and Mother Earth (BOHME) is a non-profit organisation dedicated to sponsor, support & serve children, youths, seniors & families.*



BOHME approached us to enhance their website to improve stakeholder experience. We identified two key areas for improvement: automation and web redesign.

The **Automation project** streamlined event signup and volunteer onboarding processes. The project was from February and April 2023

The **Web Redesign project**, undertaken from March to August 2024, transformed the site from a single-page layout to a multi-page platform.

# 04 Impact and Recognition

## The Foundry X better.sg

On 10 April 2024, The Straits Times announced The Foundry, a new social impact hub set up by The Majority Trust, in partnership with Singapore Government Partnerships Office, and Singapore Land Authority (SLA), and Tote Board.

By November 2024, The Foundry is expected to accommodate better.sg and other non-profit organisations.

This development marks a significant milestone for better.sg, offering the chance to expand operations and foster closer collaboration with non-profits and volunteers within a physical space.



## Civic Hack Podcast

On April 15 2024, we were invited to speak at a bonus episode of The Civic Hacker Network, a podcast based in California.

During the episode, our volunteers Rohan Sood and Sebastien Li shared insights into our community's utilisation of technology to address the digital divide and promote impact and inclusivity in Singapore.

### Impact and Inclusion in Singapore

The Civic Hacker Podcast

15 Apr • 38min



BONUS EPISODE! Guest host Charlene Phua introduces BetterSG, a tech for good community in Singapore aiming to bridge the digital divide in nonprofits and charities by helping them leverage tech solutions. With over 2,000 volunteers, BetterSG focuses on skill-based volunteering. Initiatives include the To Be You project, an award-winning interactive storytelling game, that aims to foster empathy and understanding.

## CheckMate in the Spotlight

In the past year, our volunteer-run project, CheckMate (see page 7) has made significant strides in public engagement and media visibility:



- 7 Nov 2024

Founder Bing Wen spoke at National Library Board Singapore's panel on digital trust and media literacy.

- 15 May 2024

Showcased at the Online Trust and Safety Forum by CATOS, to over 250 attendees and Minister Josephine Teo.

- 16 May 2024

Featured in The Straits Times, highlighting its collaboration with CATOS.

# 05

## Looking Ahead

### A Message from our CEO



*Lewis Liu*  
CEO, better.sg

*Dear Volunteers, Partners, and Supporters,*

As the newly appointed CEO, I am thrilled to lead this remarkable community of over 2000 passionate volunteers dedicated to advancing the #techforgood mission. Together, with the unwavering support of our EXCO, we are poised to take on new challenges and elevate our impact in 2025.

Our focus for next year are:

#### Enabling Social Impact Organisations directly

Through advisory services, Tech Clinics at Foundry, and specialised workshops, we're equipping social impact organisations with essential digital skills and capabilities. From cybersecurity to data privacy, and service design, our goal is to empower these organisations to amplify their work and reach.

#### Collaborating with Our Partners

The AI/ML Mentorship Programme, backed by Meta Singapore, exemplifies our commitment to building future-ready skills. With our first cycle matching 24 students with experienced mentors, we are already planning to expand this initiative, working closely with schools to create even greater impact.



BEACON 2024, 23 Nov 2024



AI/ML Mentorship Programme  
Fireside Chat, 27 Aug 2024

### Growing the Tech for Good Community

Signature events like Beacon, social mixers, and Pitch & Demo Nights are designed to foster a vibrant space for networking, learning, and collaboration. These gatherings enable like-minded individuals to exchange ideas, inspire each other, and build meaningful connections. We'll also be hosting training sessions on topics such as Universal Design and Service Design to level up the skills of our community.

I'm filled with optimism about the path ahead. Our goal is to drive the techforgood movement and make technology accessible to every individual and social impact organisation, regardless of background or size. We'll fuel innovation, foster inclusion, and ensure that no one is left behind in this journey toward a better Singapore.

In your service,

**Lewis Liu**  
CEO

# 06 Key Information

## A. Overview

better.sg Limited ("better.sg") was incorporated as a company limited by guarantee on 1 June 2020.

better.sg has been registered as a charity under the Charities Act (Chapter 37) since 18 October 2021.

better.sg has a Constitution as its governing instrument.

