



Individual Giving Survey 2012

Supplement

Supplement to [Individual Giving Survey 2012](#) topline results.

Background

Year shown refers to year of survey unless otherwise stated. Percentages shown are based on weighted data. All figures, including percentages, are estimates. Mean values may be affected by outliers. Percentages may not add up to 100% due to rounding or because multiple answers are allowed. All percentages are rounded from 2 decimal places except 2010 survey, which was rounded from 1 decimal place.

“-” represents no respondents.

“*” represents percentage below 1%.

“#” represents sample size <30.

Research purpose

- 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 statistically significant increase in 2012 compared to 2010 at 5% significance level
 - ↓ Represents statistically significant decrease in 2012 compared to 2010 at 5% significance level
 - Inform and influence policy, strategy and behaviour

Executive summary

Volunteerism

- Most employees would participate in volunteering activities if employers organised them but only 1 in 4 employees said their employers had organised such activities in the past 12 months.
- Ability to choose the volunteer activity greatly encouraged employees' participation in employer-organised volunteer activities.

Philanthropy

- Most donors usually decided which organisations to donate to only when asked.
- Donors who approached organisations on their own donated the highest amounts, compared to those who responded to charity requests.

Public confidence and perception

- Public confidence in charities remains high
- Most people agreed NPOs play a major role in making our communities better places to live in but only half agreed that NPOs manage volunteers and donated funds properly. Those who agreed gave more time and money.

Practical implications

Non-Profit Organisations (NPOs)

- Volunteers' and donors' experience with NPOs can be enhanced through better engagement. Providing more information such as transparency in fundraising practices will also help. This may facilitate self-initiated and planned donations, which may attract donors who give higher amounts.

Corporates

- More can be done to grow employee volunteering. Skill-based volunteering should be encouraged and it benefits both employees and employers when employee volunteers use their work skills to help non-profit organisations.

Volunteerism

Volunteerism definitions

- Volunteering
 - Activities done out of your own free will without expecting financial payment to help others outside your household, family or relatives
 - May be formal through organisations (e.g. charities) or informal without going through any organisation
 - Excludes compulsory community work such as Community Involvement Programme (CIP) in schools (except where it exceeded the compulsory hours) and Corrective Work Order (CWO)
- 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

For the first time, value of volunteering exceeded S\$2 billion

This is almost double the S\$1.10 billion donated to organisations reported in this 2012 survey

In the past 12 months	Year	
	2010	2012
Total volunteer hours (exclude travelling time)	89 million hours	91 million hours
Value of volunteering	S\$1,842 million	S\$2,081 million

Value of volunteering = Total volunteer hours x hourly wage rate. Hourly wage rate = (12 months x monthly basic rate of pay) / (52 weeks x 44 working hours per week). Monthly basic rate of pay is based on average monthly earnings of services industry employee (e.g. employees from the community, social and personal services, administrative and support services, transport and storage, professional services).

Hourly wage rate used in IGS 2010: S\$20.61 (based on 2009 average monthly earnings of S\$3,929); IGS 2012: S\$22.99 (based on 2011 average monthly earnings of S\$4,383)

Ministry of Manpower (2013). *Hours of Work, Overtime & Rest Days*. Retrieved 2 Jan 2014 from <http://www.mom.gov.sg/employment-practices/employment-rights-conditions/hours-of-work-and-overtime/Pages/default.aspx#contractual>.

Ministry of Manpower (2012). *Report on Wages in Singapore 2011. Part III: Statistical Tables. Average (Mean) Monthly Earnings from Central Provident Fund Board. 7. Average (Mean) Monthly Earnings Per Employee by Industry and Sex, 2006 – 2011 (Overall)*. Retrieved 2 Jan 2014 from http://www.mom.gov.sg/Documents/statistics-publications/wages2011/mrsd_2011Wages_table7.xlsx

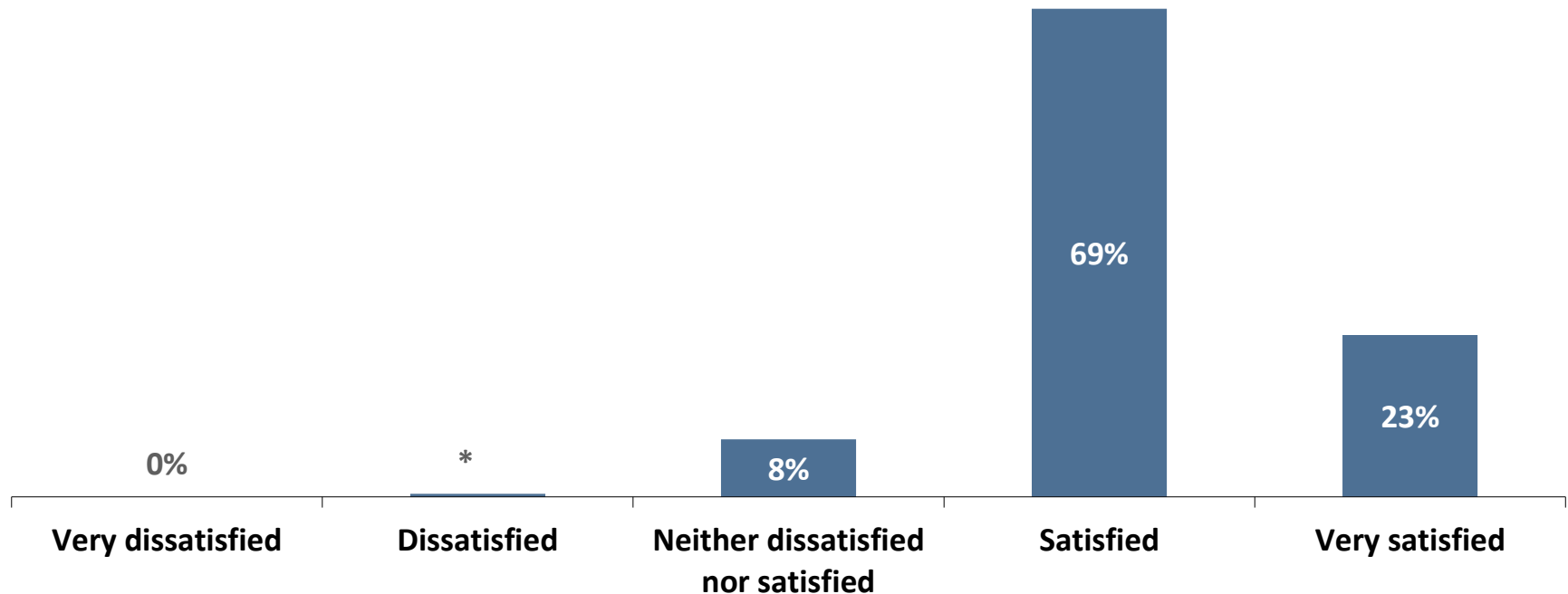
Q: How much time did you spend on volunteering in the past 12 months a week, a month, a year? Please note that volunteer hours exclude travelling time.

Base: All current volunteers

Overall, most volunteers were satisfied with their volunteer experience

9 in 10 volunteers who volunteered with organisations were satisfied with their overall volunteer experience with those organisations

25 March 2014



Q: You volunteered with organisation(s) in the past 12 months, on a scale of 1 to 5, where 1 represents “Very dissatisfied” and 5 represents “Very satisfied”, how would you rate your overall volunteer experience with the organisation(s)?

