

Create your own digital fundraiser

Because change doesn't start big — it starts with you. ❤️

Love sports, art, or baking? Now's your chance to turn your passion into a force for good.

Start a fundraising campaign, on your own or with your family and friends, to support those in need!

In celebration of AWWA's 55th Anniversary, we're calling on everyday champions like you to help us continue empowering lives. Every step, every effort, every dollar raised supports real impact across life stages. Find below all the information you need to start your very own digital fundraising campaign!

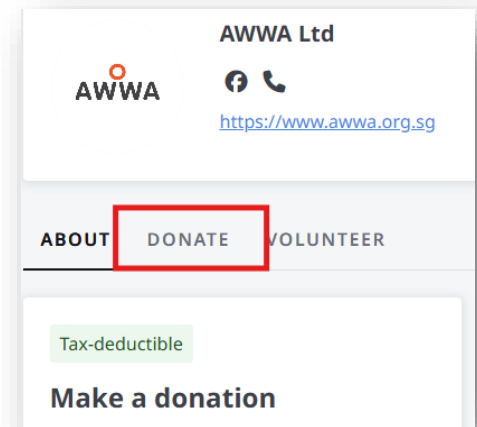
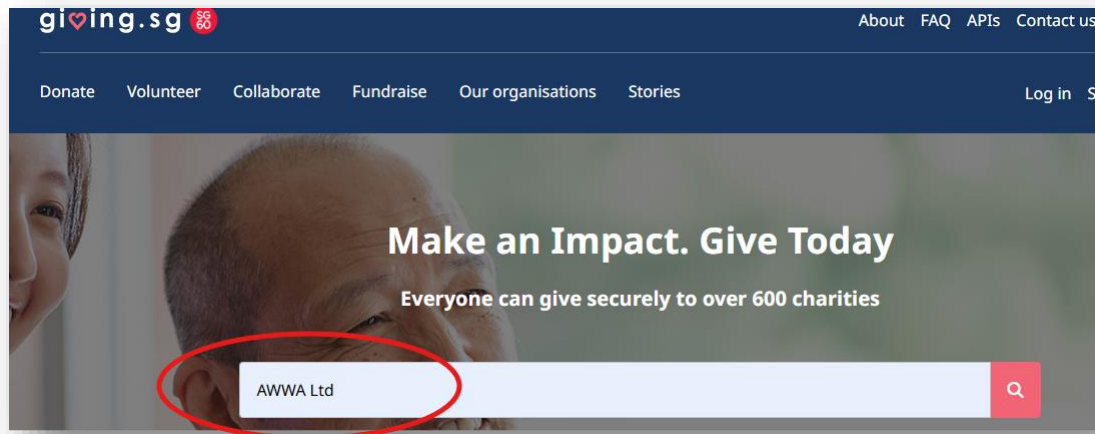
AWWA's Lives That Thrive - AWWA 55 Sub campaign Guide

1. **Steps to Create Giving.sg Sub-Campaign**
2. **FAQ Section**
3. **Donation Related Questions**

Thank you for supporting our cause! Kindly follow the steps below to set up your fundraising campaign, which should take less than 5 minutes. Should you require further clarification, please email us at giving@awwa.org.sg.

Steps to Fundraise for Us! (Creating a Giving.sg Sub-campaign)

1. Log in to your personal account on giving.sg, search for 'AWWA Ltd' and click our 'Donate' page.



2. Search for “Lives That Thrive” for AWWA 55th Anniversary Campaign and click “Fundraise for this”



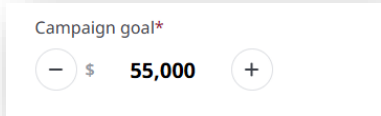
3. Follow steps 1 to 5 on the campaign page on giving.sg.

