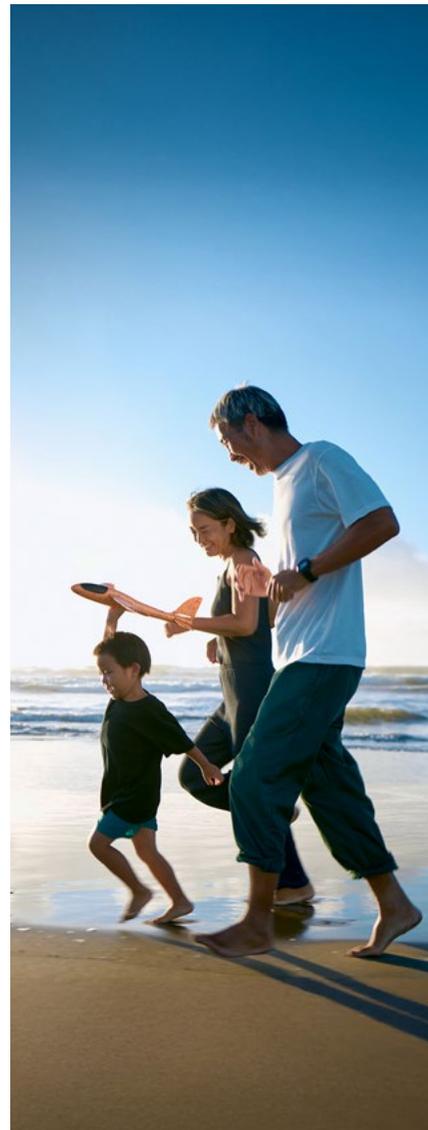




Social impact report 2024

Making lives brighter



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Brighter together

At Sun Life, we aspire to increase financial security and improve health and wellness outcomes not only for our clients and employees, but also for our communities.

We believe our communities should grow alongside our business and flourish together. Driven by this purpose, **we have donated over S\$1.2 million** as of year end 2024 to philanthropic initiatives in Singapore since establishing our office here in 2020.

2024 marked a pivotal point for Sun Life Singapore in accelerating our social mission to foster healthier lives and maximise positive impact in our Singapore community.

We proudly launched our Sun Life Singapore “Life is Brighter” charity fund* and expanded the scope of our Philanthropic Pledge, launched in 2023, to strengthen our commitment to sustainable giving.

Looking ahead in 2025, we have committed to expand our philanthropic initiatives beyond health causes to encompass financial literacy and resilience, powered by deeper employee volunteerism, to light up lives with a personal touch.

With our dedication and sustainable philanthropic giving, we will uplift our community to create a brighter future together.

Chris Albrecht
CEO, Sun Life Singapore

Our focus:



Diabetes
prevention



Mental
well-being

New focus:



Financial
literacy and
resilience

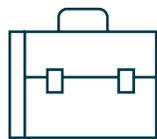
* The term “fund” refers to a consolidation of moneys by Sun Life Singapore, intended for its philanthropic purposes, and does not refer to an investment fund or a financial instrument

Growing with our community



160 years

Founded in Canada



2020

Singapore office established



Positive

Impact on our community

Sun Life

Founded in Canada, Sun Life is a global leader in asset management, wealth, insurance and health solutions.

For 160 years, we have helped millions of clients around the world achieve lifetime financial security and lead healthier lives.

Sun Life Singapore

We established our office in Singapore in 2020 to bring our High Net Worth (HNW) insurance expertise closer to our clients in this region.

As a pioneer and market leader of HNW insurance in Asia, we are committed to growing and protecting our client's wealth across generations with our unwavering stability, unmatched expertise and unparalleled services.

Our purpose

Sun Life is committed to maximising our positive impact on our community by helping our clients, partners and communities achieve lifetime financial security and live healthier lives.

Sun Life Singapore's philanthropic initiatives differentiate us and exemplify our commitment to strengthening our community and growing together towards a brighter future.



