

# An Ad Grants Story



Singapore International Foundation's digital storytelling initiative, Our Better World, tells Asian stories of good to inspire the global community to shape a better world together.

Becoming an Ad Grantee and adding AdWords to their marketing mix has enabled Our Better World to connect passionate people to meaningful projects. They use relevant keywords to direct people to quality stories and ways in which they can become involved and make a real difference. For their recent Play-for-Good futsal tournament held to support the Singapore Cerebral Palsy Football Team, their AdWords campaign used simple keywords like "CP football" and "football tournament". This helped bring in a third of the total teams participating in the tournament.



Visitors from search up 70%



Stay on website 20% longer



Read 27% more pages

Grant allowed reallocation of funds



to create more meaningful content

"As online storytellers, we aim to get our stories out to the largest online audience possible. Google Ad Grants has helped us increase quality traffic to our website, enabling our stories to inspire more people to do good around the world." — Rebecca Lim, Head of Our Better World, Singapore International Foundation

**OUR**  
**BETTER WORLD**  
POWERED BY SINGAPORE INTERNATIONAL FOUNDATION

## How do I get Ad Grants?

Singapore-based charities with IPC status and a functioning website can sign up at:  
[www.google.com.sg/grants/apply.html](http://www.google.com.sg/grants/apply.html)

Google Ad Grants