Base: All current volunteers who volunteered with organisations

How can NPOs do even better in volunteer management?

Some feedback from volunteers

Orientation and training for volunteers

"... share with us experiences of other volunteers so that the newer volunteers will know how to take care of the elderly people"

"... offer training to improve the skill of the volunteers"

"proper briefing on what we have to do"

Supervision and review

"more communication on specific duties on ground"

"feedback session to highlight what we've encountered"

"Should find out what is the requirements of the needy, to look into details e.g. what kind of help they need"

Q: What can the organisation(s) which you volunteered with do to improve your volunteer experience?

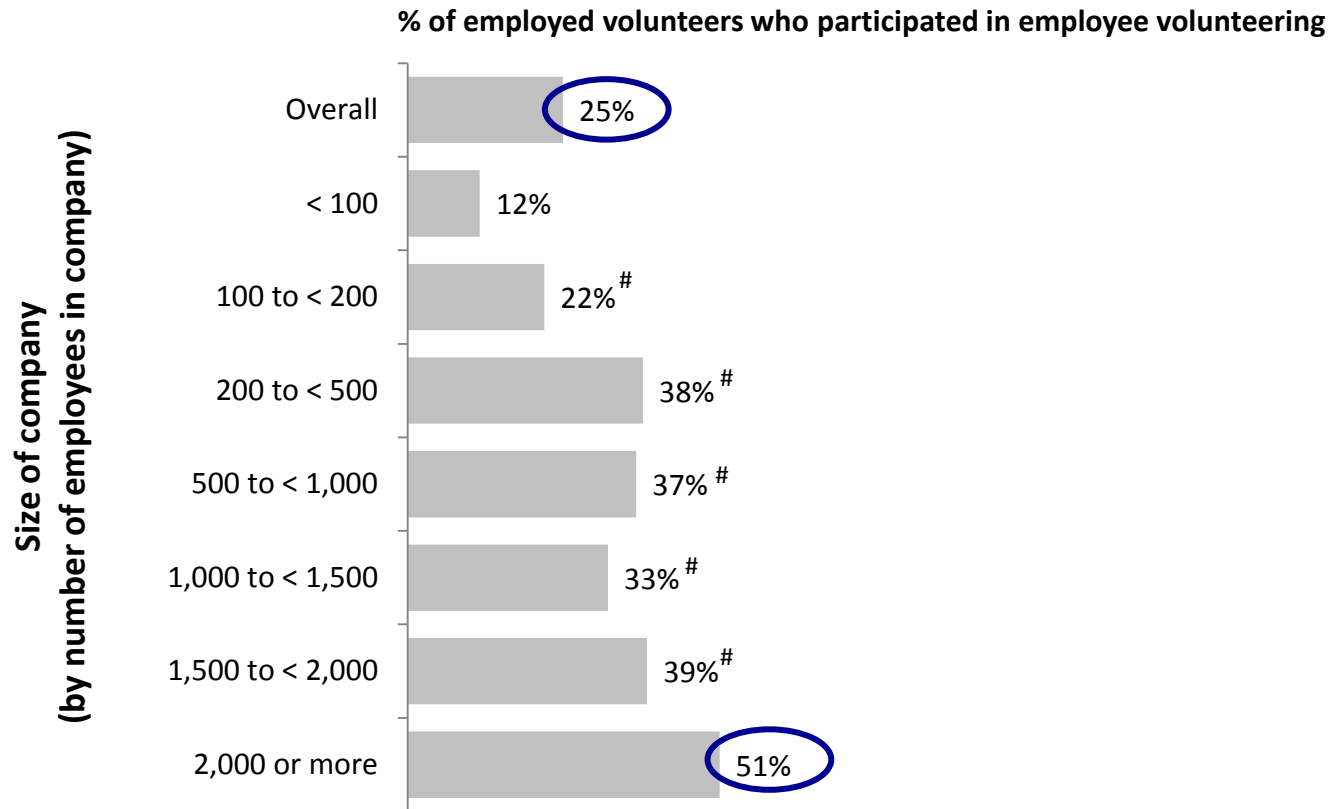
Base: All current volunteers who volunteered with organisations and gave suggestions on areas for improvement

Employee volunteering

Only 1 in 4 employed volunteers volunteered through their employers

Employee volunteering highest among companies with 2,000 or more employees

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For example, in the 2012 survey: Among employed volunteers who are employed in a company with 2,000 or more employees, 51% have volunteered through their employer.

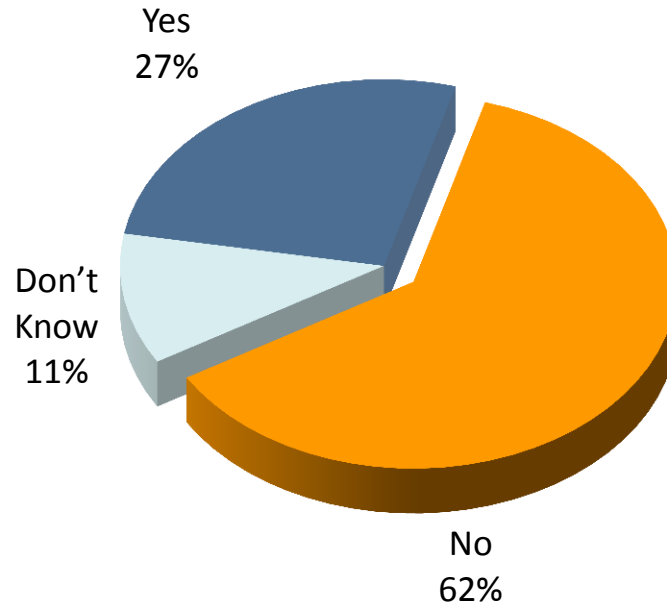
Q: What is the number of employees in Singapore, excluding those on casual employment, does your employer have as at 31 December 2011?

Q: In your volunteering in the past 12 months, through what organisation(s) did you volunteer? Through your employer?

Base: All employed current volunteers

Only 1 in 4 who were employed said their employers organised volunteer activities in the past 12 months