Step 1: Enter your campaign name and retain the original campaign name. E.g. "[Individual/Company Name] x Lives That Thrives – AWWA 55"

Campaign name*

TEAM SET-GO x Lives That Thrive - AWWA 55

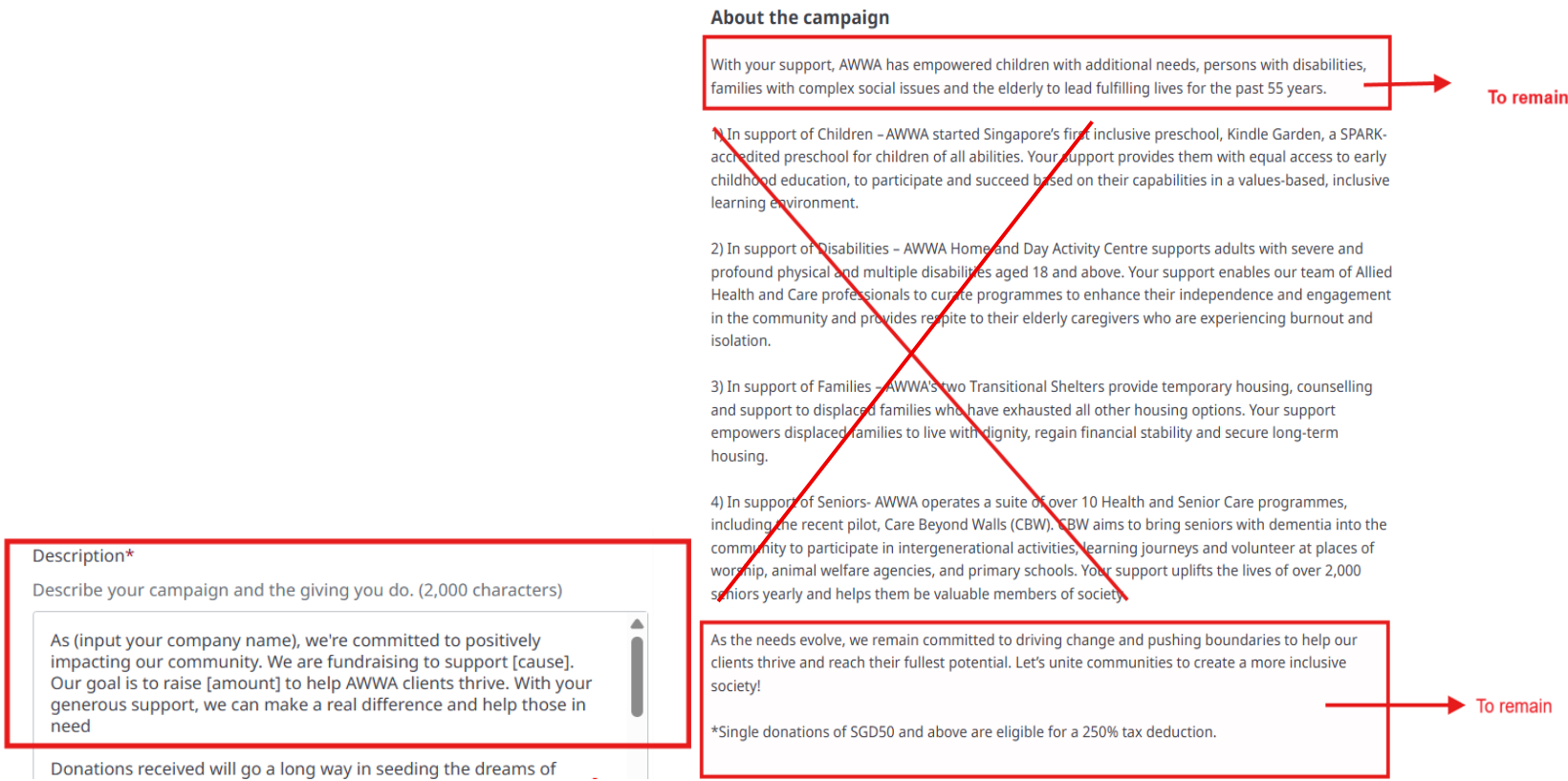
Step 2: Set your campaign goal to your desired target, ensuring it's lower than the main campaign goal (e.g., \$55,000) or as agreed upon.



Campaign goal*

− \$ 55,000 +

Step 3: Add an introduction about your fundraising objectives under "Description" (image on left). Due to the 2000-character limit, you may omit Point 1 to 4 (image on right) while keeping the rest of the campaign description.



