



Individual Giving Survey 2014

Media release, Dec 2014

Executive summary

The survey of individual giving reinforces the capacity of people in Singapore to donate, with record levels of donations.

- Total amount donated was \$1.25 billion, a 14% rise from \$1.1 billion in 2012.
- The average amount per donor was \$379, just over \$1 per day. In 2012, it was \$312.
- Those who earned below \$1,000 per month gave the highest proportion of their income: 2%

The survey also shows a preference for giving money over time.

- 4 in 5 persons or 83% donated in past 12 months.
- 1 in 5 persons or 17.8% volunteered in past 12 months.

Volunteering is stronger among those who do so regularly, with percentage of regular volunteers rising.

- The proportion of volunteers who served monthly rose to 18% compared to 11% in 2012.

Average volunteer hours grew to 93 hours per volunteer compared to 72 hours in 2012.

Note:

While we observe progress, challenges remain in making giving a norm in society. NVPC's work going forward will be to make giving easy for potential givers to give and to promote a culture of contribution where giving, no matter how great or small, is part of everyone's way of life.



Philanthropy – Highlights



Year shown refers to year of survey unless otherwise stated. Percentages shown are based on weighted data while the sample sizes shown refer to non-weighted sample count. 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.

Total amount donated to organisations: S\$1.25 billion

Total donation amounts rose 14% to record high in 2014

Among donors who gave to organisations

Year	In the past 12 months	
	Mean donations to organisations	Total donations to organisations
2008	S\$300 per giver	S\$958 million
2010	S\$331 per giver	S\$1,067 million
2012	S\$312 per giver	S\$1,103 million
2014	S\$379 [^] per giver	S\$ 1,246 million

Donations to non profit organisations [including Institutions of a Public Character (IPCs)] by individuals in 2014 survey: S\$1,246 million

Tax deductible donations to IPCs in 2013: S\$969.7 million (S\$325.3 million by individuals; S\$644.4 million by corporates)

Reference: Commissioner of Charities (2014). *Commissioner of Charities Annual Report for the year ended 31 December 2013*. Retrieved 24 September 2014 from <https://www.charities.gov.sg/Publications/Pages/Publications.aspx>

Q39: 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.

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

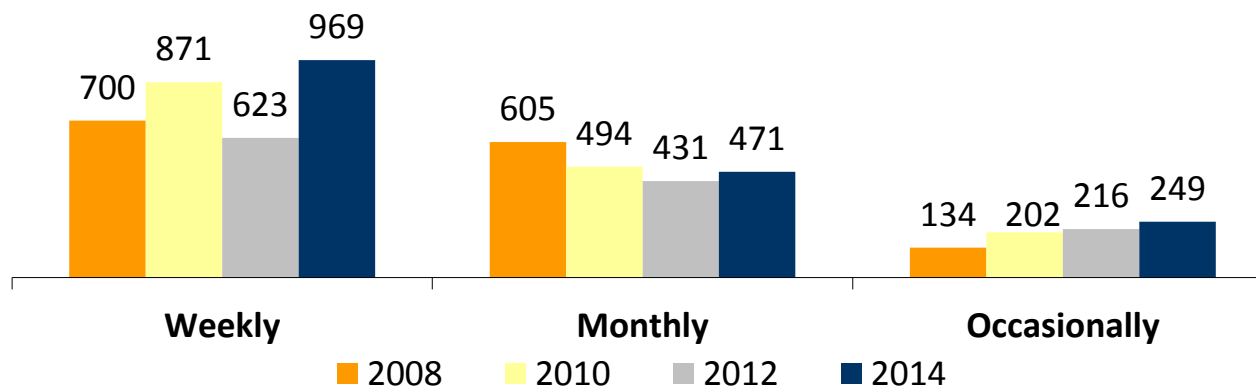
Weekly donors gave the most

Weekly donors gave \$969 on average, almost 4x more than occasional donors

Frequency of giving	% of Donors			
	2008	2010	2012	2014
Weekly (per week)	7%	5%	6%	6%
Monthly (per month)	27%	32%	34%	38%
Occasionally (per year)	66%	63%	61%	56%



Mean donation amount to organisations in past 12 months (\$\$)



Each figure refers to the mean amount donated to organisations in the past 12 months, whether weekly, monthly or occasionally. For example, in the 2014 survey, mean amount donated to organisations in the past 12 months was S\$969 among donors who gave weekly.