Employer has organised volunteer activity in the past 12 months

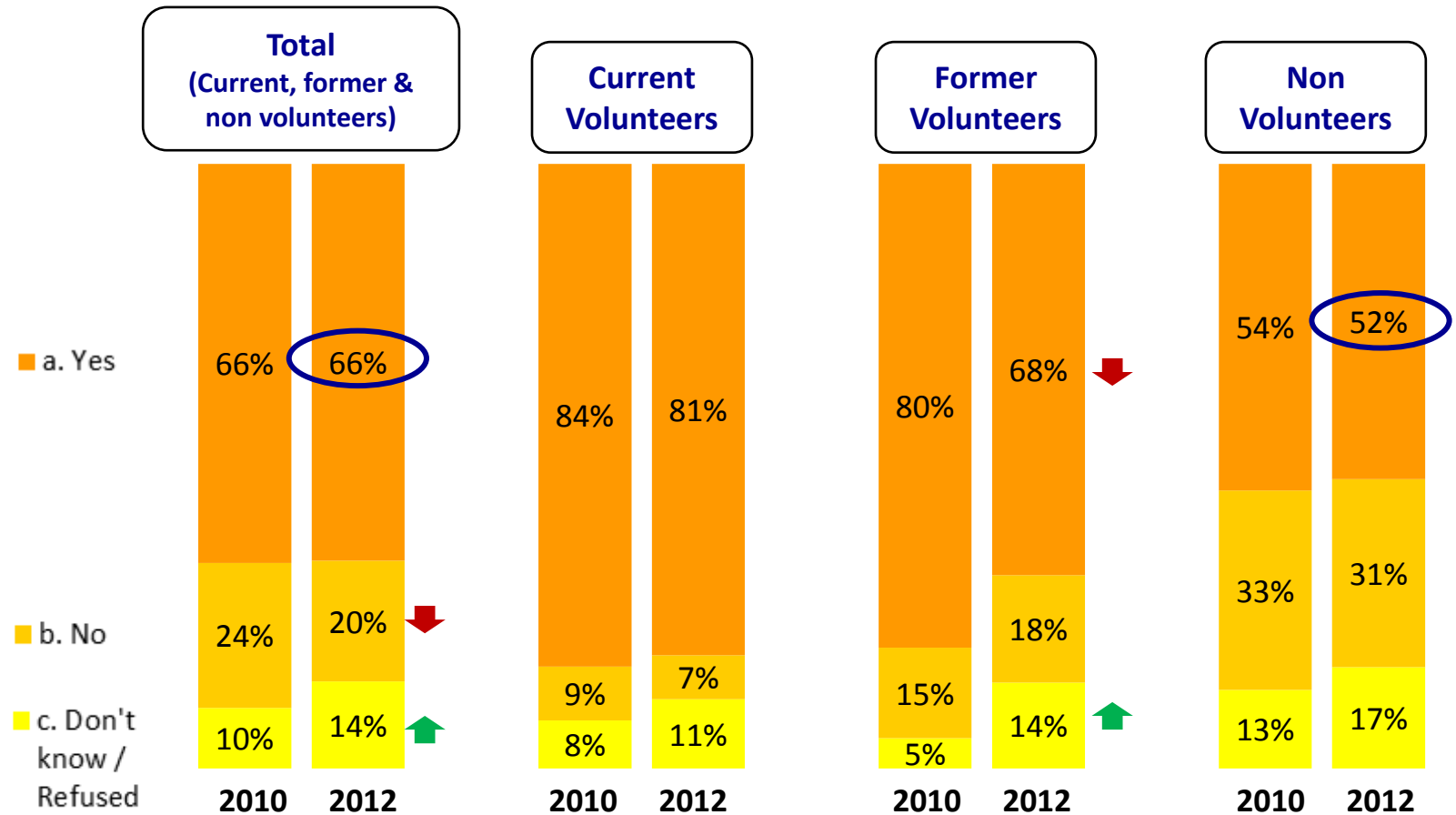


Q: Has your employer organised any volunteer activity in the past 12 months?

Base: All who are employed

Overall, 2 in 3 employees likely to participate in volunteer activities organised by employers

Among employees who were non volunteers, 1 in 2 would participate if their employers were to organise volunteering activities in the next 12 months



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Q: If your employer was to organise volunteering activities in the next 12 months, will you participate?

Base: All who are employed

Ability to choose the volunteer activity greatly encouraged employees' participation in employer-organised volunteer activities

Employees would also like employers to make more information available



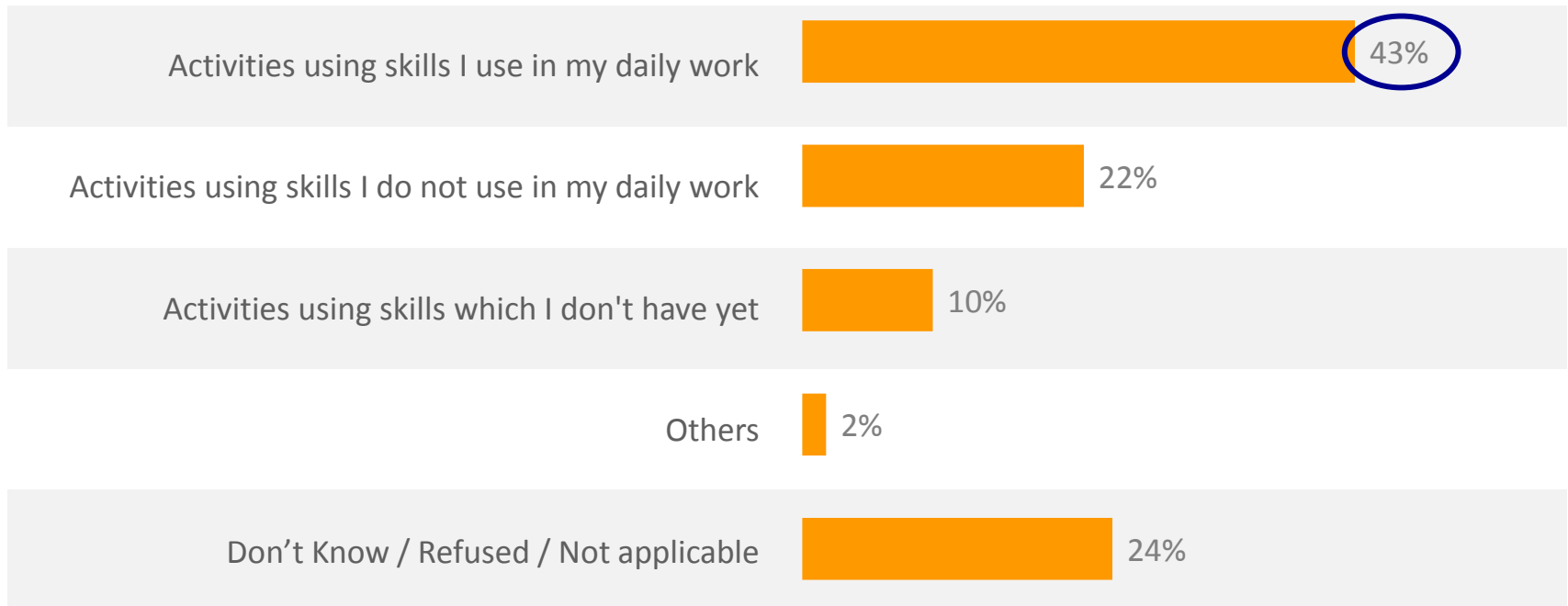
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Q: What would encourage you to participate in the volunteering activities organised by your employer?

Base: All who are employed

More employees preferred volunteering activities where they use their work skills

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Q: What type of volunteer activities would you most prefer your employer to organise?

