The Singapore Giver: A Life Stage Perspective

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Singapore is a State in Flux
Singaporeans are in Flux too
SINGAPORE FOR SINGAPOREANS

GST
GOODS AND SERVICES TAX

BUYS A $300,000 CAR
Despite the uncertain times, people in Singapore still have a heart.
Volunteerism rate and hours have grown significantly over the years

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<tbody>
<tr>
<td>Total volunteer hours</td>
<td>9%</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
<td>17%</td>
<td>23%</td>
<td>32%</td>
<td>18%</td>
<td>35%</td>
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<tbody>
<tr>
<td>Total volunteer hours</td>
<td>45 million hours</td>
<td>89 million hours</td>
<td>91 million hours</td>
<td>66 million hours</td>
<td>121 million hours</td>
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Donation amount has almost doubled, despite slight decline in donation rate.

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<td>Total donation to organisations</td>
<td>S$0.958 billion</td>
<td>S$1.067 billion</td>
<td>S$1.103 billion</td>
<td>S$1.246 billion</td>
<td>S$2.177 billion</td>
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Donation rate (%)

- 2004: 97%
- 2006: 89%
- 2008: 91%
- 2010: 85%
- 2012: 91%
- 2014: 83%
- 2016: 76%

However, giving varies across life stages

Donation and volunteerism rate in 2016 (%)

<table>
<thead>
<tr>
<th>Age Group (Years)</th>
<th>Donor</th>
<th>Volunteer</th>
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<tbody>
<tr>
<td>15-24</td>
<td>67%</td>
<td>41%</td>
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<tr>
<td>25-34</td>
<td>76%</td>
<td>29%</td>
</tr>
<tr>
<td>35-44</td>
<td>84%</td>
<td>48%</td>
</tr>
<tr>
<td>45-54</td>
<td>81%</td>
<td>43%</td>
</tr>
<tr>
<td>55-64</td>
<td>72%</td>
<td>20%</td>
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<tr>
<td>65 and above</td>
<td>65%</td>
<td>19%</td>
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Taking a closer look through their journey

**YOUTH**  
(15-34 years)

**MID-LIFERS**  
(35-49 years)

**SENIORS**  
(50 years and above)
The spectrum of human desires: From fiery to fading

External validation, recognition
Seeking meaning, self awareness
Social belonging, connection
Love and companionship
Success, power and influence
Wealth accumulation, pleasure seeking
Control over own destiny and others
Seek opportunities, challenges
High risk taking
Less religious

Internal acceptance, resignation
Diminishing social connections
Deprioritize success, wealth, power
Less need for control
Shuns opportunities, risks, challenges
More religious
Willing to sacrifice for love

Youths
Mid-Lifers
Seniors

Dwindling Desires

NVPC (2017) Quarterly Tracker
Giving is a non-linear journey

Just as one can be nurtured to give, one can also drop off or regress in their giving journey without the right support.

First awareness about giving

Mindset shift and growing empathy

Opportunity for first action

Opportunity to collaborate

How can we encourage people to continue giving at various life stages?
YOUTH
(15-34 years old)
Generation Gusto
Youth in Singapore are happy and active in the community

27% of the total population in Singapore¹

Increasingly well-educated²

Fairly happy, satisfied with life and confident of the future²

Civic-minded and active in the community²

Worried about studies, emerging adult responsibilities and future uncertainties²

Pragmatic Idealist

Giving is an important life goal to youth—although not the most important.

Very important life goals for youth

- Maintain strong family ties: 70%
- Have a place of their own: 70%
- Acquire new skills and knowledge: 62%
- Successful career: 59%
- Earn lots of money: 46%
- Contributing to Society: 41%
- Helping the Less Fortunate: 40%
My life, My way

- Want to be useful
- Want to be taken seriously
- Risk-taking
- Social group beings
- Care about what others think
- Do not like to be regulated
- Entrepreneurial and like to pursue challenges

Giving: A positive rebellion
Youth are enthusiastic givers

Youth, especially school-age youth, traditionally have the highest volunteerism rate across age groups.

But they volunteer less regularly and in shorter hours

Average hours volunteered in a year

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<th>NATIONAL</th>
<th>YOUTH (15-34 yo)</th>
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<tbody>
<tr>
<td><strong>84 hours</strong></td>
<td></td>
<td><strong>71 hours</strong></td>
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% volunteers who are regulars (weekly or monthly)

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<tr>
<th></th>
<th>NATIONAL</th>
<th>YOUTH (15-34 yo)</th>
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<tr>
<td><strong>35%</strong></td>
<td></td>
<td><strong>26%</strong></td>
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Big dreams of giving
... not just because it’s cool or on a whim

“What motivates youth the most is to see the impact of their volunteering.”

“The best thing about giving is that it spreads. I can do good for one person now but this person can potentially help others.”

“Giving is also a legacy to me, because you don’t just stop there at one generation... Like planting seeds so that next time we keep helping.”

Giving lets youth prove themselves

Watch what she has to say https://youtu.be/VDQXx5fDP-k

However, volunteerism rate drops for 25-34 year olds

Young working adults struggle to reconcile their idealism and pragmatism

Watch what she has to say https://youtu.be/dDh3lWWlfGk

How might we keep the flame burning for youth?
Youth prefer to start or support initiatives that give directly to the community. They take to both online and offline channels of giving.

