

**NATIONAL VOLUNTEER AND PHILANTHROPY CENTRE**  
**Annual Report for Year Ended 31 March 2015**

**1. CORPORATE INFORMATION**

National Volunteer & Philanthropy Centre (“NVPC”) was incorporated on 1 September 2008 as a Company Limited by Guarantee and registered under the Charities Act on 6 November 2008.

Charity Registration Number: 2127

IPC Number: IPC000645

Company Registration Number (UEN): 200817256W

Registered Address: 6 Eu Tong Sen Street, #04-88  
The Central, Singapore 059817

Board of Directors:

- |  |                         |
|--|-------------------------|
| 1. Ms Mildred Sim Beng Mei               | (Appointed 1 Oct 2013)  |
| 2. Mr Eugene Seow Soo Keng               | (Appointed 27 Sep 2012) |
| 3. Mr Hugh-Reginald Lim U Yang           | (Appointed 1 Nov 2012)  |
| 4. Mr Sim Gim Guan                       | (Appointed 1 Nov 2013)  |
| 5. Ms Janet Ang Guat Har                 | (Appointed 27 Sep 2012) |
| 6. Ms Karen Yew Wen Li                   | (Appointed 4 Feb 2015)  |
| 7. Mr Kelvin Wong Weng Wah               | (Appointed 27 Sep 2012) |
| 8. Mr Lim Soon Hock                      | (Appointed 30 Nov 2012) |
| 9. Mr Samuel Ng Beng Teck                | (Appointed 12 Nov 2014) |
| 10. Ms Theresa Goh Cheng Keow            | (Appointed 1 Oct 2013)  |
| 11. Ms Trina Liang-Lin                   | (Appointed 27 Sep 2012) |
| 12. Mr Zainul Abidin bin Mohamed Rasheed | (Appointed 12 Nov 2014) |
| 13. Mr Bradley Michael Levitt            | (Appointed 8 Apr 2015)  |
| 14. Ms Loh Lik Peng                      | (Appointed 8 Apr 2015)  |

Key Management Personnel:

- |                  |                         |                        |
|------------------|-------------------------|------------------------|
| 1. Melissa Kwee  | Chief Executive Officer | (Appointed 1 Sep 2014) |
| 2. Geraldyn Lim  | Chief Operating Officer |                        |
| 3. Kenneth Wong  | Executive Director      |                        |
| 4. Amy Teo       | Team Director           |                        |
| 5. Andy Sim      | Team Director           |                        |
| 6. Charlotte Goh | Team Director           |                        |
| 7. Kevin Lee     | Team Director           |                        |
| 8. Marcus Chee   | Team Director           |                        |

Bankers: DBS Bank

External Auditor: KPMG LLP

Corporate Secretary: FMG Corporate Service Pte Ltd

## 2. OBJECTIVE

NVPC leads and catalyses transformational initiatives in volunteerism and philanthropy, to build a sustainable future for all in Singapore.

We do this by working with other non-profits, companies, and public sector bodies to facilitate and strengthen giving in Singapore, whether of time, talent, money or in-kind donations.

## 3. POLICIES

### Finance & Funding

NVPC is funded by the Government and from sponsorships and donations. NVPC also collects rental and service fees from charities utilising our physical premises and online donation portal.

### Conflicts of Interest

Board members and staff are required to make annual conflict of interest declarations and specific conflict declarations as they may arise.

## 4. REVIEW OF THE YEAR 2014/2015

### 4.1 Staffing

As at 31 March 2015, the breakdown of the staff strength (by teams) is as follows:

Strategic Partnership	14
Corporate Giving	2
Advocacy	7
Digital Innovation	8
Knowledge	2
Corporate Development	8
Strategy	2
CEO Office	4
<b>Total</b>	<b>47</b>

## 4.2 Key Programmes

### 4.2.1 Volunteerism

#### A. International Volunteer Managers Day

NVPC celebrates giving heroes. Every November 5, the International Volunteer Managers Day is held to appreciate the volunteer managers and coordinators who work tirelessly to enable better volunteerism through offering their time and skills. They are crucial in keeping the volunteers happy and engaged.

NVPC partnered with a couple of corporate sponsors which brought together the volunteer managers and coordinators together to thank them for their commitment and dedication.

In 2014, we organised the second IVMD, graced by Associate Professor Ho Peng Kee. Associate Professor Ho gave many wonderful anecdotes in his speech. Many volunteer managers and coordinators found this impassioned volunteer himself inspiring.

