

NATIONAL VOLUNTEER AND PHILANTHROPY CENTRE
Annual Report for Year Ended 31 March 2014

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. Mr Jonathan Kua Soo Hean | (Appointed 20 Oct 2010) |
| 7. Mr Kelvin Wong Weng Wah | (Appointed 27 Sep 2012) |
| 8. Mr Lim Soon Hock | (Appointed 30 Nov 2012) |
| 9. Dr Philbert Chin Soon Siang | (Appointed 1 Oct 2012) |
| 10. Mr Philip Chan Kam Loong | (Appointed 28 Feb 2011) |
| 11. Ms Theresa Goh Cheng Keow | (Appointed 1 Oct 2013) |
| 12. Mr Tim Oei | (Appointed 1 Oct 2012) |
| 13. Ms Trina Liang-Lin | (Appointed 27 Sep 2012) |

Key Management Personnel:

- | | |
|--------------------------------|---------------------------------------------------|
| 1. Lien Tsung Chern Laurence | Chief Executive Officer
(Appointed 1 Oct 2008) |
| 2. Aun Koh | Division Director |
| 3. Lee Kian Beng Kevin | Division Director |
| 4. Low Patsian @ Nuha Maya Low | Division Director |
| 5. Teo Ai Lian Amy | Division Director |
| 6. Lai Chin Kok Hosea | Division Deputy Director |
| 7. Raul Paolo E Miranda | Division Deputy Director |

Bankers: DBS Bank, Standard Chartered 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 2013/2014

4.1 Staffing

As at 31 March 2014, the breakdown of the staff strength (by division and including part-time employees) is as follows:

Marketing, Advocacy & Development	7
SG Cares & Vertical Kampong	13
Corporate Community Investment	3.5
Capacity Building	6
Philanthropy	6.5
Technology Solutions	2
Corporate Development (incl. CEO & PA)	8
Total	46

4.2 Key Programmes

4.2.1 Volunteerism

A. International Volunteer Managers Day

NVPC celebrates giving heroes. We organised the first International Volunteer Managers Day (IVMD) to thank volunteer managers and coordinators who had given their time and heart to serve people who are disadvantaged and/or underprivileged.

Globally, we all recognise the contribution of volunteers as most are involved in the various aspects of bringing a cheer and delivering the services to our society.

Every November 5, the IVMD appreciates the volunteer managers and coordinators who work tirelessly to enable better volunteerism and giving of time and skills. They are crucial in keeping the volunteers happy and engaged. Last year, 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.

B. SG Cares (www.sgcares.org)

SG Cares has collaborated with 361 Volunteer Host Organisations to offer volunteer activities, as well as in areas such as volunteer orientations and volunteer referrals. From April 2013 to March 2014, the SG Cares portal featured a total of 1,797 activities, covering a broad spectrum of causes.

As of 31 March 2014, SG Cares had 35,539 volunteers in its database, comprising individuals who registered via the SG Cares portal. Volunteers contributed a total of 149,153 volunteer hours through the SG Cares portal.

The SG Cares portal had a total of 315,512 visits from April 2013 to March 2014, with a monthly high of 30,996 visits in the month of November 2013.

4.2.2 Philanthropy

A. SG Gives (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 \$31.73m online for Singapore charities, through 7,662 registered donors. For FY 2013 alone, \$11.25m was raised, through 2,778 registered donors. Over 280 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 Events

NVPC has been approached frequently on thoughts of giving insights, trends and outlook. For example, we published the first research monograph on Models of Philanthropy with COMO Foundation.

We have also published a couple of key surveys and studies on volunteerism and philanthropy. For example, we have compiled a start-up kit for new NPOs, published a study on the link between happiness and giving, and a corporate giving guide for our corporate stakeholders.

We are regularly featured in most major media outfits. For FY 2013, we have secured \$5 million worth of media coverage and launched the regular monthly op-ed with TODAY.

4.2.3 Capacity Building

A. Seeding Social Initiatives – Grants

As an advocate for social change, NVPC gives seed funding for new and meaningful initiatives through the New Initiative Grant and Jump Start Grant. The grants seek to address community needs in Singapore through volunteerism and/or philanthropy. A grantee's suitability for the grant is assessed based on the ability to resolve existing societal issues, positive effect on the way things are done and the number of beneficiaries reached.