Base: All who are employed

Philanthropy

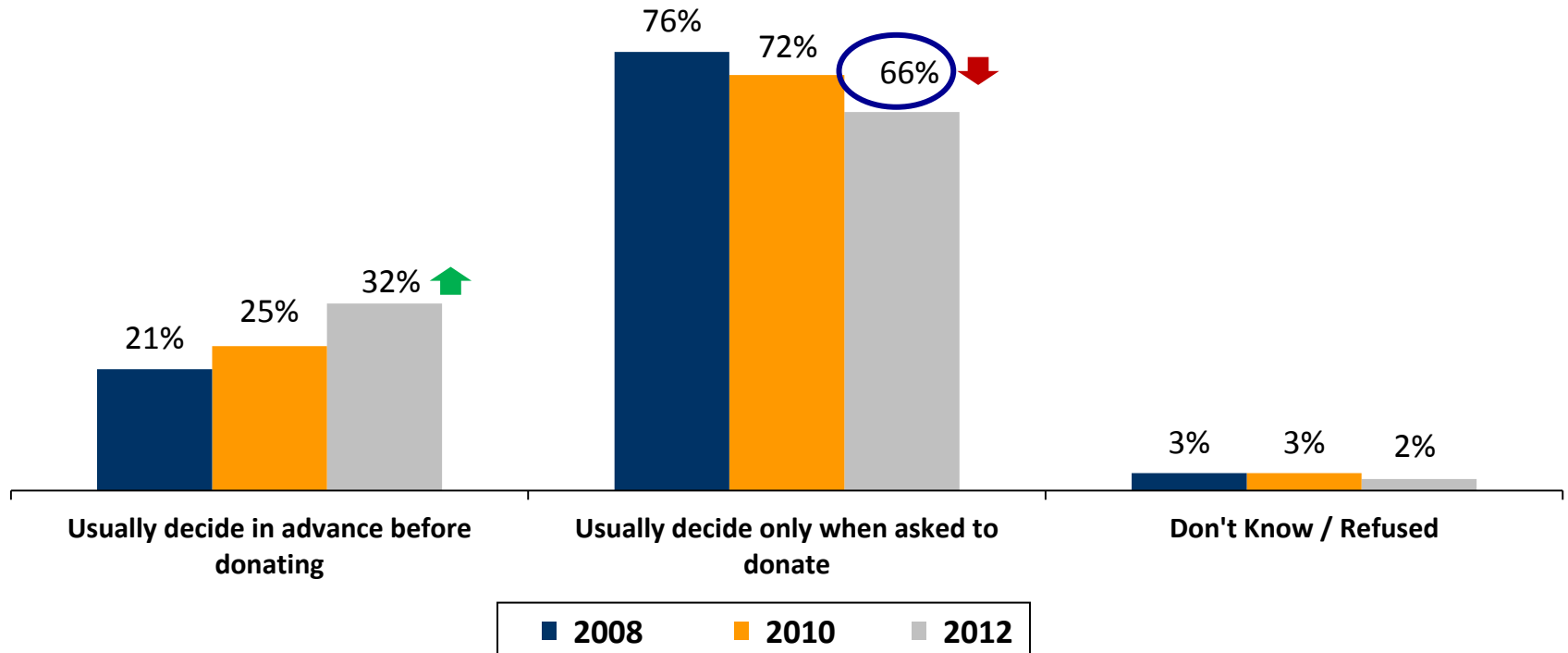
Philanthropy definitions

- Donating
 - Giving of money out of your own free will to help others outside your household, family or relatives
 - May be giving of money to organisations (e.g. charities) or giving of money directly to others (e.g. neighbours) without going through any organisation
 - Excludes compulsory payment of money such as paying fines or taxes
- Donors
 - Individuals who had donated money in the past 12 months
- Non donors
 - Individuals who had not donated money in the past 12 months

2 in 3 donors usually decide which organisations to donate to only when asked

However, the proportion of those who decide in advance is growing, compared to past years

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Q: Do you usually decide in advance which organisations to donate to? Or usually decide only when you are asked?

Base: All donors who donated to organisations

Donors who decide which organisations to donate to only when asked gave less

Donors who decide in advance which organisations to donate to gave on average 2.5x the amount given by those who decide only when asked

2012



**Usually decide in advance
before donating**

Mean amount donated[^]

S\$531



**Usually decide only when
asked to donate**

Mean amount donated[^]

S\$210



**Don't Know /
Refused**

Mean amount donated[^]

S\$203[#]

[^]Mean amount donated to organisations in the past 12 months.

For example, in the 2012 survey, mean amount donated to organisations in the past 12 months by donors who usually decide in advance before donating was S\$531.

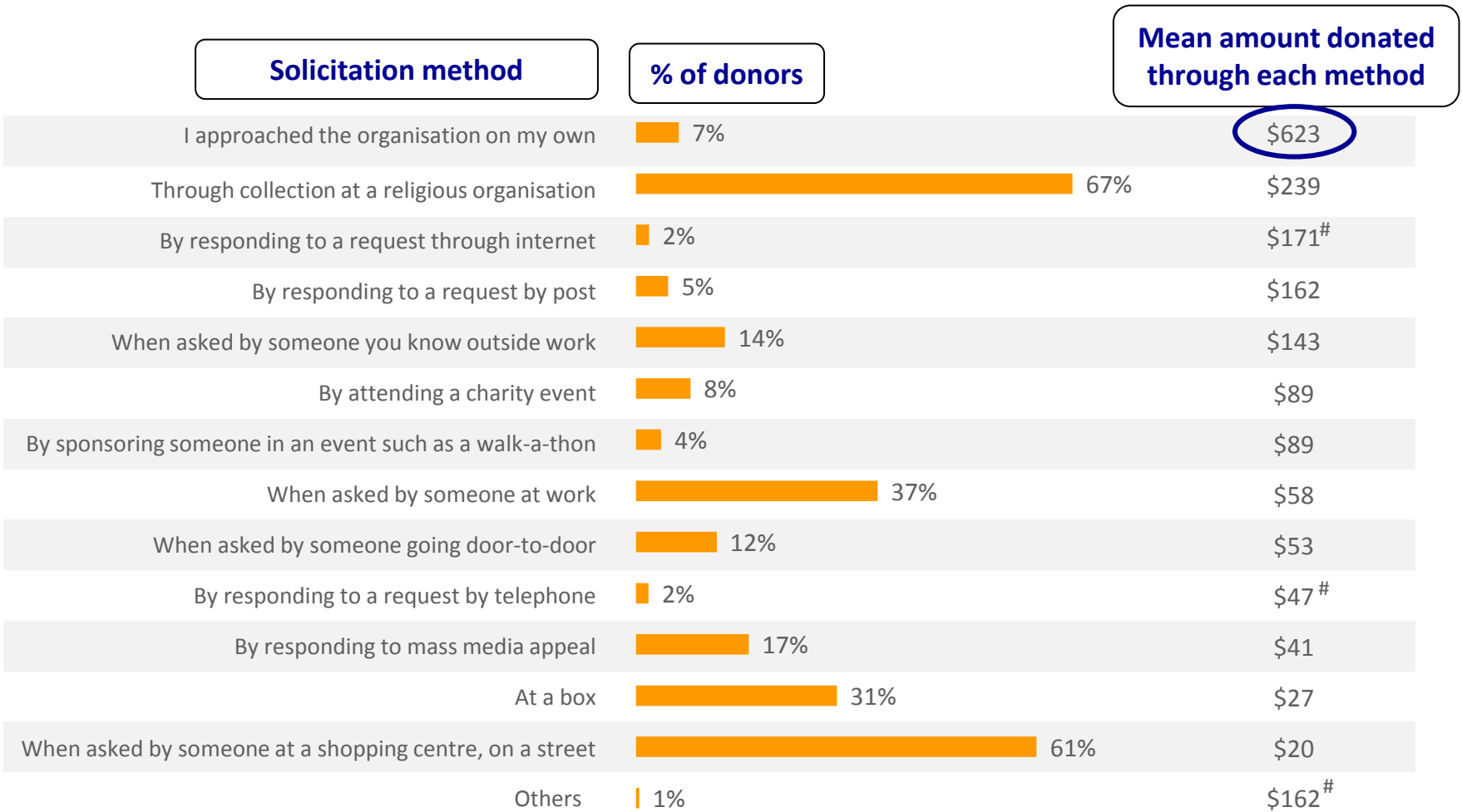
Q: Do you usually decide in advance which organisations to donate to? Or usually decide only when you are asked?