Shining a light on 2024

2024 was a pivotal year for Sun Life Singapore in accelerating our social impact. We launched our “Life is Brighter” charity fund to strategically manage our aggregated philanthropic giving, increase our reach and amplify outcomes in our key philanthropy pillars. Together with the expansion of our Philanthropic Pledge and corporate donations, we increased our philanthropic giving by **200%** from ~S\$283,000 in 2023 to create a greater impact.



~S\$850,000

Our philanthropic giving



>35,500[^]

Beneficiaries impacted



Expanded our Philanthropic Pledge to include more insurance products and increase our sustainable giving

Championed initiatives to improve health and wellness in Singapore including Diabetes awareness and prevention and mental well-being for healthier living

Impacted multiple segments in our community:
Seniors • Youths with mental health conditions • Children and youths from less privileged backgrounds

Launched Sun Life Singapore’s “Life is Brighter” charity fund to manage our philanthropic initiatives and maximise impact in our focus areas

Increased our social impact partnering with Community Chest and 12 social agencies

Sponsored Community Chest Heartstrings Walk 2024 for the 3rd consecutive year to build a healthy, caring and inclusive society

Inaugurated Sun Life Hoops + Health programme to promote healthy living for youths in Singapore through basketball*

[^] Includes the number of counselling sessions, therapy sessions and support group sessions. Beneficiaries may attend multiple sessions and there may be multiple attendees for group sessions

* In partnership with Beyond Sport

Our foundation for a brighter future

Our “Life is Brighter” charity fund is the cornerstone of our community outreach efforts. It helps us manage our donations strategically and carefully choose local charities and programmes that can drive lasting positive change. Backed by our Philanthropic Pledge, which ensures we maintain a steady stream of support, Sun Life Singapore is committed to creating brighter opportunities for our community.

Driving social impact through our “Life is Brighter” charity fund*

Launched in September 2024, our “Life is Brighter” charity fund is named to reflect our commitment to maximising positive impact on our society and the environment we operate and live in.

As a sustainable, purpose-driven company, we support both our clients and the community in leading healthier lives. We believe in brightening lives by contributing to our community and planet.

Our charity fund manages combined philanthropic donations from our Philanthropic Pledge, corporate donations and fundraising initiatives.

The fund selects local programmes that will amplify our social impact in Sun Life Singapore’s key philanthropy pillars and through community initiatives aligned with our philanthropy goals.

Our focus:



Diabetes prevention



Mental well-being

New focus:



Financial literacy and resilience

* The “fund” refers to a consolidation of moneys by Sun Life Singapore, intended for its philanthropic purposes, and does not refer to an investment fund or a financial instrument

Illuminating the path: Sustainable philanthropic giving

Sun Life Singapore Philanthropic Pledge

In 2023, Sun Life Singapore launched its innovative Philanthropic Pledge, promoting sustainable charitable giving and fostering community growth alongside our business development.

Guided by our purpose, our Philanthropic Pledge ensures continuous philanthropic giving, enabling us to make long-term philanthropy plans to amplify our impact.

Our initiative supports carefully chosen Community Chest programmes, aligned with Sun Life Singapore's philanthropic priorities, that will effect lasting behavioural change and lead to resilient, healthier lives.

Our Philanthropic Pledge aims to inspire fellow philanthropy advocates and encourage them to establish their legacy of giving.



1st

1st life insurer in Singapore to incorporate upfront charitable giving into life insurance policies.



0.5%

Donating 0.5% of premiums received from our SunBrilliance Indexed Universal Life and SunBrilliance Whole Life insurance products, with a cap of US\$20,000 per policy, towards health and financial literacy causes.



Innovative

Recognised for product innovation with social impact feature built in our insurance solutions.



Scoring goals for healthier living

Hoops + Health basketball initiative

- 2024 also marked the launch of Sun Life's C\$1 million regional Hoops + Health programme* to promote physical activity and well-being through basketball among underserved youths.
- Our basketball initiative aims to advance community development and reach hundreds of youths across Asia including Singapore.

