better>sg

2024/25
ANNUAL REPORT

Message from our CEO

"As we close another milestone year, I am proud to reflect on the remarkable progress our organisation has made."

This year was not only about growth—it was about laying the foundation for scale and an even more impactful future.

Our volunteer pool expanded significantly, welcoming over 580 new members, a 30% increase that speaks to the growing belief in our mission. These committed individuals are at the heart of everything we do, and their energy and dedication have powered many of this year's achievements.

We also forged important new partnerships with industry leaders such as Meta, Workato, and Accredify opening fresh pathways for collaboration and innovation. These alliances are crucial as we strive to bring cutting-edge solutions to the non-profit sector.

One of our proudest moments this year was the BEACON event, which gathered 320 attendees, including Senior Minister Dr. Janil Puthucheary, alongside generous sponsors like Figma, ahrefs, and Marina One. This gathering not only showcased the strength of our community but also reaffirmed the importance of cross-sector partnerships in driving social good.

At the core of our work remain our three mission pillars:

- Incubating **in-house projects** that tackle pressing social challenges.

- Providing **consultancy services** to Social Impact Organisations (SIOs) to help them harness technology effectively

- Upskilling and **growing our vibrant community** of tech-for-good enthusiasts.

Together, we are building not only for today, but for a future where technology empowers every organisation working for good.

This year, we've made strides in systematising our community events, ensuring consistent quality and wider reach. We also launched our first batch of AI mentorship, marking an important step in our promise to equip non-profits and volunteers with future-ready skills.

To support these expanding efforts, we welcomed new team members, strengthening our capacity to deliver on our growing ambitions. Among these new initiatives was the start of our Volunteer Tech Officer (VTO) program, piloted with 7 Social Impact Organisations—an exciting beginning for what we envision as a scalable tech capacity-building service for the sector.

Looking ahead, we have embarked on structured planning for a much more ambitious FY26, which will include AI/ML mentorship at scale, an expanded VTO program, and large-

scale software development projects tailored for non-profits. These bold initiatives reflect our belief that technology, when thoughtfully applied, can transform the way social impact work is done.

I am deeply grateful to our volunteers, partners, staff, and supporters who made this year possible. We are grateful to our major donors, including Potato Productions, Meta Singapore, and the Tote Board, as well as the continued support of The Majurity Trust. We are committed to driving impact on their behalf.

Sincerely,

Vincent Teyssier

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ABOUT BETTER.SG

We are Singapore's largest community of technology enthusiasts and professionals looking to make technology a driver of positive change.

◆ **OUR BEGINNINGS**

Better.sg was founded in 2020 as a ground-up initiative to encourage the use of technology in aid of progressing social causes. Over time, we have grown our volunteer base to over 2,800 individuals

◆ **OUR VISION**

Our vision is to empower the tech for good community in Singapore, and we provide resources and support to the community to help them succeed.

OUR YEAR IN FIGURES

ORGANISATIONS IMPACTED

Reached and supported 4 Social Impact Organisations across our programmes and community efforts.
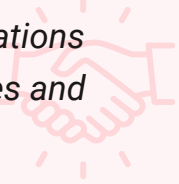
COMMUNITY

We welcomed 580 new volunteers to our community.

VOLUNTEER-LED PROJECTS

12 ongoing projects continued to grow, with 6 new projects onboarded this year.
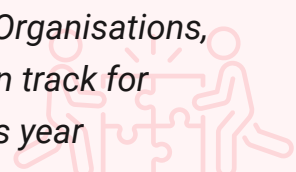
PARTNERSHIPS

3 projects completed with Social Impact Organisations, and 10 more on track for completion this year

EVENTS

We organised 7 events, bringing together over 566 members of our community and beyond.

OUR ACTIVITIES

In 2025, better.sg's community came together through a range of initiatives, bringing people, projects, and expertise together to create meaningful change.

Our activities span three main areas:

◆ COMMUNITY EVENTS

From large-scale conferences to casual socials, our events foster connections, spark collaboration, and showcase the incredible work happening across our community.

◆ IN-HOUSE PROJECTS

Led by passionate better.sg volunteers, these projects address social issues through creativity, technology, and collaboration, ranging from long-standing initiatives to brand-new launches this year.

◆ FLAGSHIP PROGRAMMES & PARTNERSHIPS

We connect Social Impact Organisations (SIOs) with our skilled volunteers, helping them navigate their digital journey and build the tools they need to grow their impact.

Our Activities: Community Events

BEACON 2024

270 innovators, changemakers, & tech enthusiasts *came together to explore how technology can be used to build a more inclusive Singapore.*

BEACON 2024 wouldn't have been possible without the the dedication of our amazing volunteer team and the support of our generous sponsors, Marina One, Meta, Ahrefs, Figma, Intellect, & Potato Productions.