#### B. SG Cares ([www.sgcares.org](http://www.sgcares.org))

SG Cares has collaborated with 100 Volunteer Host Organisations for FY 2014 to offer volunteer activities, as well as in areas such as volunteer orientations and volunteer referrals. From April 2014 to March 2015, the SG Cares portal featured a total of 1,961 activities, covering a broad spectrum of causes.

As of 31 March 2015, SG Cares had 43,596 registered volunteers in its database. From its inception to end Mar 15, volunteers contributed a total of 8,438,619 volunteer hours through the SG Cares portal.

The SG Cares portal had a total of 170,478 visits from April 2014 to March 2015, with a monthly high of 27,830 visits in the month of July 2014.

### 4.2.2 Philanthropy

#### A. SG Gives ([www.sggives.org](http://www.sggives.org))

SG Gives is an online donation portal for donors who seek to give to Singapore-registered charities. Since its inception in 2010, SG Gives, Singapore's largest charity donation portal, has raised about \$46M online for Singapore charities, through 11,914 registered donors.

For FY 2014 alone, \$14.27M was raised, through 4,252 registered donors. Over 346 charities have signed up to use SG Gives, creating Singapore's most comprehensive platform for donors to donate online to their preferred cause or charity anywhere, anytime.

SG Gives is also a tool for donors to better support their adopted charity or cause. Corporate donors looking to encourage employee giving can explore using SG Gives as an online tool for fundraising. Individual donors that want to share about their favourite charity can do so by leveraging the social media and customising the links.

SG Gives is also a partner to other online portals that look to incorporate charitable giving into their business models. SG Gives also used its Facebook page as a platform to increase awareness of the various social needs to encourage more giving.

## **B. Thought Leadership**

The Individual Giving Survey (IGS) 2014 results was published in Dec 2014. As one of NVPC's key surveys, the IGS 2014 is a biennial study of volunteerism and philanthropy behaviour in Singapore and conducted every two years since 2000. IGS2014 found that total donation amounts reached a high of S\$1.25 billion.

A qualitative study, "Bridging the Expectations Gaps in Corporate Giving" by Spire Research and Consulting, done pro-bono for NVPC, found there were expectation gaps between companies and non-profit organisations. Most of the gaps were caused by organisations failing to identify partners who share similar expectations in corporate giving.

### **4.2.3 Celebrating Icons of Giving**

#### **A. President's Volunteerism & Philanthropy Awards 2014**

We pay tribute to many outstanding givers in Singapore. The annual President's Volunteerism & Philanthropy Awards (PVPA) 2014 is a prestigious award which honours those who have set benchmarks of excellence in encouraging the spirit of giving in Singapore, with the aim of raising standards in volunteerism and philanthropy.

Nominees that were selected demonstrated a culture of giving, with established volunteer management and philanthropy management practices that are sustainable and impactful. The Awards were presented by President Tony Tan Keng Yam to the following winners:

##### **President's Award for Volunteerism (Corporate)**

Winner: [Pricewaterhouse Coopers LLP](#)

##### **President's Award for Philanthropy (Corporate)**

Winner: [NTUC Income Insurance Co-operative](#)

##### **President's Award for Volunteerism (Non-profit)**

Winner: [Singapore International Foundation](#)

**President's Award for Philanthropy (Non-profit)**

Winner: [St. John's Home for Elderly Persons](#)

**President's Award for Social Impact**

Winner: [Singapore Children's Society](#)

**President's Award for Volunteerism (Informal Group)**

Winner: [Runninghour](#)

**President's Award for Philanthropy (Informal Group)**

Winner: [Courts and O'Connors & Friends](#)

**President's Award for Volunteerism (Individual)**

Winner: [Mr Tang Chun Tuck](#)

**President's Award for Philanthropy (Individual)**

Winner: [Mr S.M. Mohamed Abdul Jaleel](#)

**President's Special Recognition Award**

Winner: [Associate Professor Chan Wing Cheong](#)

**B. #GivingTuesdaySG**

NVPC ran #GivingTuesdaySG for the second year on 2 December 2014. While social media platforms and ambassadors were still used to promote the campaign, the focus went beyond a social media one. Individuals were encouraged to pledge to sacrifice their unnecessary expenditure and give their savings to a charity of their choice.

In 2014, the campaign saw an increase in participation rate, with over 250 partners and more than 30 social media ambassadors chipping in for a good cause. A new initiative 'Eat2Give' was introduced and welcomed Food & Beverage (F & B) outlets to pledge either sales proceeds of a particular menu item or a certain percentage of sales made over a period of time to a charity of their choice. Examples included Sela Restaurant, PLY Baked Goods and Cat Café Neko no Niwa channelling part of their earnings to beneficiaries such as St Andrew's Autism Centre, Children's Cancer Foundation and Cat Welfare Society respectively.

