

INDIVIDUAL GIVING SURVEY (IGS) 2016

Media Huddle Sharing
15 March 2017



OVERVIEW

Executive Summary

• VOLUNTEERISM

- Volunteerism rate has grown over the years, with 1 in 10 individuals (9%) volunteering in 2000 to **1 in 3 (35%) volunteering** in 2016.
 - In 2016, **1 in 2 volunteers (51%) have served informally** (without going through any organisation) whereas 1 in 4 volunteers (25%) served informally in 2014.
 - People continue to **volunteer on an occasional basis (64%)**.
- Total volunteer hours has almost doubled from 66 million hours in 2014 to **121 million hours** in 2016.
 - Average volunteer hours per volunteer has dropped from 93 hours in 2014 to **84 hours** in 2016

• PHILANTHROPY

- The 2016 **donation rate 76%** is a drop from 83% in 2014.
- **Informal donations increased to 41%** (donating without going through any organisation) from 13% in 2014.
 - Most donors **(59%) continue to donate occasionally**.
- Total donation to organisations has almost doubled from \$1.25 billion in 2014 to **\$2.18 billion** in 2016.
 - Average donation per donor has also increased over two-fold from \$379 per donor to **\$910 per donor**.

Key Insights

Giving on their own terms

Corporates - the transitional gateway to inspire more to volunteer

Giving goes niche – green efforts, animal care, arts and heritage

VOLUNTEERISM



As of 17 March 2017

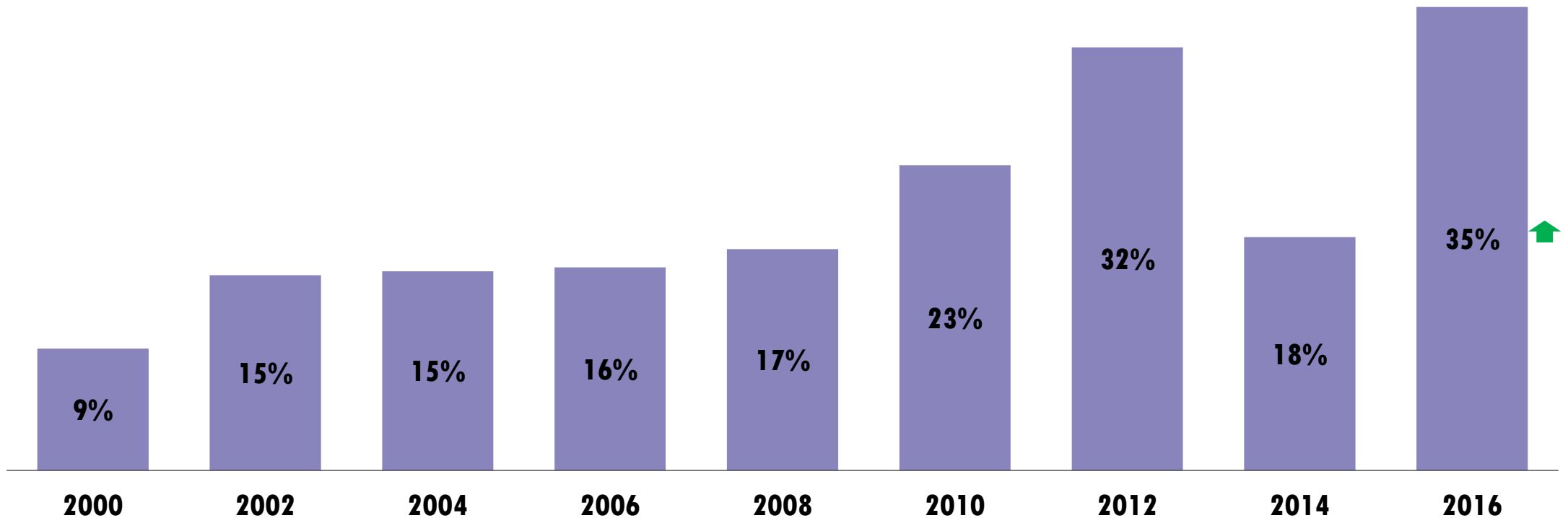
Volunteerism definitions

- **Volunteering**
 - Activities **done out of your own free will** without expecting financial payment to help others outside your household, family, relatives or friends
 - May be **formal** through organisations (e.g. charities) or **informal** without going through any organisation
 - **Excludes compulsory community work** such as Values in Action (VIA), Community Involvement Programme (CIP) in schools (except where it exceeded the compulsory hours) and Corrective Work Order (CWO). It also excludes acts such as giving up your seat on public transport.
- **Current volunteers**
 - Individuals who had **volunteered in the past 12 months**
- **Former volunteers**
 - Individuals who had **volunteered before, but did not do so in the past 12 months**
- **Non volunteers**
 - Individuals who had **never volunteered before**

Volunteerism rate has grown significantly over the past 16 years, with 1 in 3 volunteered in 2016, as compared to 1 in 10 in 2000

Volunteerism rate

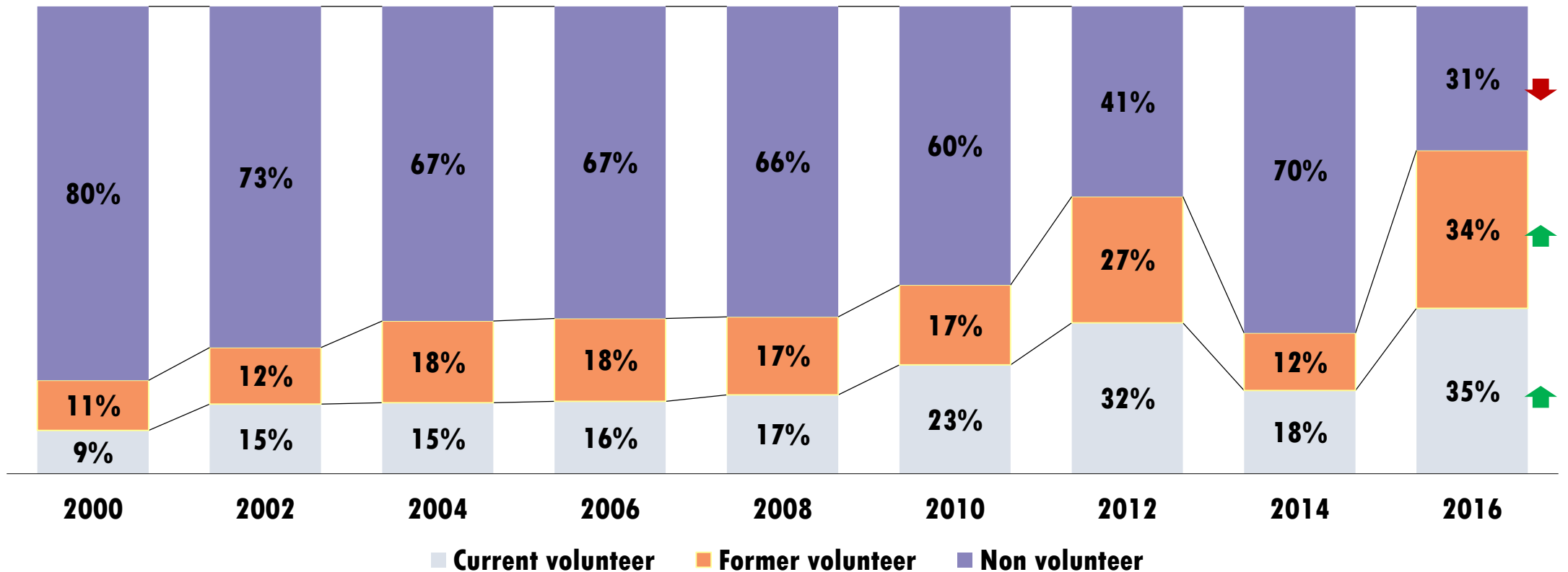
As of 17 March 2017



Q: Based on the above definition, have you volunteered from December 2015 to November 2016?
(Base: All respondents)

There is also a larger proportion of volunteers who have stopped volunteering

Volunteerism rate



Q: Based on the above definition, have you volunteered from December 2015 to November 2016?

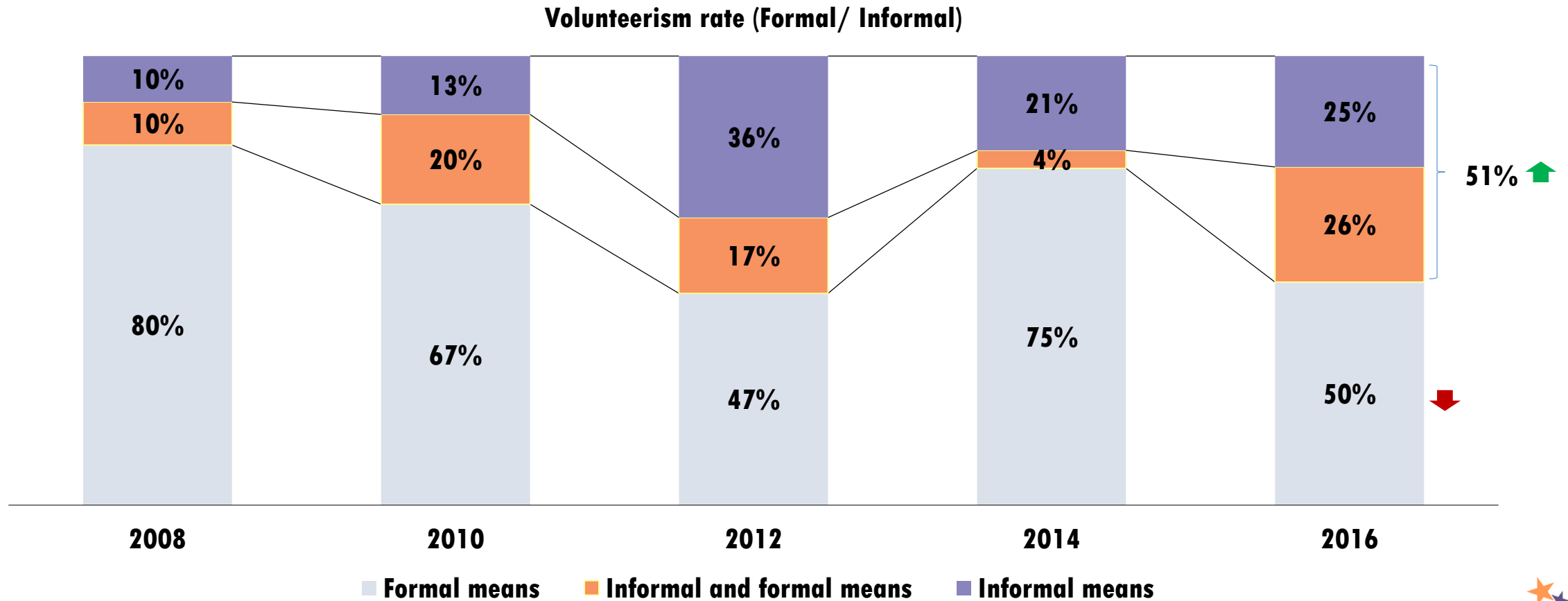
(Base: All respondents)

Q: Have you ever volunteered before? (Base: Non-current volunteer)

*Percentages may not add up to 100% due to rounding.

