

Centre for Non-Profit Leadership
Reimagining Philanthropy:
Strengthening Charities through Community

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nvpc 

BECOMING THE CITY OF GOOD, TOGETHER





Towards a
City of Good

The National Volunteer and Philanthropy Centre (NVPC) is an organisation that brings the people, government and private sectors together to make Singapore become a City of Good where everyone gives their best towards a more **compassionate, inclusive, and caring society**.

We work with groups of like-minded **individuals, communities, businesses, and leaders** to encourage a giving culture in Singapore and we do this by collaborating and finding solutions together through various initiatives and programs across multiple platforms.

Learn more about how we can become The City of Good at www.cityofgood.sg

BECOMING A CITY OF GOOD WITH NVPC'S 4 PRIORITIES



PEOPLE

People who care for one another and take action to make society better for all will encourage others to act and spark change.

LEADERS

Leaders who take concrete steps to build trust between diverse groups as well as empower other leaders to do good will pave the way for a better future together .

BUSINESSES

Businesses that enable and empower people and communities will have happier customers, a more motivated workforce and ultimately become sustainable organisations with lasting legacies.

COMMUNITIES

Communities are networks, including charities, ground-ups and informal groups, committed to furthering their chosen causes together.

**Reimagining Philanthropy:
Strengthening Charities
through Community**



Reimagining Philanthropy

Philanthrōpōs

Philo: 'love' + Anthrōpos: 'mankind' or 'humanity'

Reimagining Philanthropy



Lilly Family School of Philanthropy

Philanthropy is

showing goodwill to fellow members of the human race

making active effort to promote human welfare

an act or gift done or made for humanitarian purposes

an organisation distributing or supported by funds set aside for humanitarian purposes



