

Empowering Seniors Through Volunteerism

Individual Giving Study 2018 – Silver V Study
Updated 14 September 2019

- 1 Who seniors are
- 2 How seniors think they fare
- 3 What seniors are looking for
- 4 Why seniors should volunteer
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Who seniors are

Seniors in their 60s and above grew up against the backdrop of a developing nation



Poor health due to food shortage and malnutrition



Many had to drop out of school, leading to **low literacy**



Likely took up **vocational jobs** during industrialisation era

Despite poor infrastructure, they had strong bonds with family and community



Today, this generation of seniors are in their 50s and above, making up 36% of the population in Singapore

Seniors today have increased life expectancy to 85.9 years old ¹

Most have up to secondary education, with those aged 50-64 enjoying higher level of education as compared to those 65 and above ¹

More are delaying retirement²

54% seniors are employed³

Employed seniors are:

- 40% PMETs
- 26% Clerical, Sales & Service Worker
- 33% Production & Transport Operators, Cleaners and Labourers³

Seniors aged 50-64 enjoy higher occupational level as compared to those 65 and above²

[1] Source: Singapore Department of Statistics (2018). Population Trends 2018. Retrieved 30 July 2019

[2] Source: Singapore Department of Statistics (2019). Labour Force Participation Rate 2018. Retrieved 30 July 2019

[3] Source: Singapore Department of Singapore (2018). Labour, Employment, Wages and Productivity. Retrieved 30 July 2019

The proportion of seniors will continue to grow as Singapore becomes a greying society



In 2018, seniors aged **65 years old and above** make up **14% of the total population** in Singapore.¹

In 2030, this segment will make up **1 in 4 of the population**, or a growth of about 80%.²

[1] Source: Singapore Department of Statistics (2018). Retrieved 04 April 2019

[2] Source: National Population and Talent Division (2016). Population.SG. Retrieved 04 April 2019

Photo credit: MediaCorp

Seniors lead a daily routine that center around their family and immediate community



Day

Daily Lifestyle

Night







WEEKDAY

NON WORKING SENIORS

Some activities in the day at home include:

- Housework 
- Cooking 
- Caring for grandchildren 

Will make efforts to conduct outside-home activities such as:

- Going for morning exercise 
- Meeting friends 
- Religious Activities 
- Hobbies (e.g. Playing Badminton) 

WORKING SENIORS

- Spend most of the day at work 

NON WORKING SENIORS

Most generally do not spend the evenings outside their homes unless required:

- Working night shift

WORKING SENIORS

Spend their evening time at home to:

- Watch TV 
- Spending time with grandchildren 

A few pursue hobbies (e.g. gym, drama, singing activities, Taichi) 

WEEKEND

Family time, catching up with friends, engaging in hobbies and religious activities



Source: IGS 2018 Qualitative respondents (n=18)

Source: Nielsen Media Index (2018)

Base: Respondents aged 50-59 years old (n=731), 60+ years old (n=1,321)

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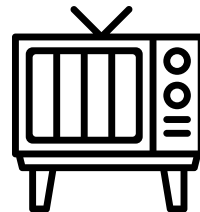
Common activities seniors engage in



Internet use (yesterday)

50-59 years old 82%

60+ years old 46%



Watch any free-to-air TV the past week

50-59 years old 88%

60+ years old 93%



Walk/Brisk Walk at least once a week

50-59 years old 30%

60+ years old 28%



Cycling at least once a week

50-59 years old 10%

60+ years old 6%

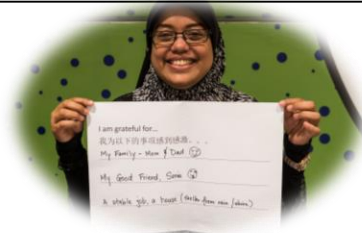
It is not uncommon for them to struggle with deteriorating health and caregiving

I'm working as an admin officer, from 9 to 6... **I am living with my ageing parents whom I am taking care of.**

Ever since 2014, my father was diagnosed with Parkinson's and my mother visits the hospital every month for check-ups... **I have to struggle taking leave** because of my parents.

I want to do much for my parents but sometimes **I'm so helpless...** But I say *[to myself]* that **I have to be strong for my parents. I have to remember that I have to be healthy in order to take care of them.**

- Halimah, 52, Non-volunteer, Pre-retiree



Even doing my own things at home is too much and tiring already. **I will not be youthful and filled with vigour again.**

When I was young, I raised four children and **sloughing our life away!** We worked late till 2, 3 o'clock together with my husband... Do you know how tough it was!? We don't want that already.

Last time, I saw a \$200 paying job and I went for it and **worked overtime...** Thereafter **I fell sick and ended up with high blood pressure.** .You cannot just focus on making money.. When does it end? **A person's health is most important.**

- Chew Ang Kam, 71, Former Volunteer, Retiree



At the end of the day, seniors have simple hopes and aspirations in life



Retire happily and peacefully with good health and adequate financials



See my daughter get married

What is the one last thing that you hope to accomplish?



Live life healthily and watch my grandchildren grow with a good future



Want to be together with my husband and accomplish anything together such as travelling

Stay healthy mentally and physically so we both enjoy life and serve the community

Want to be healthy and be able to help others.. Being able to help others is like helping myself

Where are seniors in relation to the broader society?



Photo credit: <https://blog.shawacademy.com/complete-guide-to-mastering-the-zoom-burst-technique/>

Which picture best represents seniors in Singapore?



Ageism is pervasive in our society

60%

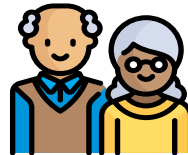
of seniors have heard of other seniors being **discriminated** because of their age

33%

of seniors have felt **prejudiced** against due to their age

28%

of seniors have felt that they have been **treated badly** due to their age (e.g. being insulted, abused or refused service)



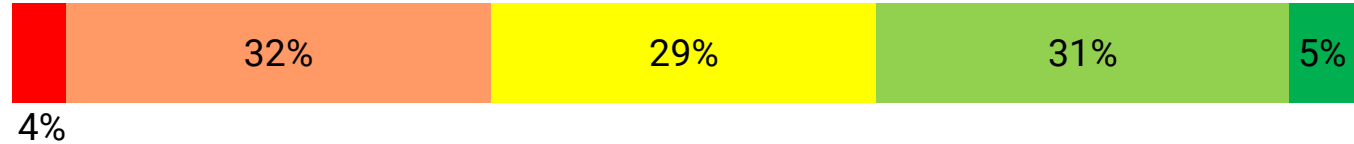
External negative perception of seniors could lead to their internalised lack of self-confidence

More seniors feel they are unable to change their lives as compared to the younger population

I am able to change much in my life

36%* strongly disagree/disagree

All seniors (Aged 50+)



Younger population (Aged 15-49)



■ Strongly disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly agree

Base: Younger population (n=1,100), all seniors aged 50+ (n=1,000)

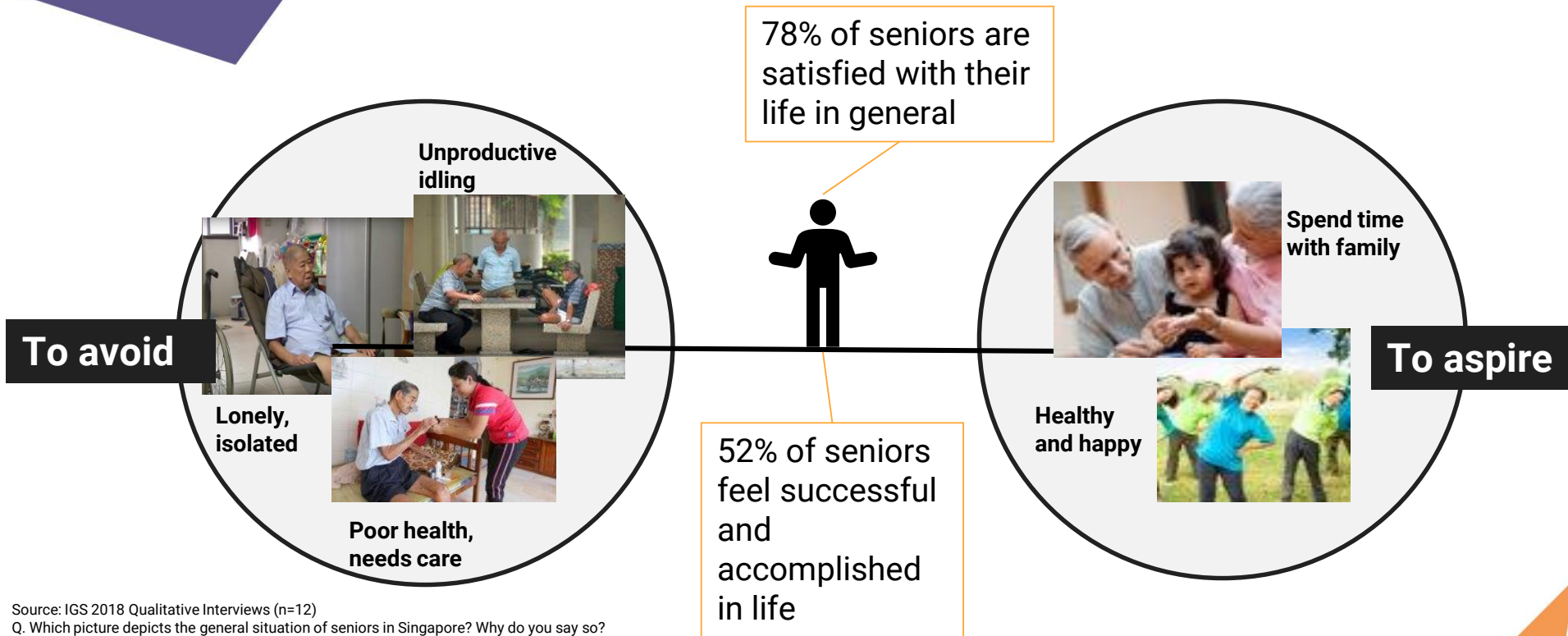
Q. Below is a list of statements that are related to life in general. For each statement, please state whether you (1) Strongly disagree, (2) Disagree, (3)

Neither disagree nor agree, (4) Agree, or (5) Strongly agree with them.

