

THE FUTURES OF GIVING 2021

To prepare for future challenges in the Giving landscape and create a future that we want to live in, we need to understand where the seeds of that future are in the present. These are the key trends that will shape the Future of Giving in Singapore.

Evolving Social Compact



Inequalities and Social Division



Rebuilding the Economy



Role of State and Society

- ◆ Are Singaporeans prepared to pay more for goods and services so that companies can provide fairer compensation for their workers?
- ◆ How might businesses play a role in promoting inclusive growth and protecting employees amidst a K-shaped economic recovery?
- ◆ How can community-driven initiatives and solutions be brought to scale to seed a new, inclusive social compact for Singapore?
- ◆ How can technology advancements and AI be better leveraged to bridge societal inequalities?

Shifting Demographic Dynamics



Impact of Ageing Population



Rising Affluence



Role of Non and Naturalised Citizens



Millennials and Gen-Z as Future Leaders

- ◆ How might giving strengthen trust and sense of a common ground in a divided society?
- ◆ How might the old, the young, and the non-/new Singaporeans redefine giving norms in Singapore?
- ◆ How might we leverage on the richness of Singapore's social fabric as a hotbed of new ideas, opportunities, and innovations in giving?
- ◆ With rising affluence, how might we facilitate better resource redistribution without falling into the trap of 'top-down' transactional giving?

Businesses as a Force for Good



Growth of Green Consumers and Investors



Socially Conscious Workforce



Role of Corporate Leaders

- ◆ With Millennials and Gen-Z shaping a more socially conscious workforce, how can companies build a positive giving environment from the inside out?
- ◆ How can NPOs work with larger companies to leverage their respective strengths and build a new model of partnerships for purpose?
- ◆ How can companies advocate for change or inspire action amongst their consumers, partners, suppliers, and shareholders to solve global issues?
- ◆ What role do corporate leaders play in transforming their business models to address social or environmental challenges?

Digital Acceleration



Popularity of Digital Platforms for Giving



Gap in Digital Divide



Proliferation of Fake News and Misinformation



Data-driven Giving and Service Delivery



Technology Advancement and AI's Impact on the Future of Work

- ◆ How might Giving become a part of our daily lives through digital transformation and democratised access to technology?
- ◆ If technology can facilitate data-driven giving and analysis, what indicators should we look for to enable more effective giving?
- ◆ How can a transformative sector-wide adoption of technology be best facilitated for the people sector that is grappling with manpower and resource constraints?
- ◆ Beyond regulations and governance, how can donors and service users be given a voice in policy and design decisions over the use of their data?

Singapore Making a Global Impact



Sustainability Agenda Prioritised



Singapore as a Giving State

- ◆ As a global citizen, how can Singapore and Singaporeans be the "best for the world" in a global environment that is increasingly protectionist and inward-looking?
- ◆ What role might Giving beyond our shores entail and how will it likely be perceived by other nations?
- ◆ To what extent can 'Green Activism', which is largely youth-driven, shape the sustainability agenda? How can their efforts be heightened, and youths be viewed as potential policy collaborators or partners?

People Sector Transformation



Growth of Funding Sources



Skilled Volunteers and Manpower



Emerging Players



Large Proactive Donors

- ◆ How can we leverage on alternative funding models, new talent strategies, and game-changing digital transformation to future-proof the people sector?
- ◆ How can NPOs be incentivised or encouraged to envision, test, and scale new ideas that will align with the values and expectations of the next generation of givers (i.e., Millennials and Gen-Z)?
- ◆ Will professionalising the sector drive a competitive mindset amongst NPOs?



THE FUTURES OF GIVING 2021

Shifting Demographic Dynamics



Impact of Ageing Population

While the drive towards active ageing will see more seniors engaged and employed, the hardships of lower-income seniors will escalate amidst higher costs of living. Shrinking family structures will also mean that the community will need to step up to provide support.



Rising Affluence

The growing number of ultra-high net-worth individuals in Singapore will see the pool of contributors to causes and charities increasing, but may potentially widen income inequality.



Role of Non and Naturalised Citizens

While non and naturalised citizens have contributed to the economy and added to Singapore's diversity and multiculturalism, rising xenophobic sentiments have heightened calls for greater acceptance and integration.



Millennials and Gen-Z as Future Leaders

Tech-savvy, environmentally and socially conscious millennials and Gen-Z will play a more predominant role in society as future leaders and in the workforce, shaping how companies and philanthropy operate.

Evolving Social Compact



Inequalities and Social Division

Widening inequalities, as well as racism, will create social divisions. Efforts to address this are needed to prevent Singapore from becoming fragmented and unable to unite to tackle future challenges.



Rebuilding the Economy

The anticipated 'K' shaped economic recovery will have implications on jobs and wealth distribution, which will in turn have an effect on income inequality as well as demand and resources for the social sector.



Role of State and Society

A move away from reliance on the government to self, corporate, and community responsibility will have implications on charities, service delivery, and the allocation of resources in the future.

Businesses as a Force for Good



Growth of Green Consumers and Investors

A rise in green consumerism, green investing, and adoption of sustainable practices will have a positive impact on the environment and society in the future.



Socially Conscious Workforce

An increasingly socially conscious and inclusive workforce will enable vulnerable groups to be gainfully employed, reducing the number of beneficiaries requiring social services in the future.



Role of Corporate Leaders

As more corporate leaders take charge of the impact of their businesses and embed social responsibility in their core business strategy, this can also help ease resource constraints for NPOs in the future.

People Sector Transformation



Growth of Funding Sources

Revenue diversification will lead to the financial sustainability of NPOs, but it may also result in a commodification of the people sector and inefficient resource allocation.



Skilled Volunteers and Manpower

With an expected rise in complex social issues, the sector has turned to skilled volunteers, automation, and even second careerists to address manpower constraints, amongst other strategies now to be future-ready.



Emerging Players

Emerging players have enabled faster and wider service delivery but also resulted in concerns over the fragmentation of the sector, driving a need to ensure effective collaboration in this space.



Large Proactive Donors

As large donors engage in more strategic and impact-driven giving, this can pave the way for new, innovative funding models and collaborations to support NPOs.

Digital Acceleration



Popularity of Digital Platforms for Giving

The rise in online giving and virtual fundraising platforms will shape how givers and NPOs interact in the future.



Gap in Digital Divide

The growing digital divide could see vulnerable groups being left behind in the digital future. Less well-resourced NPOs will see their service delivery affected with implications on their sustainability and the causes and beneficiaries that they serve.



Proliferation of Fake News and Misinformation

The rise in fake news and misinformation will affect trust, but it may also be the impetus for the sector to strengthen its accountability and promote transparency.



Data-driven Giving and Service Delivery

The use of data and its risks, as well as data management regulations and policies, will have an impact on the future of service delivery and giving.



Technology Advancement and AI's Impact on the Future of Work

While technology and automation has eased some of the sector's manpower constraints, there is a need to preserve its 'heart' and human touch, and ensure that vulnerable workers can reskill and remain employable. Otherwise, it could increase the demand for social assistance or support.

Singapore Making a Global Impact



Sustainability Agenda Prioritised

A heightened role for Singapore to combat climate change at a regional and global stage could see Singapore position itself as a sustainable finance and 'green' research and development hub.



Singapore as a Giving State

Singapore's influence as a regional and global giver - buoyed by its 'philanthropy diplomacy' and growing local philanthropic scene - can be bolstered by revising existing policies to encourage more giving beyond our borders.