Love of Humanity

I
ME
MINE

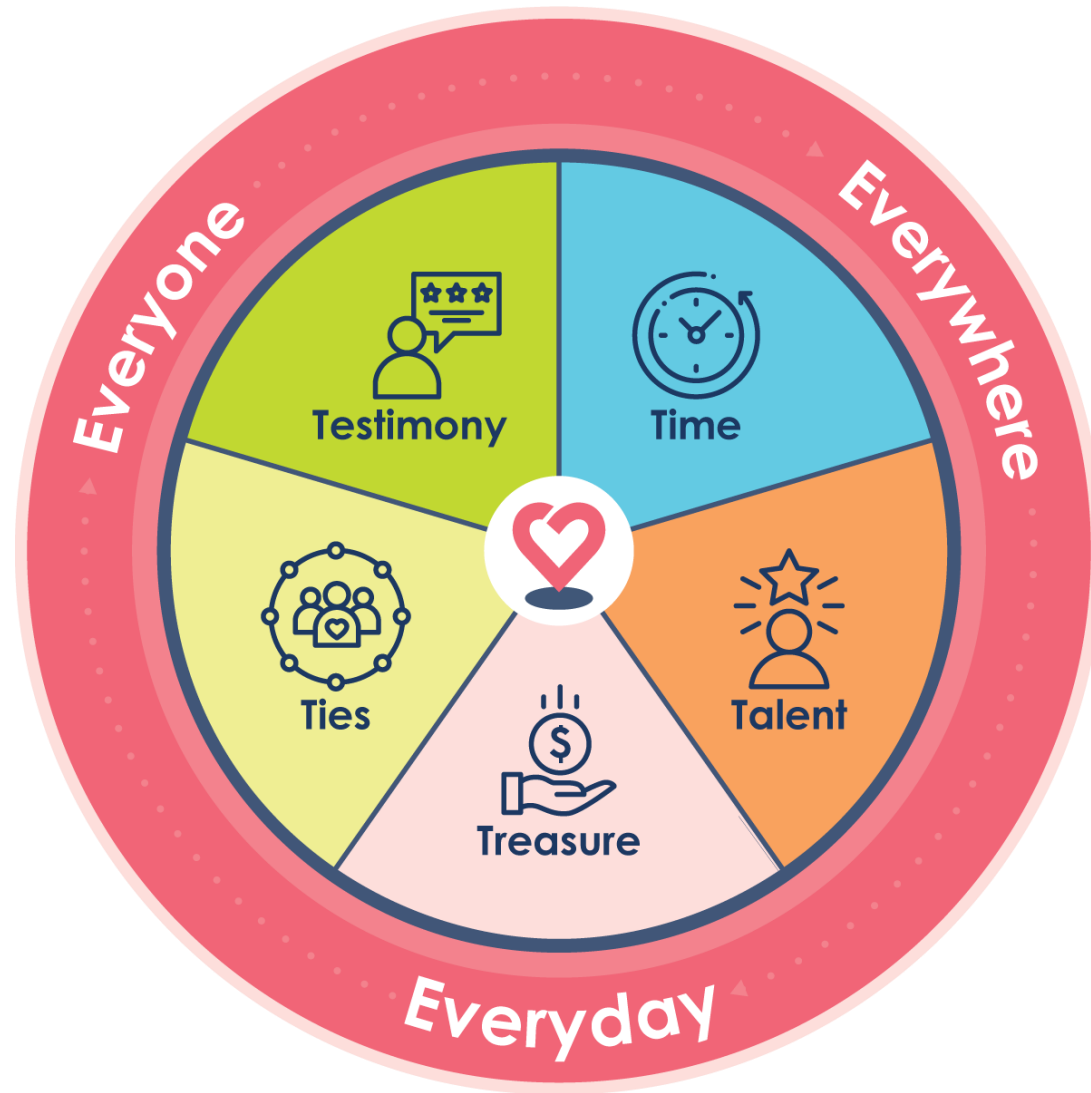


WE
US
OURS

The Singapore
we strive to be...



Everyone **gives their best** towards
a more **caring, inclusive and
compassionate society.**



The Changing Philanthropy Landscape

How the market is changing

Resurgence in philanthropy:

1. Interest in Singapore as a **philanthropy hub**
2. Increased number of **family offices** being set up in Singapore
3. Emergence of **new players** (e.g. Asia Community Foundation, the Philanthropy Asia Alliance etc)
4. Emergence of **alternate platforms** for giving (e.g. Givepls, Deeda)