Percentage may not add up to 100% due to rounding

*Significant difference from younger population

Seniors see ageing on a spectrum, positioning themselves in the middle whilst seeing other seniors in a worse light



Source: IGS 2018 Qualitative Interviews (n=12)

Q. Which picture depicts the general situation of seniors in Singapore? Why do you say so?

Base: All seniors (n=1000)

Q. Below is a list of statements that are related to life in general. For each statement, please state whether you (1) strongly agree, (2) Disagree, (3) Neither disagree nor agree, (4) Agree, or (5) Strongly agree with them.

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Seniors see other seniors as needing assistance

Because they are all mired in despair and things like that. - >65 years old



"I believe nowadays the children don't help their parents. I see most of the old men sitting at the void deck." - 50-64 years old



"Because older people, first they got many sickness... They worry about Medisave, nobody take care of them. Then you need assistance already, frustrated already." - 50-64 years old

"..it is where we should like reach out, to them. you know and .. give more assistance to them, they need assistance." - 50-64 years old

There is a need to change the public perception and narrative around ageing and seniors

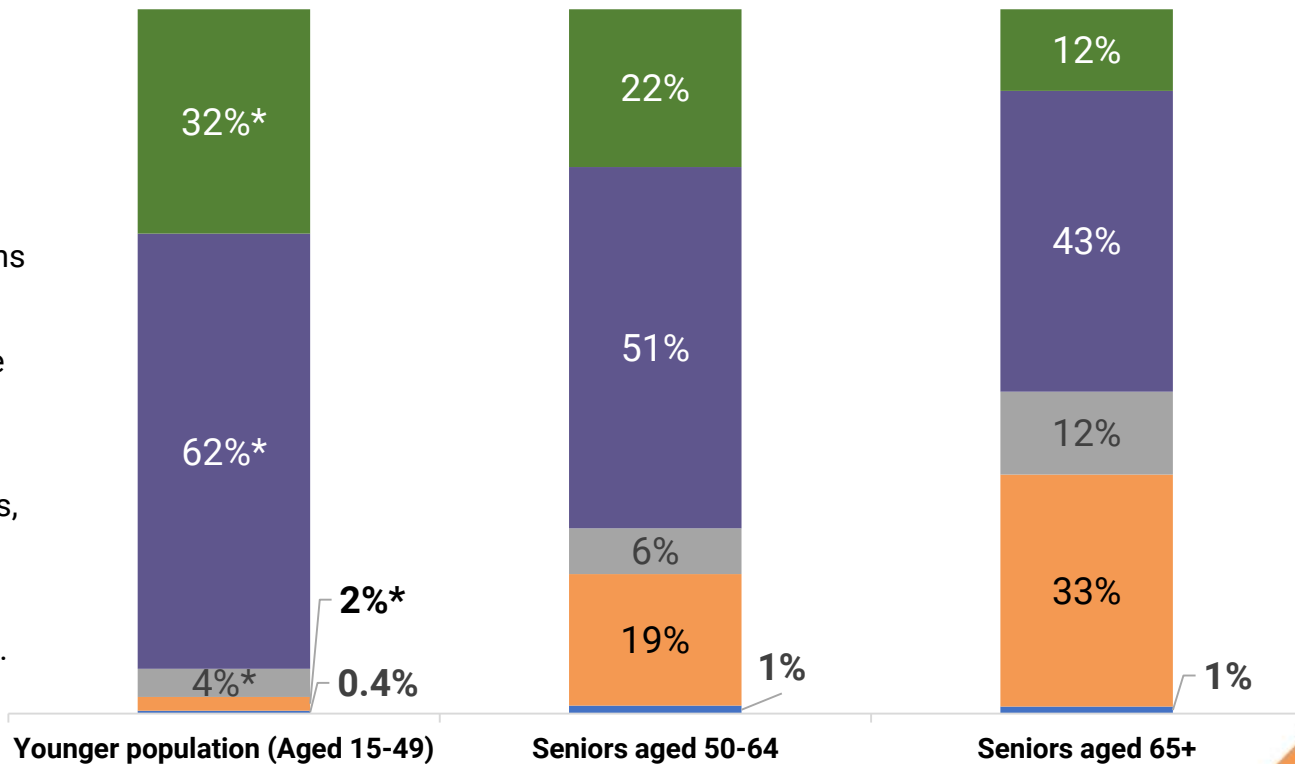
An orange five-pointed star is positioned on the left side of the slide, partially overlapping the dark purple background. The star is solid and has a slight shadow effect.

How seniors think they fare

Health rating declines with age due to chronic illnesses

- Did not fall sick in the past 12 months
- Occasional minor illnesses a few times in the past 12 months (e.g. common flu, diarrhoea)
- Frequent minor illnesses in the past 12 months (e.g. common flu, diarrhoea)
- Chronic illnesses (e.g. diabetes, stroke) that requires regular medications
- Serious medical condition (e.g. cancer)

Health Rating



Base: Younger population (n=1,100), seniors aged 50-64 (n=560) seniors aged 65+ (n=440)

Q. How would you rate the following aspects of your life? (Health)

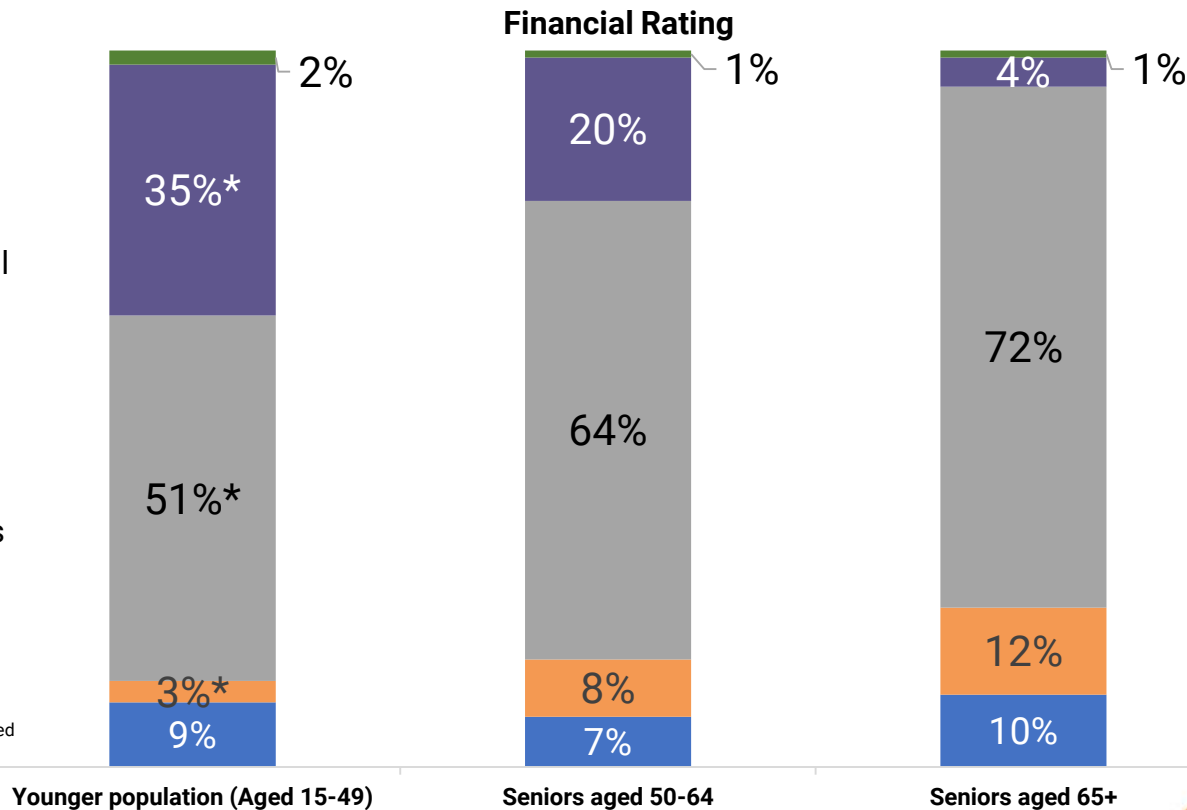
* Significantly different as compared to seniors aged 50-64 and 65+

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Most seniors are just financially getting by compared to the younger population

- I have an abundance of financial assets
- My financial assets are growing
- I'm just getting by financially
- I have depleting financial assets
- I have no financial assets