Q38: How often did you give money to charitable or non-profit organisations in the past 12 months? Was it weekly, monthly, occasionally?

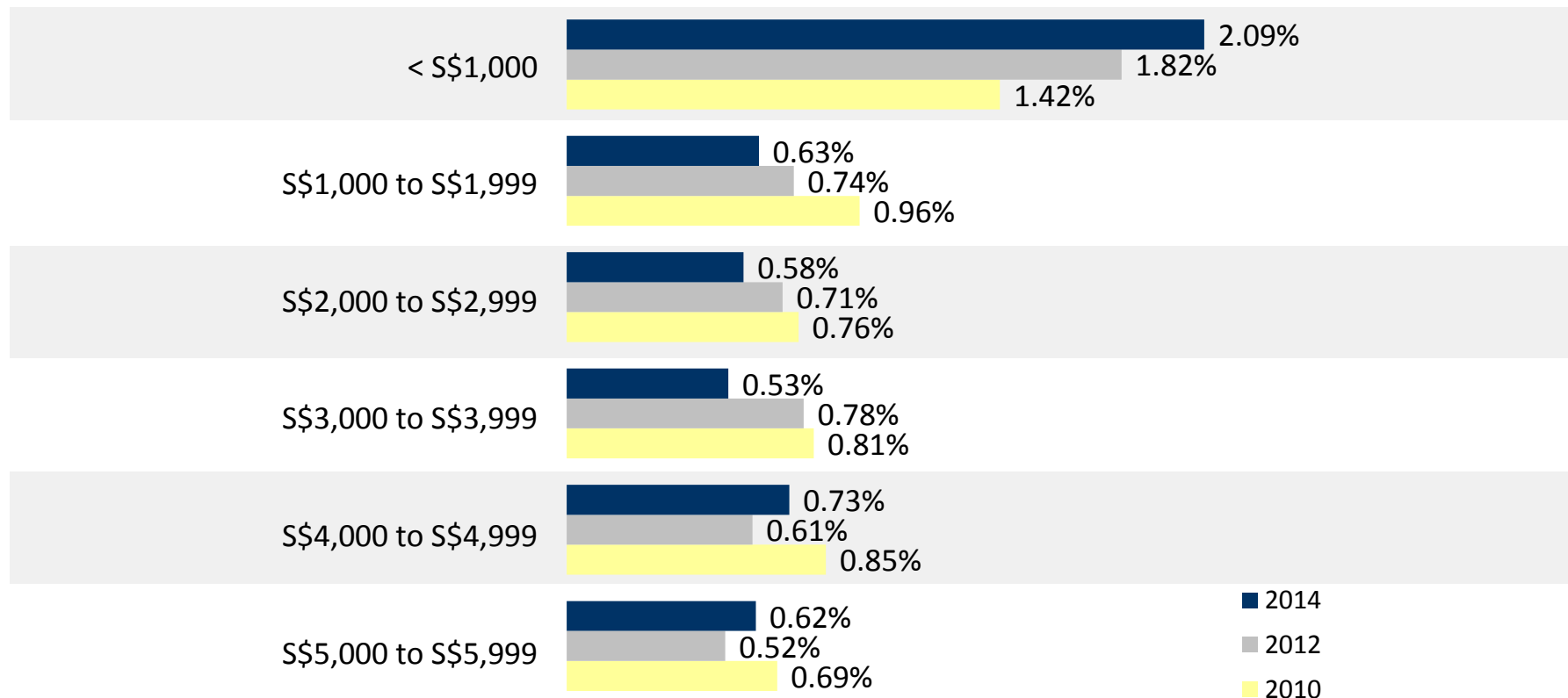
Base : All donors who donated to organisations

Q39: 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

Those earning below S\$1,000 per month continued to donate highest proportion of income

Personal monthly income



Data for personal monthly income band of S\$6,000 and above excluded; small sample sizes (n < 30) within each band S\$6,000 onwards for 2012 and S\$7,000 onwards for 2010 and 2014

Donations as % of income = (Mean annual donation / annual income) x 100. Annual income = upper limit of personal monthly income band x 12.