Informal volunteering has rebounded to the 2012 rate, where 1 in 2 volunteers served informally

As of 17 March 2017

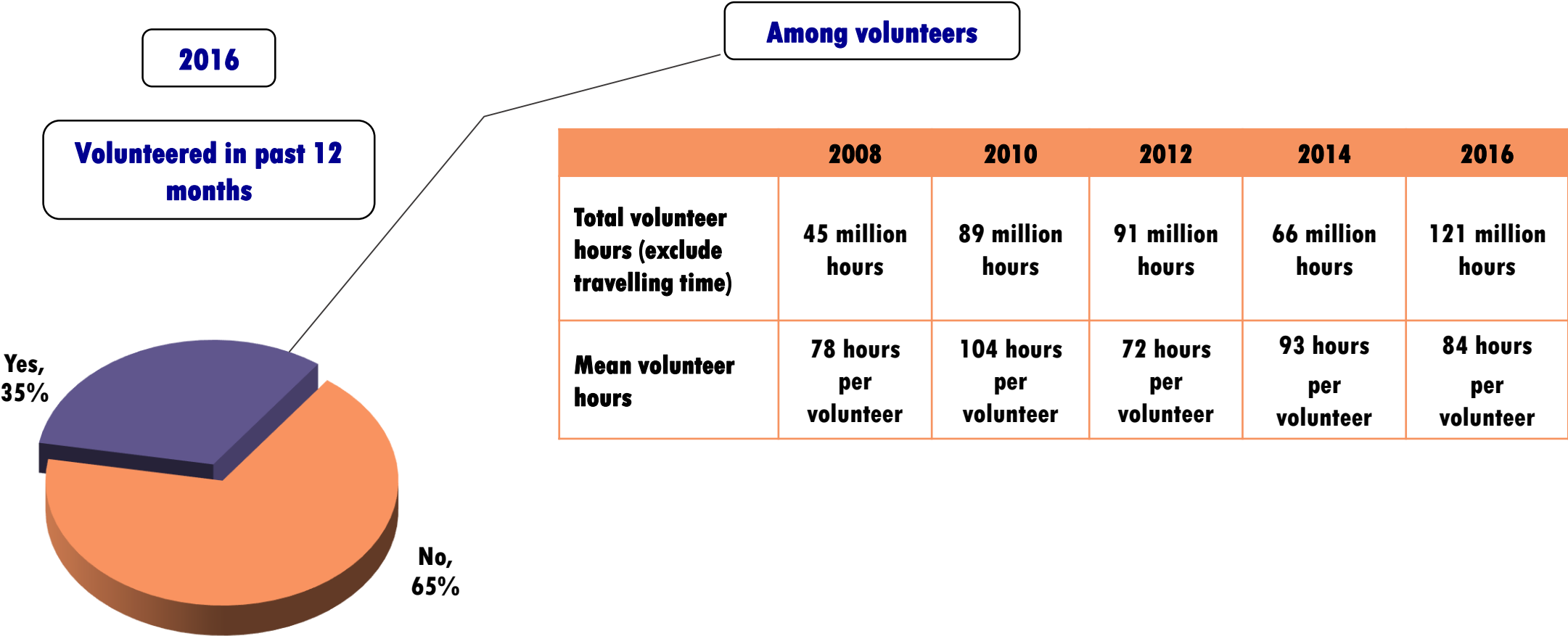


Q: In your volunteering, from December 2015 to November 2016, through what organisation(s) did you volunteer? (Base: Current volunteers)

*Percentages may not add up to 100% due to rounding.

Total volunteer hours has almost doubled to 121 million hours, even though average volunteer hours has dropped to 84 hours per volunteer

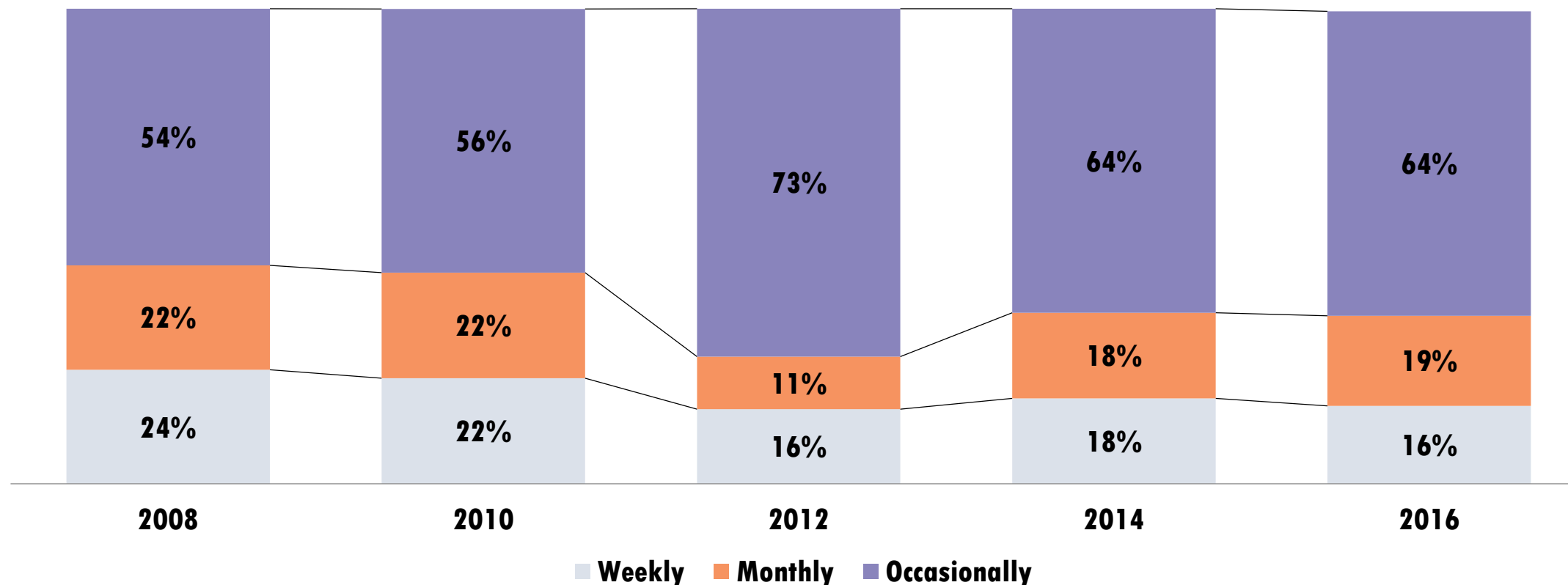
As of 17 March 2017



Q: How much time did you spend on volunteering from December 2015 to November 2016, in total, including both formal and informal volunteering? Please note that volunteer hours exclude traveling time. (Base: Current volunteers)

Most volunteers continue to serve on an occasional basis

Frequency of volunteering



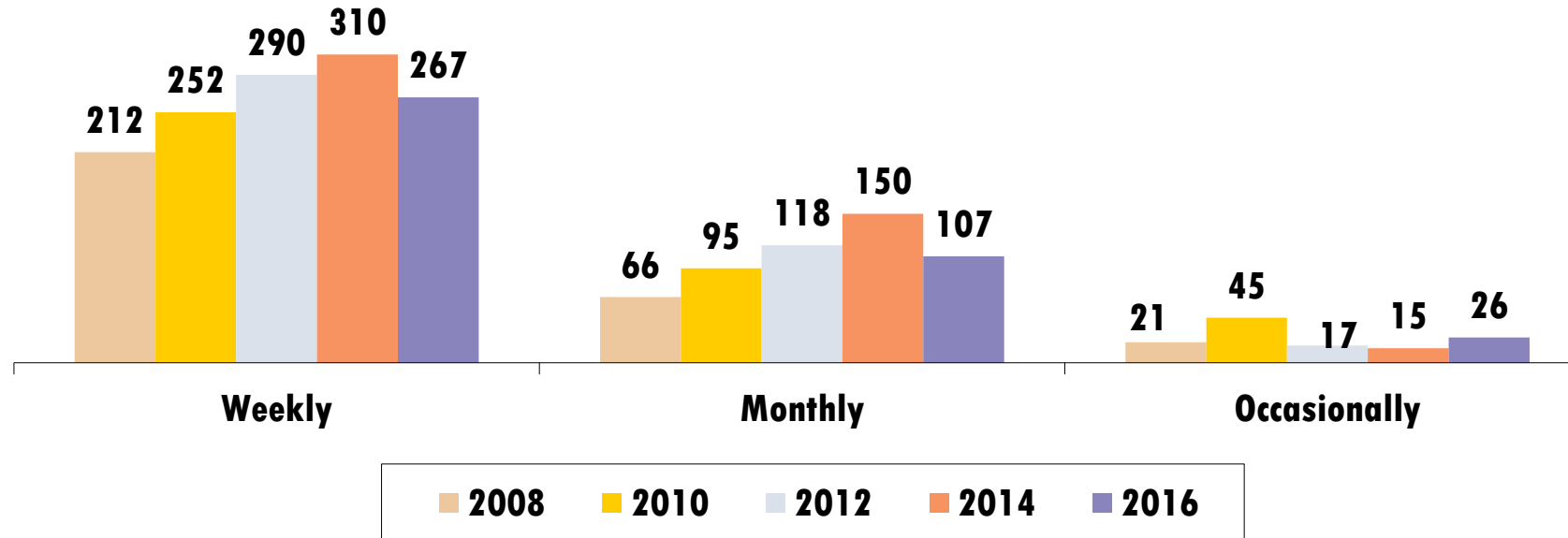
Q: How often did you volunteer from December 2015 to November 2016? Was it weekly, monthly or occasionally?

(Base: Current volunteers)

*Percentages may not add up to 100% due to rounding.

Almost 7 in 10 have volunteered occasionally. Regular volunteers have served at least 4 times that of occasional volunteers

Mean volunteer hours over 12 months
(excluding traveling time)

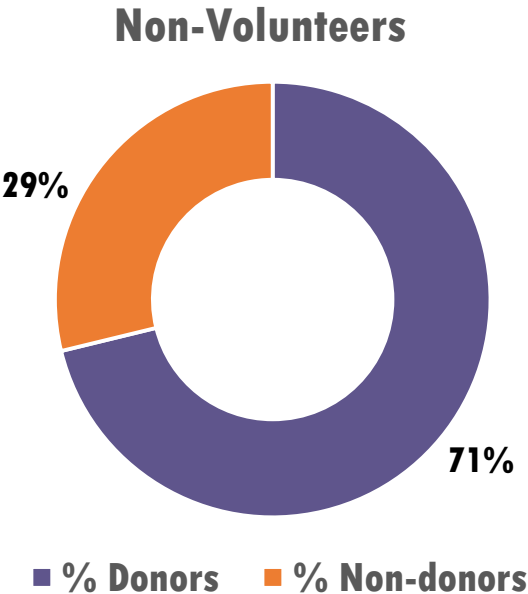
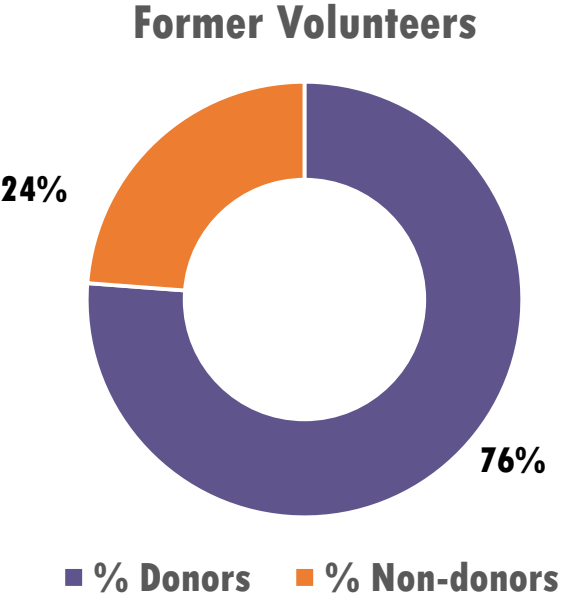
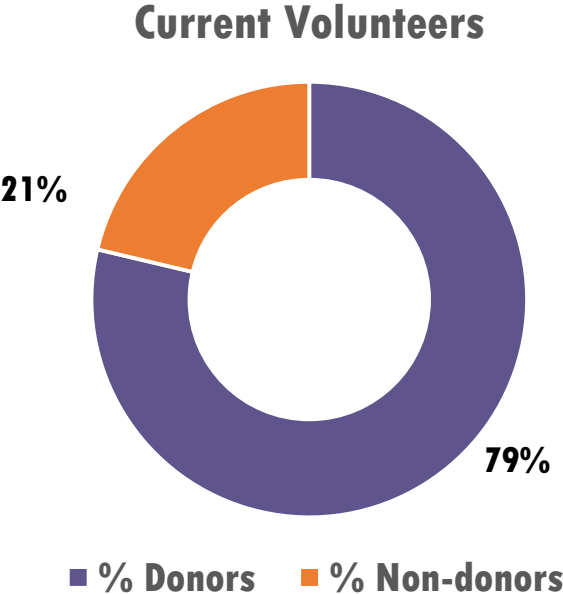