Base: All donors who donated to organisations

Q: Approximately how much money in total have you donated to organisations in the past 12 months? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore.

Base: All donors who donated to organisations and stated donation amount

Donors who approached organisations on their own gave the highest donation amounts



Q: Listed on this card are different methods which organisations may ask for donations. Through which method(s) did you donate in the past 12 months?

Base: All donors who donated to organisations

Q: You mentioned that you have donated approximately ___ to organisations in the past 12 months. Please provide the breakdown of this amount for each method you donated through in the past 12 months.

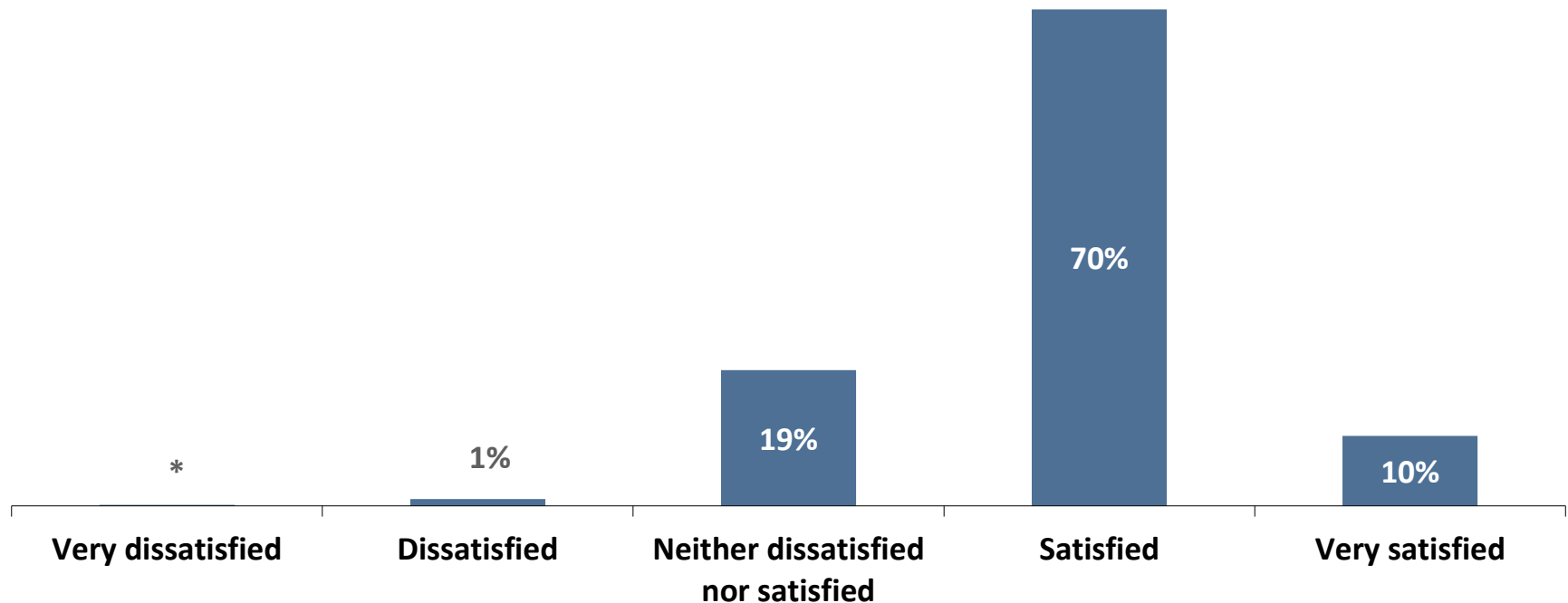
Base: All donors who donated to organisations and stated donation amount

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Overall, most donors were satisfied with their donor experience

8 in 10 donors who donated to organisations were satisfied with their overall donor experience with those organisations

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Q: You donated to organisation(s) in the past 12 months, on a scale of 1 to 5, where 1 represents “Very dissatisfied” and 5 represents “Very satisfied”, how would you rate your overall donor experience with the organisation(s)?

Base: All donors who donated to organisations

How can NPOs do even better in donor management?

Some feedback from donors

Transparency

“Should inform me as to how my donation was used.”

“Hope that they can be transparent with all the spending and donations collected.”

“... should publish where the money fundraised went and how they manage the money”

Donor solicitation and recognition

“Request for donation by organiser should be graciously put forward instead of just telling me how much to donate.”

“Not over aggressive ... it will turn me off”

“Should show appreciation towards any donation. Should not insist on long term commitment of donation by me”

Q: What can the organisation(s) which you donated to do to improve your donor experience?