About the campaign

With your support, AWWA has empowered children with additional needs, persons with disabilities, families with complex social issues and the elderly to lead fulfilling lives for the past 55 years. → **To remain**

~~1) In support of Children - AWWA started Singapore's first inclusive preschool, Kindle Garden, a SPARK-accredited preschool for children of all abilities. Your support provides them with equal access to early childhood education, to participate and succeed based on their capabilities in a values-based, inclusive learning environment.~~

~~2) In support of Disabilities - AWWA Home and Day Activity Centre supports adults with severe and profound physical and multiple disabilities aged 18 and above. Your support enables our team of Allied Health and Care professionals to curate programmes to enhance their independence and engagement in the community and provides respite to their elderly caregivers who are experiencing burnout and isolation.~~

~~3) In support of Families - AWWA's two Transitional Shelters provide temporary housing, counselling and support to displaced families who have exhausted all other housing options. Your support empowers displaced families to live with dignity, regain financial stability and secure long-term housing.~~

~~4) In support of Seniors- AWWA operates a suite of over 10 Health and Senior Care programmes, including the recent pilot, Care Beyond Walls (CBW). CBW aims to bring seniors with dementia into the community to participate in intergenerational activities, learning journeys and volunteer at places of worship, animal welfare agencies, and primary schools. Your support uplifts the lives of over 2,000 seniors yearly and helps them be valuable members of society.~~

Description*

Describe your campaign and the giving you do. (2,000 characters)

As (input your company name), we're committed to positively impacting our community. We are fundraising to support [cause]. Our goal is to raise [amount] to help AWWA clients thrive. With your generous support, we can make a real difference and help those in need

Donations received will go a long way in seeding the dreams of

As the needs evolve, we remain committed to driving change and pushing boundaries to help our clients thrive and reach their fullest potential. Let's unite communities to create a more inclusive society! → **To remain**

*Single donations of SGD50 and above are eligible for a 250% tax deduction.

See an example below:

[Introduction to your campaign]

With your support, AWWA has empowered children with additional needs, persons with disabilities, families with complex social issues and the elderly to lead fulfilling lives for the past 55 years.

As the needs evolve, we remain committed to driving change and pushing boundaries to help our clients thrive and reach their fullest potential. Let's unite communities to create a more inclusive society!

*Single donations of SGD50 and above are eligible for a 250% tax deduction.

Step 4: If you prefer not to use the auto-generated URL, use this format: [Company-Name-for-AWWA-55], e.g., "max-tan-for-AWWA-55."

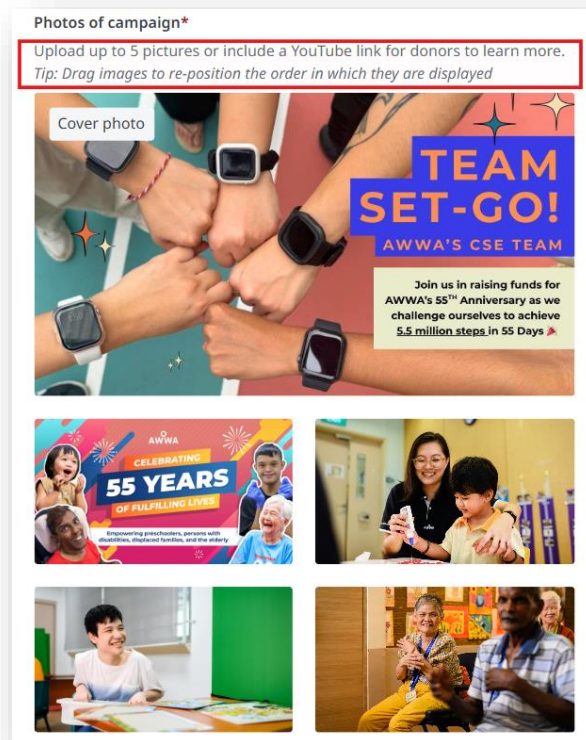
Campaign URL*

Your campaign URL can only contain lowercase letters, numbers and dashes. It must contain at least one letter. It may not start or end with a dash.