Weekly reflects total number of volunteering hours, on average, by weekly volunteers in a year
 Monthly reflects total number of volunteering hours, on average, by monthly volunteers in a year
 Occasionally reflects total number of volunteering hours, on average, by occasional volunteers in a year

Q: How often did you volunteer in the past 12 months? Was it weekly, monthly, occasionally?
 Q: How much time did you spend on volunteering from December 2015 to November 2016, in a week, a month, a year? Please note that volunteer hours exclude travelling time. (Base: Current volunteers)

Majority of volunteers are also donors. Even among non-volunteers, more than two-thirds (71%) are donors

As of 17 March 2017



Q: Based on the above definition, have you volunteered from December 2015 to November 2016? (Base: All respondents)
Q: Based on the above definition, have you donated from December 2015 to November 2016? (Base: All respondents)

Volunteers donate five times that of non volunteers. This has grown from 3.6 times in 2014



Current volunteers
Mean amount
donated^



Former volunteers
Mean amount
donated^

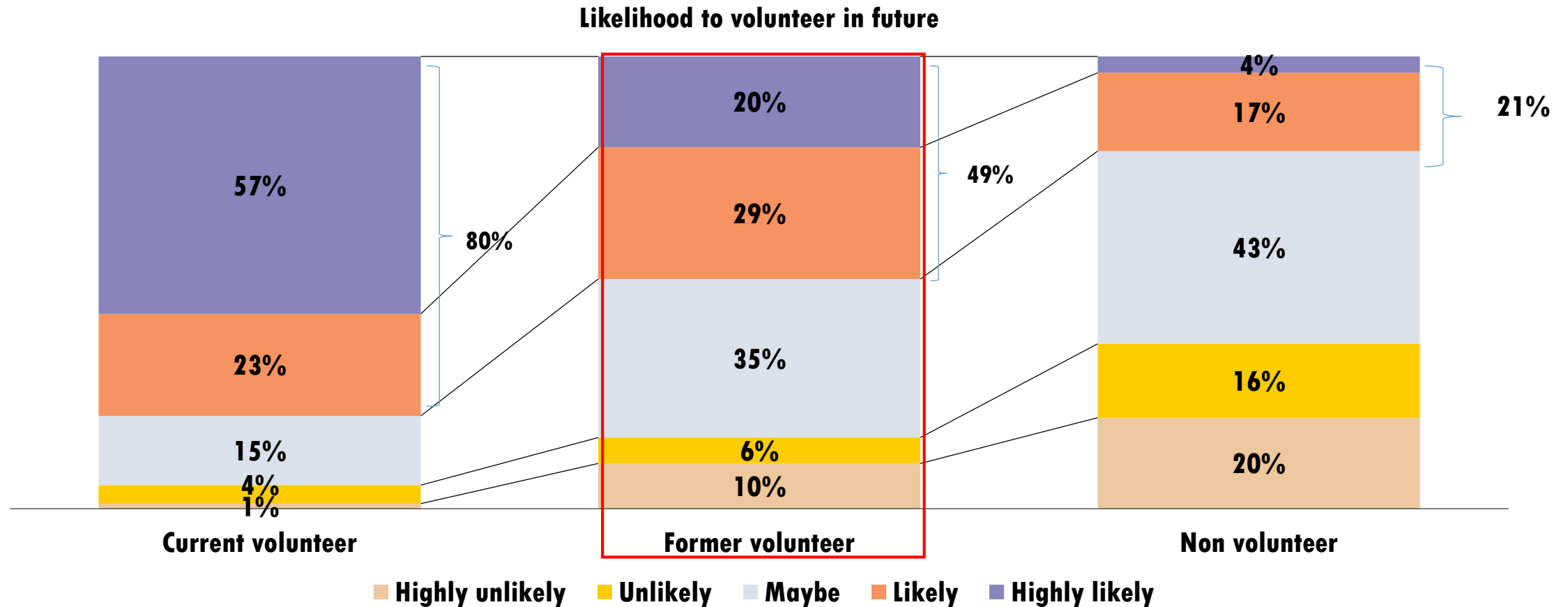


Non volunteers
Mean amount
donated^

2016	S\$ 1,441	S\$875	S\$285
2014	S\$873	S\$350	S\$245

Q: Based on the above definition, have you volunteered from December 2015 to November 2016? (Base: All respondents)
Q: Based on the above definition, have you donated from December 2015 to November 2016? (Base: All respondents)
Q: Approximately how much in total have you donated to organisations from December 2015 to November 2016? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore (Base: Donors through formal means)
^ Based on all donors who gave to organisations and who stated their donation amount.

Almost 1 in 2 former volunteers have a high propensity to serve in the future



Q: Based on the above definition, have you volunteered from December 2015 to November 2016? (Base: All respondents)

Q: Have you ever volunteered before? (Base: Non-current volunteers)

Q: How likely are you to volunteer in future? Would you say you are...? (Base: All respondents)

*Percentages may not add up to 100% due to rounding.

Volunteerism rate has generally increased across demographic groups

	2004	2006	2008	2010	2012	2014	2016	
All Respondents	15%	16%	17%	23%	32%	18%	35%	
Gender								
Male	16%	16%	15%	24%	31%	17%	35%	↑
Female	14%	15%	19%	22%	33%	19%	35%	↑
Ethnic group								
Chinese	15%	15%	16%	23%	31%	18%	33%	↑
Malay	16%	14%	19%	24%	36%	21%	36%	
Indian	17%	25%	21%	24%	35%	17%	41%	↑
Others	9%	3%	15%	25%	33%	18%	39%	
Age group								
15 - 24 years	25%	28%	23%	36%	43%	25%	41%	
25 - 34 years	15%	11%	13%	21%	28%	17%	29%	
35 - 44 years	16%	14%	19%	23%	42%	19%	48%	↑
45 - 54 years	15%	14%	17%	23%	30%	16%	43%	↑
55 - 64 years	8%	13%	14%	22%	25%	18%	20%	
65 years and above	4%	11%	11%	10%	17%	9%	19%	
Housing type								
HDB 1 - 3 rooms	9%	13%	11%	18%	26%	15%	24%	
HDB 4 rooms	16%	14%	16%	22%	33%	15%	26%	
HDB 5 rooms / Exec / HUDC / Exec condo	19%	16%	24%	28%	38%	26%	43%	
Condo / Private apartment	21%	19%	19%	32%	37%	19%	55%	↑
Landed property[#]	29%	40%	24%	25%	33%	18%	57%	

Q: Based on the above definition, have you volunteered from December 2015 to November 2016?

(Base: All respondents)

indicates a sample size of less than 30

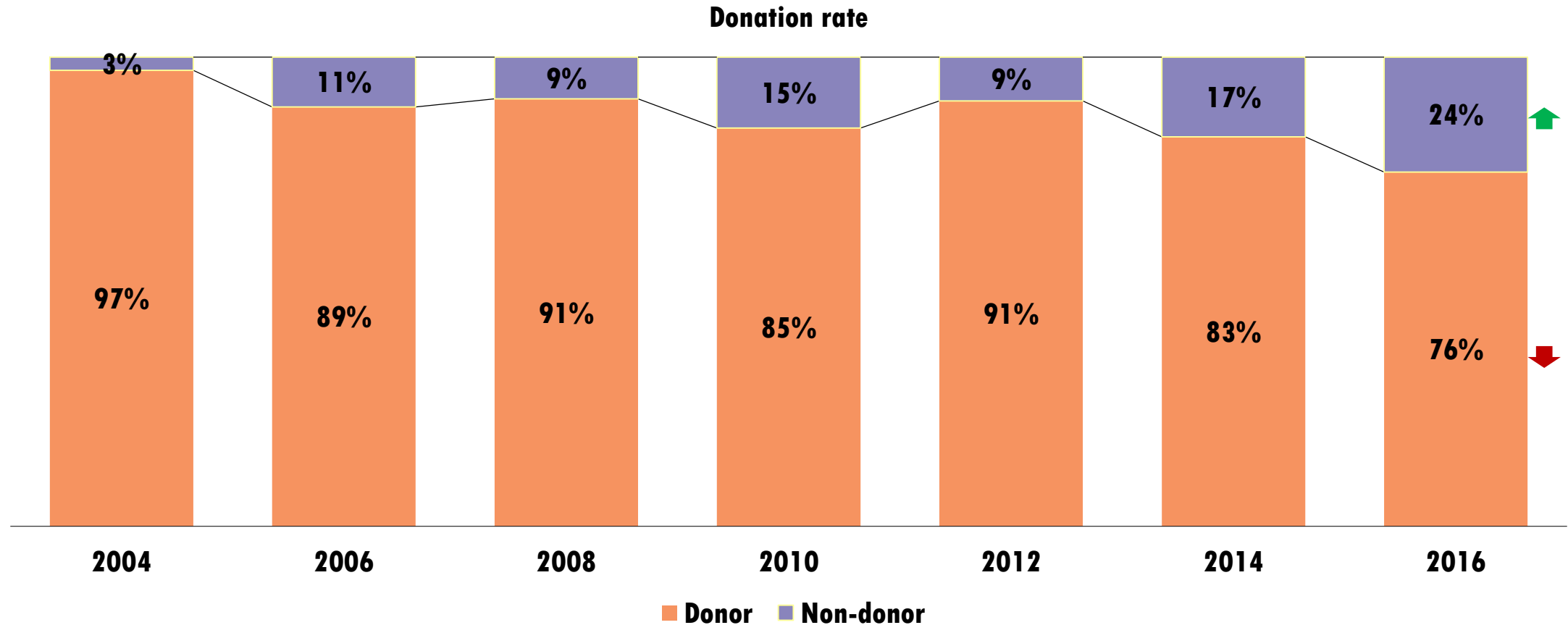


PHILANTHROPY

Philanthropy definitions

- **Donating**
 - Giving of money **out of your own free will** to help others outside your household, family, relatives or friends
 - May be **formal** through organisations (e.g. charities) or **informal** without going through any organisation
 - **Excludes compulsory payment of money** such as paying fines or taxes, and payroll deductions which are automatically set up to self-help groups (i.e. CDAC, Eurasian Association, Mendaki, SINDA)
- **Donors**
 - Individuals who had **donated money in the past 12 months**
- **Non-donors**
 - Individuals who had not **donated money in the past 12 months**

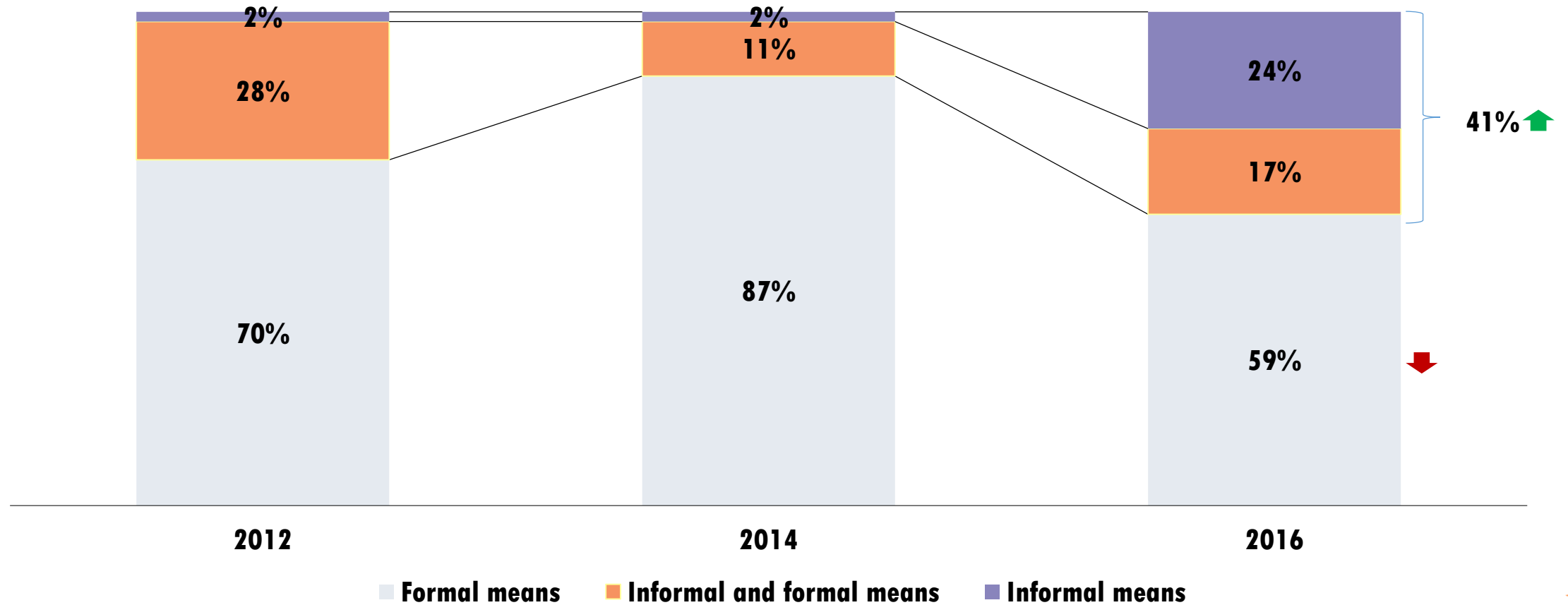
The rate of donation has been gradually declining over the years, arriving at 76% in 2016



Q: Based on the above definition, have you donated from December 2015 to November 2016? (Base: All respondents)

*Percentages may not add up to 100% due to rounding.

