

Individual giving survey 2006

Major findings and recommendations to non-profit organisations

5 Sep 2006

All figures, including percentages, are estimates. Percentages may not add up to 100% due to rounding or because multiple responses are allowed.
- represents no respondents. * represents percentage below 1%. # represents sample size <30.

Agenda

Background

Volunteerism

Philanthropy

Volunteer-donor connection

Background

Individual giving survey 2006

The 2006 survey is the latest in a biennial series of surveys that measures individual giving in terms of volunteerism and philanthropy. The research surveyed individuals, aged 15 years and above, who were Singapore residents (ie Singapore citizens, Permanent Residents) and non residents (or foreigners) but excluded tourists, domestic maids and construction workers.

Data collection and analysis

A list of 4,928 households was purchased from the Singapore Department of Statistics. Sample households were geographically spread, and representative of house type.

The survey period was between 24 March and 24 April 2006.

Respondents were interviewed face to face, at home.

A total of 1,803 interviews were completed.

Statistical weighting was applied to the sample data to arrive at national estimates.

The margin of error at 95% confidence was +/- 2.3%.

Profile of respondents (Singapore residents)

		Sample (unweighted)	Resident Population
Residents only (Singapore Citizens & PRs)			
Gender	Male	48%	49%
	Female	52%	51%
Ethnic Group	Chinese	76%	77%
	Malay	14%	13%
	Indian/Others	9%	10%
Age Group	15-24 years	15%	16%
	25-34 years	22%	20%
	35-44 years	25%	22%
	45-54 years	18%	20%
	55-64 years	10%	11%
	65 years & over	10%	10%
Housing Type	HDB 1-3 room	27%	25%
	HDB 4-room	36%	35%
	HDB 5-room	27%	26%
	Condo/Pte Apt	5%	6%
	Landed property	5%	6%
	Others [#] (eg shop houses)	*	1%

(#) NOTE: Read with caution, sample size < 30

Note: Survey respondents include both residents and non-residents. The above table shows the distribution of resident sample.

Definitions

Volunteering

Activities done out of free will to help people without expecting financial payment. Excludes compulsory community work such as the Community Involvement Programme in schools (except where it exceeded the compulsory hours).

Donation

Money given out of free will. Excludes obligatory giving of money such as paying fines or taxes, or supporting family members.

Year of reference

Respondents were asked regarding their giving behavior in the past 12 months (ie from April 2005 to April 2006). In this document, the year shown refers to the year of survey unless otherwise stated.