* In partnership with Beyond Sport



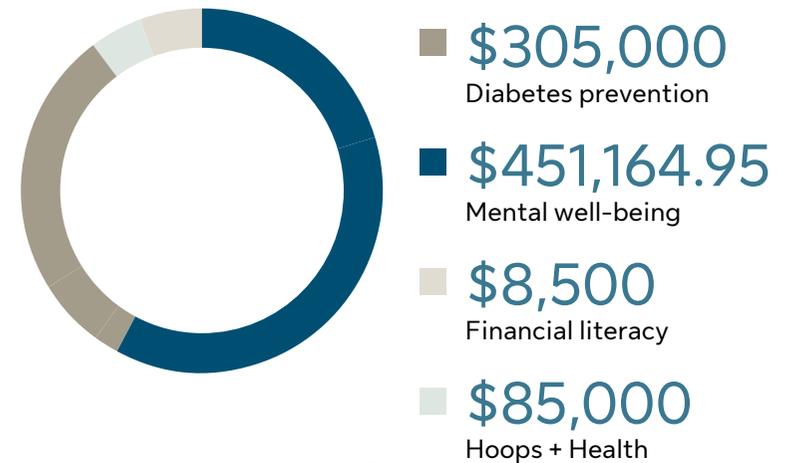
Casting the light on 2024 and beyond

Our 2024 philanthropic giving creates impact in 2024 and beyond. Part of our donation also supports future programmes which run from 2025 through 2027. By supporting multi-year initiatives, our giving leads to lasting impact. Similarly, the impact achieved in 2024 benefitted from our 2023 donations.

Together with our philanthropic commitment, we will make an even greater impact in the years ahead.

2024 philanthropic giving

Creating multi-year impact



Total:

~\$850,000

Lighting up 2024 with impact

Supporting Diabetes prevention and mental well-being

As advocates of healthy living, Diabetes prevention and mental well-being have been the cornerstone of our health initiatives to nurture a healthier community.

The growing prevalence of Diabetes and mental health conditions puts the well-being of our community at risk. These conditions can cause severe complications and disrupt lives.

Through the programmes we fund, we enhance education, increase access to health resources, destigmatise seeking healthcare support, and empower our community to live happier, healthier lives.

¹ Based on participants in the 2024 Diabetes perception report, NUS Institute for the Public Understanding of Risk

² 2023 National Population Health Survey (NPHS)

³ 2024 Diabetes perception report, NUS Institute for the Public Understanding of Risk

⁴ Youths aged 15 and 35 years in Singapore – National Youth Mental Health Study (NYMHS)

⁵ Among those who reported having severe or extremely severe mental health symptoms – National Youth Mental Health Study (NYMHS)

⁶ In the past week prior to the survey for the National Youth Mental Health Study (NYMHS)



Diabetes prevention

40%

Health screening participants with pre-Diabetes¹

1 in 14

Singaporeans with Diabetes²

Over
400,000

People currently living with Diabetes. Expected to reach 1 million by 2050³



Mental well-being

~1 in 3

Youths who have experienced severe or extremely severe symptoms of depression, anxiety and/or stress⁴

~2 in 3

Youths who have sought help via informal or formal mental health support and/or services⁵

~1 in 4

Youths who have had severe or extremely severe anxiety symptoms⁶



Active living

Being active and engaging in sports improves our health. To further support healthy living, our Hoops + Health basketball programme encourages at-risk youths to make healthy life choices and develop traits that will help them further in life.

By promoting active living, we foster a healthier, stronger community.

Preventing Diabetes

Aligned with our global efforts, we have been supporting initiatives by TOUCH Community Services to prevent type 2 Diabetes and help the community make healthier food and lifestyle choices. "Happy Together Meals" raised nutrition awareness while Touch Young Arrows developed a hands-on programme to teach children healthy eating habits and life choices. Our Diabetes prevention initiatives for the year touched close to 6,000 seniors and children.

