

IAG ACADEMY IR AWARDS – Best Overall CSR Program
Entry by Marina Bay Sands | August 2025

Overview of Corporate Social Responsibility at Marina Bay Sands



Standing as one of the world’s most spectacular architectural icons, Marina Bay Sands has transformed Singapore’s tourism landscape since opening in 2010.

Beyond the integrated resort’s prestige, Marina Bay Sands has sought to contribute meaningfully to the Singapore community beyond its core business of hospitality through its unique property offerings, philanthropic funding, capacity building and active Team Member volunteerism of its 12,000-strong workforce to support social and community causes.

In alignment with its parent company Las Vegas Sands, Marina Bay Sands aims to create a positive impact by generating valuable business and leisure tourism, contributing economic benefits and making Singapore a great place to live, work and visit through sustainable business practices.

It also celebrates Singapore’s culture and natural heritage with initiatives such as the S\$500,000 Sands Innovative Arts Fund to boost the efforts of small local art groups to reach new audiences.

Investing in solutions to create resiliency to support communities in need



Marina Bay Sands’ community engagement programme, Sands Cares, works closely with local community partners to identify evolving gaps to support the nation’s social needs. One such initiative in 2024 was its support for persons with disabilities from Bizlink Centre to receive vocational training in e-commerce at the then-newly launched Enabling Business Hub in Lakeside, which enabled job placements for over 40 per cent of the trainees within a year.

As Singapore embraces an ageing population, Sands Cares also engaged in funding a frailty management programme to support nutrition and physical mobility of seniors. Many of Marina Bay

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Sands' 12,000 employees are passionate about giving back, regularly volunteering on their off-days and even weekends to befriend isolated seniors, mentor at-risk students and retrofit transitional shelters for displaced families.

Disaster Response & Preparedness

Unifying with Sands' regions around the world in addressing the company's core Sands Cares priorities, Marina Bay Sands has hosted four Sands Cares Global Food Kit Builds and 11 Sands Cares Global Hygiene Kit Builds.

In 2025, the collective effort of approximately 300 Team Members and retail tenants saw 6,000 food kits built for The Food Bank Singapore, bringing the total number of food kits built to 22,400. Over 600 Team Members also came together to build 30,000 hygiene kits comprising dental kits, soap and more for vulnerable communities in Singapore and the Philippines, bringing the total number of kits built by Marina Bay Sands to 280,700.

Extending the spirit of giving to wider communities through Sands for Singapore Charity Festival



Marina Bay Sands' annual multi-day charity event, Sands for Singapore Charity Festival, inspires charity giving through corporate and community partners and the public. Since its inception in 2013, the Festival has raised over S\$39 million for more than 180 charity partners across Singapore.

In commemoration of Singapore's diamond jubilee year of celebrations (coined 'SG60'), the 2025 edition amplifies Singapore's unique culture through various activities at the Event Plaza along the Marina Bay waterfront from 5 to 7 September. They include donating proceeds of all food and beverages sold at gourmet pop-ups helmed by the integrated resort's signature restaurants such as Black Tap, Bread Street Kitchen and RISE to AWWA's transitional shelter programme to support displaced families with temporary housing. For the fourth year, Marina Bay Sands is hosting Giving Marketplace, a social marketplace with booths for 16 local non-profits, social enterprises and small businesses to sell handcrafted items, baked goods, lifestyle products and more to drive awareness and raise funds for their own causes. The Festival also includes live entertainment by local musicians and community engagement activities for all ages to enjoy for free.

Showcasing the culinary creativity of Marina Bay Sands, Sands Cares launched *The Sweet Collective*, an inaugural charity dessert box comprising four handcrafted tarts from its signature restaurants – CUT by Wolfgang Puck, Maison Boulud, Origin + Bloom and WAKUDA Restaurant & Bar – each

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showcasing its own culinary identity. Proceeds from the dessert box exclusively available during the 2025 Festival, will support vocational training programmes at APSN Centre for Adults.

Extending hospitality leadership to the next generation



Marina Bay Sands' landmark US\$1 million Sands Hospitality Scholarship Programme, which was launched in 2023, supports 100 Singaporean students pursuing hospitality or tourism-related courses at six Institutes of Higher Learning. It reflects the organisation's dedication to build a pipeline of talent for Singapore. The programme also provides a head start for students to explore career pathways with Marina Bay Sands Team Members through networking sessions.

Building sustainable philanthropy

From capacity building to championing mentorship, Marina Bay Sands continues to evolve as a forward-thinking institution that reflects the values of the community it serves.

One of its ongoing priorities is scaling up impactful non-profits like The Food Bank Singapore through the *Sands Cares Accelerator*, an exclusive three-year membership programme that provides US\$100,000 (S\$134,000) annually, alongside structured guidance, strategic counselling and mentoring from Sands and Marina Bay Sands to achieve its long-term goals and make it sustainable upon completion of the Accelerator. Inspired by the entrepreneurial and philanthropic spirit of Sands' founder Sheldon G. Adelson, the Sands Cares Accelerator carries on his legacy of building successful businesses and giving back to communities with greater corporate involvement to help advance the capabilities of non-profit organisations to better address the needs of their communities.

The focus on inclusive hiring and upskilling has enabled Marina Bay Sands to build a diverse and resilient workforce capable of adapting to change. In an industry first, Marina Bay Sands will be offering scholarships to undergraduates with disabilities to promote inclusive career opportunities through a partnership with TomoWork, a charity that empowers persons with disabilities to pursue gainful employment.