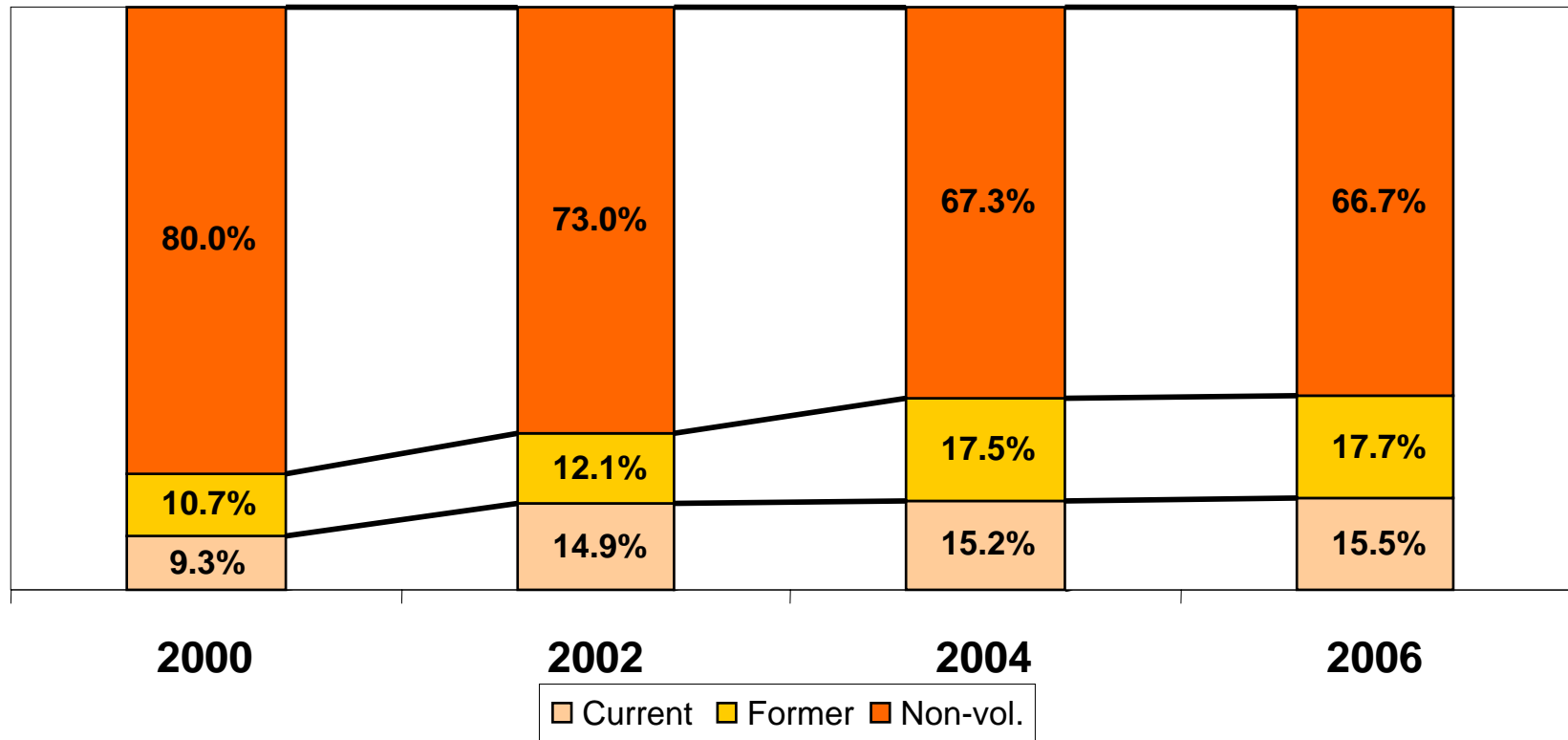
Volunteerism

Volunteer participation rate

The volunteer participation rate remained steady between 2002 and 2006.

Between 2002 and 2004, the proportion of non-volunteers decreased while the proportion of former volunteers increased. To increase volunteer participation, decrease the proportion of non-volunteers (get volunteers) and/or proportion of former volunteers (keep volunteers).

Distribution of population by volunteer status 2002-2006



Current volunteers: Incidence within sub-groups

		2006	2004
ALL RESPONDENTS		15.5%	15.2%
Gender	Male	16%	16%
	Female	15%	14%
Ethnic Group	Chinese	15%	15%
	Malay	14%	16%
	Indian	25%	17%
	Others [#]	3%	9%
Age Group	15-24 years	28%	25%
	25-34 years	11%	15%
	35-44 years	14%	16%
	45-54 years	14%	15%
	55-64 years	13%	8%
	65 years & over	11%	4%
House Type	HDB 1-3 room	13%	9%
	HDB 4-room	14%	16%
	HDB 5-room	16%	19%
	Condo/Pte Apt	19%	21%
	Landed property	40%	29%
	Others [#] (eg shop houses)	-	15%

(#) NOTE: Read with caution, sample size < 30

Volunteer motivation

Current volunteers are motivated to help the less fortunate and from personal interest.

Those who “want to help the less fortunate” would logically volunteer for social service, health and education sectors (major sectors). Those who volunteer out of “personal interest” may do so in major sectors and other sectors that may not involve “less fortunate”, eg arts and sports.