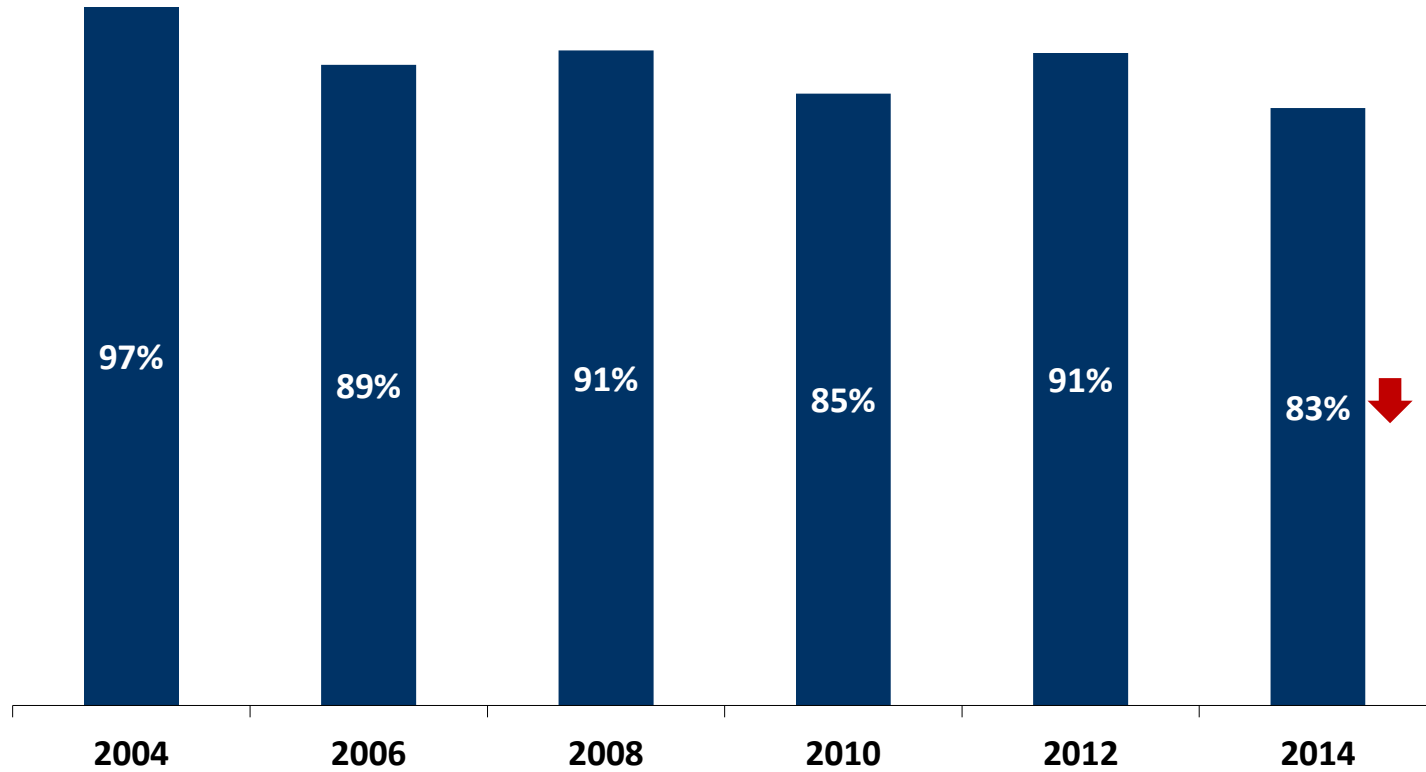
In 2013, nominal median monthly income from work of full-time employed residents (including employer CPF contributions) was S\$3,705.