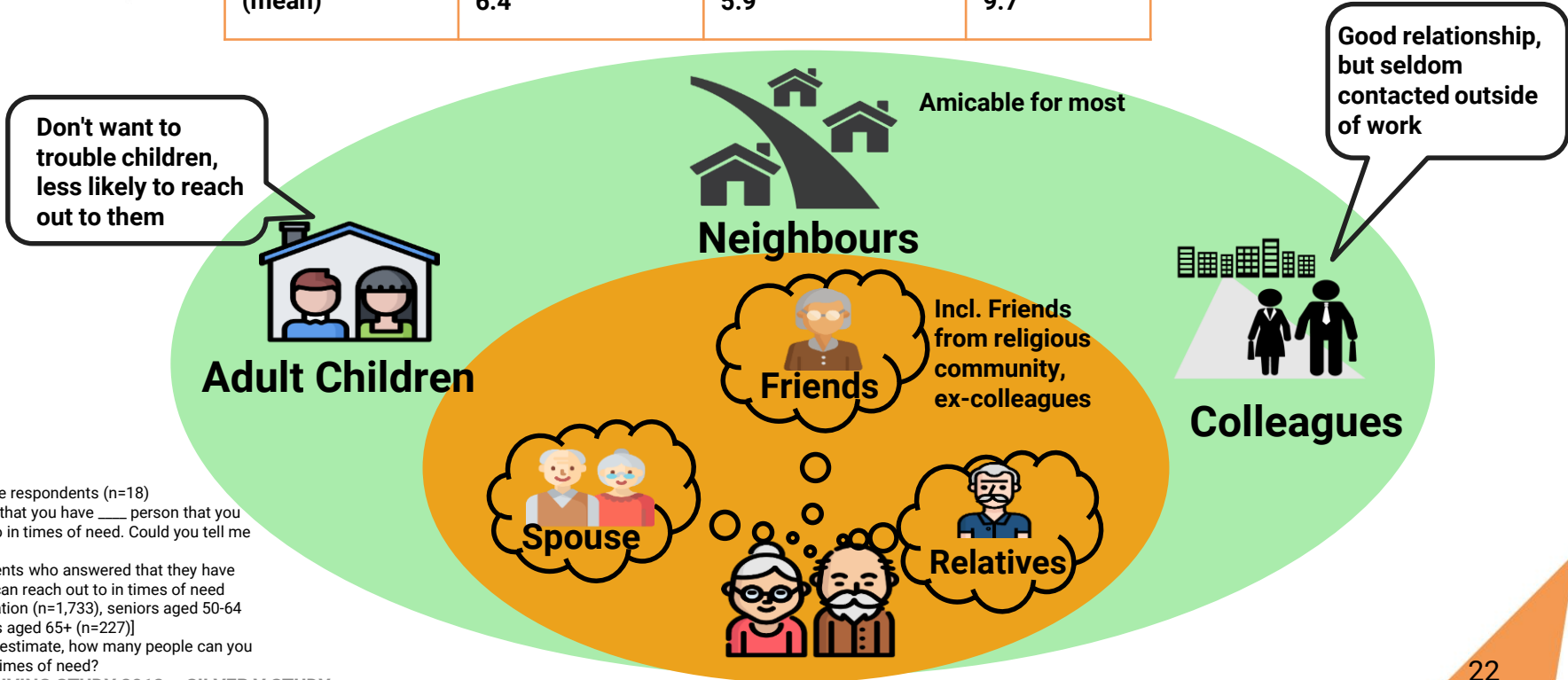
Base: Younger population (n=1,100), seniors aged 50-64 (n=560) seniors aged 65+ (n=440)

Q. How would you rate the following aspects of your life? (Financial)
Financial assets included cash-at-hand, car, property and/or stocks.

* Significantly different as compared to seniors aged 50-64 and 65+

Seniors are closest to their spouses, friends and relatives

No. of people I can reach out to in times of need (mean)	Younger population (Aged 15-49)	Seniors aged 50-64	Seniors aged 65+
	6.4	5.9	9.7



Base: Qualitative respondents (n=18)
 You mentioned that you have ___ person that you can reach out to in times of need. Could you tell me who they are?

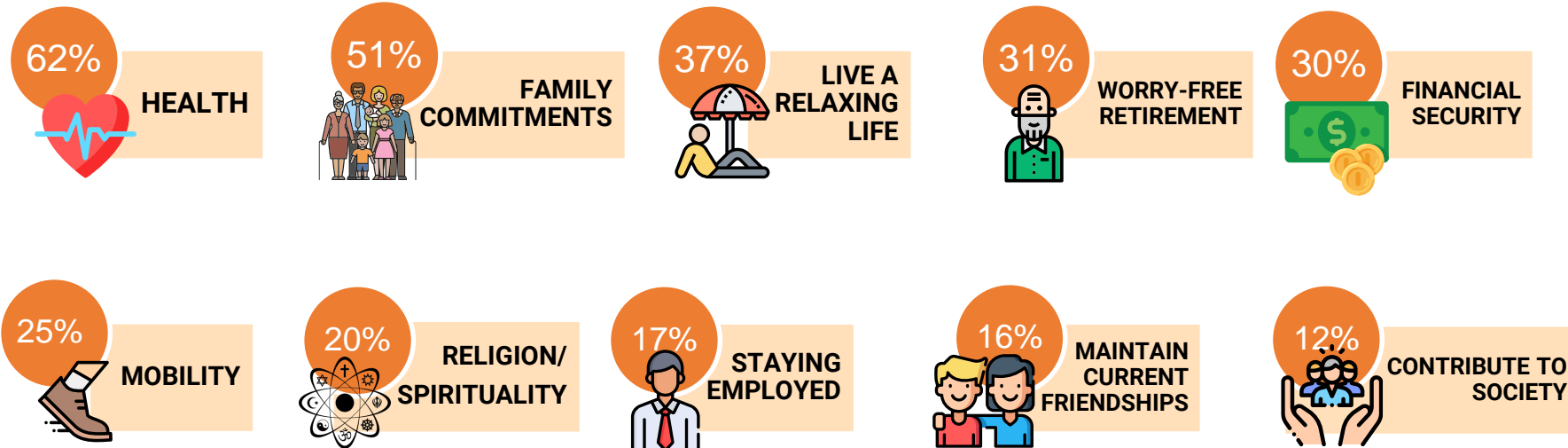
Base: Respondents who answered that they have someone they can reach out to in times of need [younger population (n=1,733), seniors aged 50-64 (n=366), seniors aged 65+ (n=227)]

Q. To your best estimate, how many people can you reach out to in times of need?



What seniors are looking for

Seniors' top 3 priorities are focused around health, family and relaxation



Base: All seniors (n=1,000)

Q. What are your current priorities in life? Please select all that applies.

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Vis-à-vis younger population, seniors prioritise health, relaxing life, worry-free retirement, mobility and religion/spirituality

	Current Life Priorities	All seniors (Aged 50+)	Younger population (Aged 15-49)
1	Health i.e. staying active with good physical and mental health	62%*	41%
2	Family commitments	51%*	62%
3	Live a relaxing life	37%*	21%
4	To be able to retire without financial and/or health worries	31%*	17%
5	Financial security	30%	29%
6	Mobility i.e. able to go to places without physical constraints	25%*	12%
7	Religion / spirituality	20%*	15%
8	Staying employed	17%*	34%
9	Maintain current friendships	16%	16%
10	Contributing to society	12%	11%
11	Meeting new people	12%	14%
12	Learning a new skill	10%*	21%

Base: All seniors (n=1,000), Younger population (n=1,100)

Q. What are your current priorities in life?

Percentage exceeds 100% as this is a multiple answer question

* Significant difference compared with younger population

Comparing seniors aged 50-64 and 65+, there are notable differences in their life priorities

	Current Life Priorities	Seniors aged 50-64	Seniors aged 65+
1	Family commitments	66%*	26%
2	Health i.e. staying active with good physical and mental health	61%	64%
3	Financial security	37%*	18%
4	To be able to retire without financial and/or health worries	34%*	25%
5	Live a relaxing life	33%*	44%
6	Mobility i.e. able to go to places without physical constraints	25%	24%
7	Staying employed	23%*	7%
8	Religion / spirituality	23%*	16%
9	Maintain current friendships	20%*	10%
10	Contributing to society	17%*	5%
11	Learning a new skill	15%*	3%
12	Meeting new people	14%*	8%



Legend



Higher for seniors aged 50-64

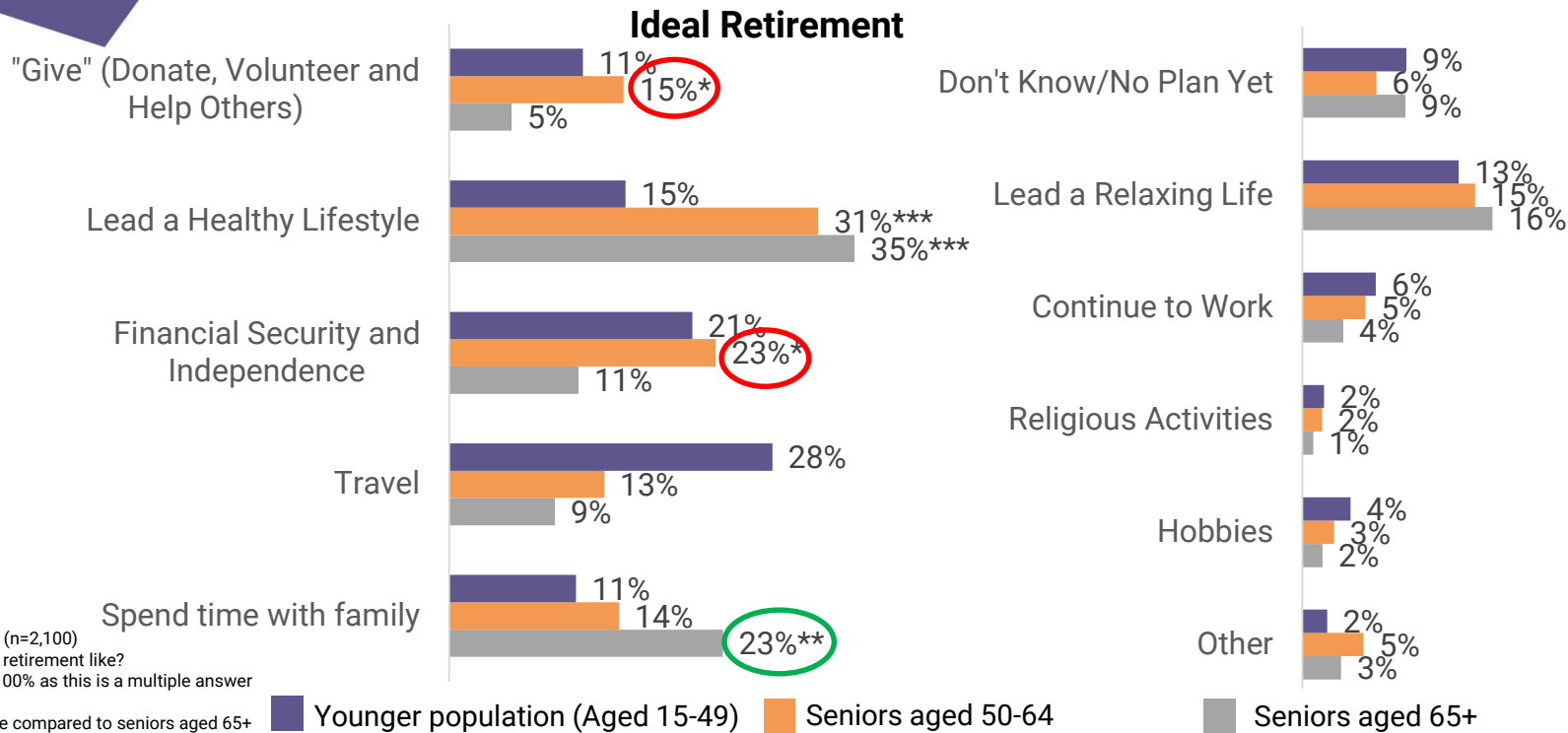
Higher for seniors aged 65+

Base: Seniors aged 50-64 (n=560), seniors aged 65+ (n=440)

Q. What are your current priorities in life?
Percentage exceeds 100% as this is a multiple answer question

* Significant difference compared to seniors aged 65+

















Beyond healthy lifestyle, seniors aged 50-64 seek financial security and to give. For seniors aged 65+, it is to spend time with family



Base: All respondents (n=2,100)
 Q. What is your IDEAL retirement like?
 Percentages exceed 100% as this is a multiple answer question
 * Significant difference compared to seniors aged 65+
 ** Significant difference compared to younger population and seniors aged 50-64
 *** Significant difference compared to younger population

Legend
○ Higher for seniors aged 50-64
 ○ Higher for seniors aged 65+

What are seniors looking for?