2024 programmes funded by Sun Life Singapore



TOUCH Elderly Group

\$7,000
Walking Club

\$6,000
Diabetes Nuggets

\$30,500
Happy Together Meals

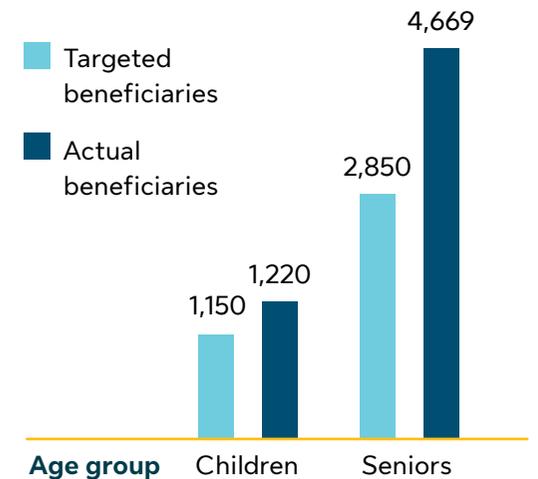
\$8,000
Introduction to Mindfulness

TOUCH Young Arrows

\$26,200
Field-to-Table

\$48,600
Project Based Learning

\$2,700
Healthy Refreshment

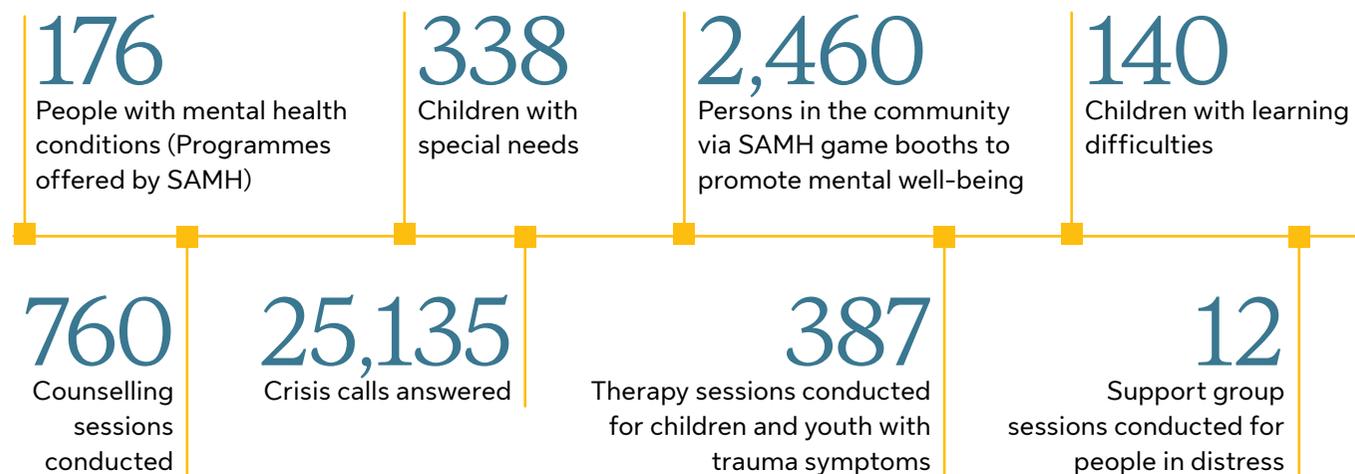


Improving mental well-being

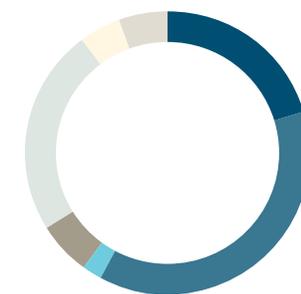
In 2024, we focused on enhancing mental well-being by backing various programmes that benefitted both the broader public and individuals facing mental health challenges. This included supporting the Singapore Association for Mental Health's (SAMH) canine and equine experiential programmes for youths as well as counselling and psychotherapy services. Our mental well-being initiatives benefitted more than 29,000 people in 2024.