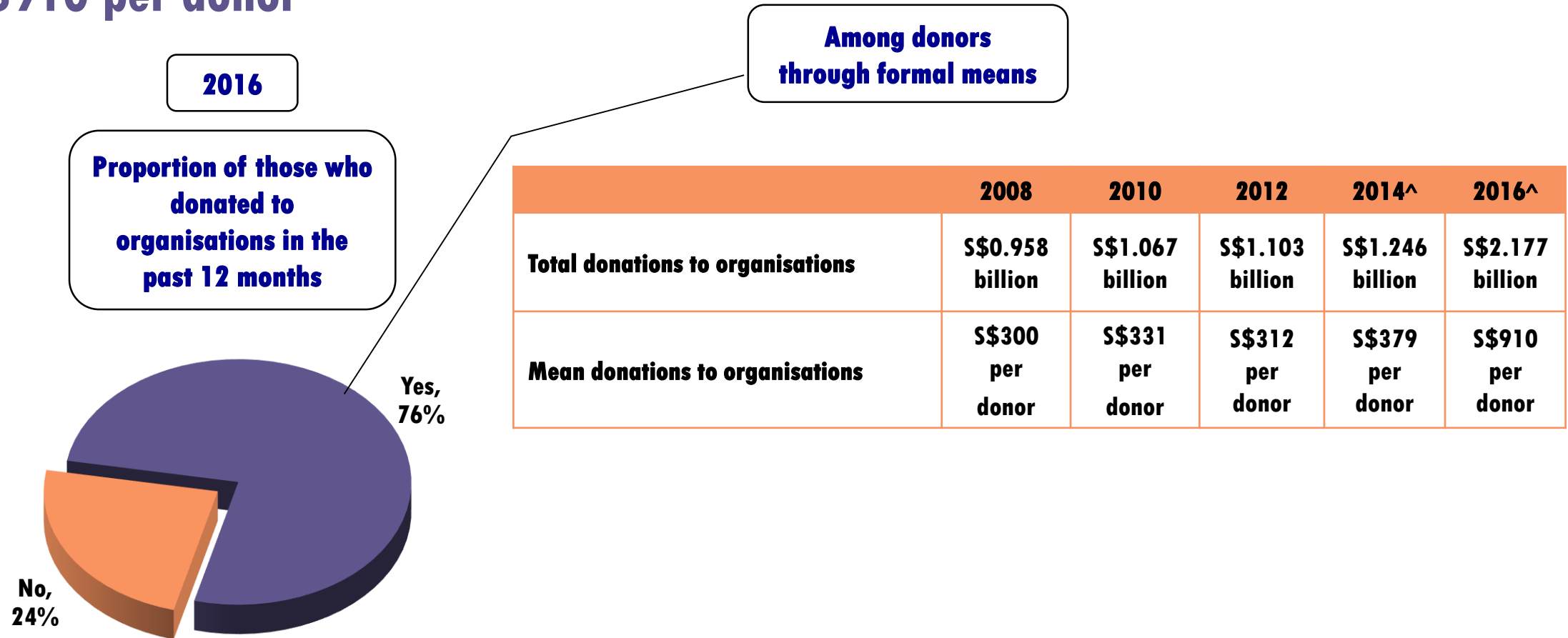
Donors who have given through informal means have increased three-fold since 2014



Q: In your donating of money from December 2015 to November 2016, through what organisation(s) did you give (Base: Donors)

Quality trumps quantity: Total donation amount to organisations almost doubled to \$2.177 billion while the average amount has more than doubled to \$910 per donor

As of 17 March 2017



Q: Approximately how much money in total have you donated to organisations from December 2015 to November 2016? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore.

(Base: Donors through formal means)

^ Based on all donors who gave to organisations and who stated their donation amount.

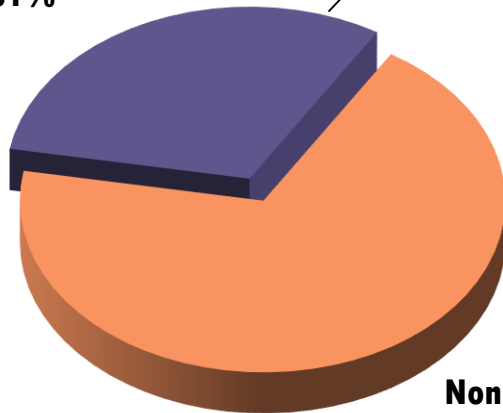
Almost a third of all donation dollars to organisations was for religious organisations

2016

Among donors through formal means

Amount donated to religious organisations in the past 12 months

Religious, 31%



Non-religious, 69%

	2008	2010	2012	2014^	2016^
Total donations to religious organisations	S\$504 million	S\$607 million	S\$554 million	S\$555 million	S\$664 million
Percentage of total donations to organisations towards religious organisations	53%	57%	50%	45%	31%

Q: Of the total amount donated to organisations, approximately how much money if any have you donated to religious organisations (e.g. churches, mosques, temples) from December 2015 to November 2016? Organisations may be inside and / or outside Singapore.

(Base: Donors through formal means)

^ Based on all donors who gave to religious organisations and who stated their donation amount.

Almost 15% of all donation dollars was for transnational purposes

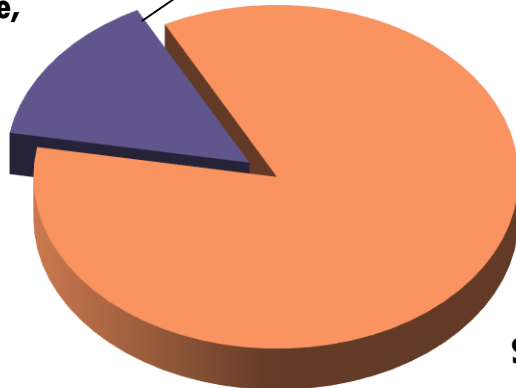
2016

Among donors through formal means

Amount donated for use outside Singapore in the past 12 months

	2008	2010	2012	2014^	2016^
Total donations for use outside Singapore	S\$103 million	S\$160 million	S\$154 million	S\$125 million	S\$317 million
Percentage of total donations for use outside Singapore	11%	15%	14%	10%	15%

Outside Singapore, 15%



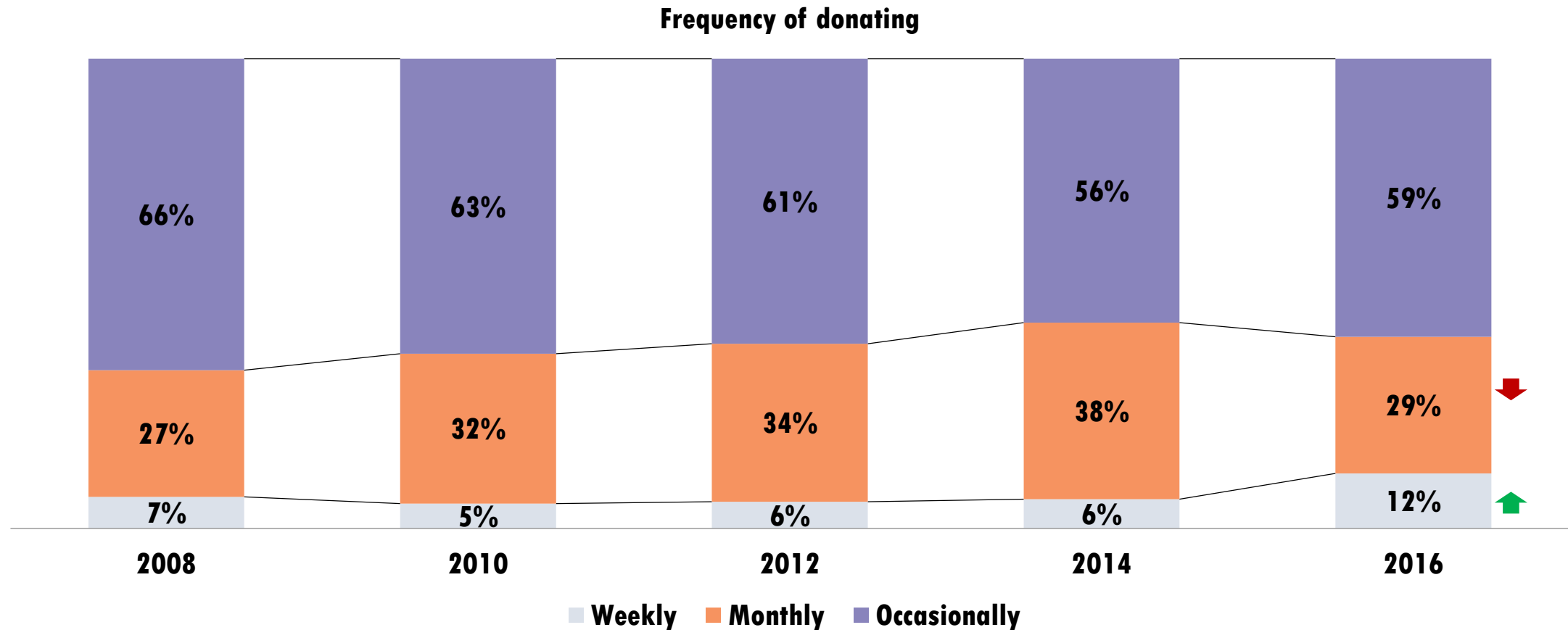
Within Singapore, 85%

Q: Of the total amount donated to organisations, approximately how much money if any have you donated for use outside Singapore (e.g. for religious causes, relief of earthquake or famine victims, to save wildlife) from December 2015 to November 2016? Organisations may be religious and / or non-religious. (Base: Donors through formal means)

^ Based on all donors who donated for use outside Singapore and who stated their donation amount.