5. Increased sophistication in **social innovation** and **new forms of philanthropy** such as blended finance, Pay for Success, catalytic funding and impact investing

Forward SG and the evolving **social compact**

How non-profits are changing

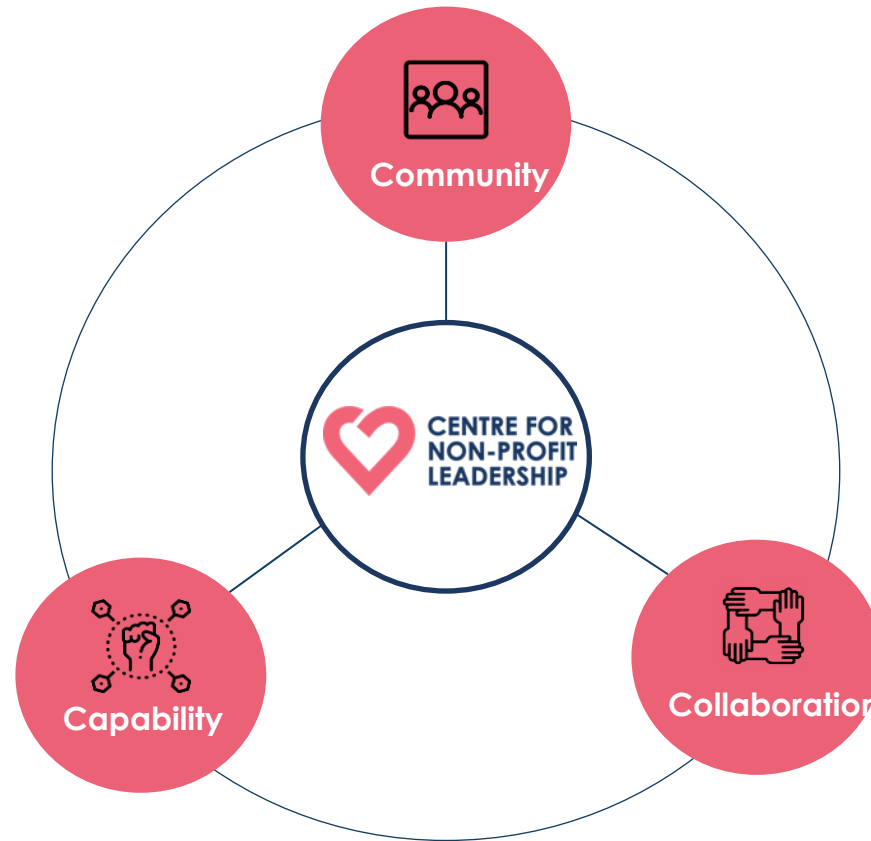
1. Increased level of **online giving** post Covid-19.
2. Revised **Code of Governance** with emphasis on term limits and ESG
3. Increased emphasis on **impact** measurement, management and reporting
4. Recognising the value and the role of **groundups** when there was a sharp increase of such initiatives during the pandemic