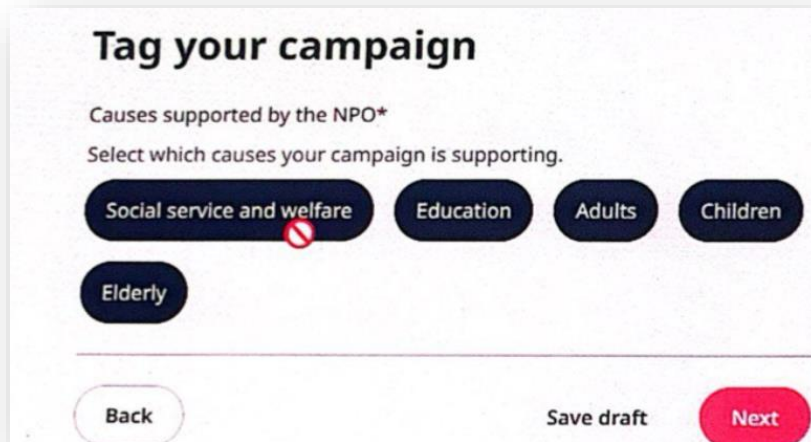
giving.sg/donate/campaign/

team-setgo-x-awwa55

Step 5: We encourage you to upload an image relevant to your campaign (Dimensions: 800px by 600px, up to 1 MB). It could be a photo or key visual/banner or logo. Do not remove the 4 default photos highlighting AWWA's beneficiary groups.



Step 6: You would not be able to amend campaign tags. Proceed to the next step.



The screenshot shows a form titled "Tag your campaign". Below the title, it says "Causes supported by the NPO*" and "Select which causes your campaign is supporting." There are five dark blue buttons with white text: "Social service and welfare", "Education", "Adults", "Children", and "Elderly". The "Social service and welfare" button has a red prohibition sign (a circle with a diagonal line) over it. At the bottom of the form, there are three buttons: "Back" (white with a grey border), "Save draft" (grey), and "Next" (red with white text).

Step 7: If you wish to amend our pre-set donation tiers, please consult our Stakeholder Engagement team or email us at giving@awwa.org.sg for advice.
Note: *Single donations of \$50 and above are eligible for a 250% tax deduction.

Step 8: Once the steps above are completed, press Submit. Once submitted, we will review your campaign and get back to you within 3-5 working days.

Step 9: Once your campaign has been approved, share your campaign link with your peers and colleagues to get them to support your campaign!
Tag us at @AWWASG if you are sharing on Instagram or Facebook!

FAQs Section:

Here are some common questions about AWWA's fundraising campaign on Giving.sg. If you can't find the answers you're looking for, feel free to reach out to us at giving@awwa.org.sg

General Question

Q1: What is the AWWA 55th Anniversary Campaign?

This year, AWWA celebrates 55 years of advocating for a more inclusive society and uplifting the lives of those in need. Our [55th Anniversary Campaign](#) is a fundraising effort to raise funds for AWWA's Welfare Fund, which is an unrestricted fund that allows us to deploy the funds to the areas with the most urgent need. Annually, AWWA supports over 6,000 clients across 27 services, including early intervention for preschoolers, education and disability support for children, youths and adults with additional needs, assistance for low-income families, caregivers, and health and social integration of seniors.

Fundraising Sub-campaign Questions

Q1: What is the difference between creating my own campaign or AWWA's sub-campaign?

Donations to the sub-campaigns are linked to the main campaign which are eligible for dollar-to-dollar matching under Tote Board's Enhanced Fundraising Programme. The sub-campaign's Tax Deduction eligibility will follow the main campaign's, i.e. Single donations of \$50 and above are eligible for a 250% tax deduction.

Q2. Do I need a giving.sg account to set up my campaign page?

Yes, you need a Giving.sg account to set up a campaign. You can register as an individual, organization, or ground-up movement. You can sign up for a Giving.sg account [here](#).

Q3: How do I set up my campaign page?

Please follow the above-mentioned step-by-step instructions to set up your campaign.

Q4: If I need assistance to set up the campaign page, who do I approach?

If you need further assistance, please email our Stakeholder Engagement team at giving@awwa.org.sg.