Most donors continue to donate on an occasional basis

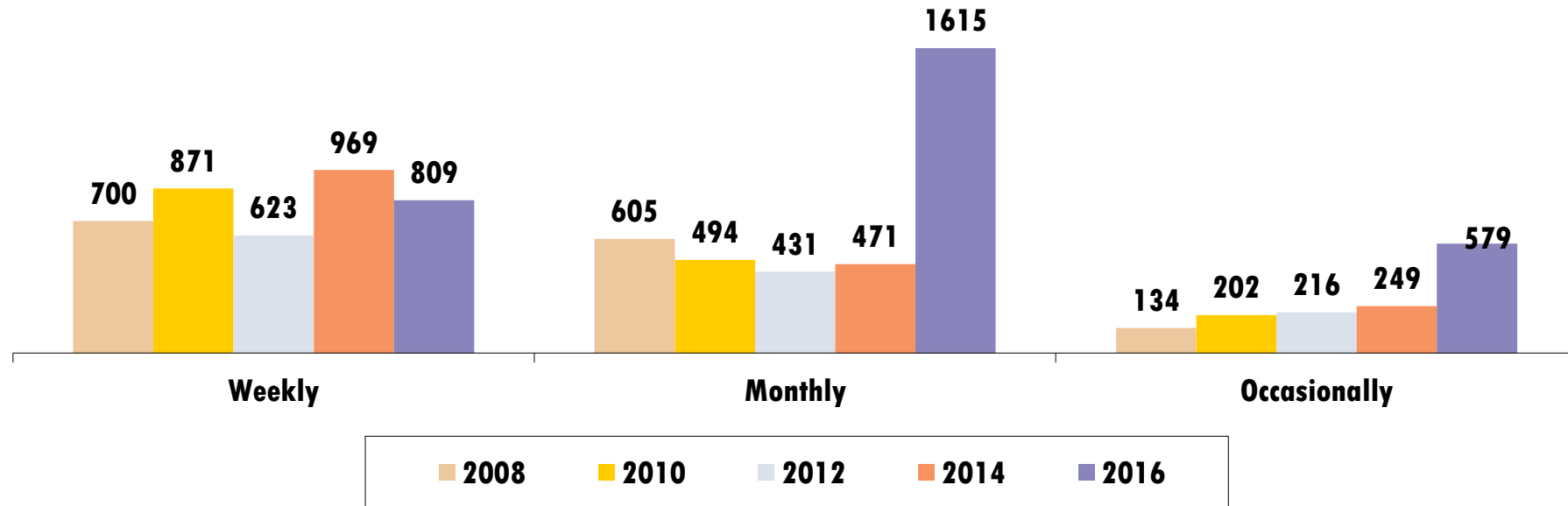
As of 17 March 2017



Q: How often did you give money to charitable or non-profit organisations from December 2015 to November 2016? Was it...? (Base: Donors through formal means)

Regular donors have donated at least 1.4 times that of occasional donors

Mean amount of donation to organisations over 12 months (\$\$)



Weekly reflects total amount of donations, on average, by weekly donors in a year
 Monthly reflects total amount of donations, on average, by monthly donors in a year
 Occasionally reflects total amount of donations, on average, by occasional donors in a year

Q: How often did you give money to charitable or non-profit organisations from December 2015 to November 2016? Was it weekly, monthly or occasionally? (Base: Donors through formal means)

Q: Approximately how much money in total have you donated to organisations from December 2015 to November 2016? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore (Base: Donors through formal means)

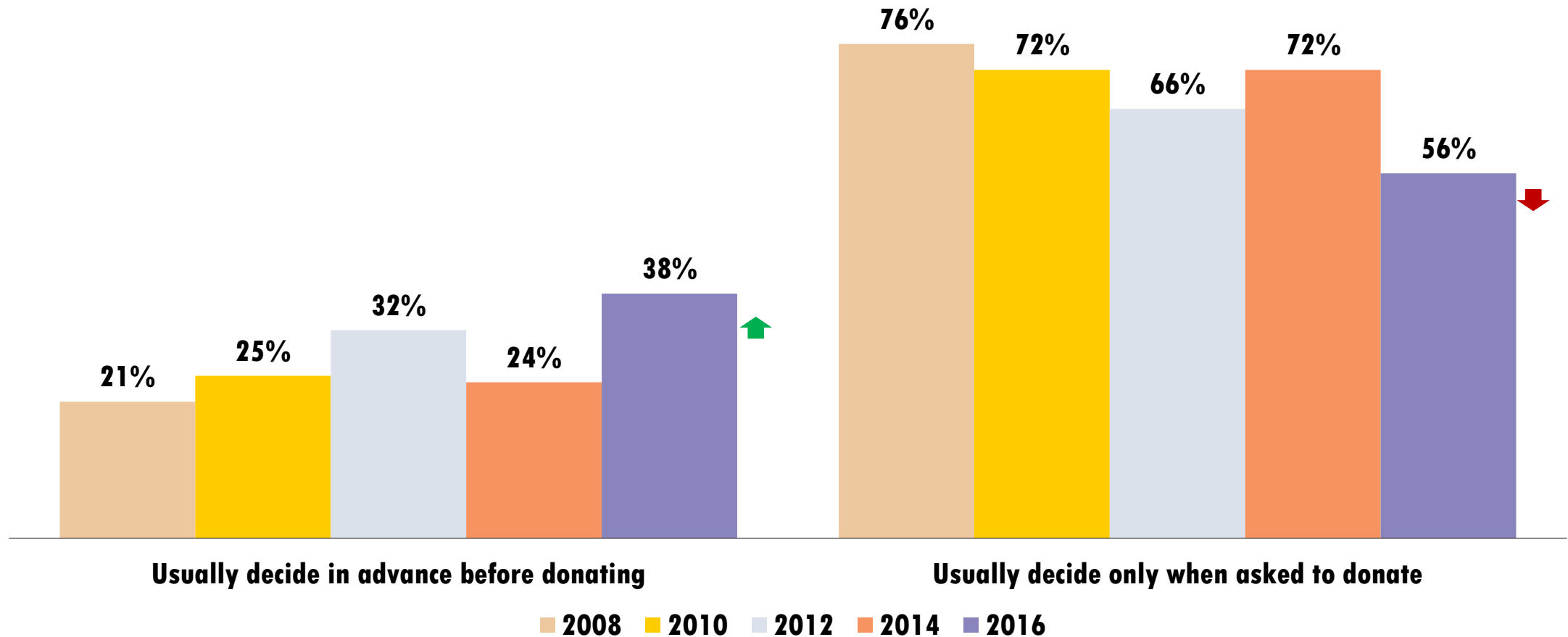
Donors are taking more initiative and seeking more meaningful engagement opportunities

	2014	2016
Through collection at a religious organisation	57%	44% ↓
When asked by someone at a shopping centre, on a street	61%	41% ↓
When asked by someone at work	36%	22% ↓
At a box	26%	19%
By attending a charity event	10%	15% ↑
I approached the organisation on my own	4%	13% ↑
When asked by someone going door-to-door	16%	12%
When asked by someone you know outside work	12%	11%
By responding to mass media appeal	11%	10%
By responding to a request by post	4%	6%
By responding to a request through internet	1%	5% ↑
By responding to a request by telephone	3%	3%
By sponsoring someone in an event such as a walk-a-thon	5%	3%
Others	1%	0%

Q: Listed on this card are different methods through which organisations may ask for donations. What method(s) did you use to donate from December 2015 to November 2016? (Base: Donors through formal means)

Compared to 2014, more donors are also deciding in advance which organisations to donate to

As of 17 March 2017



Q: Do you usually decide in advance which organisations to donate to? Or usually decide only when you are asked? (Base: Donors through formal means)

Proactive donors have given more than twice the amount donated by those who donate only when asked



Donors who usually decide in
advance before donating
Mean amount donated^
S\$1,308



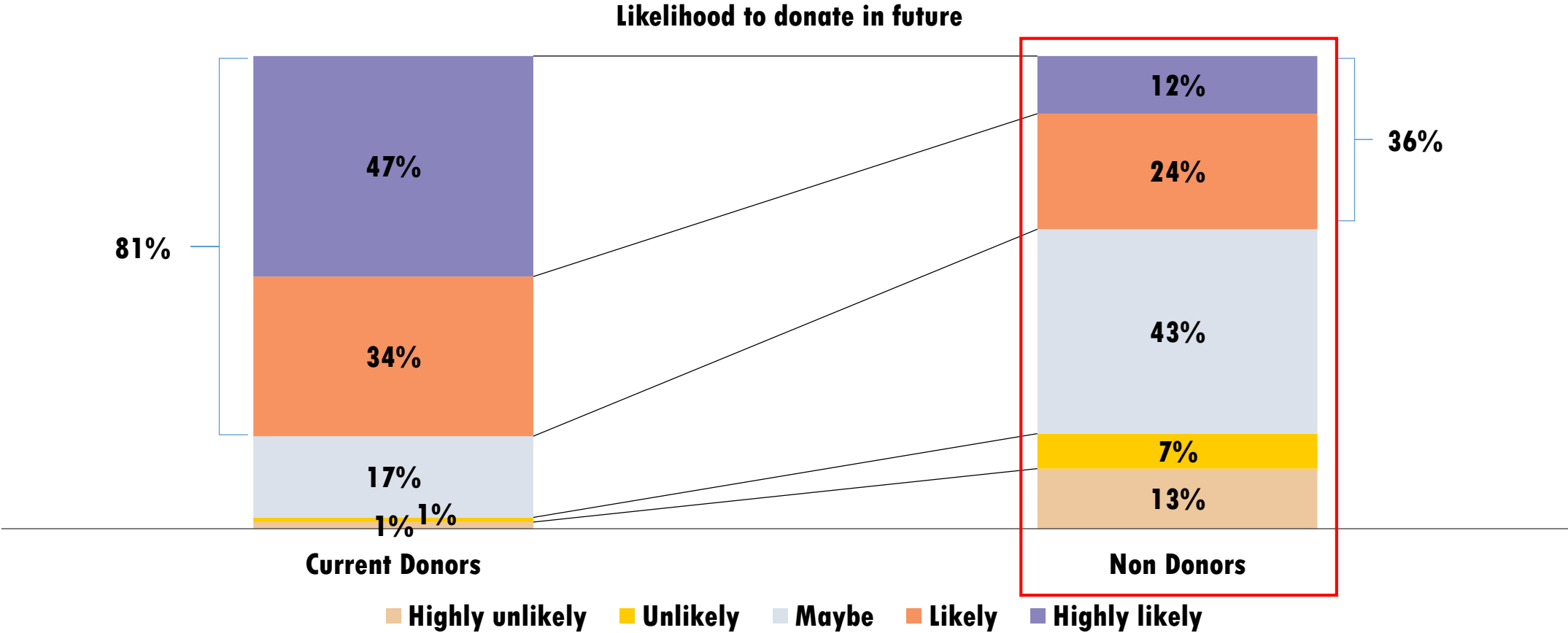
Donors who usually decide
only when asked to donate
Mean amount donated^
S\$613

Q: Do you usually decide in advance which organisations to donate to? Or usually decide only when you are asked? (Base: Donors through formal means)

^ Based on all donors who gave to organisations and who stated their donation amount.