Order*	2002	2004	2006
1	Personal interest	Want to help the less fortunate	Want to help the less fortunate
2	Have spare time	Personal interest	Personal interest
3	Want to help the less fortunate	Opportunity to meet and know more people	Responding to a need in the community
4	Responding to a need in the community	Opportunity to give back to society	Have spare time
5	Opportunity to meet and know more people	Responding to a need in the community	Gain new knowledge/ skills/ work experience

Current volunteers: reasons for volunteering

* In descending order, according to number of respondents who indicated “Yes” to the reason(s).

BASE: Current volunteers

Volunteer satisfaction

Current volunteers gain satisfaction from their “ability to give back to society” and “personal sense of well-being”.

Order*	2002	2004	2006
1	Friendships developed with staff/ volunteers/ recipients	Personal sense of well-being	Ability to give back to society
2	Personal sense of well-being	Ability to give back to society	Personal sense of well-being
3	Self-enrichment	Friendships developed with staff/ volunteers/ recipients	Self-enrichment
4	Continuing education/ gain knowledge & skill	Self-enrichment	Gratitude from recipient of service
5	Ability to give back to society	Gratitude from recipient of service	Ability to practise unused skills

Current volunteers: satisfaction in volunteering

* In descending order, according to number of respondents who indicated “Yes” to the reason(s).

BASE: Current volunteers

Most important reason that would encourage volunteering

Reasons		2004
On my own initiative -----	50%	54%
Being asked by friends/relatives -----	14%	10%
After road shows/events -----	6%	2%
Projects by religious organisations -----	5%	6%
After advertisements -----	5%	4%
After compulsory educational requirement --	4%	8%
Company project -----	4%	2%
After media reports -----	4%	5%
Being asked by boss/colleague -----	3%	3%
Being asked by immediate family members--	3%	4%

BASE: Current volunteers

Factors inducing involvement in volunteering

Both former and non volunteers place “flexibility” in terms of time and workload as important factors that would make them want to volunteer.

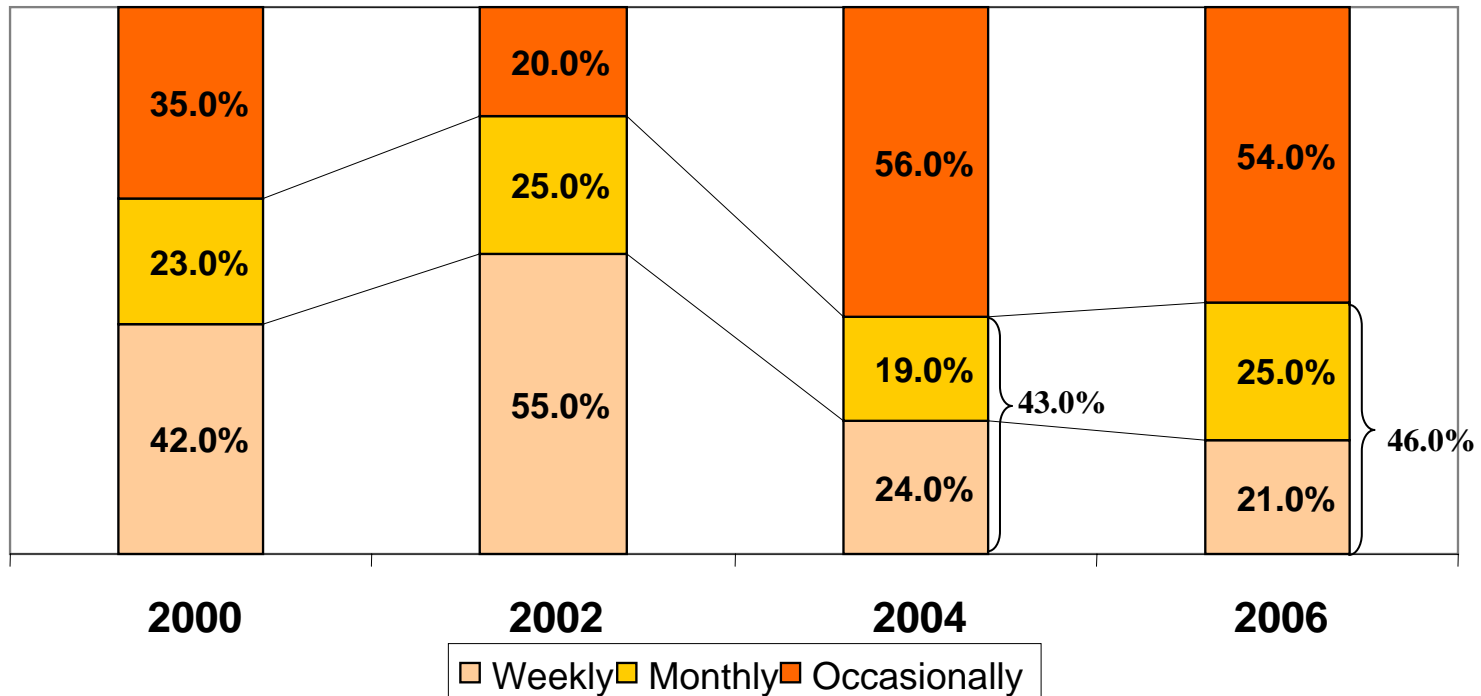
Q: Which of the following factor(s) listed below would make you want to be involved in volunteering?