Augmented by our 2024 philanthropic giving which supports the Integrated Wellness Centre (IWC) for Youth and the Limitless – Lighthouse project, we are committed to improving mental well-being and lighting up more lives with our programmes.

Our uplifting impact



2024 impact funded by 2023 donations



~S\$48,000
SAMH initiatives

Equine Experiential for Youths	\$13,600
Canine Experiential Learning Programme	\$7,600
Interactive Booths	\$11,250
Experiential Craft Kits	\$15,550



~S\$76,000
Community Chest programmes

AWWA – Community Integration Services	\$20,000
SHINE – Learning & Social Support Programme	\$20,000
Melrose Care Counselling & Psychotherapy Services	\$26,000
Samaritans of Singapore	\$10,000



A slam dunk for healthier lives

Through our regional Hoops + Health basketball programme, Sun Life Singapore's initiatives centered around targeted skill development training for basketball coaches and basketball training sessions with a focus on encouraging female participation. We stepped forward with ~S\$85,000 to initiate 2024 activities. As this programme continues into 2025, we will engage more youths and inspire them to shoot for the stars.

Benefitted
273 & 11
Youths aged 12 – 16 Basketball coaches

2024 impact funded by 2024 donations

Extending the light to 2025

From our 2024 philanthropic giving, we have funded initiatives scheduled for 2025 that will support over 6,500 children, youths and seniors to live healthier lives. These programmes aim to prevent Diabetes, improve mental well-being, and strengthen financial literacy. With additional programmes rolling out from 2025 funding, our philanthropic initiatives will reach even more beneficiaries.

Diabetes prevention

Target to benefit:

132

Children (Under KKH Lite programme in 2025 – 2027)

1,500

Seniors (TOUCH programmes)

2,333

Children (TOUCH programmes)

Mental well-being

Target to benefit:

1,323

Youths

1,170

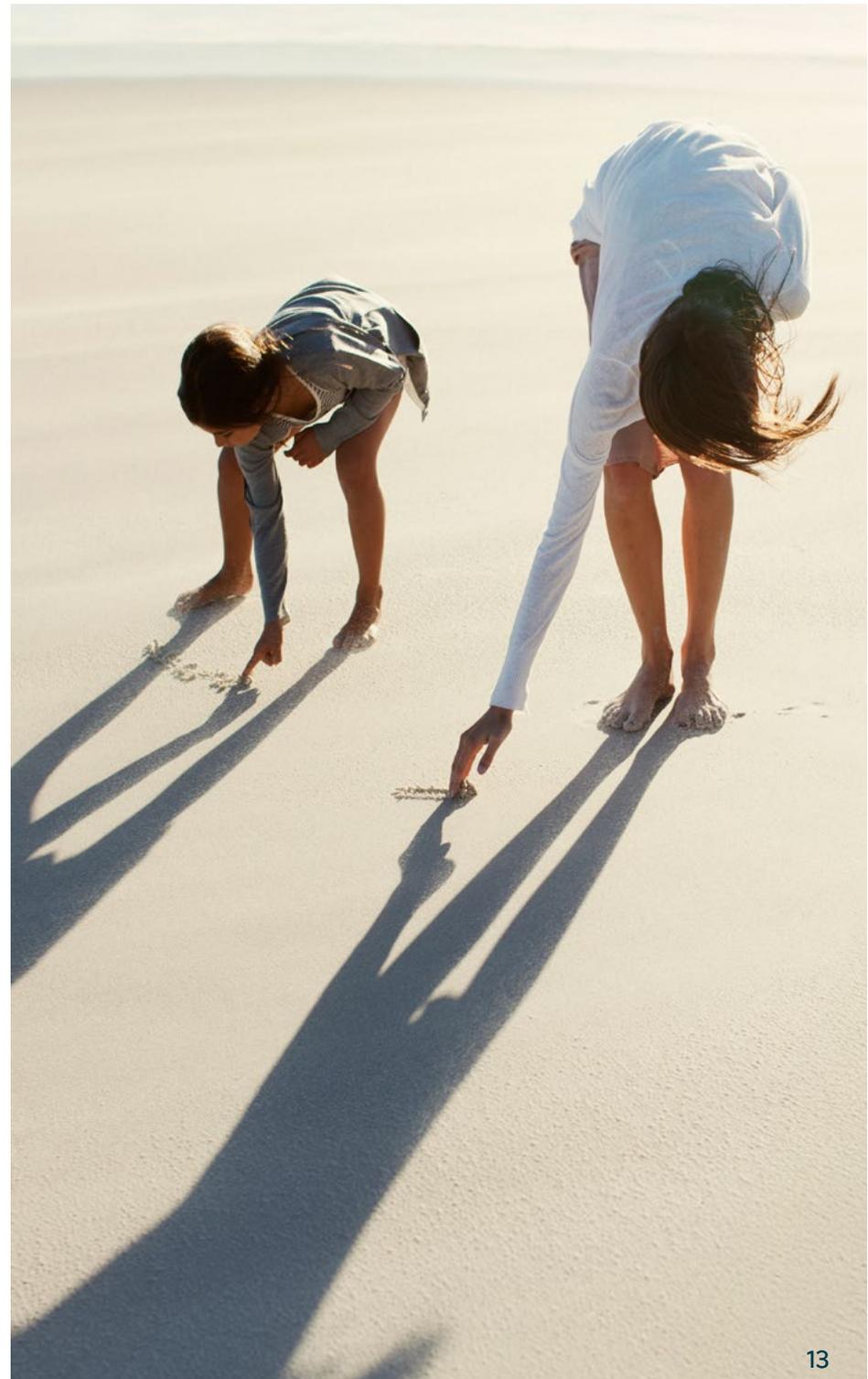
People with mental health conditions (SAMH Saisei)