Strengthening Charities through Community A New Community

Fundraising | Impact Measurement | Leadership & Governance | Partnering

What's New

Consolidating our resources to support non-profits,



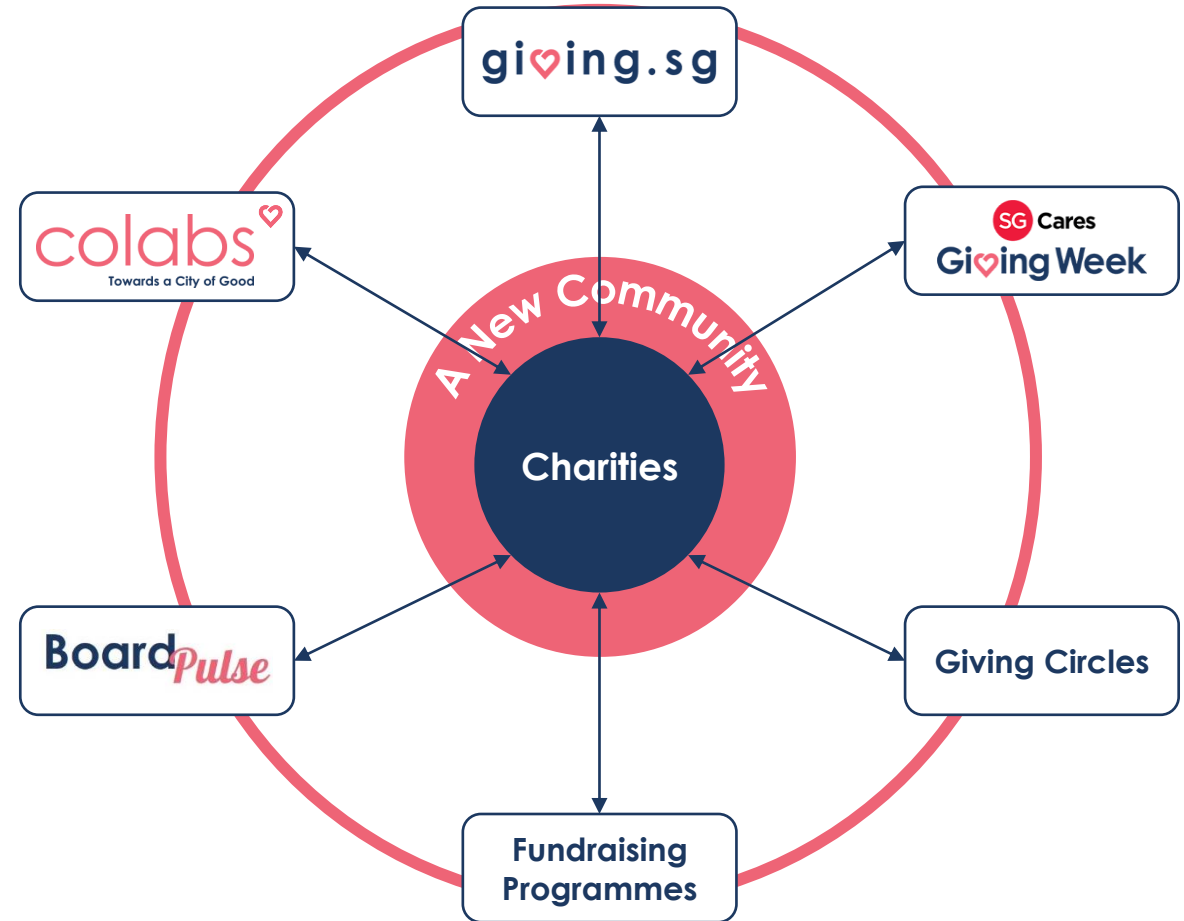
Enhancing ability to scale and create impact.