1 in 3 non-donors (36%) have a high propensity to give in the future

As of 17 March 2017



Q: How likely are you to donate in future? Would you say your are...?
(Base: All respondents)

Donation rate has generally remained similar across demographic groups

	2006	2008	2010	2012	2014	2016
All Respondents	89%	91%	85%	91%	83%	76%
Gender						
Male	88%	91%	82%	89%	84%	69%
Female	91%	91%	88%	92%	82%	82%
Ethnic group						
Chinese	89%	90%	86%	90%	83%	74%
Malay	94%	95%	92%	94%	86%	90%
Indian	88%	95%	77%	92%	81%	70%
Others	84%	89%	78%	93%	82%	75%
Age group						
15 - 24 years	91%	89%	82%	89%	81%	67%
25 - 34 years	87%	93%	85%	92%	86%	76%
35 - 44 years	94%	96%	89%	93%	88%	85%
45 - 54 years	91%	93%	90%	92%	86%	81%
55 - 64 years	90%	85%	81%	92%	84%	72%
65 years and above	80%	82%	77%	81%	65%	65%
Housing type						
HDB 1 - 3 rooms	85%	86%	83%	90%	76%	73%
HDB 4 rooms	92%	92%	87%	92%	84%	76%
HDB 5 rooms / Exec / HUDC / Exec condo	91%	97%	87%	94%	87%	82%
Condo / Private apartment	93%	90%	75%	84%	86%	74%
Landed property[#]	88%	91%	88%	90%	83%	69%



Q: Based on the above definition, have you donated from December 2015 to November 2016? (Base: All respondents) # indicates a sample size of less than 30

Key insight 1: Giving on their own terms

Almost 3 in 4 givers have either volunteered or donated without going through any organisations

Givers on informal giving



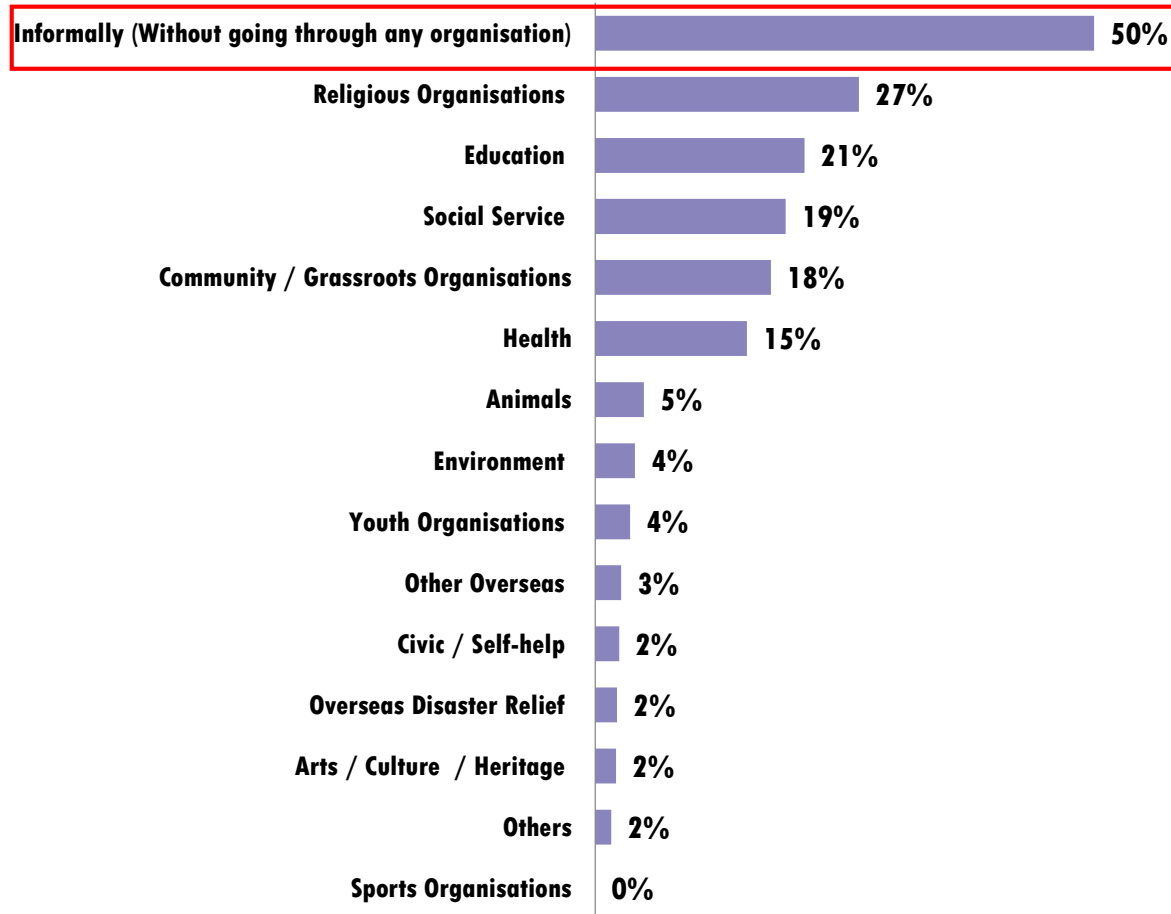
All current volunteers and donors

Q: In your volunteering, from December 2015 to November 2016, through what organisation(s) did you volunteer? (Base: Current volunteers)

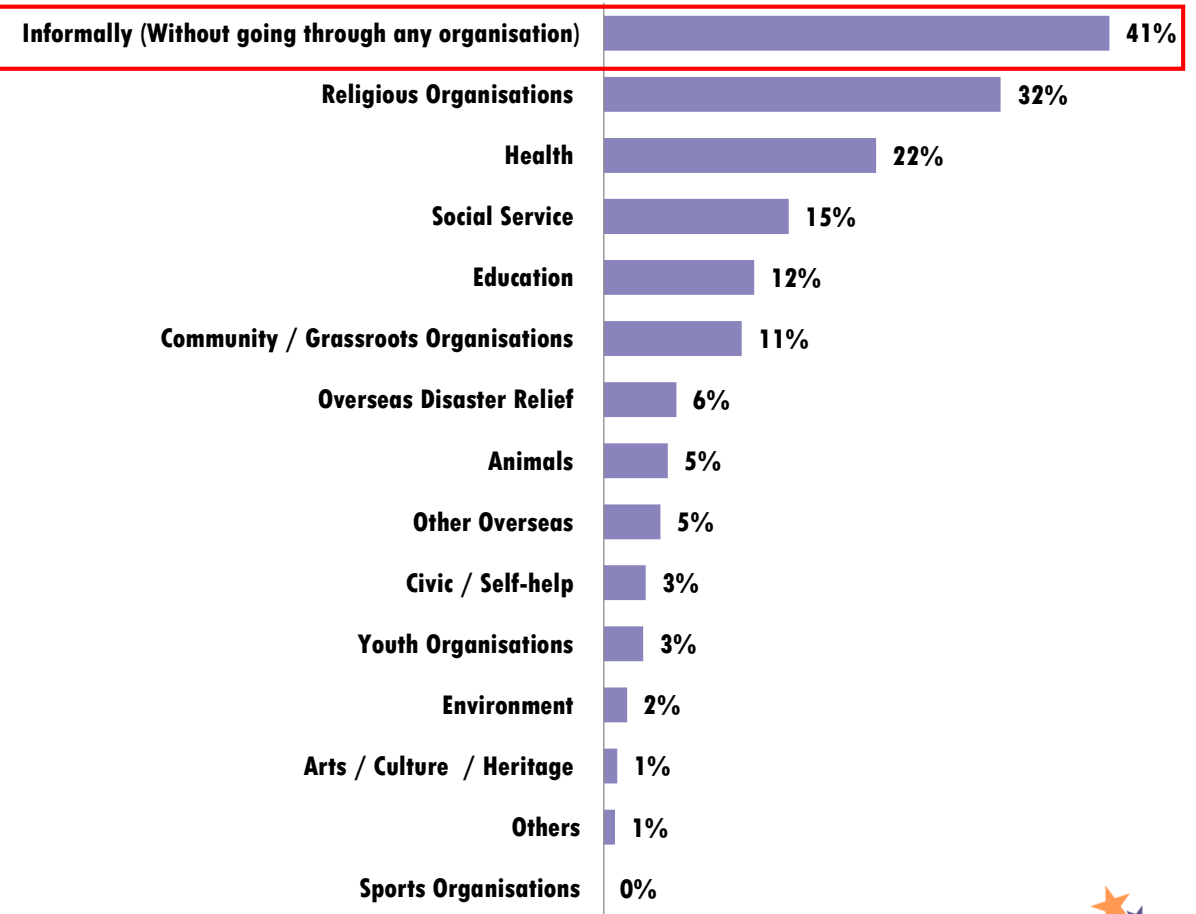
Q: In your donating of money from December 2015 to November 2016, through what organisation(s) did you give (Base: Donors)

Informal giving takes top spot while other traditionally popular sectors such as religious and social service continue to rank high

VOLUNTEERISM



PHILANTHROPY

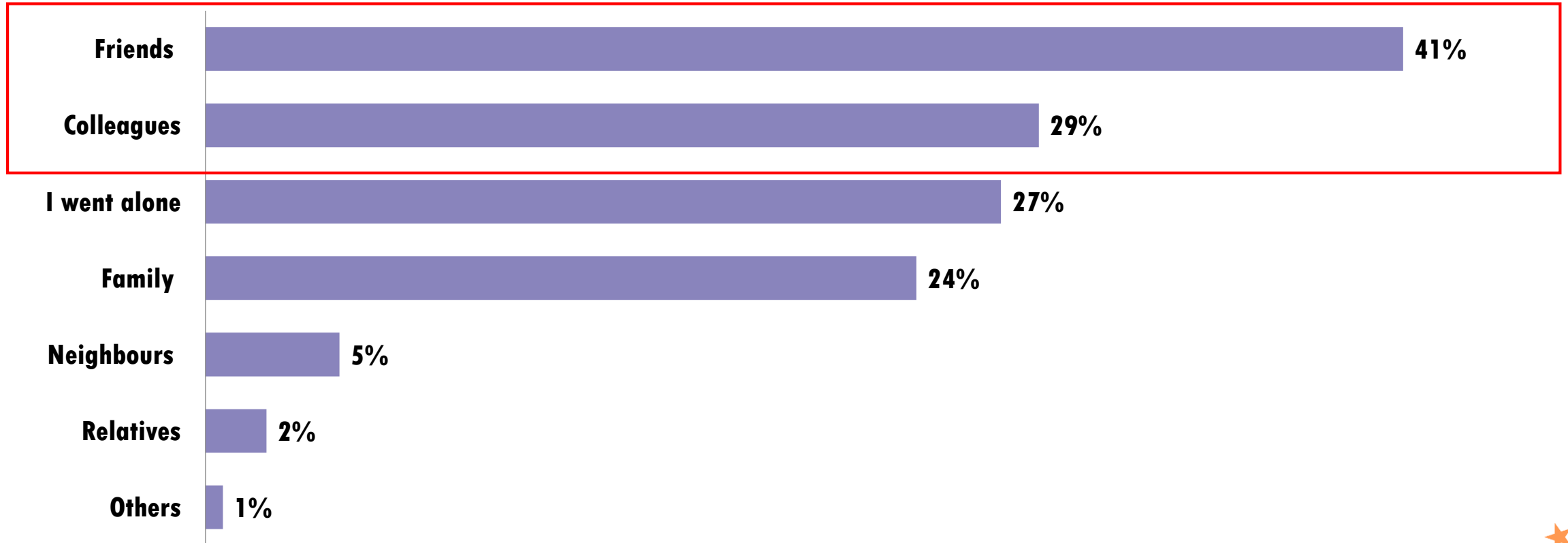


Q: Listed on this card are the different sectors which people volunteer in. In which of these sectors have you volunteered from December 2015 to November 2016? (Base: Current volunteers)

Q: To which of these sectors have you donated money from December 2015 to November 2016? (Base: Current donors)

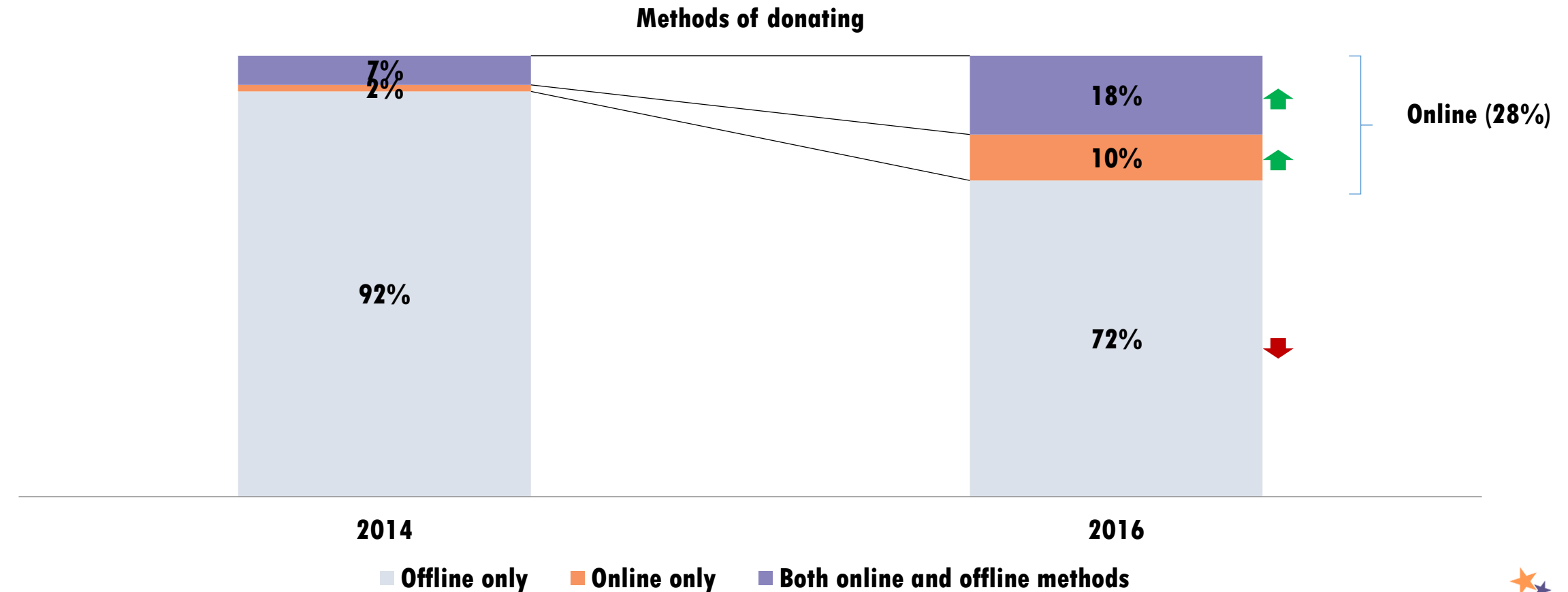
Volunteers are choosing to get involved together with their friends and colleagues