All Seniors (Aged 50+) 	Seniors aged 50-64 	Seniors aged 65+ 
 <p>Health</p>	 <p>Family commitments</p>	 <p>Contribute to society/give</p>
 <p>Relaxing life</p>	 <p>Financial security</p>	 <p>Staying employed</p>
 <p>Worry-free retirement</p>	 <p>Maintaining current friendships</p>	 <p>Learning a new skill</p>
 <p>Mobility</p>		 <p>Relaxing life</p>
 <p>Religion</p>		 <p>Spending time with family</p>

Meet the seniors: Aspiring for financial security, relaxation, spending time with family and helping others

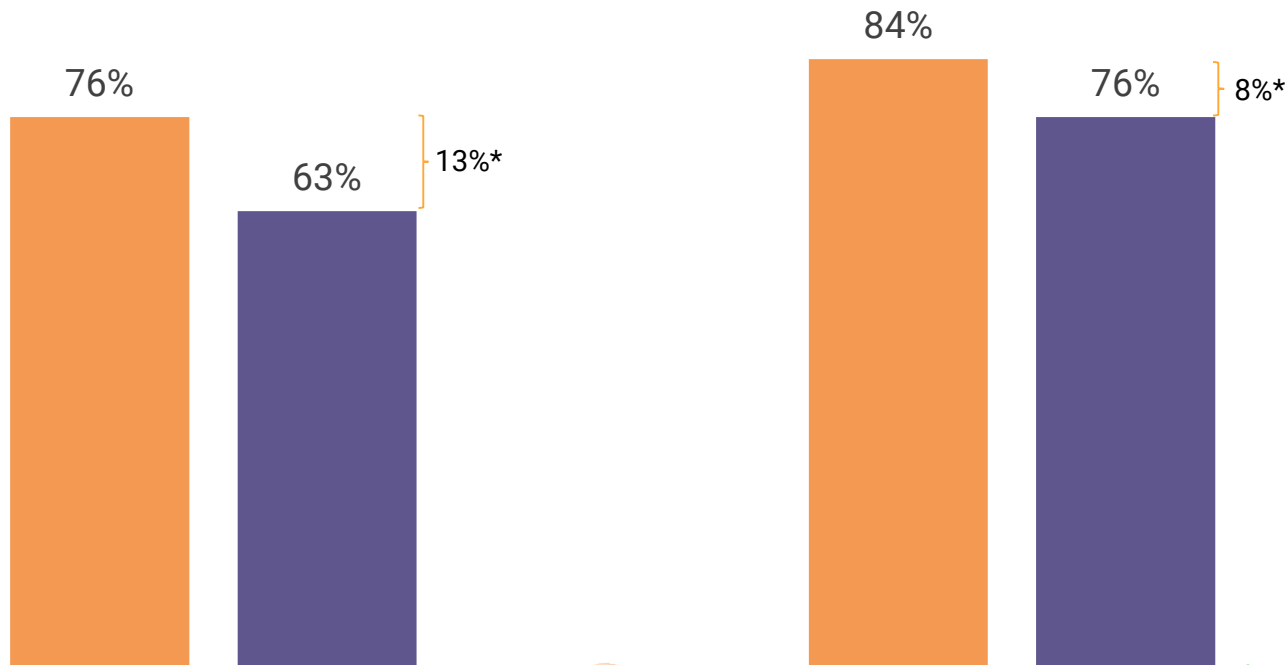


<https://youtu.be/yCLYOVxVjLk>



Why seniors should volunteer

More senior volunteers report better health and life satisfaction



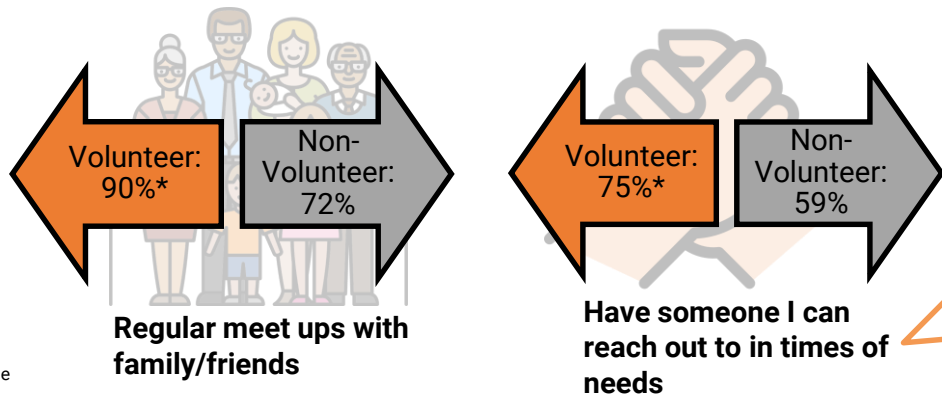
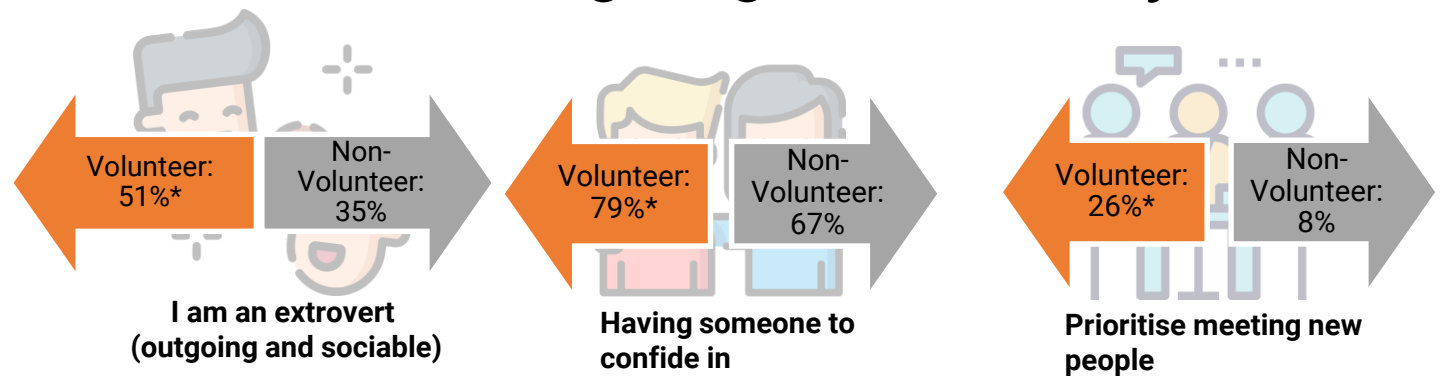
Having minor illnesses or do not fall sick 

Satisfied with life 

■ Volunteer
 ■ Non-volunteer

Base: All senior volunteers (n=207), all senior non-volunteers (n=793)
 Q. How would you rate the following aspects of your life?
 Q. All things considered, I am satisfied with my life in general.
 % are based on the top 2 boxes
 * Significant difference

More senior volunteers report being more outgoing and socially connected



In times of need, senior volunteers aged 65+ (16 pax) can reach out to twice as many people compared to non-volunteers aged 65+ (8 pax)

Base: All senior volunteers (n=207), all senior non-volunteers (n=793)
 Q. What are your current priorities in life?
 Q. Below is a list of statements that are related to life in general: I am an extrovert (outgoing and sociable).
 Q. Which of the following applies to you currently?
 Q. To your best estimate, how many people can you reach out to in times of need?
 % are based on the top 2 boxes
 * Significant difference from non-volunteers

Volunteering also has other positive psychological effects on seniors

Feeling that you can make a positive difference in another person's life (mean= 4.23)

Increased sense of accomplishment (mean= 4.20)