	% Ranked as most important factor	
	Former volunteers	Non volunteers
If there was more time flexibility	38%	35%
If there was more flexibility in volunteering workload	21%	16%
If more training was given	10%	7%
If more appreciation was given	7%	9%
If I could get reimbursed for my expenses incurred as a result of volunteer activity	2%	9%

Volunteer frequency

Since 2004, more than half of volunteers prefer to volunteer occasionally, though the proportion of regular volunteers increased marginally.

Distribution of population by volunteer frequency 2002-2006



The top channels through which current volunteers served are through organisations (eg charities, religious organisations) or informally. The most popular types of volunteer work are general services and administration, fundraising and human services (eg befriending, mentoring).

BASE: Current volunteers

Get volunteers

To get non-volunteers to volunteer, overcome their reasons for not volunteering, the top reason being “no time”.

Action: reduce “no time” barrier through

- a) volunteering activities that take less time (eg occasional and offsite volunteering)
- b) working with corporates to increase participation in existing employee volunteering programmes

Order*	2004	2006
1	No time	No time
2	Age/ Health problems, physically unable	Boring/ No Interest
3	Financial cost of volunteering	Age/ Health problems, physically unable
4	Boring/ No Interest	Financial cost of volunteering
5	Unable to honour commitment	Have not thought about it

Non-volunteers: reasons for not volunteering

BASE: Non volunteers

* In descending order, according to number of respondents who indicated “Yes” to the reason(s). As regards, “no time”, instead of volunteering, the time was mainly used for work, school and family.

Keep volunteers

The dissatisfaction of current volunteers seems to be related to volunteer management.

- Action: keep volunteers by
- a) investing in volunteer programme manager* (VPM) positions, whether full-time or part-time
 - b) equipping VPM with training where necessary

Order**	2002	2004	2006
1	Sometimes get bored or lose interest	Feel that too much is expected of you	Feel that things could be much better organised
2	Feel that things could be much better organised	Feel that things could be much better organised	Feel that you are not adequately trained
3	Feel that your efforts are not always appreciated	Feel that your efforts are not always appreciated	Don't get to do things you would like to do
4	Feel that too much is expected of you	Sometimes get bored or lose interest	Feel that your efforts are not always appreciated
5	Feel that you are not adequately trained	Feel that you are not adequately trained	It takes up too much time