On 23 November 2024, we hosted our annual conference, BEACON 2024, at Marina One, themed 'Technology X Social Impact'.

From AI and mental health to community tech and inclusive design, BEACON 2024's panels and breakout sessions sparked rich conversations and hands-on learning across nine diverse topics.

A key highlight was a keynote speech by Senior Minister of State, Dr Janil Puthucheary, who also witnessed the landmark MOU signing between Better.sg and The Majurity Trust to expand our AI/ML-for-Good programme powered by Meta.

Pitch & Demo Night

9 Project Demos *by our existing teams, sharing their progress and prototypes.*

16 New ideas pitched. Spanning solutions from AI-driven food redistribution to tracking public toilet cleanliness.

In FY 2024–2025, we hosted two editions of Pitch & Demo Night, our biannual flagship event that brings together Better.sg's diverse volunteer community.

The event provides a platform for our existing project teams to showcase their progress, and a crucial stage for pitching new ideas and recruiting collaborators. Each session sparked lively discussions, leading to new insights, connections, and volunteer sign-ups.

BETTER SOCIALS

14 better.sg volunteers joined in for an evening of sharing and collaboration

On 18 May 2025, we launched Better Socials, a new quarterly initiative designed to foster deeper connections within our volunteer community.

Volunteers relaxed, connected, shared ideas with a panel where the Growing Roots and CheckMate teams shared their experiences as Better.sg projects.

GROWING ROOTS

*Targeting weekend **volunteer growth from 2–3 to 4–5** per garden.*

*Beta site is now live at **growingroots.sg***

***Partnering** with Climate Interfaith and Give.Asia*

Growing Roots is **one of better.sg's newest projects** that was successfully pitched during our February 2025 Pitch & Demo event.

It's goal is to enhance the discoverability of Singapore's 2,000+ community gardens through an intuitive map and WhatsApp bot, making it easier for volunteers and garden managers to connect.
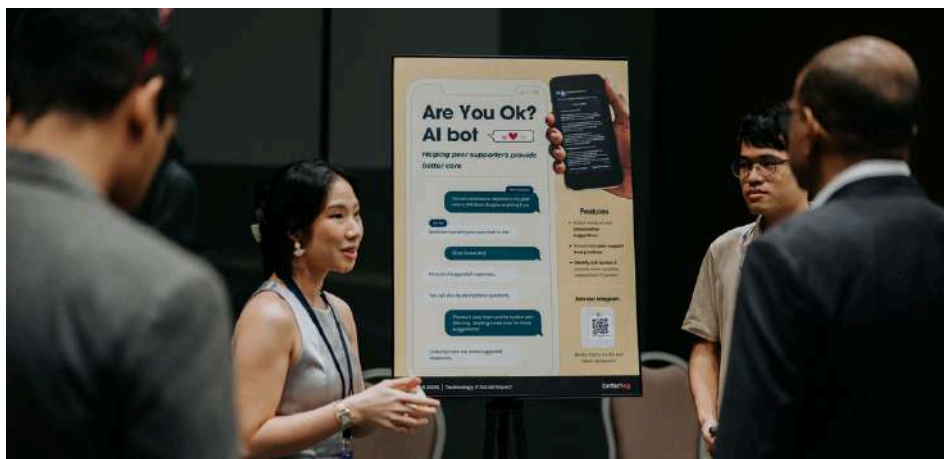

Looking ahead, the team aims to onboard more gardens and garden leaders, integrate urban gardening events, and explore entry into the Open Government Product Incubation programme.

RUOK?

10–20
weekly users

40+
development hours

*Engaged **over 10 partner agencies** and been featured on podcasts and events.*

RUOK? is an AI-powered chatbot supporting peer supporters with real-time guidance to improve emotional care.

The team's next steps include evolving RUOK? into an interactive training tool for peer supporters to practice skills through role-play.

SCHEMES.SG

2,000+
unique users

250
monthly active users

***Partnering with** Care Corner and SASW for social work integration.*

Schemes.sg is an AI-driven platform helping Singaporeans and social workers easily find over 400 curated social assistance schemes.

The team plans to fully automate monthly updates and translate content into Singapore's four official languages to increase accessibility of the platform.

Our Flagship Programmes & Partnerships

AI/ML MENTORSHIP PROGRAMME

12 Mentors
Experienced tech professionals and leaders from diverse backgrounds in the AI and data science landscape.

24 Mentees
Aspiring individuals, including students & career switchers, eager to grow their careers in AI sector.

Launched in June 2024 with the support of Meta Singapore, the AI/ML Mentorship Programme helps students and working adults strengthen their AI and Machine Learning skills through guidance from experienced mentors.