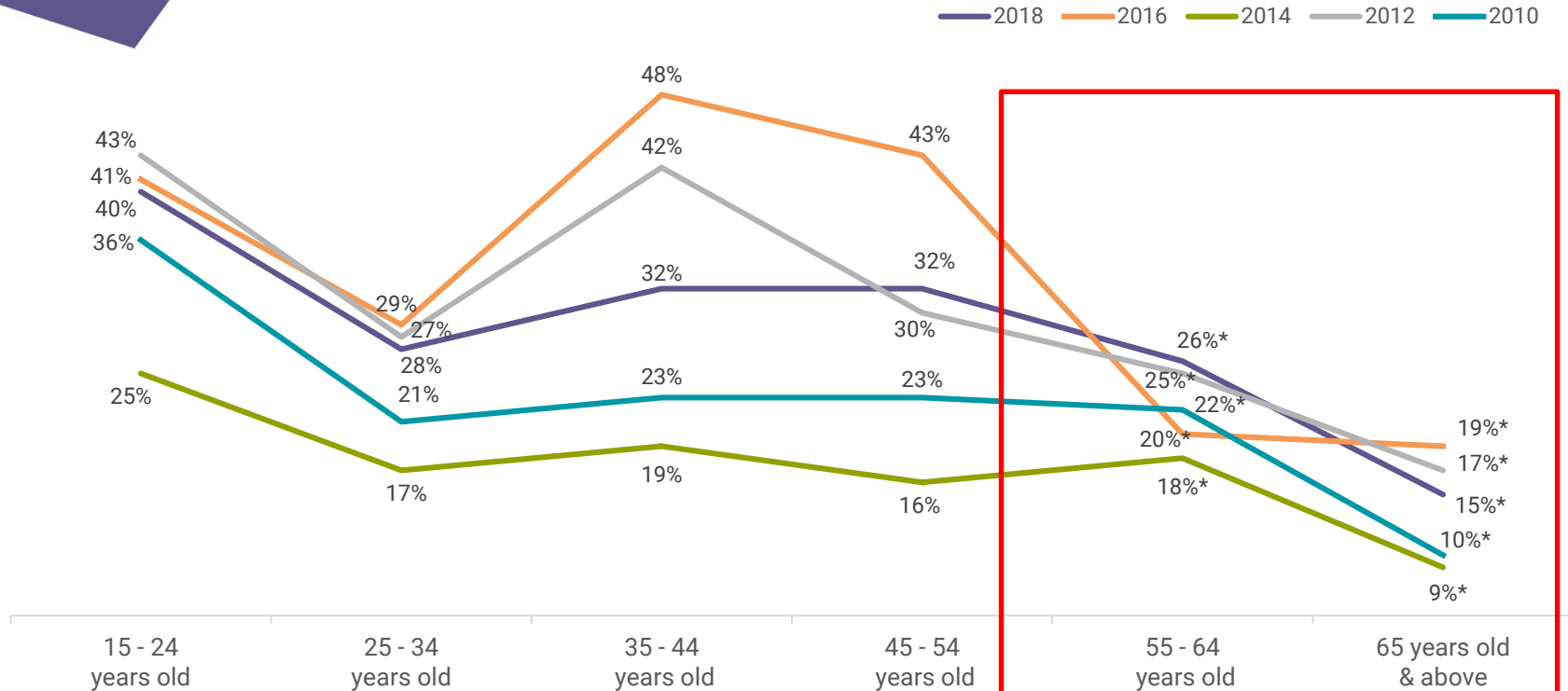
Feeling that you have a purpose in life (mean= 4.17)

Looking forward to each new day (mean= 4.03)

Amount of pleasure you gain from your daily activities (mean= 4.11)

Sense of self-worth (mean= 4.12)

Despite these benefits, senior volunteerism rates have always been low



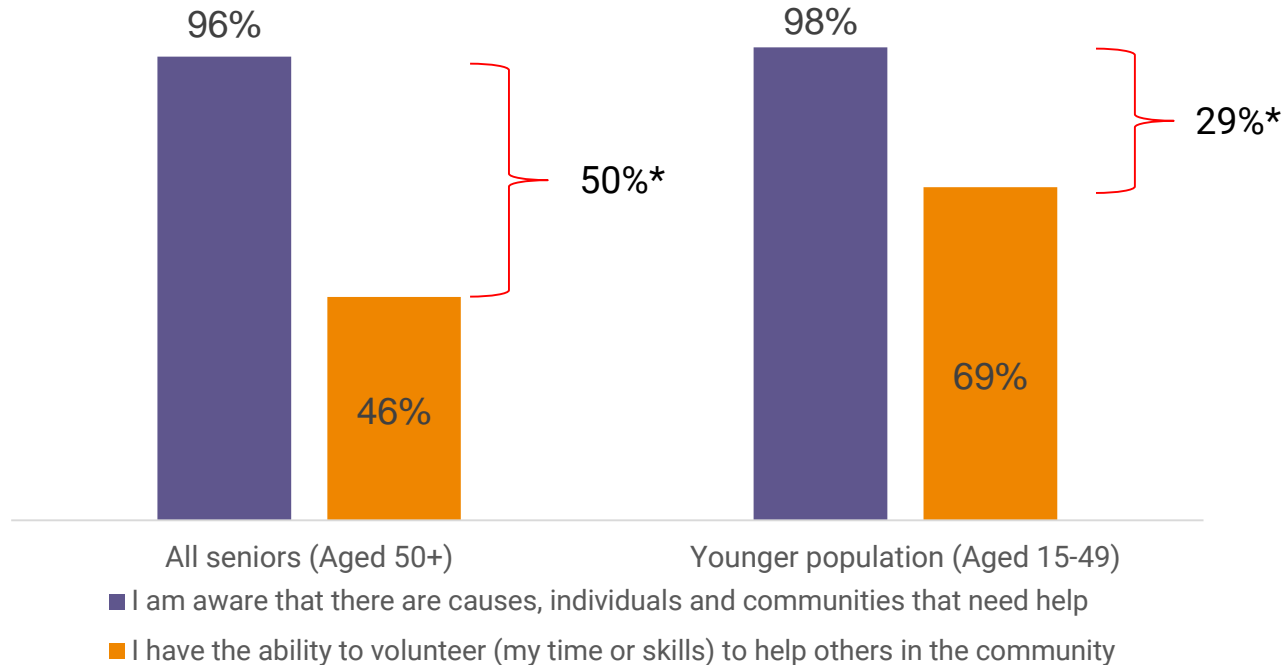
Q. Based on the above definition, have you volunteered in the past 12 months?

*Significant difference compared to all other age groups

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Despite being aware of societal needs, seniors doubt their ability to help



Base: All seniors (n=1,000), Younger population (n=1,100)

Q. I am aware that there are causes, individuals and communities that need help

Q. I have the ability to volunteer (my time or skills to help others in the community)

* Significant difference

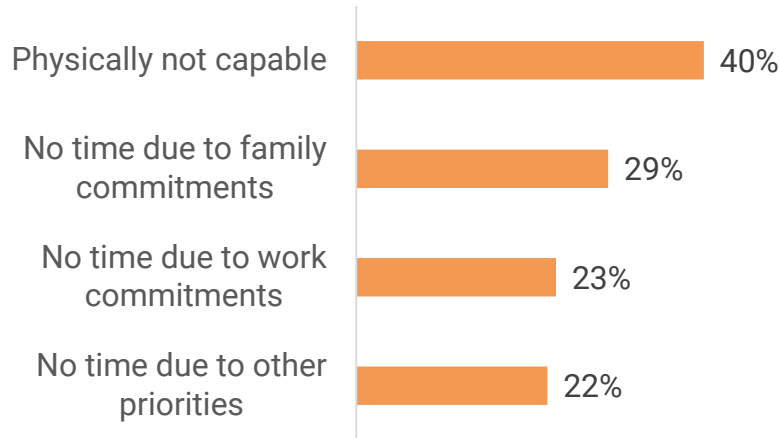
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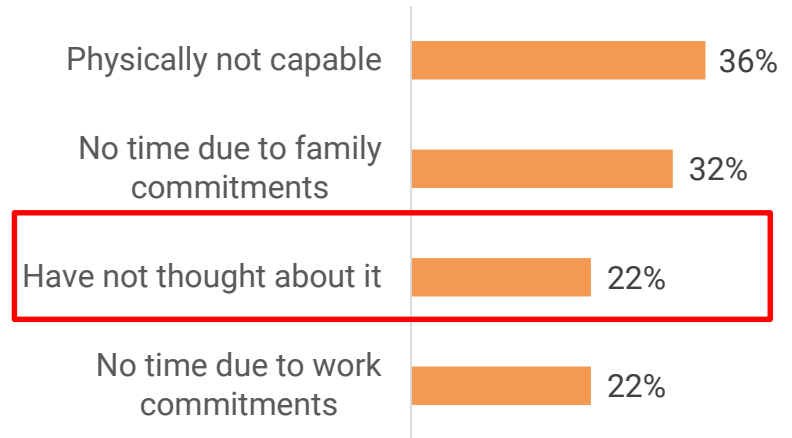
Lack of time and health are top barriers

Volunteerism also seems to fall within seniors' blind spot

All Senior Former Volunteers



All Senior Non Volunteers



Base: Senior former volunteers (n=183)

Q. You used to volunteer but have stopped doing so now. Why is this so?

Base: Senior non-volunteers (n=793)

Q. Why do you not volunteer?

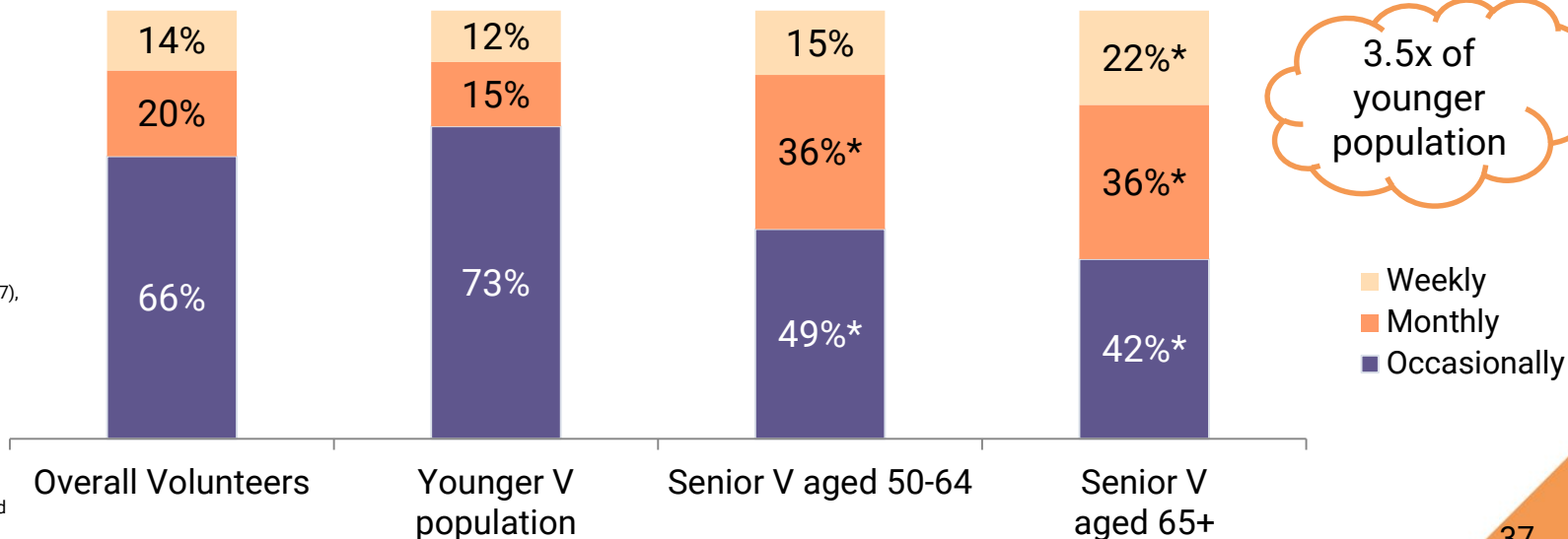
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However, seniors are more committed volunteers than younger population