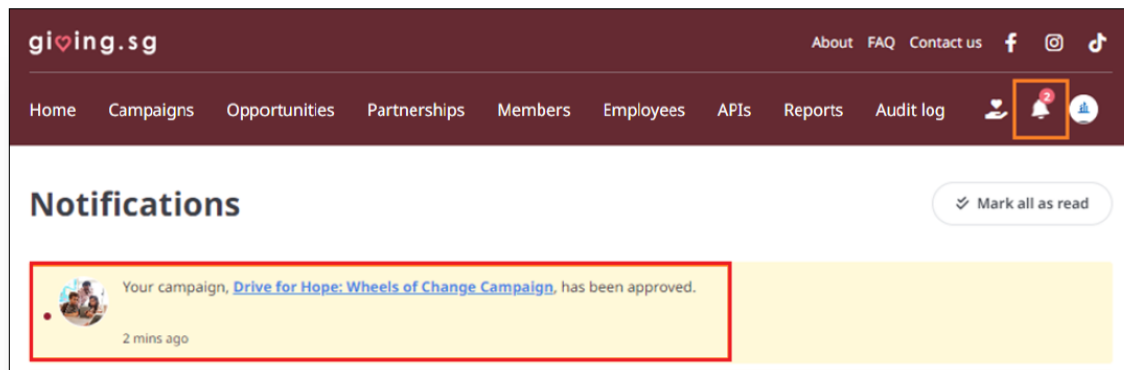
Q5: I can't upload my image or logo. What should I do?

Ensure that your image or logo is in the correct format (e.g. PNG, JPEG) and ensure that the file size is within the limit of 1MB. If the issue persists, please contact us at giving@awwa.org.sg for assistance.

Q6: Will I be notified if the campaign is approved?

You will be notified of the status of your campaign's status through the following channels:

- Your registered email inbox. Please check your Junk inbox if you are unable to find the automated email from Giving.sg
- Giving.sg login page.

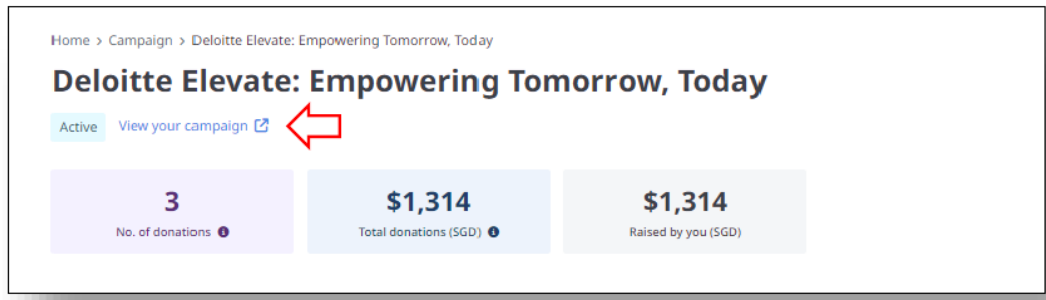


Campaign Statuses:

- **Draft:** Campaign is still in preparatory stage and has not been published. The campaign is currently in Draft mode. You can choose to delete the draft or edit the details and submit the campaign for approval.
- **Approved:** Campaign has been approved by AWWA and (1) will be immediately published if the start date is on or before the approval date; (2) campaign will be published on Giving.sg on the start date of the campaign.
- **Active:** Campaigns have been published onto Giving.sg and are currently 'live' and accessible to the public. Donors can donate to the campaign or fundraise for the campaigns (if the option is enabled).

Q7: Can I track the donations and view the progress of the sub-campaign?

Yes, if the sub-campaign is created by you, you can track the progress, including total donations and the number of donors. On the campaign listing page, click on your campaign's name to access the "Campaign Performance Page."



Clicking on "View your campaign" redirects you to the campaign detail page.

Your campaign dashboard will show the following campaign information:

- No. of donations (Info button shows breakdown)
- Total donation amount (SGD) (Info button shows breakdown)
- Raised by you (SGD)

Q8: Can I edit the campaign anytime?

You can Edit, Duplicate or End an active campaign any time. If you wish to make changes to the campaign, go to your 'Campaigns' listing page. Click the "View more actions" button and click "Edit". Kindly note that all edits will be subjected to approval by AWWA.

Filter by

Donate

Volunteer

Fundraise

Export History

Filters

ONGOING

HISTORY

Explore 1 activities

Results per page 30



Fundraise • Active

TEAM SET-GO x AWWA55

AWWA Ltd

15/05/2025 - 31/08/2025

\$0 raised of \$2,500

0 donors

View

Edit

End Campaign

1 to 1 of 1 items

Q9: Can I withdraw the campaign?

To withdraw a campaign, go to the "Campaigns" page, find your approved or pending campaigns, click "View more actions," and select "Withdraw."

Campaign	Period	Status	Amount raised (SGD)	Date created	
 test 05Sept24 #224933	05/09/2024 - 18/09/2024	Pending Approval	0 / 11,789	05/09/2024	Sarah Li

Details

Withdraw

A pop-up will appear to confirm your decision to withdraw from the campaign. To proceed, click "Confirm". A notice saying "Request withdrawn" will appear to confirm your withdrawal.