Current volunteers: dissatisfaction in volunteering

* Also known as volunteer coordinator

** In descending order, according to number of respondents who indicated "Yes" to the reason(s).

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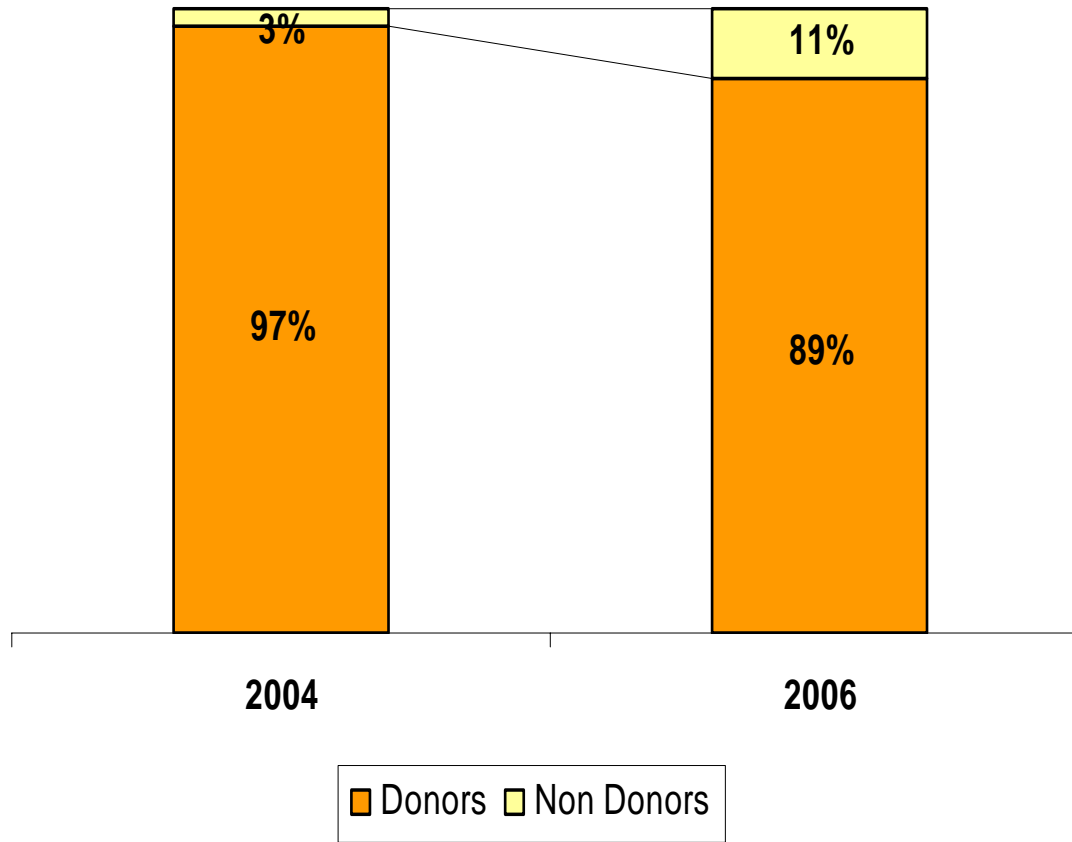
Philanthropy

Survey information on philanthropy available only from 2004 onwards

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Donor participation

Donor participation dropped to 89% in 2006.