A New Frame of Thinking

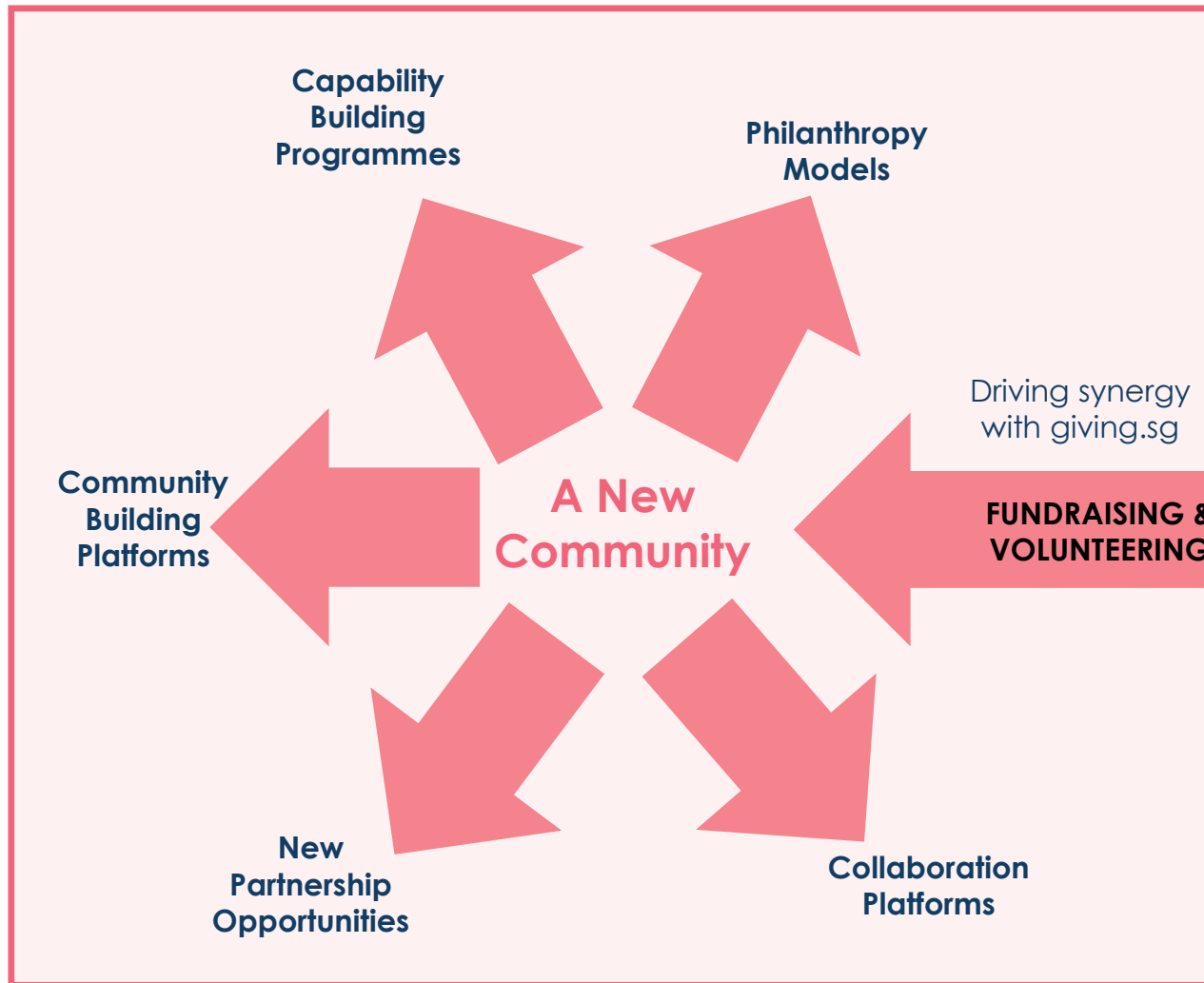
A New Community

An **integrated** system to amplify the value-proposition for non-profits through a new, **inter-connected** community.

It will be anchored on programmes for **fundraising, impact measurement, leadership & governance**, and creating opportunities for **partnering**



A New Frame



giving.sg

Donate Volunteer Fundraise Our organisations Stories

MARKETS

“OUR RECEIVERS”
Charities

SEGMENTS

- THE ENTHUSIAST**: Wholeheartedly and eagerly gives to others.
- THE CONTRIBUTOR**: Contributes consistently and regularly.
- THE PROSPECT**: Exploring the idea of giving (again). Faced constraints to give.
- THE UNENGAGED**: May contribute but lacks personal investment in their giving.
- THE OPPORTUNIST**: Sees giving as a strategic investment in their growth and advancement.

“OUR GIVERS”
General public/
Community-at-large

Our Areas of Focus



- 1** Capability Building
 - Fundraising
 - Impact Measurement
 - Leadership through Board
- 2** Community Building
- 3** New Ways of helping Non-profits

Fundraising

Extending value and impact through Giving.sg



Awareness and Reach

Donor research and analysis to increase registered users on Giving.sg.

Targeted communications for improved activation.

Marketing activity integrated with NPO campaign plans for greater impact.

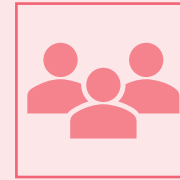


Fundraising Capabilities

Learning programmes and resources to support development of fundraising skills in

clinics, workshops, fundraising certification (SUSS) and networking series.

Enhanced fundraising tools via ongoing development of **Giving.sg platform**



Knowledge and Insight

Generating Giving.sg **donor insights** to inform NPO fundraising plans.

Sharing Giving.sg **fundraising and volunteering trends** to grow campaign effectiveness.