Corporates also continued to contribute for a good cause. For example, Citi Singapore bought over 500 gifts for The Boys' Brigade Share-a-Gift campaign. Deutsche Bank organised a charity bazaar for 10 non-profit organisations while Microsoft employees volunteered at 12 different charities over 12 days of giving.

## **C. International Volunteer Day**

Each year, we celebrate the International Volunteer Day (IVD) to pay tribute to our volunteers who have given their time and skills to the community. IVD was established by the United Nations (UN) General Assembly through Resolution 40/212 on 17 December 1985. Since then, governments, the UN system and civil society organisations have successfully joined volunteers around the world to celebrate the Day on 5 December.

IVD's fifth year of celebrations, in 2014 was organised together with YMCA of Singapore, Thye Hua Kwan Moral Society and Lions' Befrienders. Inspiring stories of volunteering across different sectors were collected and featured to highlight the efforts of different volunteers, and to encourage more to volunteer in different ways. There was also a special emphasis on new sectors such as sports and the arts.

In light of IVD, 50 volunteers across different sectors were celebrated and appreciated for their untiring spirit of volunteering at an Appreciation Tea for volunteers on 8 December 2014. The volunteers were also treated to a tour of the Istana grounds. The event was specially hosted and graced by President Tony Tan Keng Yam. He personally met and interacted with the volunteers according to the various sectors they were volunteering in like Arts & Heritage, Sports & Disability, Environment and Social Services.

The news of this was featured in online (Asia One, Channel NewsAsia, Straits Times) and broadcast (93.8 LIVE, Channel 8 News) media outfits. President Tony Tan shared that he hoped to see more Singaporeans contributing to the community through volunteering.

### **4.2.4 Corporate Giving**

#### **A. Match-making: The #GivingTuesdaySG Edition**

In conjunction with the #GivingTuesdaySG 2014 national giving campaign, the "Match-making: The #GivingTuesdaySG Edition" was organised on 2 October 2014. The objective of this session was to create a platform for companies and non-profit organisations (NPOs) to meet and find potential collaborations for #GivingTuesdaySG and/or beyond the campaign.

A total of 16 companies from varied sectors including Financial Services, Transportation, Hospitality, Food & Beverage attended the event. 19 NPOs representing a myriad of causes such as Healthcare, Social Services, Environment, Education and Sports also attended. A total of 40 potential matches were indicated by the end of the event, and several collaborations came to fruition in time for the #GivingTuesdaySG campaign.

For example, ICON+, an education services provider, pledged SGD10 to O'Joy Care Services' food drive for every registration it received. Samsui Supplies and Services Pte Ltd leveraged on their competitive advantage in

food catering and reached out to some of their business stakeholders to provide 30,000 meals to the needy and underprivileged in various NPOs, including Ren Ci Hospital, as part of their Makan Project.

As well as being a relationship-building platform, the event also provided ready-made projects and initiatives that companies and NPOs could easily collaborate on. This helped to increase the success rate of sustaining relationships even after the event. The participants also gained insights on how multilateral and collective partnerships could bring greater impact and were encouraged to collaborate together in the longer term.

## **5. EXPLANATION OF THE PURPOSES FOR WHICH THE CHARITY'S ASSETS ARE HELD**

### Land and Building

NVPC presently occupies 1805 sq. m. of Civic and Community Institution (C&CI) and Sports space located on the 3<sup>rd</sup> and 4<sup>th</sup> storeys of a 25-storey retail-cum-office tower, located at 6 Eu Tong Sen St, #04-88, The Central, Singapore 059817. The property, with leasehold tenure of 99 years with effect from 2 January 2001 was gifted to NVPC, through NCSS, by Far East Organisation (FEO), subject to restrictive covenants including C&CI and charitable usage and transfer or lease subject to FEO approval. A substantial part of the premises is set aside for use by charities and non-profit organisations at heavily discounted and subsidised rates. The remaining space of about 700 sq. m. is used as office-space for the staff of NVPC.

## **6. COMPLIANCE WITH THE CODE OF GOVERNANCE**

NVPC has complied with the Code of Governance issued by the Charity Council.

## **7. KEY NEW PLANS FOR FY2015**

### **7.1 Giving.SG: Singapore's Digital Giving Ecosystem**

Giving.SG will be launched in December 2015 and replace the existing SG Cares and SG Gives (NVPC's online portal for volunteerism and donations respectively). Instead of focusing solely on giving one's time or money, Giving.sg aims to create a more engaging and holistic giving experience.