**Unique Registration Number (UEN)** 202015048G

**Auditor** MSA & Partners PAC

**Company Secretary** Integrity Corporate Services

**Registered Address** 258F Lor Chuan, Singapore, 556755

**Bankers** DBS

## **B. Board of Directors**

<b>Name</b>	<b>Position</b>	<b>Date of First Appointment</b>
Dominic Soon	Chairman/Director	1 June 2020
Gaurav Keerthi	Director	1 June 2020
Chan Chiling	Director	1 June 2020

## **C. Board Meetings and Attendance**

<b>Date of Meeting</b>	<b>Dominic Soon</b>	<b>Gaurav Keerthi</b>	<b>Chan Chi Ling</b>
06 Aug 2023	Yes	Yes	No
23 Sep 2023	Yes	Yes	Yes
02 Dec 2023	Yes	Yes	Yes
17 Feb 2024	Yes	Yes	No
27 Apr 2024	Yes	Yes	No

## D. Financial Performance Summary

*Disclosure: None of better.sg's staff receives more than \$100,000 in annual remuneration each*

### **Statement of Comprehensive Income For the financial year ended 31 May 2024**

	Notes	2024	2023
		\$	\$
Revenue	4	119,228	260,374
Cost of services rendered	5	(89,338)	(139,444)
<b>Gross operating income</b>		<b>29,890</b>	<b>120,930</b>
Other income		338	544
<b>Total income</b>		<b>30,228</b>	<b>121,474</b>
Administrative expenses		(52,469)	(41,719)
<b>(Deficit)/Surplus for the year before tax</b>		<b>(22,241)</b>	<b>79,755</b>
Income tax expense	6	-	-
<b>Net (deficit)/surplus for the year after tax</b>		<b>(22,241)</b>	<b>79,755</b>

**Statement of Financial Position**  
**As at 31 May 2024**

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	<b>Notes</b>	<b>2024</b>	<b>2023</b>
		\$	\$
<b>ASSETS</b>			
<b>Current assets</b>			
Other receivables	7	-	5,100
Cash and cash equivalents	8	182,020	156,070
<b>Total assets</b>		<b>182,020</b>	<b>161,170</b>
<b>LIABILITY AND FUNDS</b>			
<b>Current liability</b>			
Other payables	9	46,071	2,980
<b>Funds</b>			
Accumulated fund - unrestricted	10	135,949	158,190
<b>Total liability and funds</b>		<b>182,020</b>	<b>161,170</b>

**Statement of Changes in Fund  
For the financial year ended 31 May 2024**

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	<b>Note</b>	<b>Unrestricted Accumulated fund</b>	<b>\$</b>
Balance at 1 June 2022			78,435
Surplus for the year after tax			<u>79,755</u>
Balance at 31 May 2023			158,190
Deficit for the year after tax	10		(22,241)
Balance at 31 May 2024			<u><u>135,949</u></u>

**Statement of Cash Flows**  
**For the financial year ended 31 May 2024**

	2024	2023
	Note	\$
<b>Cash flows from operating activities</b>		
(Deficit)/Surplus for the year before tax	(22,241)	79,755
<b>Changes in working capital:</b>		
Other receivables	5,100	59,900
Other payables	43,091	(105,726)
	48,191	(45,826)
Cash generated from operations	25,950	33,929
Income tax paid	-	(2,574)
<b>Net cash generated from operating activities</b>	<b>25,950</b>	<b>31,355</b>
<b>Net increase in cash &amp; cash equivalents</b>	<b>25,950</b>	<b>31,355</b>
Cash and cash equivalents at the beginning of the year	156,070	124,715
<b>Cash and cash equivalents at the end of year</b>	<b>8</b>	<b>182,020</b>
		<b>156,070</b>

**Detailed Statement of Comprehensive Income**  
**For the financial year ended 31 May 2024**

	2024	2023
	\$	\$
<b>REVENUE</b>		
Projects and activities	33,277	210,374
Events	1,092	-
General revenue	200	-
Grants	50,000	50,000
Sponsorship	34,659	-
	<b>119,228</b>	<b>260,374</b>
<b>COST OF SERVICES RENDERED</b>		
Call home project related expenses	71,186	136,544
Be Somebody (MCCY Grant)	1,221	2,900
Community expenses - Beacon conference	16,931	-
	<b>89,338</b>	<b>139,444</b>
<b>GROSS OPERATING INCOME</b>	<b>29,890</b>	<b>120,930</b>
<b>OTHER INCOME</b>		
Interest income	-	544
Refunds and cashbacks	338	-
	<b>338</b>	<b>544</b>
<b>TOTAL INCOME</b>	<b>30,228</b>	<b>121,474</b>
<b>LESS: ADMINISTRATIVE EXPENSES</b>		
Audit fee	2,500	2,500
Bank charges	285	280
Bookkeeping fee	500	2,300
Contract charges	30,500	18,000
Community expenses - consumables and refreshments	6,752	5,928
Consultant fee	-	44
Printing and stationery	80	80
Secretarial fees	860	1,720
Online software subscriptions	10,916	10,867
Sundry expenses	76	-
	<b>52,469</b>	<b>41,719</b>
<b>NET (DEFICIT)/SURPLUS FOR THE YEAR</b>	<b>(22,241)</b>	<b>79,755</b>

# 07

## Acknowledgements

We would like to extend our heartfelt gratitude to our sponsors, partner organisations and volunteers whose unwavering support and dedication have been instrumental in the success of our initiatives. Your commitment to our mission has made a significant impact on the community we serve.



Special thanks to Hazel Hong, our community manager, for designing and curating this annual report.

# better>sg

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