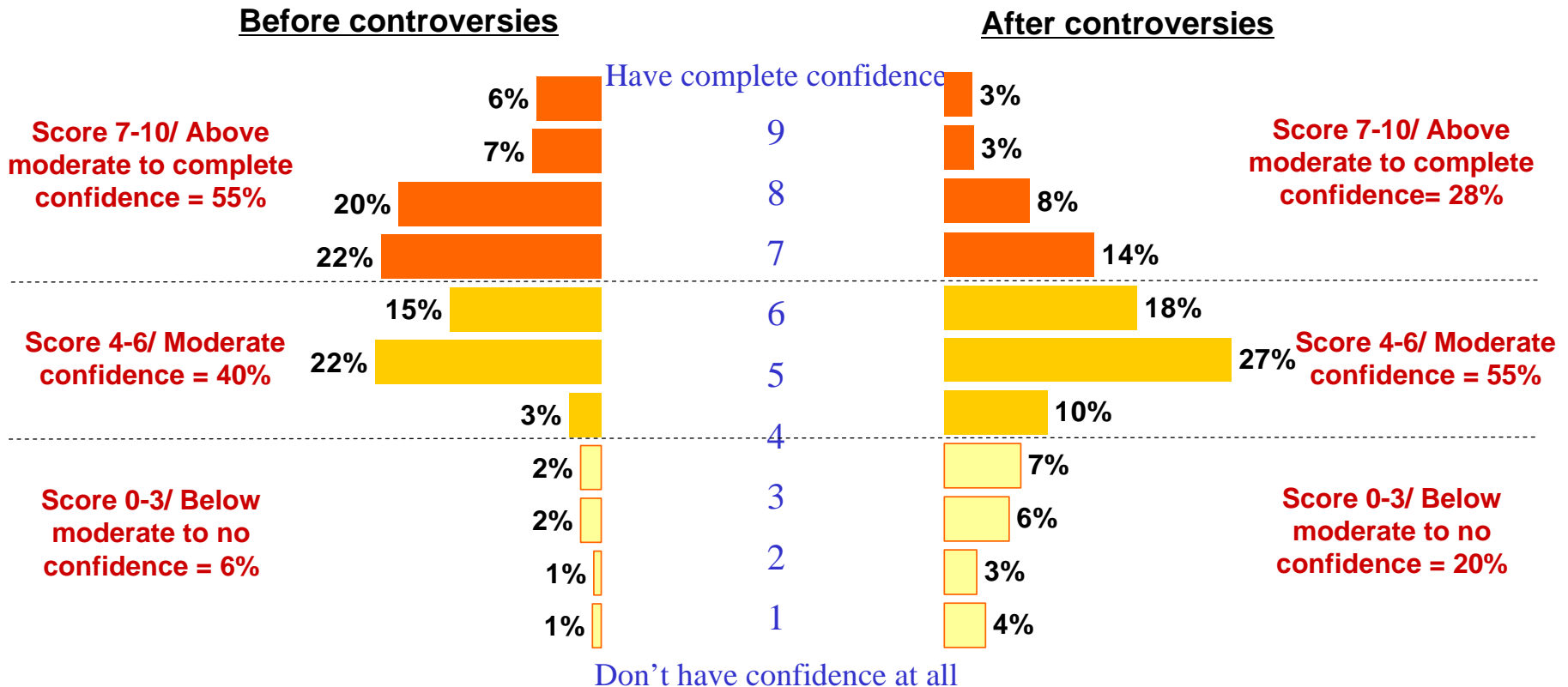
Donor participation rate

Donor confidence

Controversies surrounding some charities appeared to have lowered public confidence.

Before the recent controversies, 55 per cent of respondents reported above moderate to complete confidence in charities. After the controversies, the percentage of such respondents dropped to 28 per cent. In particular, the percentage of respondents who reported below moderate to no confidence in charities tripled, from 6 per cent before the controversies to 20 per cent after.

Q. Before/ After the controversies involving some charities (eg National Kidney Foundation, Singapore Association of the Visually Handicapped), on a scale of 0-10, how much confidence did you have in charities?



Donation amounts

Total donations in the past 12 months was estimated at S\$341 million* or an average of S\$125 per donor, lower than in 2004.