	All Volunteers	Younger V population	Senior V aged 50-64	Senior V aged 65+
Mean volunteer hours per volunteer	88 hours	64 hours	139 hours*	224 hours*

Volunteering Frequency by Age Segment



3.5x of younger population

Base: All senior volunteers (n=207), senior volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

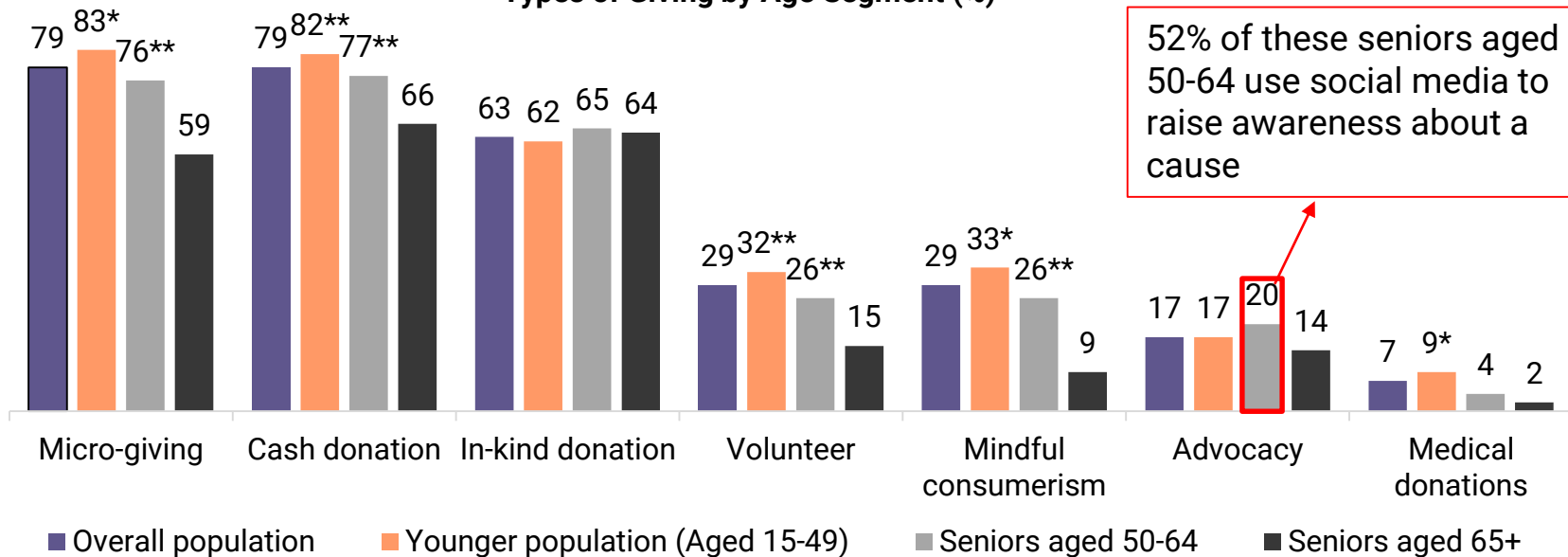
Q How often did you volunteer in the past 12 months?

Q. How many hours did you volunteer per ___[week/month/year]?

* Significant difference compared to younger V population

Cash donation is the highest form of giving for seniors with seniors aged 50-64 having an affinity for advocacy

Types of Giving by Age Segment (%)



52% of these seniors aged 50-64 use social media to raise awareness about a cause

Base: All seniors (n=1,000), younger population (n=1,100), seniors aged 50-64 (n=560), seniors aged 65+ (n=440)
 Q. Have you done any of the following for somebody outside your household, family, relatives or friends in the following periods (i) in the past 12 months

Percentage exceeds 100% as this is a multiple answer per statement for each question

* Significant difference as compared to seniors aged 50-64 and 65+

** Significant difference as compared to seniors aged 65+

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Micro-giving: Spontaneous acts in everyday situations (e.g., give up seat, pick-up litter)

In-kind donation: e.g., donate clothes, old textbooks

Mindful Consumerism: Bought goods & services from Non-Profit Organisations, charities and/or social enterprises and Bought eco-friendly / sustainable products that have not been tested on animals from commercial companies.

Advocacy: Raising awareness about a cause (e.g., poverty, animal abuse)

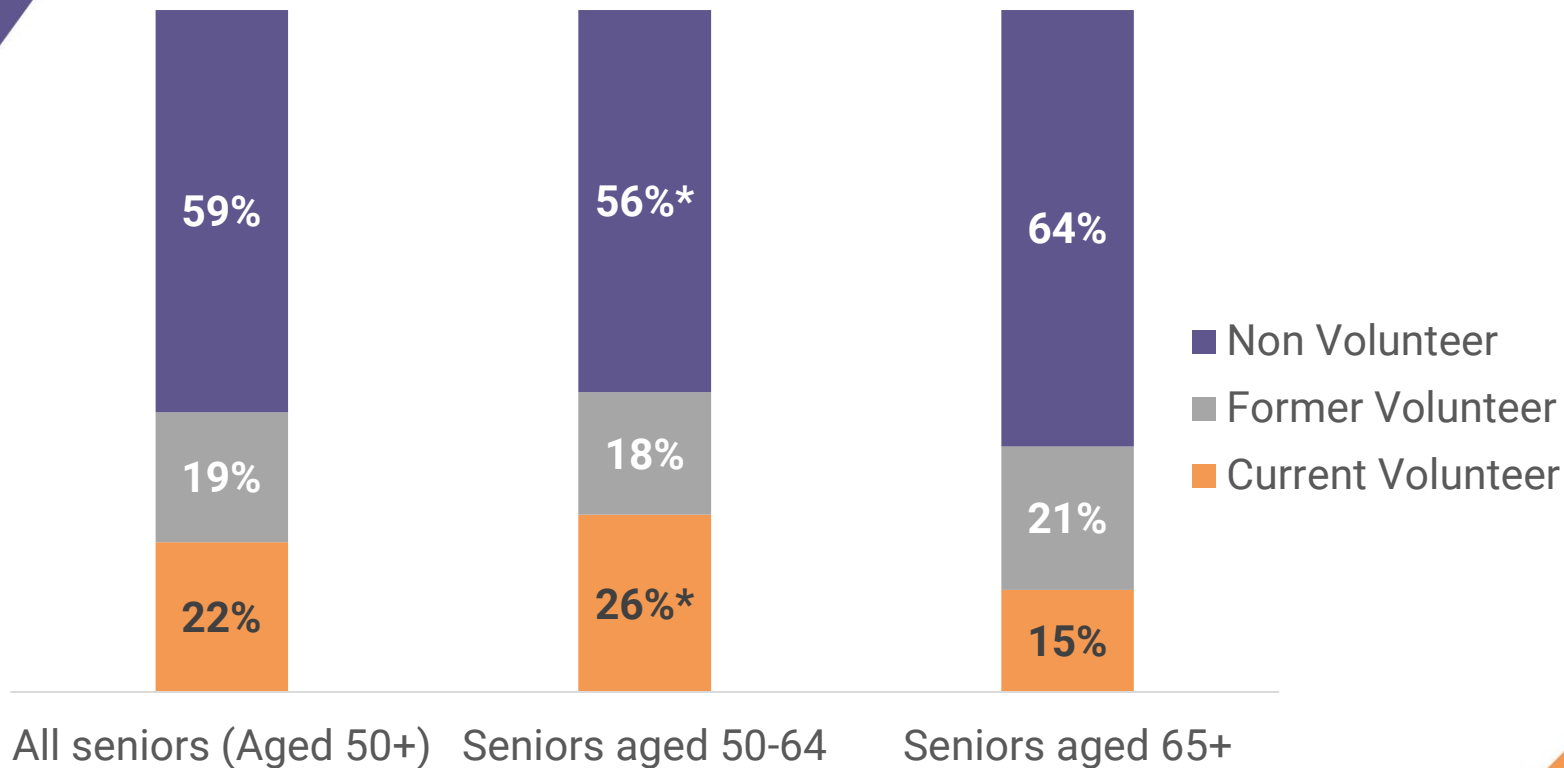
Medical donation: e.g., blood, kidney, bone marrow

Seniors are untapped potential for our society



Who senior volunteers are

Seniors aged 50-64 are more likely to volunteer as compared to seniors aged 65+



Base: All seniors (n=1,000), seniors aged 50-64 (n=560), seniors aged 65+ (n=440)

Q. Based on the above definition, have you volunteered in the past 12 months?

Q. Have you volunteered before?

* Significant difference as compared to seniors aged 65+

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Most of senior volunteers aged 50-64 tend to be educated with professional experiences