Reference: Ministry of Manpower (2014). *Labour Force in Singapore, 2013*. Retrieved 7 October 2014 from

<http://stats.mom.gov.sg/Pages/Labour-Force-in-Singapore-2013.aspx>

4 in 5 donated

Donor participation fell 8 percentage points compared to 2012



Base: All respondents

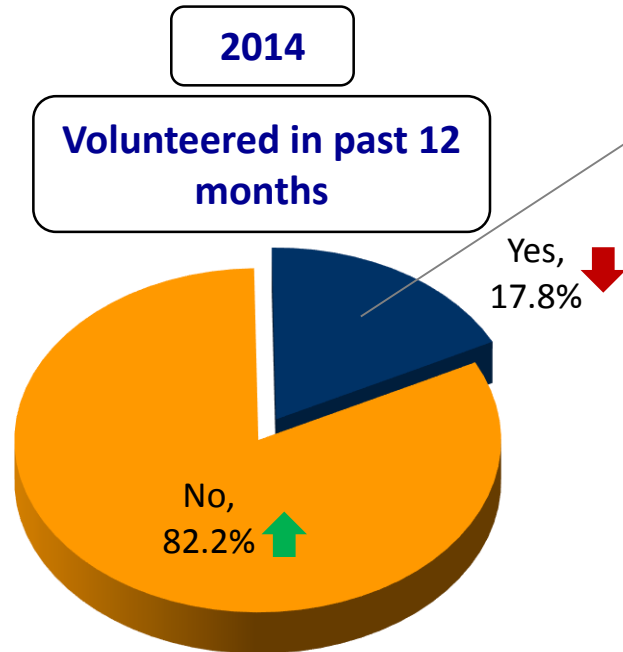


Volunteerism – Highlights



Total volunteer hours: 66 million

Average volunteer hours grew to 93 hours



Among volunteers

Year	In the past 12 months	
	Mean volunteer hours	Total volunteer hours (exclude travelling time)
2008	78 hours per volunteer	45 million hours
2010	104 hours per volunteer	89 million hours
2012	72 hours per volunteer	91 million hours
2014	93 hours per volunteer	66 million hours

Among current volunteers, top three types of volunteer work

1. Human services (e.g. befriending)
2. General services and administration (e.g. cleaning)
3. Education related (e.g. tuition)

Q7: Based on the above definition, have you volunteered in the past 12 months?

Base: All respondents

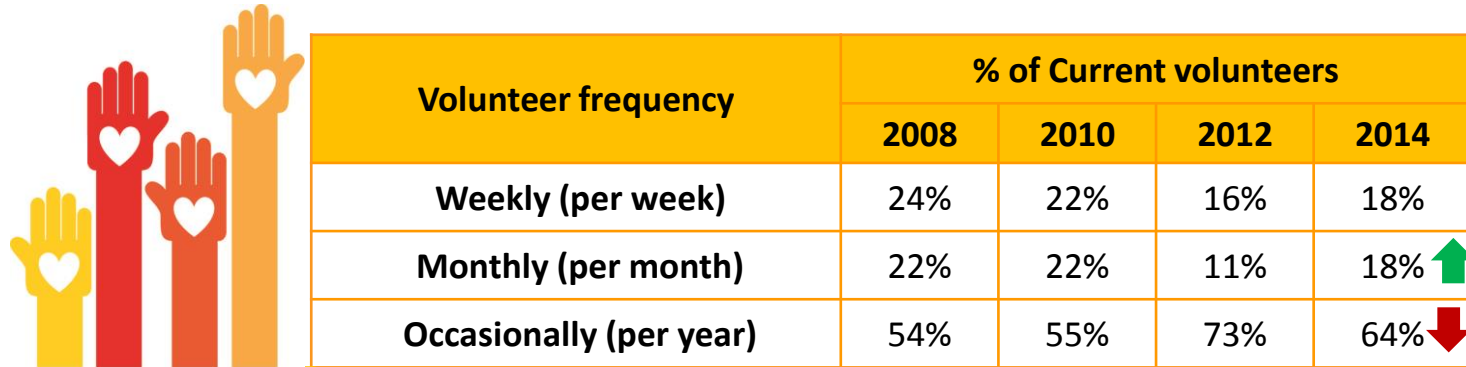
Q16: How much time did you spend on volunteering in the past 12 months a week, a month, a year? Please note that volunteer hours exclude travelling time.