The programme runs for about six months, with mentees engaging in 2–3 dedicated mentoring sessions (online or in-person) with experienced practitioners.

We also hosted a fireside chat at Meta's office on 27 August 2024 for our mentors and mentees, featuring Dr. Sigrid Rouam (EFG International) and Dr. Leslie Teo (AI Singapore).

Attended by 61 students, tech enthusiasts, and programme participants, the session explored Singapore's role in the global AI landscape, highlighted local innovations like SEA-LION, and addressed key issues such as mentorship, data security, and privacy.

VTO PROGRAMME

*By June 2025, the programme has completed **1 project and has 8 ongoing collaborations.***

Delivering tailored tech support to help SIOs improve efficiency & impact.

Launched in early 2025, the Volunteer Tech Officer (VTO) Programme connects our skilled volunteers with SIOs to address key technology needs across digital strategy, data analytics, volunteer management, automation, and website development.

Some notable projects include:

Samaritans of Singapore (SOS)

Our volunteers developed data dashboards and automated SOS's Volunteer Management System to boost operational efficiency and help grow SOS's volunteer base in suicide prevention efforts.

Catholic Welfare Services

Our volunteers enhanced staff digital literacy by providing tools and training to identify scams and phishing, safeguarding vulnerable senior beneficiaries.

IMPACT & RECOGNITION

From news features to international conferences,
our story is reaching wider audiences.

联合早报
LIANHE ZAOBAO

娱乐 · 生活 · 保健 · 体育 · 视频 · 早报播客 · 互动新闻 · 专题

两组织签备忘录 提供人工智能机器学习培训

数码发展及新闻部兼卫生部高级政务部长普杰立医生（左起），星期六（11月23日）见证举贤利组织Better.sg与慈善基金信托组织The Majurity Trust，签署合作谅解备忘录。（取自Better.sg照片）

专注在科技向善的举贤利组织Better.sg与慈善基金信托组织The Majurity Trust，签署合作谅解备忘录，将为可带来社会影响力的组织，提供人工智能、机器学习方面的培训和发展。

数码发展及新闻部兼卫生部高级政务部长普杰立医生，星期六（11月23日）为第二届BEACON大会发表主题演讲时，宣布有关消息。

这项获得科技巨头Meta公司支援的计划，旨在将人工智能和机器学习解决方案，整合到具有社会影响力的组织中，以增强它们的影响力和效率，包括联系志工和支援受益者。

The Majurity Trust将与Better.sg合作，通过本身的慈善基金网络，鉴定哪些是具有社会影响力的组织，以让它们加入计划，善用人工智能与机器学习技术的优势。

普杰立：新加坡须建立一个善用科技社会

普杰立强调，随着我国迈向智慧国2.0，加强政府、私人界与民众之间的伙伴关系与合作至关重要。

他说，新加坡作为一个不断发展的智慧国，一些国人感觉被科技抛在后面，当局需要理解这点和采取行动应对。

"如果人们无法有信心地接受科技，如果他们感觉科技正损害自己的福祉和安全，那么作为一个社会，我们将无法善用科技的潜力。"

普杰立说，新加坡须建立一个善用科技的社会，而不仅是推动数码化。他强调，科技是一种向

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23 November 2024

EXPANDING AI/ML FOR SOCIAL IMPACT

On 23 November 2024, BEACON 2024 was featured in Lianhe Zaobao, Singapore's largest Chinese-language daily. The article highlighted our signing of a Memorandum of Understanding with The Majurity Trust to jointly provide AI and machine learning (AI/ML) training for social impact organisations.