Over \$500,000 in grants was given to nine grantees last year to promote giving in the space. JSG grantees include ACE Seniors and Drama Box while SoCh in Action was an NIG grantee.

B. President's Volunteerism & Philanthropy Awards 2013

We pay tribute to many outstanding givers in Singapore. The annual President's Volunteerism & Philanthropy Awards (PVPA) 2013 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: [Standard Chartered Bank](#)

President's Award for Philanthropy (Corporate)

Winner: [The Keppel Group](#)

President's Award for Volunteerism (Non-profit)

Winner: [Care Corner Counselling Centre](#)

President's Award for Philanthropy (Non-profit)

Winner: [Children's Cancer Foundation](#)

President's Award for Social Impact

Winner: [HCA Hospice Care](#)

President's Award for Volunteerism (Informal Group)

Winner: [Beautiful People](#)

President's Award for Volunteerism (Individual)

Winner: [Mr Tony Tay](#)

President's Award for Philanthropy (Individual)

Winner: [Prof Saw Swee Hock](#)

President's Special Recognition Award

Winner: [Dr Oon Chiew Seng](#)

4.2.4 Advocacy

A. #GivingTuesdaySG

Originating in New York in 2012, #GivingTuesday has been specially set aside as a day to encourage everyone – non-profit organisations, businesses and individuals – to lend their time, money or voice for a good cause. This has since grown to become a global movement.

Singapore is the first Asian country to join this movement. To motivate everyone to give back to society, NVPC launched the social media campaign, #GivingTuesdaySG (#GTSG) for the first time on 3 December 2013. Social media platforms like Facebook, Pinterest and Twitter were used to promote this national giving campaign, with support from social media ambassadors like Irene Ang and Hossan Leong.

100 partners comprising corporates, non-profits and individuals organised 30 events nationwide. Examples of the initiatives included donations by MasterCard for every “paypass” payment on 3 December 2013, ‘Give A Terrarium’ by NTUC Income and donation drives by Singapore Cancer Society and Coffee Bean & Tea Leaf. The #GTSG movement was extended to cover the entire month of December.

Snapshot of the first #GivingTuesdaySG accomplishments were:

- \$4million was collected through the SG Gives December donation.
- Our partners raised four times more for the December donations than the year before.
- Our top 3 NPO partners received up to 67 times more donations.
- More than 16,300 beneficiaries benefitted from the movement.

B. International Volunteer Day

And on the note of recognising our volunteer managers, each year, we celebrate the International Volunteer Day (IVD) to pay tribute to our volunteers who had 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.

Last year, together with YMCA of Singapore, Thye Hua Kwan Moral Society and Lions’ Befrienders, a nation-wide movement was organised to thank all of the volunteers who gave their time and skills in the community. The non-profits were all encouraged to hold their respective volunteer appreciation prior to the month of November where we held our finale celebration on 30 November 2013. The event was graced by Lawrence Wong, Minister for the Culture, Community and Youth.

4.2.4 Corporate Community Investment

A. Pitch to Win

Companies play a major part to promote and grow giving altogether. NVPC is always talking to and engaging with companies, big and small, to create a robust and thriving giving environment. Companies need to know how to give back to the communities more sustainably and meaningfully and non-profits on the other hand, need to understand better how to engage corporates to be their partners and work together with them.

In August 2013, together with Marina Bay Sands, NVPC gave five of our non-profit friends an opportunity to secure an immediate funding by presenting an escalated pitch to a corporate audience. The pooled funds came up to a total of \$251,000.

The five finalists were Alzheimer's Disease Association, Bishan Home for the Intellectually Disabled, En Community Services, SCAPE and the Singapore Association for the Deaf. Senior executives of Marina Bay Sands had spent months training these non-profits in polishing their pitches so that they could give a compelling pitch that resonated with the corporate audience and judges. Both Alzheimer's Disease Association and Bishan Home for the Intellectually Disabled took home the lion's share of the pooled funds; at \$111,000 and \$100,000 respectively.

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 3rd and 4th 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 FY2014

7.1 Volunteerism

The SG Cares portal will continue to be a Business-to-Consumer online platform and help to address the mismatch in demand and supply of the volunteerism labour market.