Q9: This card shows different types of work volunteers do, such work may be done through organisations or informally such as helping neighbours. What type(s) of volunteer work have you done in the past 12 months?

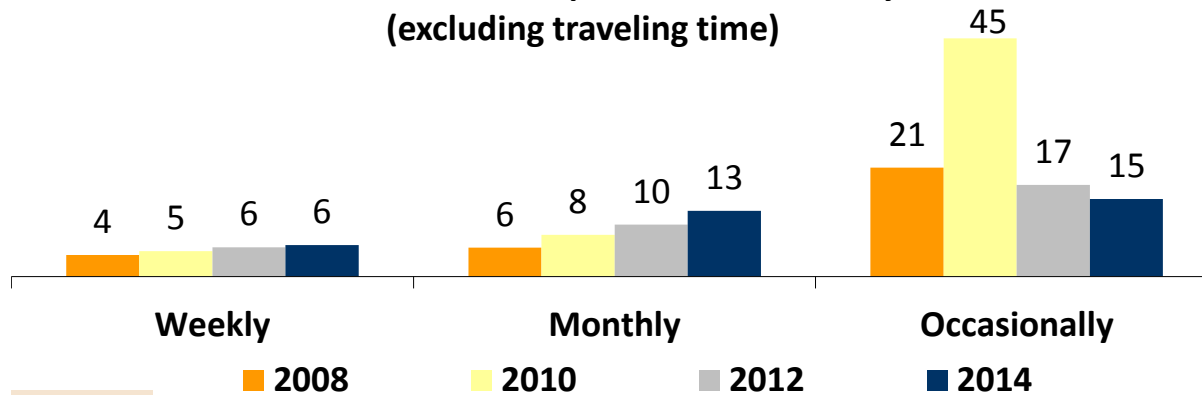
Base: All current volunteers

Increase in monthly volunteering

Most volunteering remained occasional



Mean volunteer hours per week / month / year (excluding traveling time)



Weekly hours reflect mean number of hours spent volunteering per week
 Monthly hours reflect mean number of hours spent volunteering per month
 Occasional hours reflect mean number of hours spent volunteering per year

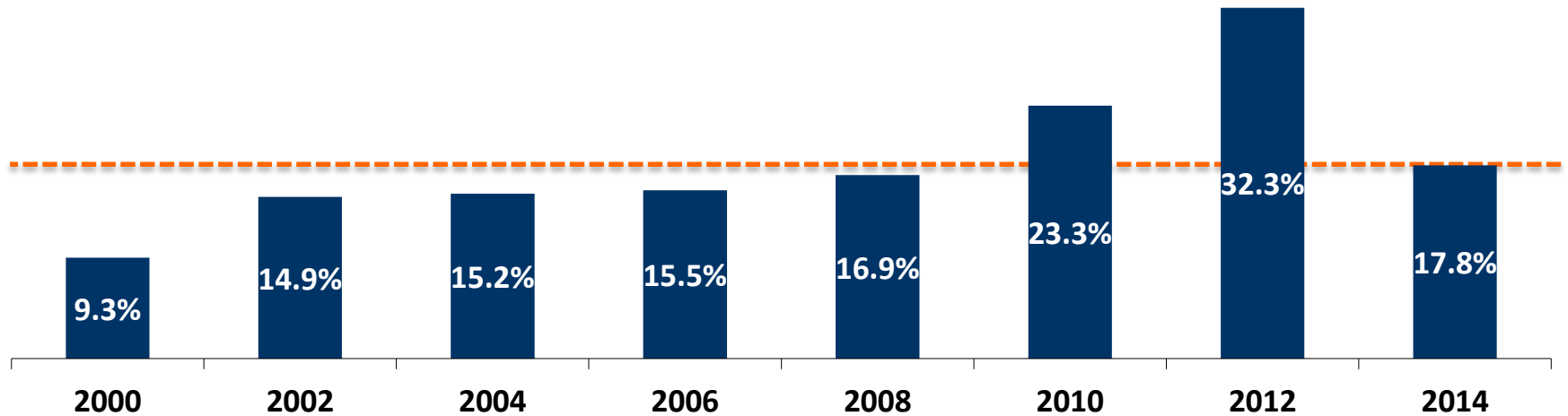
Q15: How often did you volunteer in the past 12 months? Was it weekly, monthly, occasionally?