People volunteered with



Q: Who did you volunteer with from December 2015 to November 2016? (Base: Current volunteers)

Online donation has become increasingly popular, with more than a quarter of Singaporeans (28%) doing so in 2016

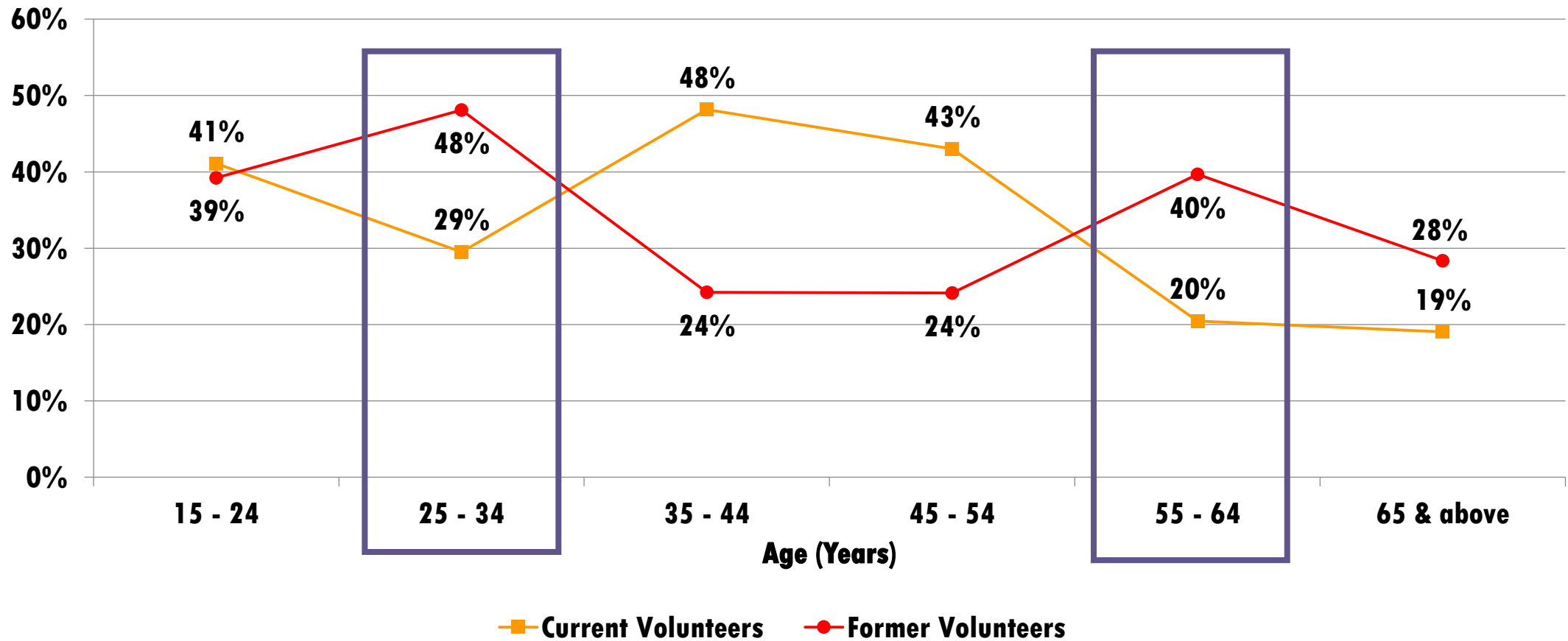


Q: How have you made your donations to organisations from December 2015 to November 2016, please exclude payroll deductions automatically set up to self-help group (i.e. CDAC, Eurasian Association, Mendaki, SINDA)? (Base: Donors through formal means)

Key insight 2:

Corporates - the transitional gateway to inspire more to volunteer

Volunteerism drop-out rates tend to be higher amongst people who have just entered the workforce and those who are preparing themselves for retirement

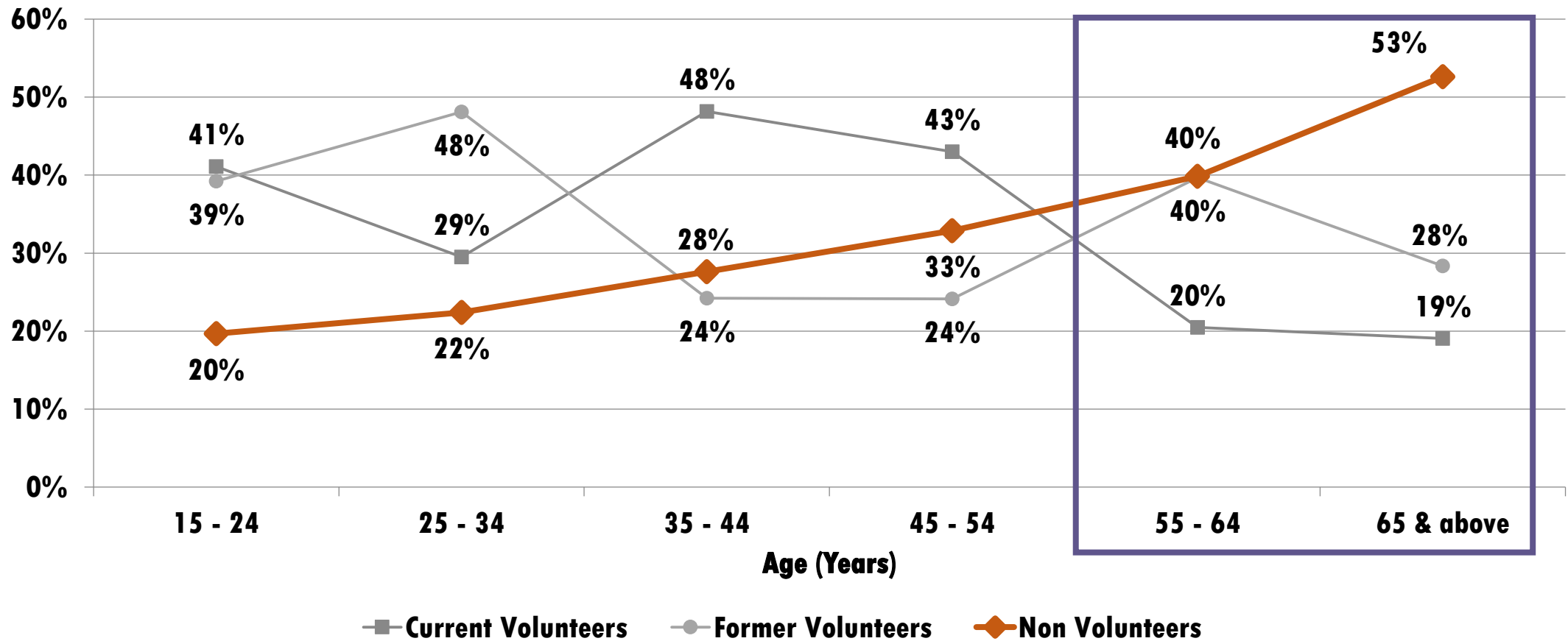


Q: Based on the above definition, have you volunteered from December 2015 to November 2016?

(Base: All respondents)

Q: Have you ever volunteered before? (Base: Non current volunteers)

Those who are 55 years and above have the highest proportion of non-volunteers compared to the other age groups

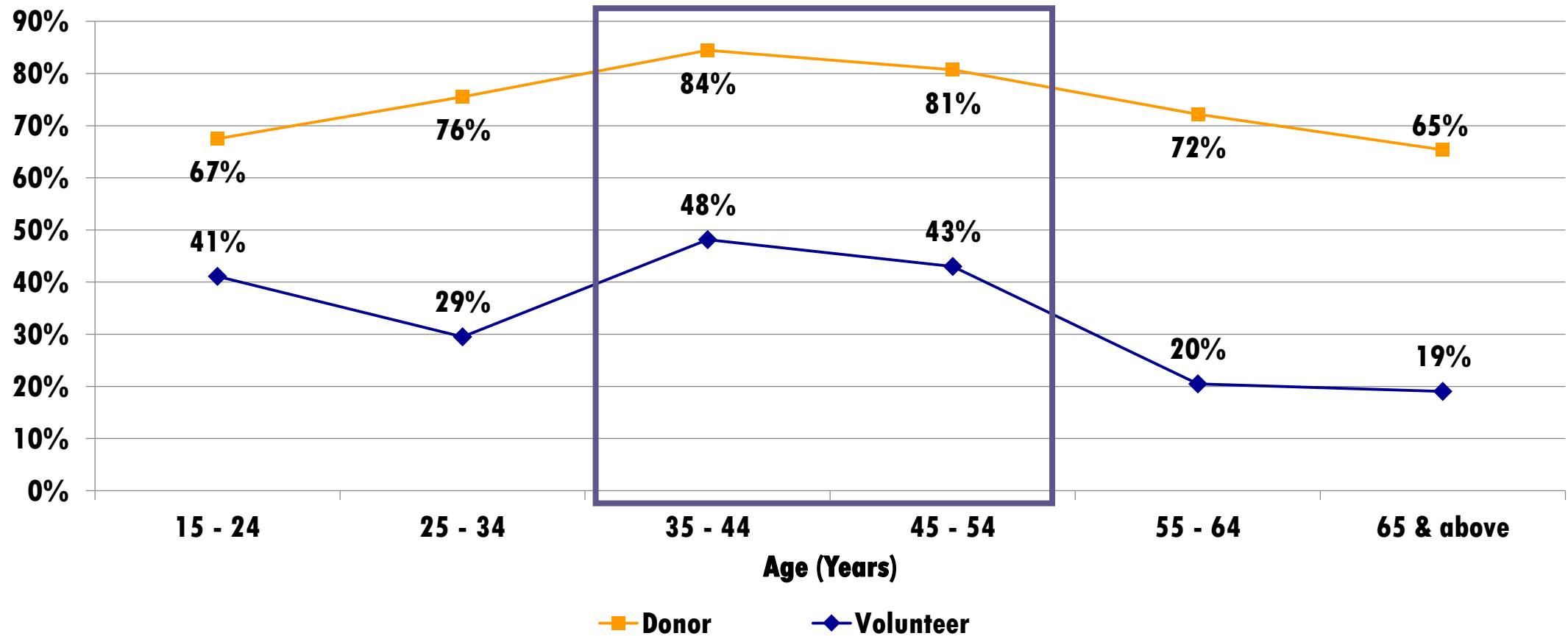


Q: Based on the above definition, have you volunteered from December 2015 to November 2016?

(Base: All respondents)

Q: Have you ever volunteered before? (Base: Non current volunteers)

Volunteerism and donation rates highest among aged 35 to 54 years old



Q: Based on the above definition, have you volunteered from December 2015 to November 2016?

(Base: All respondents)

Q: Based on the above definition, have you donated from December 2015 to November 2016?