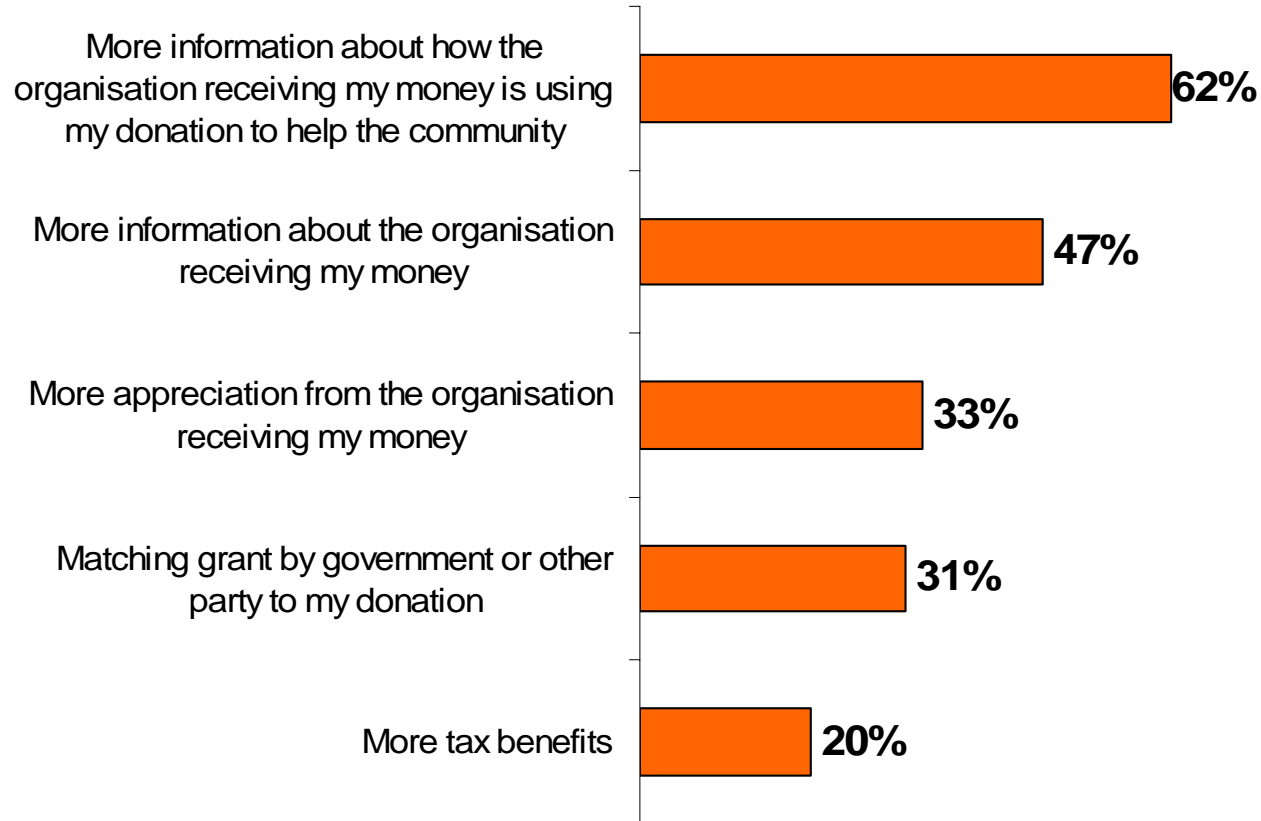
Year	Donor Incidence	Average Donation	Total Giving of Money by Individuals
2006	89%	S\$125 per donor	S\$341 million
2004	97%	S\$155 per donor	S\$438 million

*The top sectors donors gave to were education, health, civic/self-help, social service and religion (similar to top sectors in volunteering).

Donors' information needs

More information about how donations are used would help increase donation amounts.

Q. In what ways can you be encouraged to increase your donation amounts?



Factors encouraging increased giving

BASE: Donors

Donors' information needs

Q. "Before you decide to donate, what type of information do you find out about the receiving charitable/non-profit organisation?"

Information type		2004
Name of organisation asking for donations	34%	43%
Legal status -----	26%	16%
Activities and programmes -----	24%	22%
Management -----	22%	9%
Impact of organisation on beneficiaries -----	21%	16%
Name of supported NPO/charity-----	21%	21%
Fundraising methods -----	21%	24%
Association with other organisations -----	18%	9%
Performance measurement -----	17%	10%
Sources of funds -----	16%	13%