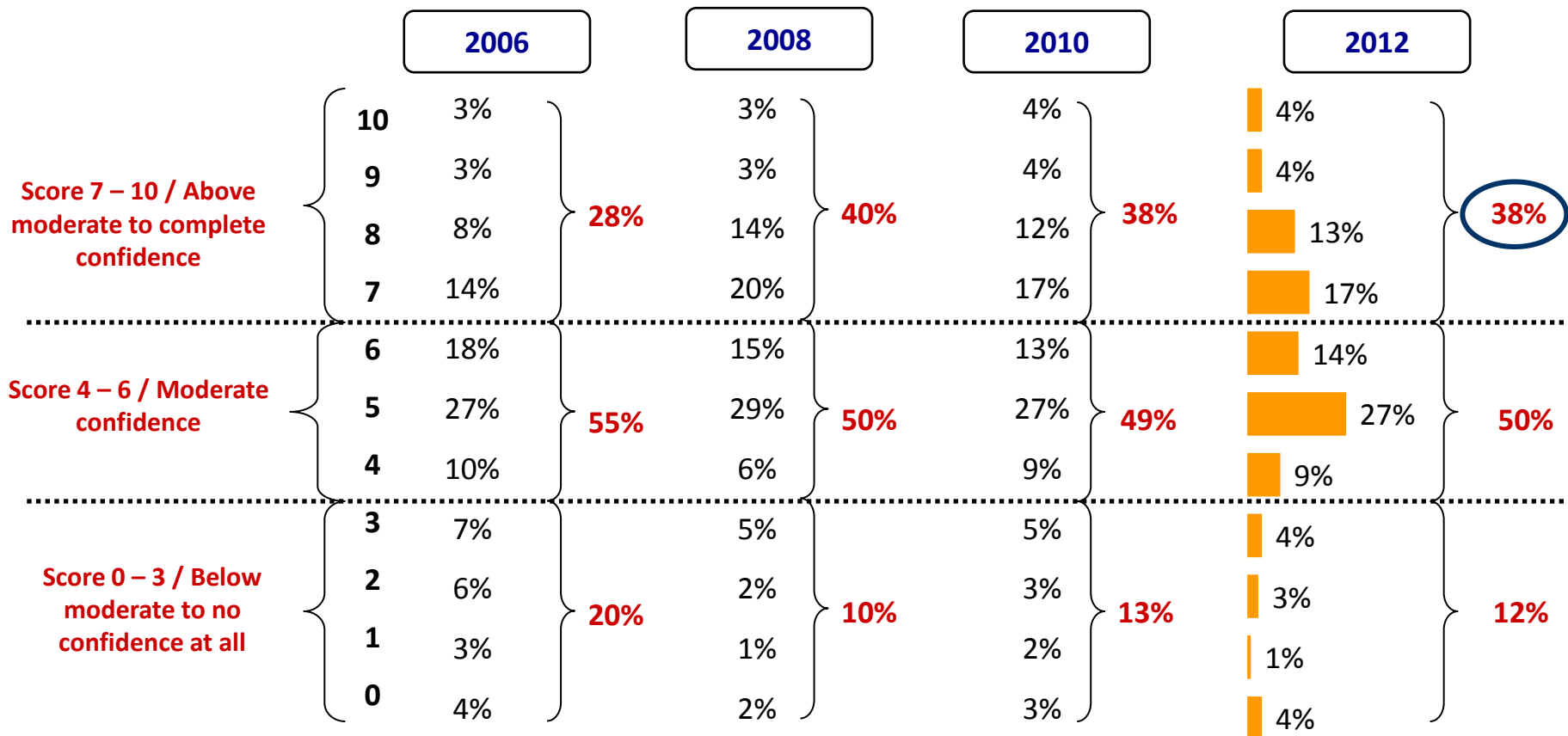
Base: All donors who donated to organisations and gave suggestions on areas for improvement

Public confidence and perception of NPOs

Public confidence in charities remains high

Nearly 2 in 5 had “above moderate to complete confidence” in charities

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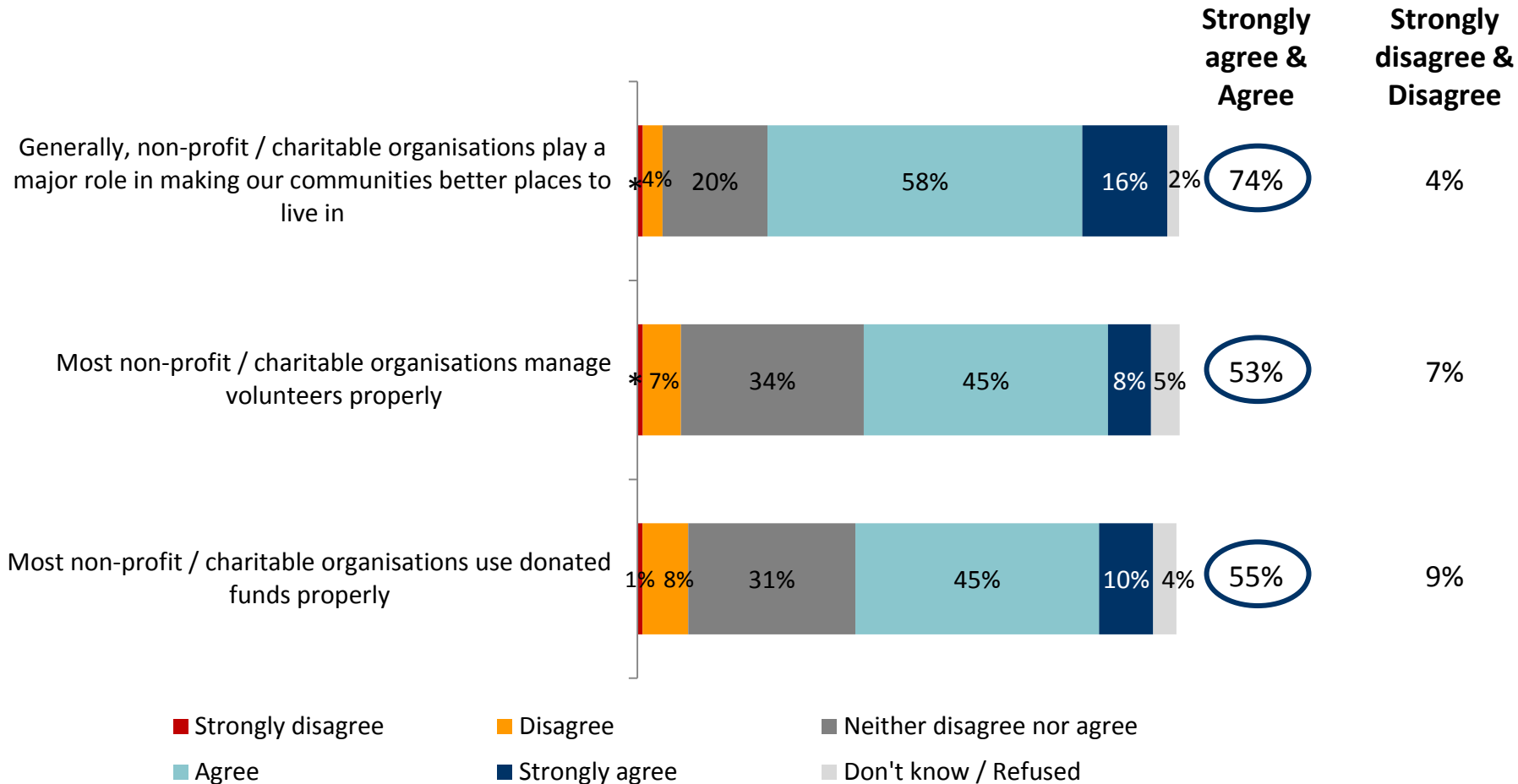


Q: On a scale of 0 - 10 (where "0" means "Do not have confidence at all", while "10" means "Have complete confidence"), how much confidence do you have in charities?

Base: All respondents

Most agreed NPOs play a major role in making our communities better places to live in

However, only half agreed that NPOs in general manage donated funds and volunteers properly