(Base: All respondents)

Volunteering and donating are already taking place at or through the workplace

29%

Volunteered with their colleagues

22%

Donated through solicitation at work

19%

Volunteered through their employers

Q: In your volunteering, from December 2015 to November 2016, through what organisation(s) did you volunteer? (Base: Current volunteers)

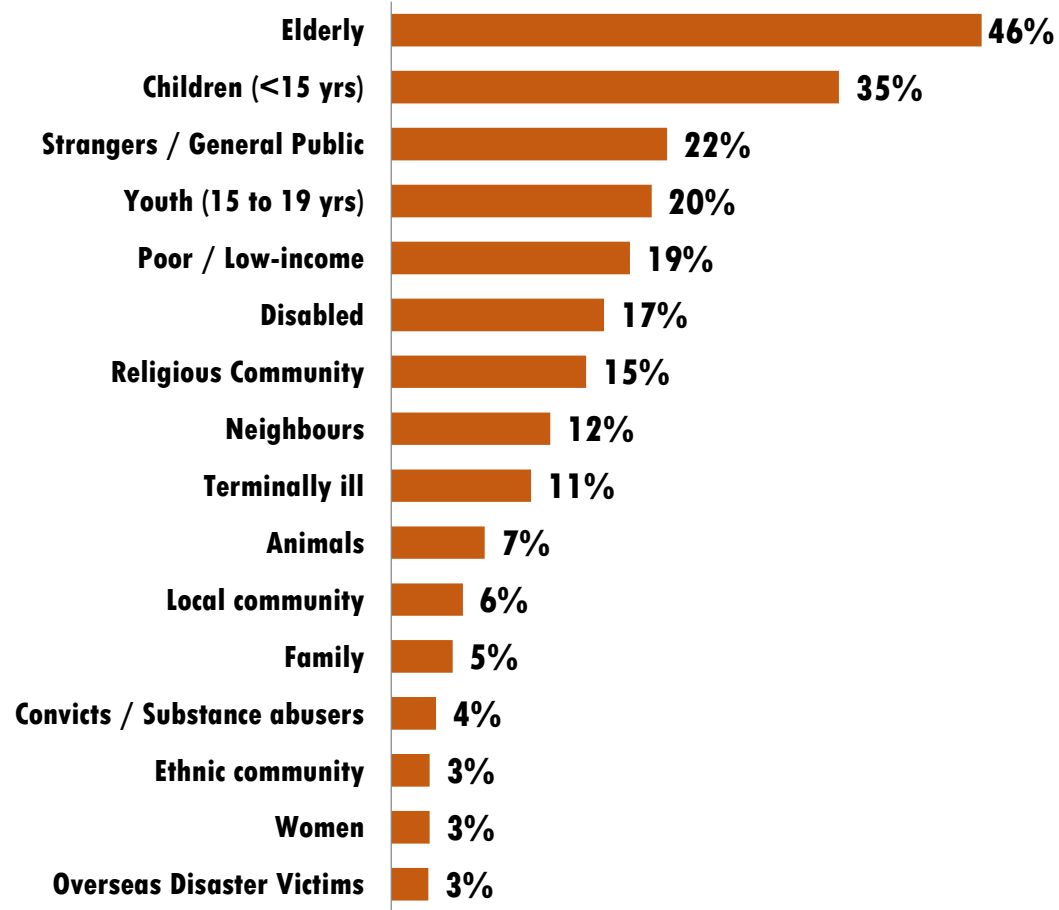
Q: Listed on this card are different methods through which organisations may ask for donations. What method(s) did you use to donate from December 2015 to November 2016? (Base: Donors through formal means)

Key insight 3:

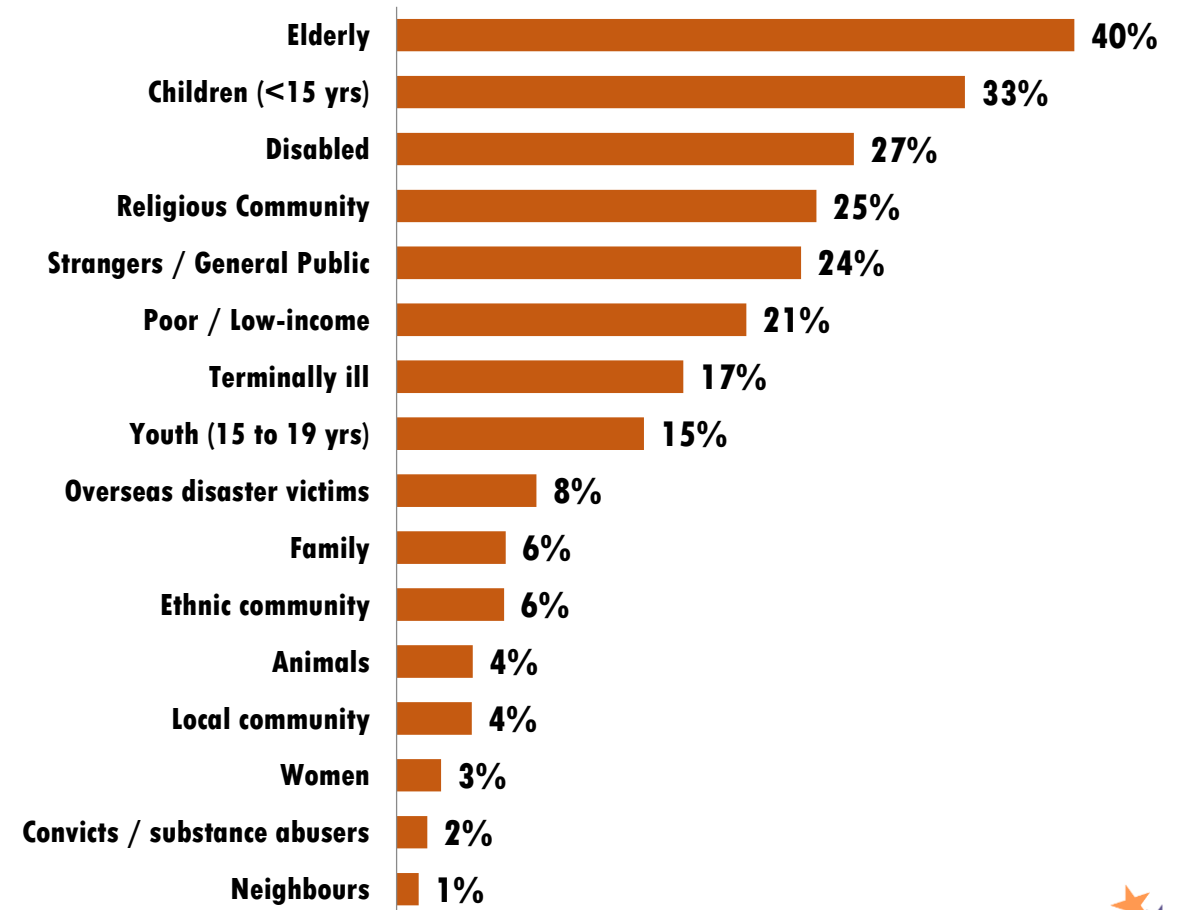
Giving goes niche – green efforts, animal care, arts and heritage

Elderly and children are the most popular beneficiary groups for volunteers and donors

VOLUNTEERISM



PHILANTHROPY



Q: This card shows different target groups which volunteers help. Who have you volunteered to help from December 2015 to November 2016? (Base: Current volunteers)

Q: This card shows different target groups which donors give money to. Who have you donated money to from December 2015 to November 2016? (Base: Current donors)

Volunteering diversity emerges with increases seen in green efforts, animal care and arts/heritage activities

	2014	2016
Human services (e.g. befriending, mentoring)	41%	48%
Fundraising	15%	17%
General services & administration (e.g. cooking, despatch)	22%	15%
Green efforts (e.g. gardening, environment protection)	7%	14% ↑
Education related (e.g. tuition, reading)	15%	13%
Volunteer coordination (e.g. train, brief)	12%	13%
Health related (e.g. nursing, therapy)	7%	11%
Sports / Recreation (e.g. coach, referee)	4%	6%
Performing/ visual/ literary arts /preserving heritage	3%	6% ↑
Animal care (e.g. animal grooming, animal rescue)	1%	6% ↑
Professional and managerial services (e.g. legal, finance)	3%	6%
Sitting on boards and committees of non-profit organisations	3%	6%
Property-related services (e.g. repair/maintenance work, looking after property)	1%	4% ↑
Skilled trade services (e.g. carpenter, electrician)	1%	3%
Others	5%	0%

Q: This card shows different types of volunteering. What types of volunteering have you done from December 2015 to November 2016? (Base: Current volunteers)

TECHNICAL NOTES

Background

- **Developed by the National Volunteer & Philanthropy Centre (NVPC), the Individual Giving Survey (IGS) is a study of volunteerism and philanthropy in Singapore carried out every two years. The volunteerism survey started in 2000, with philanthropy added in 2004.**
- **Through this research. NVPC aims to:**
 - **Determine the extent of individual giving of time and money at the national level**
 - **Profile and study behavior of givers, former givers and non givers**
 - **Compare with past surveys**
 - **↑ represents a statistically significant increase in 2016 compared to 2014 at a 5% significance level**
 - **↓ represents a statistically significant decrease in 2016 compared to 2014 at a 5% significance level**
 - **Inform and influence policy, strategy and behaviour**

Methodology

Sample

- **Respondents**
 - **Individuals aged 15 years and above who are Singapore residents (i.e. Singapore citizens and permanent residents) and non residents (excluding e.g. tourists, domestic maids and construction workers).**
- **Sample is nationally representative of demographic distribution of age, gender, race and house type in Singapore (within 4% percentage points of Singapore's population for each category)**
- **Sample is also random as the sampling framework consisted of a list of 3572 households from Department of Statistics**
 - **Sample households geographically spread and representative of house type in Singapore.**

Fieldwork

- **7 December 2016 to 6 January 2017 (4.5 weeks).**
- **Interviewed face to face at home.**
- **Interviews completed: 389**
- **Last birthday rule was applied, where the person with the most recent birthday in the household was interviewed.**

Methodology

Questionnaire

- Average time taken for interview is 15 min.
- The questionnaire was translated into Chinese and Malay to facilitate understanding of respondents.
- Respondents were asked about their giving behaviour in from December 2015 to November 2016.

Statistics

- Weighting applied to sample data to arrive at national estimates.
- Margin of error at 95% confidence level: +/- 5.0%.
- For donation amount, in IGS 2016, as per IGS 2014, some donors could not remember how much they donated. Instead of substitution, we only considered donors who stated donation amounts and applied weights to calculate national estimates (more conservative approach)

Demographic profile of respondents (Singapore residents)

	Sample (Unweighted)	Resident population
Residents only (Singapore Citizens and Permanent Residents)		
Gender		
Male	50%	49%
Female	50%	51%
Ethnic group		
Chinese	72%	74%
Malay	12%	13%
Indian	12%	9%
Others	5%	3%
Age group		
15 - 19 years	10%	6%
20 - 24 years	7%	7%
25 - 29 years	10%	7%
30 - 34 years	10%	7%
35 - 39 years	10%	8%
40 - 44 years	10%	8%
45 - 49 years	10%	8%
50 - 54 years	9%	8%
55 - 59 years	8%	8%
60 - 64 years	5%	6%
65 years and above	13%	12%
Housing type		
HDB 1 - 2 rooms	6%	6%
HDB 3 rooms	21%	18%
HDB 4 rooms	31%	32%
HDB 5 rooms / Exec / HUDC / Exec condo	23%	24%
Condo / Private apartment	15%	14%
Landed property	4%	6%
Others (e.g. shophouses)	0%	0%

As of 17 March 2017

Survey respondents include both residents and non-residents. The above table shows the distribution of the resident sample. Resident population distribution of gender, ethnic group, age group and housing type are as of June 2016, derived from Population and Population Structure 2016, Department of Statistics Singapore. Reference: Department of Statistics Singapore (2016). *Population Trends 2016*. Retrieved January 2017 from http://www.singstat.gov.sg/docs/default-source/default-document-library/publications/publications_and_papers/population_and_population_structure/population2016.pdf