

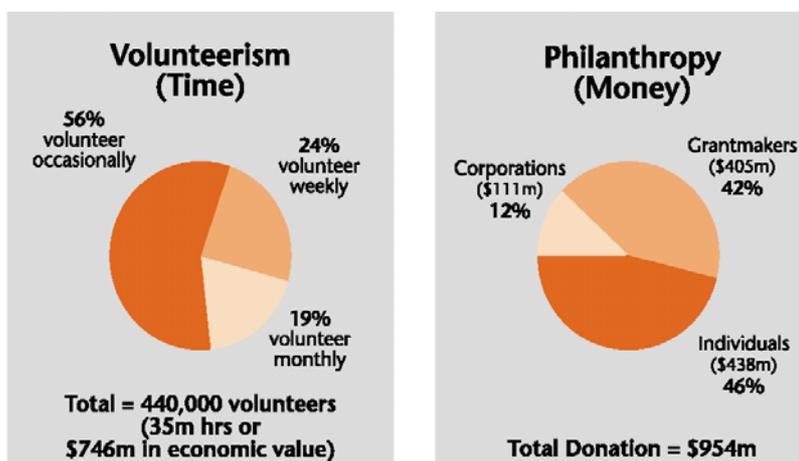
SUMMARY OF KEY FINDINGS FROM “THE STATE OF GIVING”

When NVPC took on the mandate to promote philanthropy in 2003, it found a dearth of data on the subject in Singapore.

Hence, it carried out several landmark research studies during 2003 - 2004 on three groups of givers (individuals, corporations and grantmakers) on their giving behaviour and motivations.

NVPC has published details of the research in “The State of Giving”.

Total Giving Pie



Givers' Profile

Overall, 2.82 million individuals, 28,500 businesses and 79 grantmakers (including Singapore Totalisator Board) give to charity.

The incidence of donations by individuals is high at 97%, but the average amount is relatively low at \$155 per annum. For corporations, the incidence of charitable giving is 29% of the corporate population. The average amount given is \$4,642 in cash. For grantmakers (excluding the Singapore Totalisator Board), the average grant amount of \$1.35m¹ is skewed by a few grantmakers.

440,000 individuals volunteer with various charitable causes.

¹ If the Singapore Totalisator Board was included, the average annual grant would have been \$5.13 million per grantmaker.

Givers' Behaviour

In general, education, health and social services sectors receive the greatest support from givers. Religious-based giving however predominates among individual givers.

Individuals donate most frequently when asked, which may be on the street (e.g. flag days) or at places of worship. When they volunteer, they tend to do fundraising or provide services to beneficiaries.

Corporations give through a variety of initiatives (eg Social Help & Assistance Raised by Employees or SHARE).

As regards grantmakers, the responsibility for assessing grant applications usually lies with the board members and trustees.

Givers' Motivations

Individuals and corporate givers seem to be motivated largely by altruistic reasons. Among individuals, there is correlation between their life experiences and donations. Family foundations are also usually set up as a result of the personal desire of their founders to "give back" to society.

The different groups of givers look at varying aspects in making their giving decision.

For individual donors, the "brand name" of the NPO is important. For corporate givers, alignment between the non-profit organisation (NPO) and the company's core values is emphasized. For grantmakers, their concern with whether the NPO is a charity based in Singapore reflects the requirements some grantmakers (which are registered charities) may operate under.

Non-givers

Among individuals, almost 2/3 of non volunteers cite "no time" as the reason for not volunteering.

Among corporate non-givers, more than 1/4 have no reason not to give.

Among grantmakers, more than 4/5 reject applications primarily because the applicants do not meet their grantmaking guidelines.