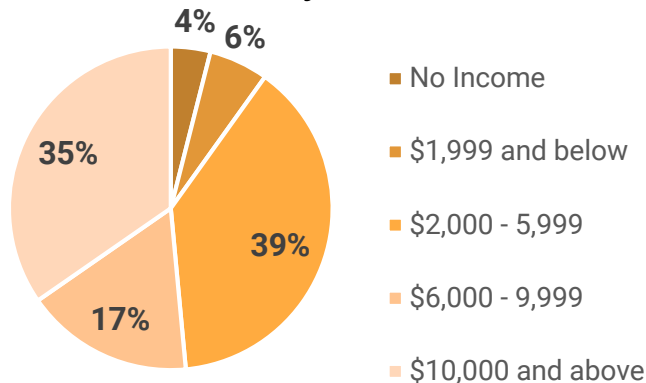


48% males

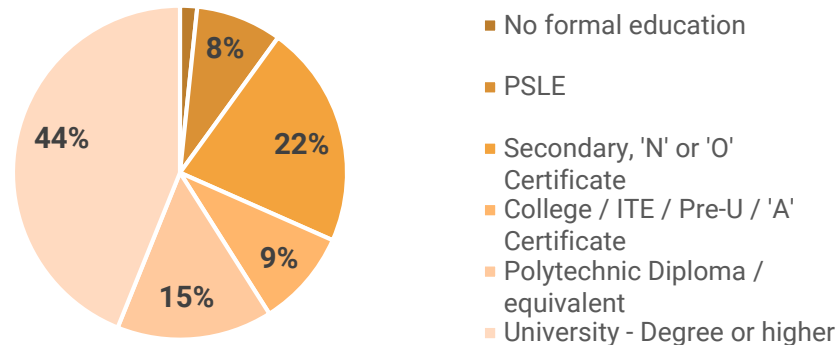


52% females

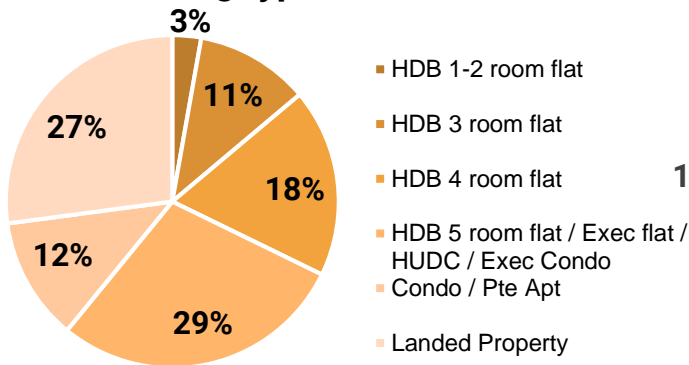
Household Monthly Income



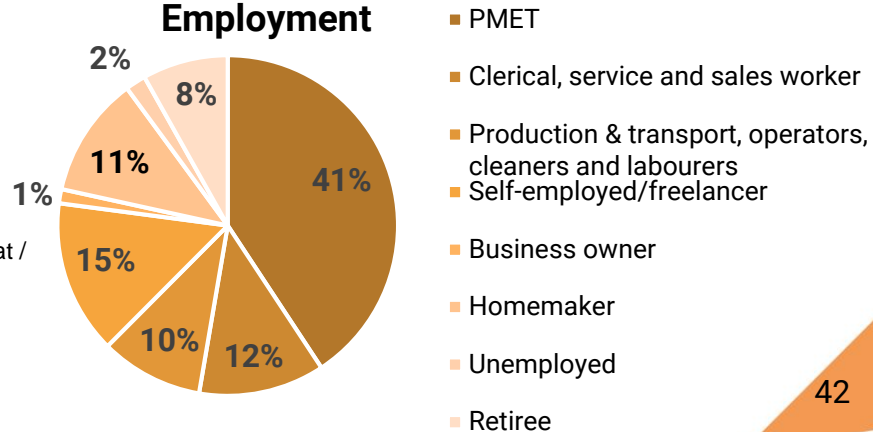
Education Level



Housing type



Employment



Base: Senior volunteers aged 50-64 (n=136)
 Q. Gender
 Q. What is your household monthly income? (Excluding those that answered 'Refused')
 Q. What is your highest education level?
 Q. What type of housing unit do you live in?
 Q. What is your employment status?

Most of senior volunteers aged 65+ tend to have retired

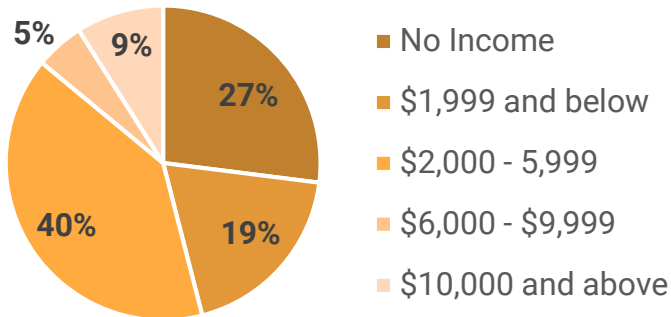


57% males

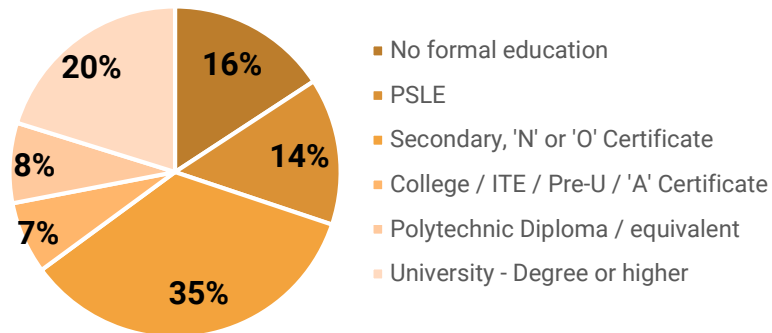


43% females

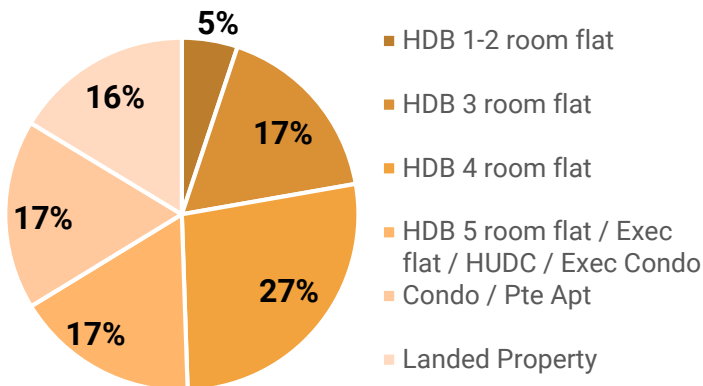
Household Monthly Income



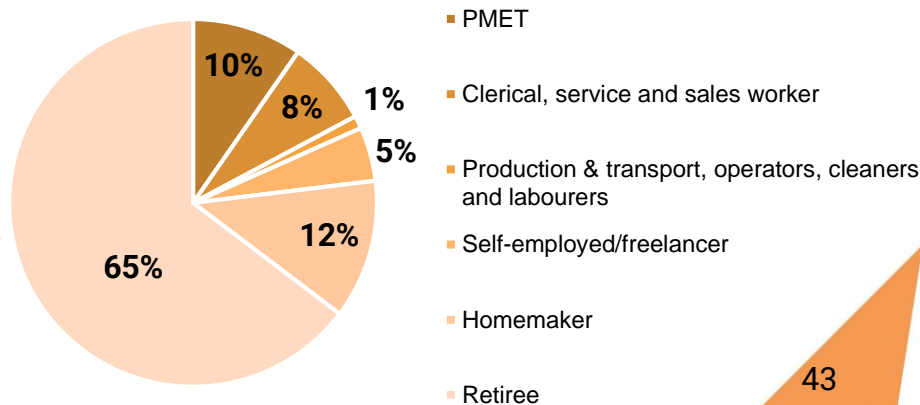
Education Level



Housing Type








Employment



Base: Senior volunteers aged 65+ (n=71)
 Q. Gender
 Q. What is your household monthly income? (Excluding those that answered 'Refused')
 Q. What is your highest education level?
 Q. What type of housing unit do you live in?
 Q. What is your employment status?

Seniors are keen on volunteering opportunities based on location, alignment with hobbies/interests, learning new skills, the extent to which task can be done quickly and remotely

	Volunteer Opportunities interested in	All senior volunteers (Aged 50+)	Senior volunteers aged 50-64	Senior volunteers aged 65+
	1 Located in my neighbourhood	47%	49%	39%
	2 Is aligned with my hobbies/interests	34%	34%	32%
	3 Allows me to learn a new skill so that I can volunteer with this new skill in future	32%	37%	16%
	4 Task-based and can be done within a short period of time remotely	31%	35%	20%
	5 Provides reimbursement for transport or meal	24%	24%	25%
	6 Is part of my full-time job where my company allocates an agreed proportion of time (e.g. 3 hours per work week)	16%	21%	4%
	7 Pays me a token salary	5%	5%	7%
	8 Allows me to earn points for the time I spent volunteering so that I can exchange for service(s) I need in the future	3%	3%	2%
	9 None of the above	26%	23%	37%

Base: All senior volunteers (n=207), senior volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71)

Q. Which of the following type(s) of volunteering opportunities would you be interested in?

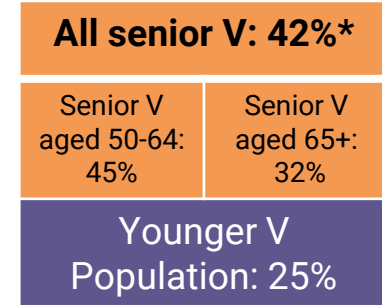
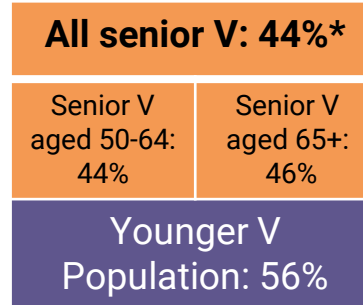
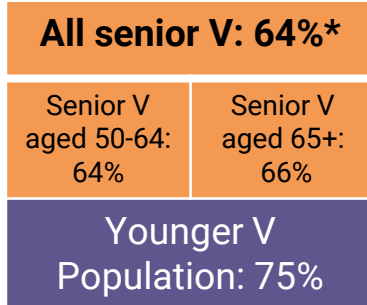
Seniors' top two motivations are similar to the younger population. Unique to seniors, religion came in third



Want to help others (in the community)

Personally believe in the cause

Religion and/or religious community encourages volunteering



Base: All senior volunteers (n=207), senior volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

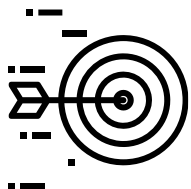
Q. What motivated you to volunteer in the past 12 months?

* Significant difference as compared to younger V population

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In addition, as compared to the younger population, seniors are more motivated to volunteer by...