Q16: 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

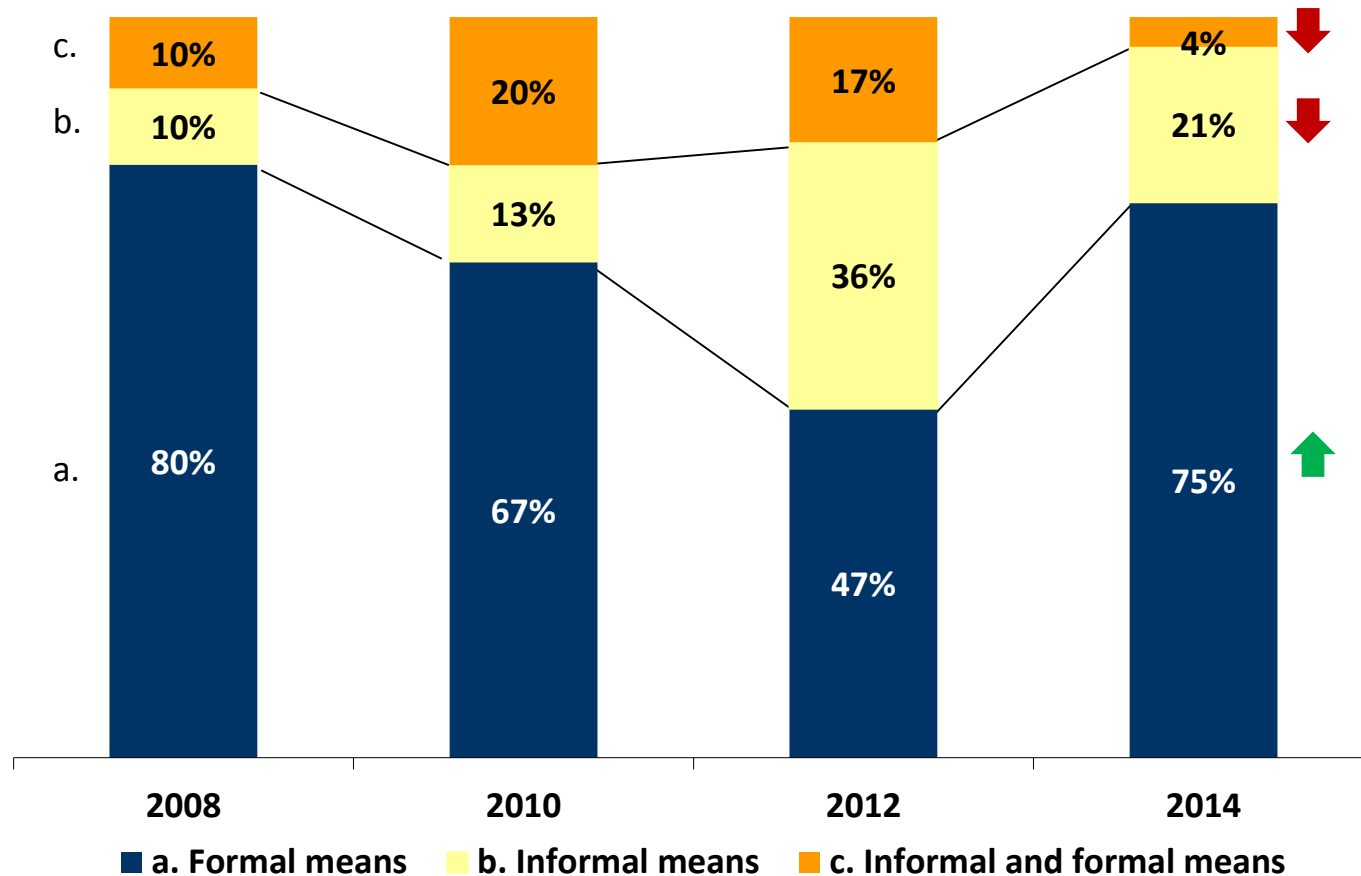
Volunteerism rate fell, but higher than pre 2010 levels

