



SINGAPORE



Most Impactful CSR Initiative



The Sun Life Singapore Philanthropic Pledge was envisioned as a first-in-market giving initiative that would allow Sun Life Singapore to make an accelerated impact to communities in need.



Michael Wei

As a market leader in high-net-worth insurance in Asia, Sun Life focuses on helping clients achieve wealth preservation and legacy building. Aligned with this focus, Sun Life Singapore aims to spread the message of philanthropic giving as part of legacy building among its high-net-worth clientele.

With the influx of personal wealth to Singapore in recent years, Sun Life Singapore aims to generate more support for the communities in need, create a sustainable impact within the community and contribute to building a more caring and inclusive society.

Sun Life Singapore achieved a significant accomplishment by winning the “Most Impactful CSR Initiative” at the inaugural Singapore Awards for Excellence for their philanthropy advocacy efforts. This award is a recognition of the Sun Life Singapore Philanthropic Pledge launched with SunBrilliance Indexed Universal Life plan in July 2023. The Sun Life Singapore Philanthropic Pledge was envisioned as a first-in-market giving initiative that would allow Sun Life Singapore to make an accelerated impact to communities in need. This marked the first time a life insurance company in Singapore is incorporating upfront giving into a life insurance solution to encourage philanthropy and charitable giving.

Under the Philanthropic Pledge, with every purchase of SunBrilliance Indexed Universal Life, Sun Life Singapore will donate up to 0.5% from the premiums received, with a cap of US\$20,000 per policy. Proceeds will be channelled through Community Chest to Singapore-based programmes to support these areas of need aligned with Sun Life’s philanthropy goals:

- Diabetes prevention and care
- Mental health
- Community initiatives that drive Diversity, Equity & Inclusion
- Disaster relief

Michael Wei, Chief Partnership and Marketing Officer, Sun Life Singapore, said: “On behalf of Sun Life Singapore, I am humbled and thankful for this award since the launch of our SunBrilliance Indexed Universal Life and Philanthropic Pledge. We hope to inspire more clients in becoming advocates for philanthropy and to give back to the community.”