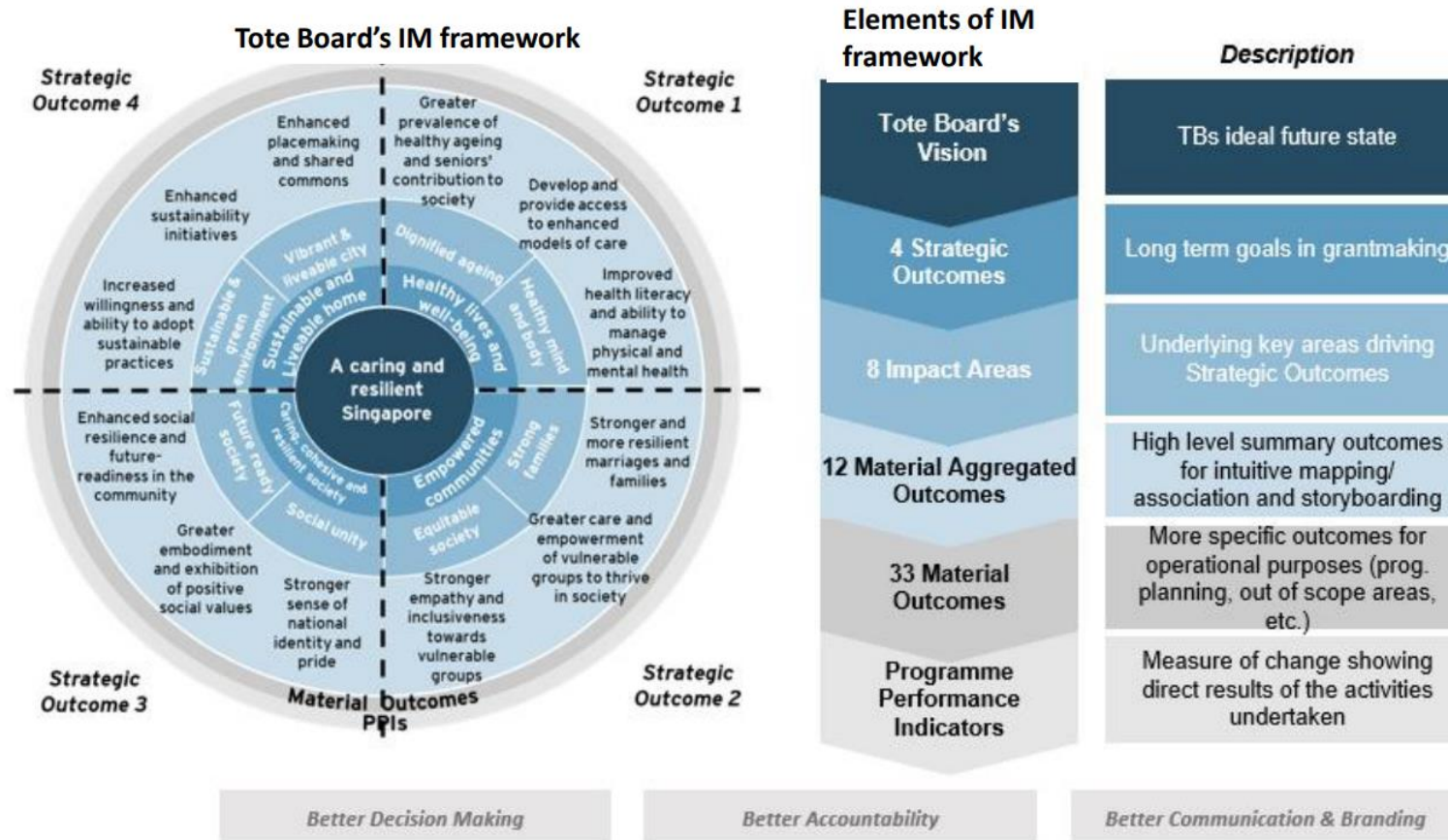
Support and Advisory

Technical support and guidance via **Hello Team**
Support and **advisory for Giving.sg campaign** development.

Impact Measurement

Tote Board's Impact Management (IM) Framework

Impact measurement approach is refined to collectively drive better results



Leadership & Governance

LEADERSHIP & GOVERNANCE

Enhancing Governance through BoardPulse and BoardMatch

- **BoardPulse:** a diagnostic tool for Boards to strengthen leadership. It provides insights for developmental next steps to enhance overall effectiveness.
- **BoardMatch:** our flagship programme to bring diversity and rejuvenation to Boards of charities by matching senior executives with at least five years of management and leadership experiences, to the Boards of NPOs.



ISSUED BY
THE CHARITY COUNCIL,
APRIL 2023



**CODE OF
GOVERNANCE**
FOR CHARITIES AND INSTITUTIONS
OF A PUBLIC CHARACTER



Partnerships

COMMUNITY BUILDING PLATFORMS

- ED Network
- BoardConnect
- Fundraising Community Series

NEW WAYS OF HELPING NON-PROFITS

- Colabs
- Giving Circles
- State of Play
- Sector Showcase



In summary:

- 1 Enhanced insights, skills and resources for **Fundraising**
- 2 Deepen **Impact Measurement** Capabilities
- 3 Support **Governance** through Board Pulse, Board Match
- 4 Furthering **Partnerships** with NVPC's **Communities** and **New ways of giving** and Partnership e.g. Giving Circles, State of Play and Giving Week
- 5 Building up **Account Management**

Contact Us at michelewooi@nvpc.org.sg



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