2014 rate is higher than all preceding years except for record highs in 2010-2012



Base: All respondents

Most volunteered through formal means



Q14: In your volunteering in the past 12 months, through what organisation(s) did you volunteer?

Base: All current volunteers

In 2014, 3% of current volunteers were unsure of the channels they volunteered through, and were excluded in this chart.



Volunteering vis-à-vis Donating



Current volunteers gave the highest amounts

Current volunteers who donated gave almost 4x amount given by non volunteers



Current volunteers
Mean amount donated[^]
S\$873



Non volunteers
Mean amount donated[^]
S\$245

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

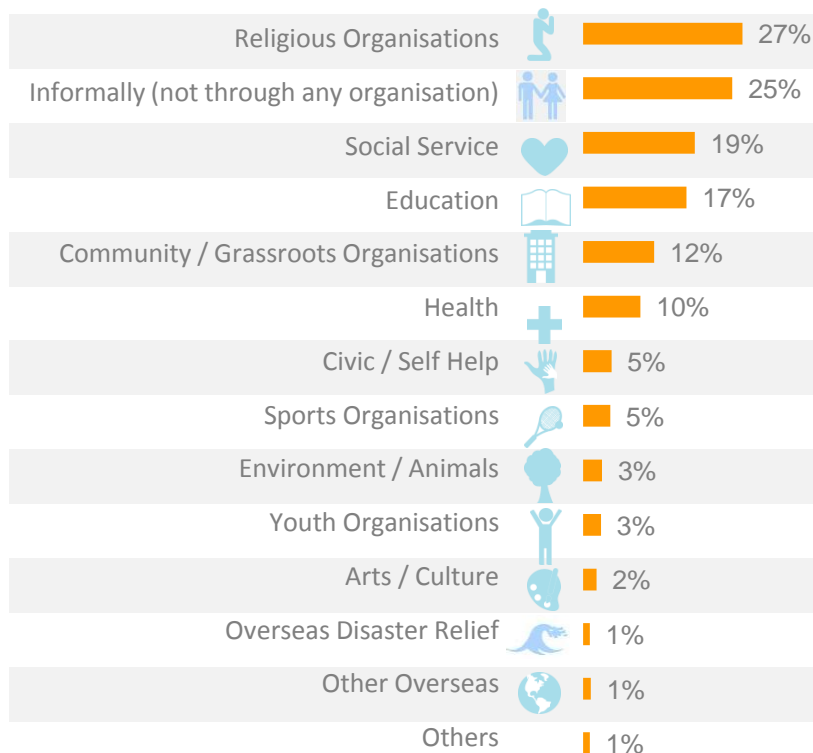
For example, in the 2014 survey, mean amount donated to organisations in the past 12 months by current volunteers who donated to organisations was S\$873.

Q39: 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.