For volunteers keen on offering their services, SG Cares will be serve as a platform in lowering the barriers to volunteerism by providing short-term, adhoc volunteering opportunities, with the possibility of volunteers continuing their volunteering journey. There will be greater ease of access to volunteering opportunities, particularly for first-time volunteers and potential for conversion of non/former volunteers to more regular volunteers. The associated volunteer programmes will complement the online platform by

advocating for good volunteering practices and providing opportunities for personal development as a volunteer leader.

Through SG Cares, NPOs will also find it easier to get more volunteers. NPOs will also become more aware about the potential of using episodic volunteering opportunities as a means to recruit volunteers, addressing issues of volunteer work design and shortage.

For FY 2014, there is the potential for SG Cares to be encompassed in the Unified Giving Portal (please refer to 7.3 on Unified Giving Portal).

7.2 Philanthropy

The SG Gives Portal will continue to be an online donations portal, which allows donors to select charities they wish to donate to by using their credit cards or internet banking.

For FY 2014, there is the potential for SG Gives to be encompassed in the Unified Giving Portal.

7.3 Unified Giving Portal (UGP)

To build a virtual giving community, the digital team will be leveraging on technology to create a “Virtual Giving Nation” Roadmap.

A Unified Giving Portal (UGP) will be developed and launched with the aim of making giving efficient, easy and fun. To support this goal, there will be creative campaigns launched to create awareness on UGP and research on online giving behaviour to enable the team to engage our target audience better.

With the UGP, we also hope to improve the capability of engaging givers. To do this, we will start with enhancing the online capabilities of our NPOs, improving corporate employee engagement and their giving capabilities.

By identifying UGP social media partners, we hope to improve awareness and usage of this portal as a tool to promote giving. We also intend to use UGP campaigns to provide givers and charities to lend their voice in the social media space.

To increase our visibility in the giving space, the digital team could work with the advocacy team to engage in strategic planning for telling stories and launching campaigns. To attract audience interest and involvement, we will include factoids and community links to relevant activities on UGP.

7.4 Corporate Community Investment

The intention of the Corporate Community Investment is to encourage more and better giving (includes philanthropy, pro bono services, sponsorship, and volunteerism) by companies in Singapore.

For the private sector to take the lead in giving and transforming communities, the team hopes to create opportunities and platforms that foster better corporate giving through gathering corporates and NPOs. The best corporate giving practices and ideas will also be identified and analysed to see how they could be applicable to our local corporate community.

Platforms will also be created through which best and most innovative corporate giving practices can be promoted. Tools, programs and opportunities will be created through which corporates can learn how to become better givers.

7.5 Knowledge Hub

Knowledge Hub will serve as a platform to build a community of users that create and share knowledge on good practices in volunteerism and philanthropy. The aim is to ensure good practices are readily available and that there is an active community of users.

The areas of practice that will be examined include volunteer management (Phase 1), fundraising / donor management, corporate giving (volunteerism, philanthropy) and grantmaking.

The aim is to build a loop where online content may be discussed offline and content created offline may be posted online. There will be content resulting from various programmes which may be posted on Knowledge Hub to benefit other users.

7.6 Philanthropy in Asia (PIA) / Funders Roundtable (FRT)

The Funders Roundtable initiative aims to develop a community of funders who are aligned in their desire to create impact through their philanthropic efforts. The Roundtable takes a holistic approach by creating programmes for funders at various stages of the giving journey.

As the funder community grows in size and knowledge, their needs have also become more diverse. To cater to this, the Roundtable has expanded from a single programme into a funder capacity-building platform with four programmes. They are Seminars/Conferences, Workshops/Master classes, Leaders Circle and Sharing Trips.

The Philanthropy in Asia summit began in 2012. It is envisioned to be a bi-annual conference with one held every two years and philanthropic-relevant partner activities conducted in between the years.

7.7 President's Volunteerism and Philanthropy Awards (PVPA)

The President's Volunteerism & Philanthropy Awards (PVPA) honour those who have set benchmarks of excellence in encouraging the spirit of giving in Singapore. The annual pinnacle awards aim to encourage the winners, and

inspire others to share their resources, time, and expertise to bring about a higher level of volunteerism and philanthropy in Singapore.

The PVPA is organised by the National Volunteer & Philanthropy Centre (NVPC), with support from the National Council of Social Service (NCSS) and the Ministry of Culture, Community and Youth (MCCY).

8. AUDITED STATEMENT OF ACCOUNTS

Audited statement of accounts for the financial year ended 31 March 2014 is attached.