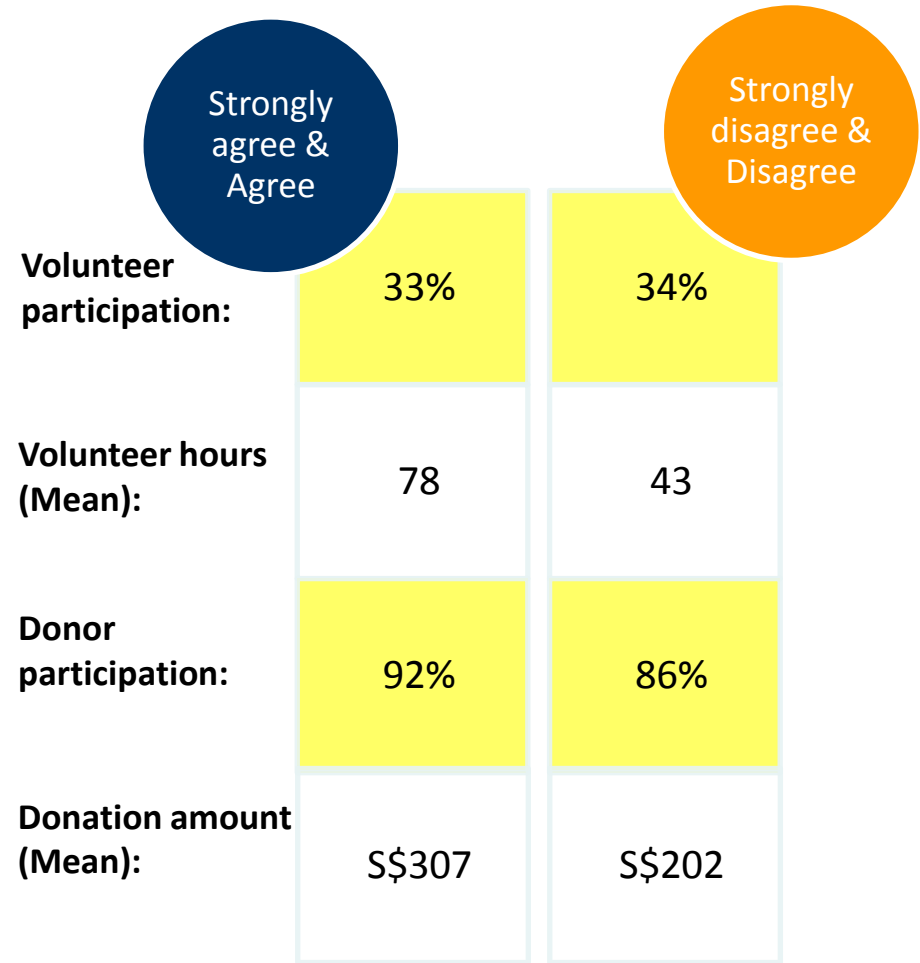
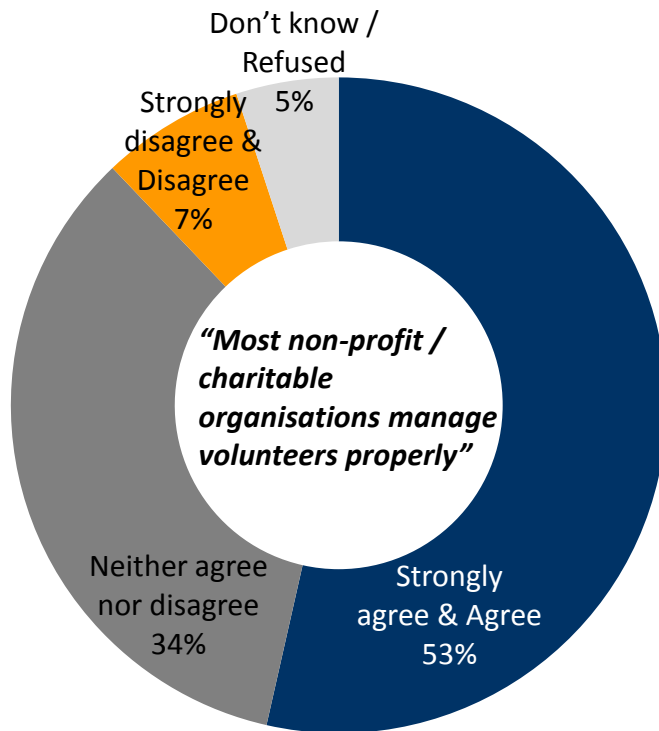
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Q: Below is a list of statements about giving. For each statement, please state whether you (1) Strongly disagree, (2) Disagree, (3) Neither disagree nor agree, (4) Agree, or (5) Strongly agree with it.

Base: All respondents

People who agreed that NPOs manage volunteers properly gave more time and money

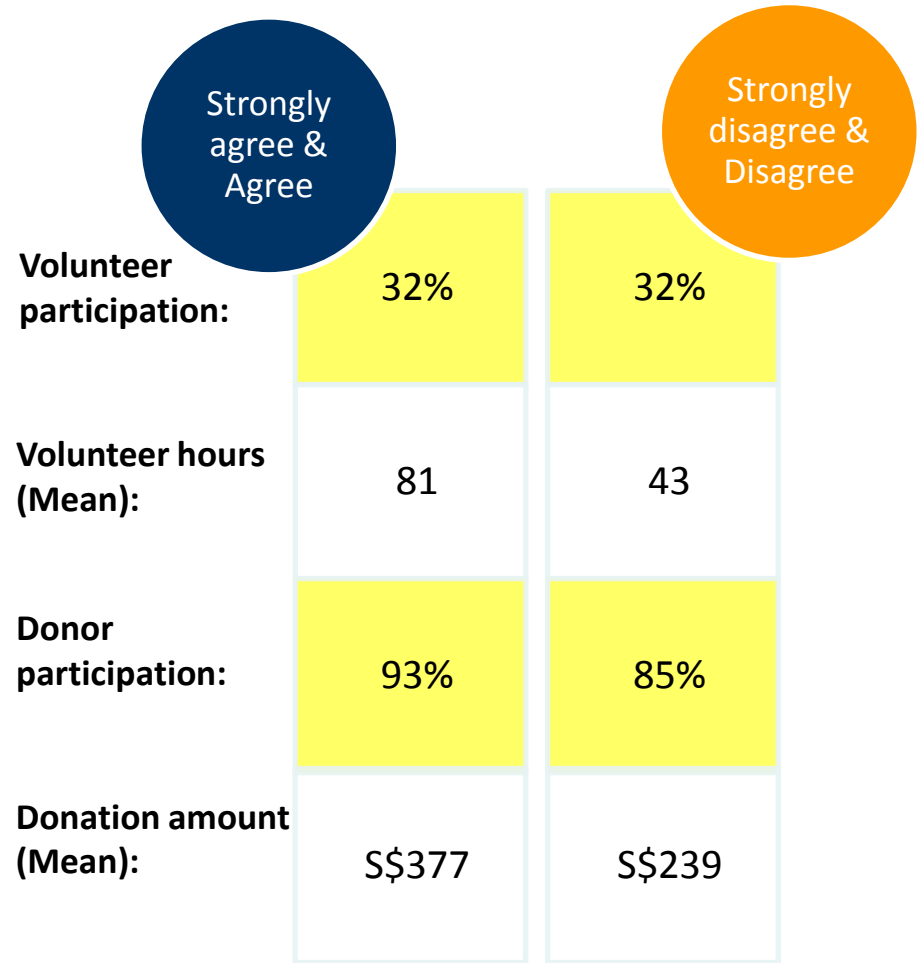
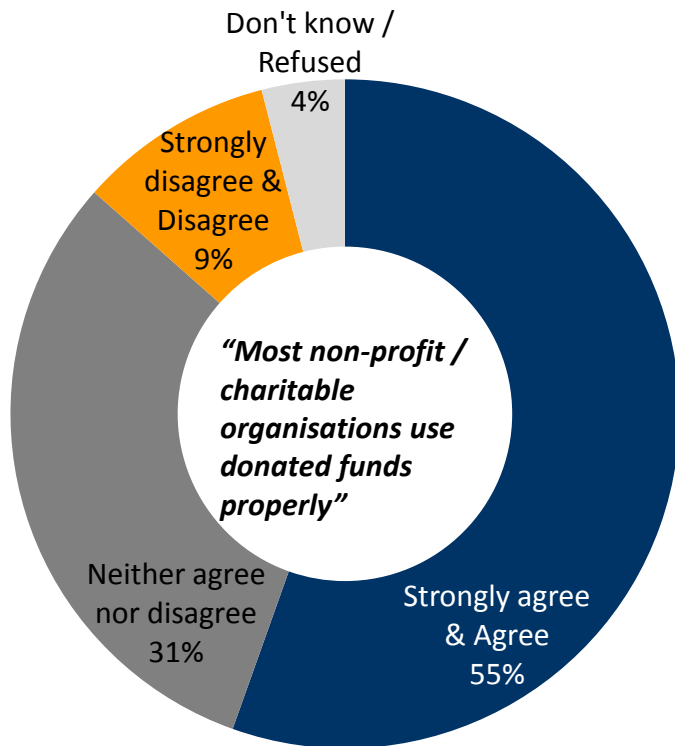
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Q: Below is a list of statements about giving. For each statement, please state whether you (1) Strongly disagree, (2) Disagree, (3) Neither disagree nor agree, (4) Agree, or (5) Strongly agree with it. Q: Based on the above definition, have you volunteered in the past 12 months? Q: Based on the above definition, have you donated in the past 12 months? Base: All respondents
 Q: How much time did you spend on volunteering in the past 12 months a week, a month, a year? Please note that volunteer hours exclude travelling time. Base : All current volunteers
 Q: Approximately how much money in total have you donated to organisations in the past 12 months? Organisations include religious (e.g. churches, mosques, temples) and non-religious organisations, and organisations inside and / or outside Singapore. Base: All donors who donated to organisations and stated donation amount