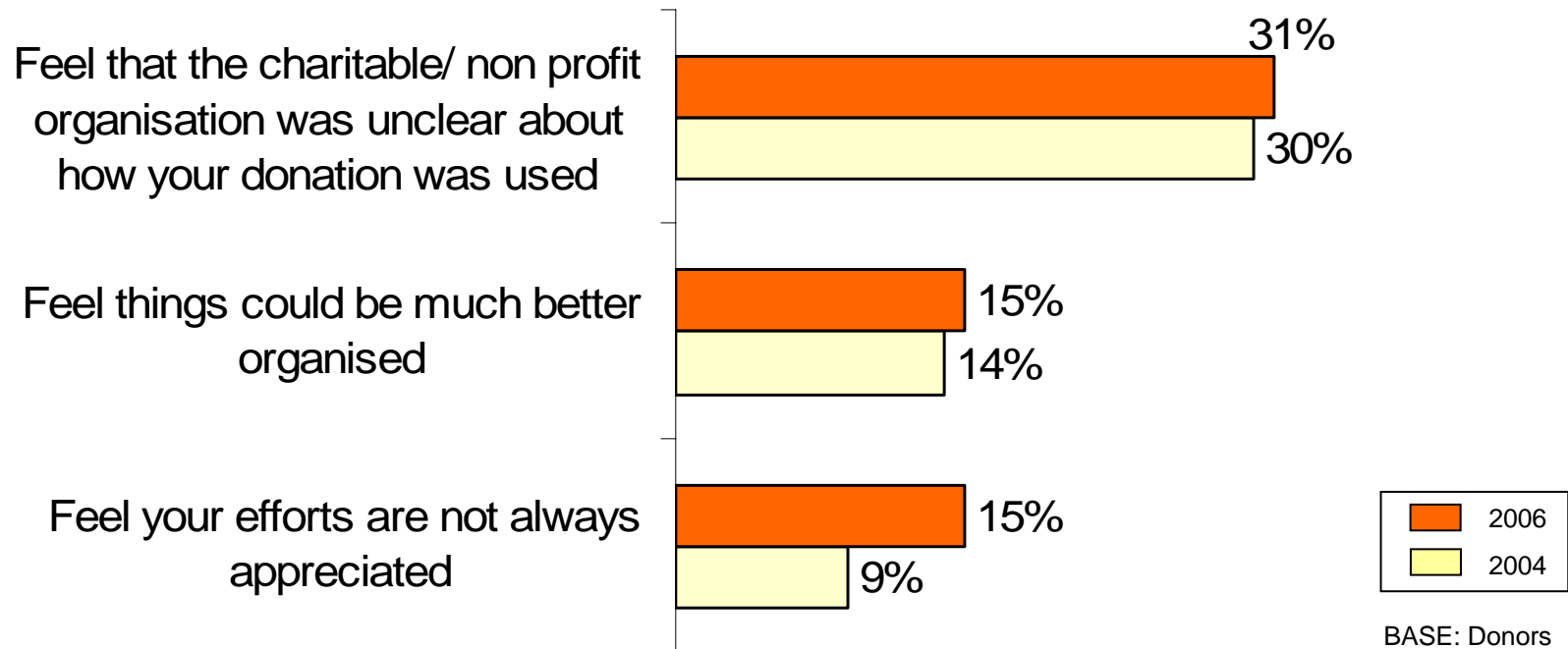
Information sought on receiving organisation

Donors' information needs

About a third of donors find lack of clarity on how their donations were used most dissatisfying about being a donor.

Action: increase donation amounts by
a) increasing transparency
b) increasing reach through NVPC's NPO Directory

Q. What do you find most dissatisfying about being a donor?



Donor dissatisfaction

BASE: Donors

Volunteer-donor connection

It pays to get, and keep, volunteers

The incidence of donors is highest among current volunteers

<u>Incidence of Donors</u>	<u>Current volunteers</u>	<u>Former volunteers</u>	<u>Non volunteers</u>
% Donors	96%	92%	87%
% Non-donors	4%	8%	13%

Current volunteers give more than former and non volunteers.

Volunteer Status	Amount donated*
Current volunteers	\$226
Former volunteers	\$108
Non volunteers	\$104

*Mean amount donated in past 12 months. Mean values may be affected by outliers.