This initiative, supported by Meta Singapore, was announced during BEACON 2024 by Senior Minister of State Dr. Janil Puthucheary. It aims to equip charities and non-profits with AI/ML skills to enhance volunteer engagement, beneficiary support, and operational efficiency.
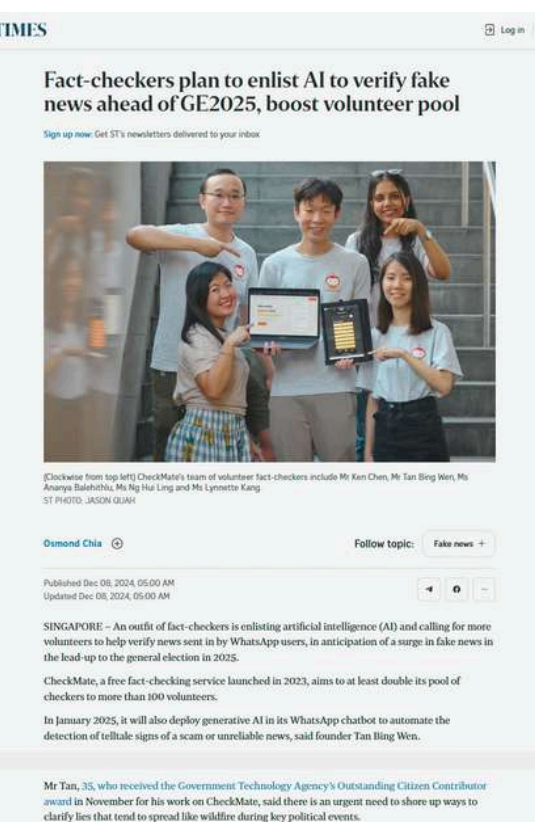
28 November 2024

THE FOUNDRY BECOMES OUR HOME

In November 2024, Better.sg officially moved into The Foundry, a social impact hub established by The Majurity Trust with support from the Government Partnerships Office, SLA, and Tote Board.

This new base provides a collaborative space for our team, volunteers, and fellow non-profits to connect and grow together.

8 December 2024

CHECKMATE IN THE SPOTLIGHT

Our volunteer-run project CheckMate was featured in The Straits Times for its innovative use of AI to combat misinformation and scams via WhatsApp. Recognised for its role in strengthening public resilience against falsehoods, the team continues to expand its fact-checking service and volunteer base.

Its founder, Bing Wen, was also honoured with GovTech's Outstanding Citizen Contributor award, underscoring the impact of CheckMate's work in safeguarding Singapore against disinformation.

5 March 2025

PROFILING OUR TECH-FOR-GOOD COMMUNITY

Better.sg was featured in a CNA Lifestyle article, highlighting our journey from a ground-up initiative to Singapore's largest community of tech professionals dedicated to social impact.

The feature profiled our then-CEO, Lewis Liu, and interviewed Bing Wen, founder of Checkmate, while showcasing our community of over 2,000 volunteers who contribute expertise in product development, data science, and business consultancy to impact-driven projects.

26 March 2025

INTERNATIONAL SHARING AT HKBU SYMPOSIUM

Lewis presented at Hong Kong Baptist University's 2nd International Symposium on Humanities and Culture: Visions of a Digital Future.

He shared better.sg's journey, highlighted key projects like Schemes.sg and CheckMate to demonstrate how AI can drive meaningful social change, and outlined our future goals to further empower the tech-for-good community.

LOOKING AHEAD

As Better.sg grows, we are excited to strengthen our efforts across events, partnerships, and flagship programmes that align with our mission of using technology for good

◆ COMMUNITY EVENTS

We are working towards hosting monthly events including 2 major ones, masterclasses and social mixers to engage our volunteer community and foster ideation.

Pitch & Demo Night, 5 Feb 2025

◆ PARTNERSHIPS

We look forward to deepening collaboration with Corporate Social Responsibility branches of for-profit companies to channel resources into impactful Tech for Good initiatives.

We are also developing further our outreach to social impact organisations and seeking to partner with leading actors such as NCSS and MCCY to scale our impact.

> *"By enabling individuals in their digital learning journey, and social impact organisations in their transformation journey, we aim at accelerating technological returns for scaled impact."*

◆ VTO PROGRAMME

As we transition from a cohort-based model to a rolling pipeline, we are on track to complete 10 VTO projects by the end of 2025. The programme will continue to be a major focus for Better.sg, alongside flagship initiatives like BEACON.

VTO Programme PM Info Session, 26 Feb 2025

◆ MENTORSHIP PROGRAMME

Our AI/ML Mentorship Programme will undergo structural enhancements to prioritise connecting mentees and SIOs with AI/ML professionals.

We aim to significantly scale the programme's impact, targeting 150 organisations, 50 mentors, and as many mentees as possible in the next phase.

We believe that given the speed at which technology evolves, developing a deep tech mindset and approach through exposure to field leaders would equip our mentees to be prepared for the future.