People who agreed that NPOs use donated funds properly gave more time and money

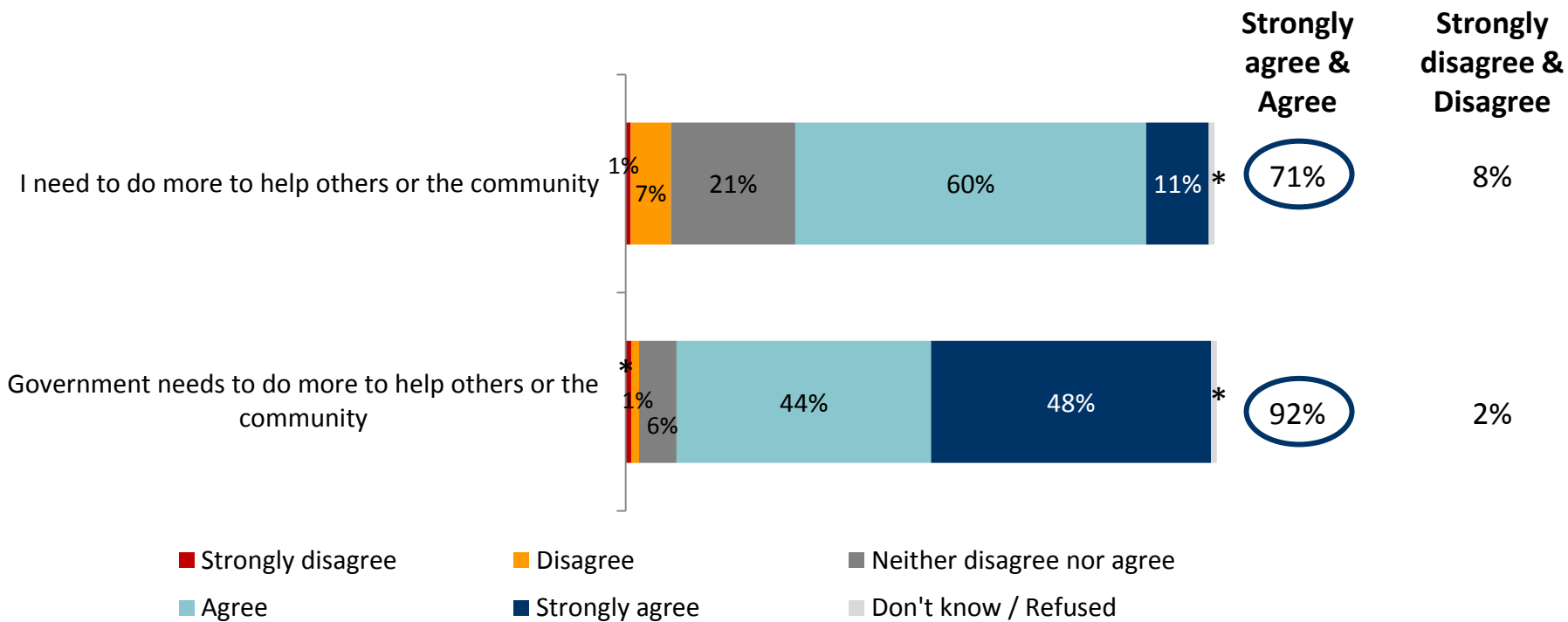
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Most people believed they need to do more to help others

However, 9 in 10 people also felt that the Government needs to do more to help others



25 March 2014

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Base: All respondents

Technical Notes

Research design

- Sampling framework
 - List of 5,000 households from Department of Statistics
 - Sample households geographically spread and representative of house type
- Fieldwork: Jul to Sep 2012 (12 weeks)
- Respondents
 - Individuals aged 15 years & above who are Singapore residents (i.e. Singapore citizens and permanent residents) and non residents (excluding e.g. tourists)
 - Interviewed face to face at home
 - Interviews completed: 1,512
- Statistics
 - Weighting applied to sample data to arrive at national estimates
 - Margin of error at 95% confidence level: +/- 2.5%
- Donation amounts
 - In past IGS, when donation amounts were missing, they were substituted with cell means by age group and race
 - In IGS 2012, 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 distribution vs. national distribution

	Sample (Unweighted)	Resident population
Residents only (Singapore Citizens and Permanent Residents)		
Gender		
Male	45%	49%
Female	55%	51%
Ethnic group		
Chinese	73%	76%
Malay	13%	13%
Indian	11%	9%
Others	3%	3%
Age group		
15 - 24 years	14%	16%
25 - 34 years	14%	17%
35 - 44 years	22%	20%
45 - 54 years	19%	20%
55 - 64 years	17%	15%
65 years and above	15%	12%
Housing type		
HDB 1 - 2 rooms	6%	5%
HDB 3 rooms	25%	20%
HDB 4 rooms	33%	32%
HDB 5 rooms / Exec / HUDC / Exec condo	22%	25%
Condo / Private apartment	12%	11%
Landed property	2%	6%
Others (e.g. shophouses)	*	1%

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

Resident population distribution of gender, ethnic group and age group are as of June 2012 and housing type is as of 2011, derived from Population Trends 2012, Department of Statistics Singapore.

Reference: Department of Statistics Singapore (2012). *Population Trends 2012*. Retrieved 18 January 2013 from

<http://www.singstat.gov.sg/pubn/popn/population2012b.pdf>.