Are you sure you want to withdraw this campaign?

Your campaign will be moved to draft status, and you will need to resubmit for approval if you wish to fundraise again.

CancelConfirm

Request withdrawn

Campaign	Period	Status	Amount raised (SGD)	Date created	Created by	
test 05Sept24 #224933	05/09/2024 - 18/09/2024	Draft	0 / 11,789	05/09/2024	Sarah Li	Edit Delete

Q10: How can I promote my campaign to reach more donors?

You can share your campaign link through:

- Social media like Instagram and Facebook. Be sure to tag us at @AWWASG and #AWWA55
- Whatsapp / text messages
- Email
- Word of mouth.

We recommend including the campaign link in your posts, messages, and sharing why the cause matters to you. You can also encourage others to create sub-campaigns to raise funds for AWWA’s clients.

Q11: Can I collaborate with others to fundraise for my campaign?

Yes, you can invite others to join your campaign and fundraise together.

If they wish to create their own fundraising campaign for AWWA's 55th Anniversary Campaign, they can refer to our Step-by-Step Guide.

Q12: Can the funds raised be used for purposes other than the campaign goal?

Funds raised through this campaign will be used in accordance with the purposes stated in [AWWA's 55th Anniversary campaign](#)'s description.

Donations Related Questions

Q1: Are donations tax-deductible?

Yes, single donations of \$50 and above are eligible for a 250% tax deduction.

Q2: Can we lower the tax-deductible donation quantum so that more donors can get tax deduction?

The sub-campaign's tax-deductible eligibility follows the main campaign. Effective from January 1, 2024, our donation policy was revised and aligned with increased capacity to serve more clients, all single donations of \$50 and above, or recurring donations of \$30 and above, will be eligible for a 250% tax deduction.

Q3. If our donor made multiple single donations but the total amounted to \$50, are they eligible for tax deductions? (In this example, our donor made 2 donations of \$25 each)

In the example quoted, both donations are one-time donations of less than \$50, and thus the donor will not be able to enjoy tax deduction

Q4: When will the donors receive my tax-deductible receipt for my donation?

If donor has provided an email address, the Tax-Deductible Receipt will be sent to the email within a few weeks.

Q5: I did not receive a Tax-Deductible Receipt. Can I request one?

Please email giving@awwa.org.sg if you have donated \$50 and above but did not receive your Tax-Deductible Receipt.

For corporate partners:

Q6 Will our individual employee be eligible for tax deduction?

Yes, individual employees who make single donations of \$50 and above are eligible for a 250% tax deduction.

Q7: Can our company match our employees' donations?

Yes, companies are encouraged to match employee donations to amplify the impact. We are happy to support with more details for corporate matching initiatives, please reach out to us directly to discuss the details.

Q8: Can you explain how to maximise donations through the 1:1 matching grant?

Yes. Donations to sub-campaigns are linked to the main campaign, which is eligible for 1:1 dollar-to-dollar matching under Tote Board's Enhanced Fundraising Programme. This government initiative aims to boost fundraising efforts and increase support for beneficiaries.

For **corporate donors** looking to further amplify their employees' giving, simply indicate the campaign name **"AWWA Live That Thrives"** when making the donation. AWWA will handle the submission for matching under the programme.

Q9: Will AWWA provide reports or updates on how the donations are used?

Yes, upon request we can provide periodic updates and impact reports to share how the donations have supported our programmes and beneficiaries. We value transparency and are happy to keep our corporate partners informed.

Q10: Can AWWA issue a corporate tax-deductible receipt?

Yes, corporate donations are also eligible for a 250% tax deduction, as long as the donation meets the qualifying criteria. We will issue a receipt for tax purposes upon confirmation of the donation.

Q11: Can we receive recognition or branding opportunities as a corporate donor?

Absolutely. We are happy to explore branding or acknowledgement opportunities (e.g., on event materials or social media), in accordance with the guidelines under the Tote Board's Enhanced Fundraising Programme. Please reach out to discuss possibilities.

Q12: Can we volunteer as a team in addition to donating?

Yes, we welcome corporate volunteers and can work with your team to identify suitable opportunities that align with your CSR goals and our programme needs.