Giving.SG is a national, one-stop giving platform that enables the giving of treasure, time and talent through a user-centric experience designed to make giving simple, fun and meaningful; as well as empower givers with information and features that allow more informed giving choices.

Concurrently, NVPC will build a national database in conjunction with Giving.SG that, powered with data analytics capabilities to generate unprecedented giving intelligence, enabling more informed and effective policy and interventions. Giving.SG will be an open, secure and scalable platform which will connect the Giving ecosystem by enabling systems across various agencies to be integrated.

## **7.2 Promoting Corporate Giving**

NVPC will promote corporate giving by building platforms and models to convert non-givers into givers, and moving corporate givers to give more and/or become multipliers of giving. NVPC's corporate giving team will be working on the following initiatives, and forming alliances with strategic partners to increase the reach and impact of its work:

- a. Establishing the Corporate Giving Advisory Council (CGAC). NVPC will convene the CGAC as the apex-level circle of business leaders and influencers to advocate for greater corporate giving in Singapore and provide strategic networks to guide NVPC's corporate engagement programmes.
- b. C-Suite Engagement Programme. NVPC will organise dialogue and networking sessions with C-suite executives (e.g. CEO lunches) to engage them in corporate giving initiatives; and to provide them with opportunities to collaborate together on giving initiatives e.g. charity adoption drives.
- c. "For Practitioners, By Practitioners" Network. NVPC will organise a community of practice and support for corporate giving practitioners to help them network, exchange ideas and share experiences. This will take the shape of a series of forums, networking events, workshops and roundtables.

## **7.3 Promoting Meaningful and Engaged Individual Giving**

NVPC wants to promote giving that is meaningful, engaged and impactful for both recipient and giver. In this vein, NVPC is developing strategies to promote the giving of individual skills and talents to non-profit organisations through skills-based volunteerism (SBV). NVPC has also decided to focus on student/youth volunteering, to cultivate an attitude of giving early and to reduce the dip in volunteerism that is observed when students/youth join the job market.

### Skills-Based Volunteers/Employed Persons

- a. To create and drive SBV movements, NVPC will identify and partner intermediaries to design and develop programs to engage Skills-Based Volunteers through professional associations among private sector industries. This strategy will complement corporate giving strategies by providing professionals with an additional network to continue his or her giving activities beyond that of the current employers.

- b. NVPC will focus, as a start, on professionals from the Human Resource and Consultancy industries. The intention is to tap on their expertise to support NPOs in incorporating good “volunteer management” practices into their operations. This would allow NPOs to be able to recruit, engage, and manage subsequent volunteers more effectively, towards their organisations’ goals.

#### Students/Youth

- a. With the introduction of Singapore Youth Corps and MOE’s continued push towards value-based experiential learning in the form of Values in Action, NVPC will focus on working with these important partners to further scale-up their operations and support.
- b. To sustain students’ giving behaviours beyond their schooling lives, NVPC intends to work with schools to use Giving.SG as the main platform for students to initiate campaigns, identify beneficiaries, and be exposed to the many possible ways of giving.

### **7.4 Giving Week**

NVPC will launch Singapore’s national giving campaign, “Giving Week” in December 2015, and launch Giving.SG as the place where people can make a giving action, to pledge, give or volunteer. This year’s giving campaign will be unprecedented in its call-to-action focus via Giving.SG and its scale of partnerships with businesses, key opinion leaders and media influencers to promote giving through their role-modelling. For example, by getting business leaders to pledge to volunteer (go to Giving.SG for the pledge page) and encourage staff to do the same.

NVPC’s advocacy plans include:

- a. Rolling out an advertising campaign on The Giving Week for selected online, print, radio and outdoor (through partnerships and paid).
- b. EDM marketing to databases from NVPC, NPOs, agencies, partners.
- c. Communications strategy to get editorial support for Giving Week and Giving.SG on all possible media including radio and TV interviews.
- d. Executing a social influencer strategy where NVPC reaches out to community influencers of all races to join in the campaign to encourage the public to give on Giving.SG.
- e. Partnering with corporates, companies and NPOs to promote the giving agenda (and promoting Giving.SG as the platform to give).
- f. Providing tool kits and a variety of plug-and-play materials for corporates to put their campaign together including letter templates and social media tips.

**8. AUDITED STATEMENT OF ACCOUNTS**

Audited statement of accounts for the financial year ended 31 March 2015 is attached.