- 65% Engage directly with the community
- 45% Provide help on demand
- 28% Start a ground up initiative
- 28% Start an online crowdfunding campaign

NVPC (2016) Quarterly Tracker
Give youth autonomy, validation and career development opportunities

Offer support, fuel the rebellion (with guidance, resources etc)

Seek their opinion

Career building

Give them a sense of belonging
Case study: Citi-YMCA Youth For Causes
Empowering youth volunteers

- Groom the next generation of community leaders and social entrepreneurs
- Fuel youth compassion, entrepreneurial spirit and creativity
- Freedom to design and execute project
- Equipped with resources

Case study: Cognizant
Empowering employees

- Autonomy & recognition from management
- Opportunities that cater to employees’ varied skills, interests and preferences
- Culture of strong team spirit and cohesiveness

Photo credit: Cognizant
MID-LIFERS
(35-49 years old)
Generation Stretched
Mid-lifers in Singapore are stressed

- 23% of the total population in Singapore
- Top concerns are cost of living and job security
- Most are working
- Fear of retrenchment in an uncertain economy
- About half of them are head of household
- Fear of losing job to tech and automation
- Most have to care for either children, ageing parents or both

They seek solace in their family and search for meaning in life

Seek to understand the meaning of life

Need for love

Feel at home where family is

Generous with family and children

Likely to start thinking about retirement

Giving: A juggling act
In spite of life demands, Mid-Lifers still give

In 2016, 43% Mid-Lifers in Singapore volunteer, as compared to 35% national volunteerism rate.

Albeit less intensively

Average hours volunteered in a year

- NATIONAL: 84 hours
- MID-LIFERS (35-49 yo): 62 hours

% volunteers who are regulars (weekly or monthly)

- NATIONAL: 35%
- MID-LIFERS (35-49 yo): 34%

Strengthening social bonds through giving

They volunteer with...

- Family: 35%
- Friends: 29%
- Colleagues: 29%

They volunteer through...

- Directly with the community: 60%
- Religious organisations: 42%
- Employers: 26%

Inculcating giving values

“16 months ago, I got a baby. Now the thing I consider most would be I want to leave him the right values. I think that something that stays when all the money is gone, is values. So I want him to be able to help others, people who have less than him.”

“I want to teach my kids that they can afford to live a more compassionate lifestyle. I also will try to incorporate more like compassion into his/her upbringing.”
For time-starved mid-lifers, giving has an opportunity cost

Watch what they have to say https://youtu.be/sLUoo1pHKfY

How might we facilitate work-life-give balance for mid-lifers?
Make giving peripheral to their stretched lives

**Institutionalise giving**
(e.g. Volunteer leave, flexible work policies)

**Make giving convenient**

**Involve family/friends**

**Give them a sense of purpose and meaning**
Case Study: Greenpac
Institutionalising Giving

- CSR framework with KPIs for giving
- Employee appraisal incorporates a 10% for “Going the extra mile”
- Time off for volunteer work
- Intranet to recognise employee volunteers and highlight volunteer activities
SENIORS
(50 years old and above)
Re-Generation
Seniors in Singapore are living and working longer

- 35% of the total population in Singapore¹
- Super-aged society: 1 in 4 will be 65 and above in 2030²
- Increased life expectancy³
- More are delaying retirement⁴
- Majority of seniors who work are blue collar workers⁵
- Most have secondary or below secondary level of education³

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Photo credit: Lions Befrienders.
Disillusioned in a rapidly changing world

Prefer to stay home

Intimidated by tech

Do not desire for more

Avoid challenges and risks

Feel they cannot change much in life

Social needs are less important

Seniors
Rise of new Senior segments

White-Collar Seniors

- Typically early 50s
- Personal monthly income of $7,791
- PMETs

Comfortable Retirees

- Typically 60 and above
- Live in HDB 4- or 5-room flat or private property

These Seniors have much more potential compared to the previous cohorts

**White-Collar Seniors**
- See themselves as successful
- Feel too much pressure
- Do not care about what others think
- Somewhat frugal

**Comfortable Retirees**
- Feel they cannot change much in life
- Do not feel pressured
- Prefer to stay at home
- Very frugal
- Does not see money as a measure of success

*Nielsen (2016) Nielsen Media Index*
Giving: A new lease of life
Seniors have relatively low, but growing, volunteerism rate

Seniors are avid and committed givers

Average hours volunteered in a year

- **84 hours**
  - NATIONAL
- **135 hours**
  - SENIORS (50+ yo)

% volunteers who are regulars (weekly or monthly)

- **35%**
  - NATIONAL
- **51%**
  - SENIORS (50+ yo)

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While most prefer to give alone, many Seniors see giving as a social activity.

They volunteer with...

- **41%** Alone\(^1\)
- **36%** Friends\(^1\)
- **29%** Colleagues\(^1\)
- **21%** Family\(^1\)

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Seniors feel empowered to help others through giving

“I like to take part in recycling projects because I want to save the environment... Now I am becoming good at recycling, I can even teach others how to do it.”

“When I volunteer, I want to help the person to be a better person. I want to help these children whom may not have a parental care. I want to show that there are people who care for them and want them to grow up and be better citizen.”

“I feel that there are a lot of people in this world who are not as lucky as I am. So if I can do a little bit to make them happy, make them smile, make them better, even if it’s just one evening, even if it’s just a couple of days, I will do it.”

To Seniors, giving is about gratitude and thanksgiving

Watch what they have to say [https://youtu.be/7AvDvH3aG_E](https://youtu.be/7AvDvH3aG_E)

How might we give Seniors a new lease of life?
Help Seniors continue to find meaning in life

- Encore career
- Tap on their wisdom
- Reimbursement and allowance
- Build relationships
Case Study: Retire with a Purpose by RSVP

Reframing retirement

- Volunteer opportunities through company provide convenience for mature employees
- Customising opportunities based on skills, interests, time commitment and goals
- Provide opportunities to plan ahead for retirement
- Provide continual sense of mission and purpose during retirement

In Conclusion
See givers as **people first** whose desires change across life stages.
Thank you