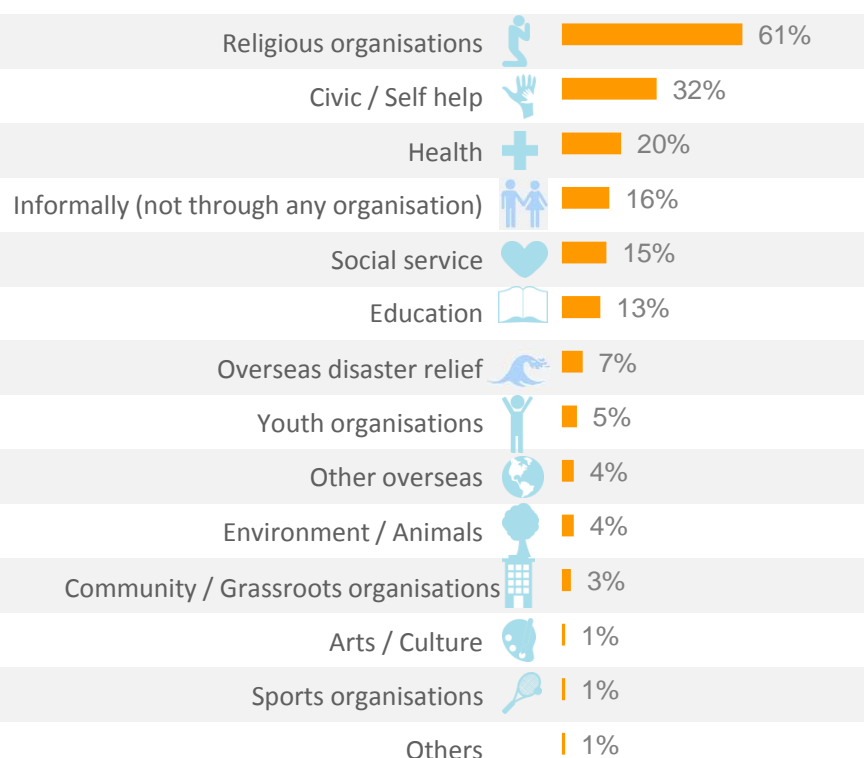
Base: All who donated to organisations and stated donation amount

Religious giving ranked highest for volunteers and donors

Volunteerism



Philanthropy



Q12: Listed on this card are the different sectors which people volunteer in. In which of these sectors have you volunteered in the past 12 months? Sector refers to the type of organisation ultimately receiving the service of the volunteer. For example, if a volunteer is with a religious organisation and is involved with serving the poor, the sector is “social service”, not “religious organisations”.

Base: All current volunteers

Q34: Listed on this card are the different sectors which people donate money to. In which of these sectors have you donated money in the past 12 months? Sector refers to the type of organisation ultimately receiving the donation. For example, if a temple is collecting money for a hospital, the sector is “health”, not “religious organisations”.

Base: All donors



Technical Notes



Research design

- Sampling framework
 - List of 5,400 households from Department of Statistics
 - Sample households geographically spread and representative of house type
- Fieldwork: Jun to Aug 2014
- 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: 1,828
- Statistics
 - Weighting applied to sample data to arrive at national estimates
 - Margin of error at 95% confidence level: +/- 2.3%
- Donation amounts
 - In past IGS, when donation amounts were missing, they were substituted with cell means by age group and race
 - In IGS 2014, as per 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	44%	49%
Female	56%	51%
Ethnic group		
Chinese	74%	76%
Malay	14%	13%
Indian	10%	9%
Others	3%	3%
Age group		
15 - 24 years	13%	16%
25 - 34 years	15%	17%
35 - 44 years	19%	19%
45 - 54 years	22%	20%
55 - 64 years	17%	16%
65 years and above	14%	13%
Housing type		
HDB 1 - 2 rooms	5%	5%
HDB 3 rooms	21%	19%
HDB 4 rooms	38%	33%
HDB 5 rooms / Exec / HUDC / Exec condo	19%	25%
Condo / Private apartment	12%	12%
Landed property	5%	6%
Others (e.g. shophouses)	*	*

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

Resident population distribution of gender, ethnic group, age group and housing type are as of June 2013, derived from Population Trends 2013, Department of Statistics Singapore.

Reference: Department of Statistics Singapore (2013). *Population Trends 2013*. Retrieved 12 June 2014 from

http://www.singstat.gov.sg/publications/publications_and_papers/population_and_population_structure/population2013.pdf