Financial literacy

Target to benefit:

283

Seniors





A spotlight on excellence

Proud of our philanthropic initiatives and commendation received, we are driven to create even greater long-term impact in our community through innovative and sustainable giving.

Philanthropy awards

- Best CSR Initiative at Global Insurance Innovation Awards 2024
- Charity Gold Award at Community Chest Awards 2024
- Most Impactful CSR Initiative at Insurance Asia News Country Awards for Excellence 2023 (Singapore)
- Charity Silver Award at Community Chest Awards 2023
- Pioneer Partner of Change at Community Chest Awards 2023



Uplifting Singapore together

Sun Life Singapore has been an exemplary organisation in demonstrating how companies can infuse sustainable philanthropy into their business and help communities as part of their journey.

Sharing our mission to advocate philanthropic giving and uplift communities in need, Sun Life Singapore's multi-year partnership with Community Chest has brightened lives with their purpose-driven giving. We would like to congratulate Sun Life Singapore in greatly surpassing their initial pledge and raising almost S\$800,000 for Community Chest in 2024.

Sun Life Singapore has also been a leader in sustainable giving, having adopted the Community Chest Change for Charity initiative to embed giving mechanisms into business models. Through this, they are donating 0.5% of their premiums from their

SunBrilliance products. These contributions play an important role in providing the social service sector with steady resources.

Sun Life Singapore has been passionate in their commitment to social impact. They have supported many causes ranging from mental well-being to helping children and youths at risk. Their funds have been crucial in establishing much-needed services in the form of counselling, social support, as well as financial assistance and pre-school education assistance.

We look forward to our continued partnership to uplift our community towards a brighter future, together.

A handwritten signature in blue ink, appearing to read 'Chew Sutat'.

Chew Sutat
Chairman, Community Chest

About Community Chest

As the hallmark of care and share, Community Chest has been uniting the community to mobilise resources and raise funds to serve those in need since 1983. Community Chest supports more than 200 critical programmes to meet underserved and critical social needs. As our fundraising and operating costs are covered mainly by Tote Board, 100% of your contributions goes towards empowering the lives of adults with disabilities, children with special needs and youth-at-risk, persons with mental health conditions, and families and seniors in need of support.

For more information about Community Chest, visit www.comchest.gov.sg.

Important information

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