KEY INFORMATION

An overview of better.sg's governance, financial performance, and operational highlights for the year

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	The Foundry, 11 Prinsep Link, Singapore 187949
Bankers	DBS

B. Board of Directors

Name	Position	Date of First Appointment
Dominic Soon	Chairman/Director	1 June 2020
Gaurav Keerthi	Director	1 June 2020
Chan Chiling	Director	1 June 2020
Vincent Teyssier	Director	18 January 2025

C. Board Meetings and Attendance

Date of Meeting	Dominic Soon	Gaurav Keerthi	Chan Chi Ling	Vincent Teyssier
15 Jun 2024	Yes	Yes	Yes	N/A
03 Aug 2024	Yes	Yes	N/A	N/A
16 Dec 2024	Yes	Yes	Yes	N/A
02 Mar 2025	Yes	Yes	Yes	Yes

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 2025

	Notes	2025 Unrestricted Fund $	2025 Restricted Fund $	2025 Total Funds $	2024 Total Funds $
Revenue	4	358,469	3,000	361,469	119,228
Cost of services rendered	5	(17,001)	-	(17,001)	(89,338)
Gross operating income		341,468	3,000	344,468	29,890
Other income		64	-	64	338
Total income		341,532	3,000	344,532	30,228
Administrative expenses		(122,665)	-	(122,665)	(52,469)
Surplus/(Deficit) for the year before tax		218,867	3,000	221,867	(22,241)
Income tax expense	6	-	-	-	-
Net surplus/(deficit) for the year after tax		218,867	3,000	221,867	(22,241)

Statement of Financial Position
As at 31 May 2025

	Notes	2025 $	2024 $
ASSETS			
Current assets			
Other receivables	7	11,396	-
Cash and cash equivalents	8	376,975	182,020
Total assets		388,371	182,020
LIABILITY AND FUNDS			
Current liability			
Other payables	9	30,555	46,071
Funds			
Accumulated fund - unrestricted	10	354,816	135,949
Foundry forward fund - restricted	10	3,000	-
Total funds		357,816	135,949
Total liability and funds		388,371	182,020

Statement of Changes in Funds
For the financial year ended 31 May 2025

	Note	Unrestricted Accumulated Fund $	Restricted Foundry Forward Fund $	Total Funds $
Balance at 1 June 2023		158,190	-	158,190
Deficit for the year after tax	10	(22,241)	-	(22,241)
Balance at 31 May 2024		135,949	-	135,949
Surplus for the year after tax	10	218,867	3,000	221,867
Balance at 31 May 2025		354,816	3,000	357,816

Statement of Cash Flows
For the financial year ended 31 May 2025

	Note	2025 $	2024 $
Cash flows from operating activities			
Surplus/(Deficit) for the year before tax		221,867	(22,241)
Changes in working capital:			
Other receivables		(11,396)	5,100
Other payables		(15,516)	43,091
		(26,912)	48,191
Cash generated from operations		194,955	25,950
Income tax		-	-
Net cash generated from operating activities		194,955	25,950
Net increase in cash and cash equivalents		194,955	25,950
Cash and cash equivalents at the beginning of the year		182,020	156,070
Cash and cash equivalents at the end of year	8	376,975	182,020

Detailed Statement of Comprehensive Income
For the financial year ended 31 May 2025

	2025			2024
	Unrestricted	Restricted Foundry		
	Accumulated Fund $	Forward Fund $	Total Funds $	Total Funds $
REVENUE				
Projects and activities	-	-	-	33,277
Events	6,762	-	6,762	1,092
General revenue	200	-	200	200
Grants	130,030	3,000	133,030	50,000
Donation	181,463	-	181,463	-
Sponsorship and mentorship	40,014	-	40,014	34,659
	358,469	3,000	361,469	119,228
COST OF SERVICES RENDERED				
Call home project related expenses	87	-	87	71,186
Be Somebody (MCCY Grant)	-	-	-	1,221
Community expenses - Beacon conference	16,099	-	16,099	16,931
Transportation and travelling	815	-	815	-
	17,001	-	17,001	89,338
GROSS OPERATING INCOME	341,468	3,000	344,468	29,890
OTHER INCOME				
Refunds and cashbacks	64	-	64	338
TOTAL INCOME	341,532	3,000	344,532	30,228
LESS: ADMINISTRATIVE EXPENSES				
Audit fee	4,000	-	4,000	2,500
Bank charges	1,080	-	1,080	285
Bookkeeping fee	-	-	-	500
Contract charges	105,097	-	105,097	30,500
Community expenses - consumables and refreshments	410	-	410	6,752
Consultant fee	600	-	600	-
Organisational expenses	762	-	762	-
Office rental	3,125	-	3,125	-
Printing and stationery	169	-	169	80
Secretarial fees	-	-	-	860
Online software subscriptions	7,422	-	7,422	10,916
Sundry expenses	-	-	-	76
	122,665	-	122,665	52,469
NET SURPLUS/(DEFICIT) FOR THE YEAR	218,867	3,000	221,867	(22,241)

ACKNOWLEDGEMENTS

Together with our volunteers, partners, and friends, we've built the impact you see in these pages.

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.