Impact made through volunteering

All senior V: 34%*

Senior V aged 50-64:	Senior V aged 65+:
39%	20%

Younger V Population: 26%



Support from family and/or friends

All senior V: 23%*

Senior V aged 50-64:	Senior V aged 65+:
23%	25%

Younger V Population: 15%



Motivated by mass influencers and/or celebrities

All senior V: 10%*

Senior V aged 50-64:	Senior V aged 65+:
12%**	3%

Younger V Population: 2%

Base: All senior volunteers (n=207), senior volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. What motivated you to volunteer in the past 12 months?

* Significant difference as compared to younger population

** Significant difference as compared to seniors aged 65+

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Meet the seniors: They are others-centric



<https://youtu.be/ktmEiOA3DyM>

Top volunteering opportunities seniors prefer

Top Beneficiaries for All Senior V



Religious Community

Younger seniors
42%
 Older seniors
50%



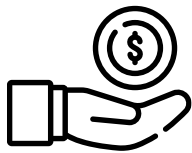
Elderly

Younger seniors
42%
 Older seniors
34%

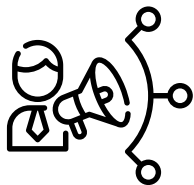
Senior V aged 50-64

Top Activities

Senior V aged 65+



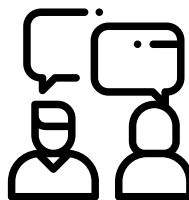
Fundraising
37%



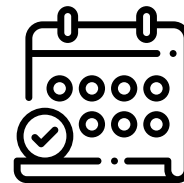
Co-ordinating
Volunteers
33%



Education-related
Services
29%



Human Services
25%



General/Administrative
Services
25%



Green Efforts
19%

Base: senior volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71)

Q. What types of volunteering have you done in the past 12 months?

Q. Who have you volunteered to help in the past 12 months?



How we might interest seniors
to volunteer

9 potential themes to explore

These themes can influence the **channels** to engage seniors, how the volunteer programme/activity can be **designed** or how volunteering can be **marketed** to seniors

With Whom




Family Activity Social Activity



Where




Neighbourhood Faith


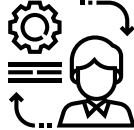
Strengthen sense of belonging in the society

How

Informal Volunteerism Corporate Volunteerism

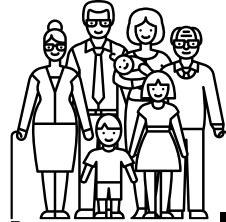
What


Mentor the Next Generation Acquire Skills Health & Relaxation

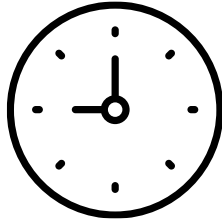
Rediscover purpose and identity in the society

With Whom

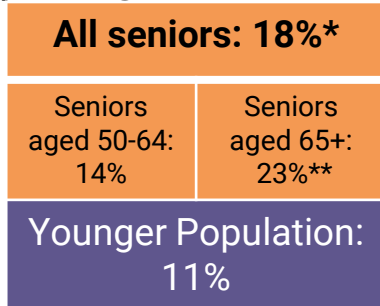


Interest seniors to volunteer with their family

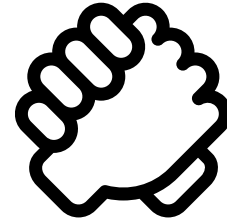
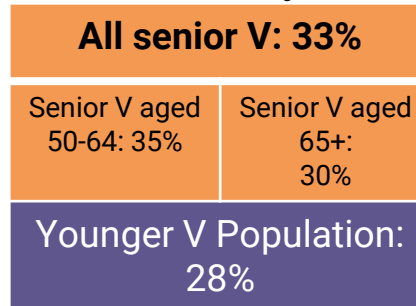
Volunteering can be a family bonding activity for seniors



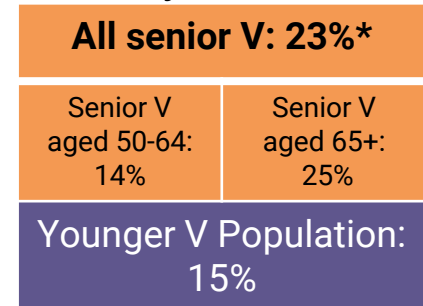
Ideal retirement: Spending time with family



Seniors who volunteer with family



Motivated by the support from family and/or friends



Base: All seniors (n=1,000), seniors aged 50-64 (n=560), seniors aged 65+ (n=440), younger population (n=1,100)

Q. What is your IDEAL retirement like?

Base: All senior volunteers (n=207), senior volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. Who did you volunteer with in the past 12 months?

Q. What motivated you to volunteer in the past 12 months?

* Significant difference as compared to younger population or younger V population respectively

** Significant difference as compared to seniors aged 50-64

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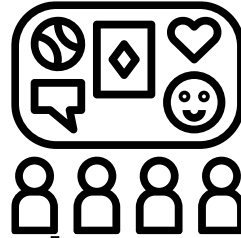
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Meet the seniors: An avid volunteer with her husband



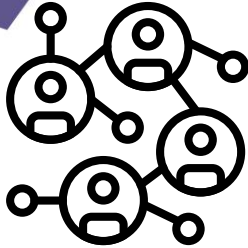
https://youtu.be/wY_-0oagAIA

With Whom

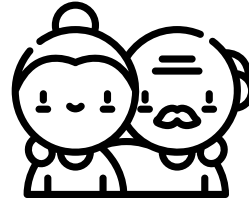
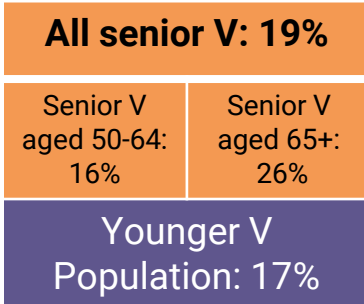


Interest seniors to volunteer through social activity

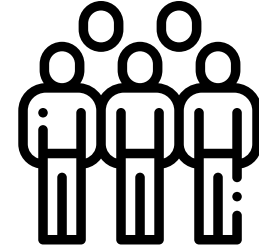
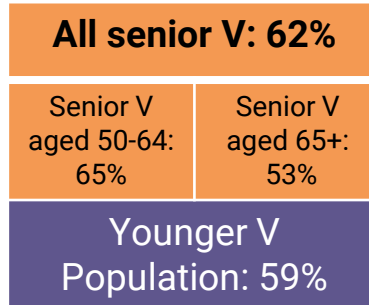
Volunteering can be part of seniors' social life



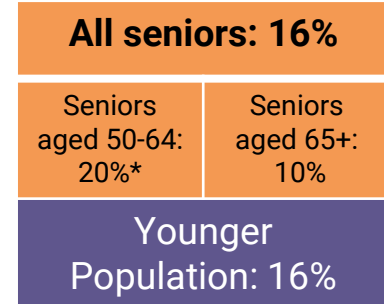
Volunteer to expand their social circle



Volunteer with friends



Current life priorities: Maintain current friendships



Base: All senior volunteers (n=207), seniors volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. What motivated you to volunteer in the past 12 months?

Q. Who did you volunteer with in the past 12 months?

Base: All seniors (n=1,000), seniors aged 50-64 (n=560), seniors aged 65+ (n=440), younger population (n=1,100)

Q. What are your current priorities in life? Please select all that applies.

* Significant difference as compared to seniors aged 65+

Creating meaningful connections through volunteering

“Because having a friend is happier, my husband passed away a long time ago, and it is all these friends of mine hanging out who have often comforted me.”

- Lee Siew Tien, 79, Non-Volunteer



*“... at this senior activity centre where I do programmes for these elderly. And then most of the time when we heard stories about what do they want in life at that age, they do not want anything. **They just want friends, they just want company, they just want people to come and visit them.**”*

- Halifah, 60, Current Volunteer



*“Because it’s interesting, **to know what kind of people**, the new types of people that I meet every time, **to learn from their life experience.**”*

- Puziah Kassim, 53, Started her own initiative



Case Example: GoodLife! Makan by Montfort Care

MontfortCare



Photo credit: Ministry of Health

Using food as the talking point, this centre offers a place for stay alone seniors to provide for the community by preparing, cooking and sharing meals with one another

- **Seniors are empowered to plan and cook their meals.** Everyone is expected to participate for meal times; in food selection, shopping, preparation, cooking and eating.
- **Provides a space for conversations and for seniors to create bonds and companionship,** using food as a social glue for the seniors
- **Provides learning opportunities for seniors to rediscover their potential** through participation and meaningful engagement with the community.

"We don't just come for lunch, but we come to help out as well. I will cook if my feet allow me to; otherwise I help to clean the dishes. For me, it isn't the ingredients that make the food tasty, but the people whom I am eating with." - Mr Ku Thien Wee, 77, Patron of GoodLife!

Makan

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Where

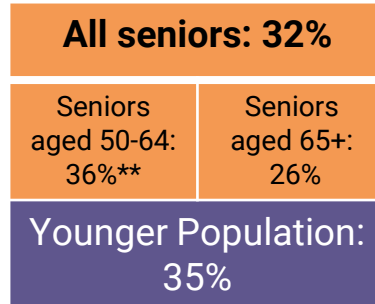


Interest seniors to volunteer in their
neighbourhoods

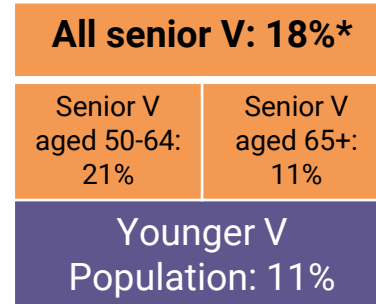
Seniors are looking for volunteering opportunities that are located within their vicinity



Volunteer opportunities of interest: located within their immediate neighbourhood



Motivated to volunteer as opportunities are conveniently located



Base: All senior volunteers (n=207), seniors volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)
Q. What motivated you to volunteer in the past 12 months?

Base: All seniors (n=1,000), seniors aged 50-64 (n=560), seniors aged 65+ (n=440), younger population (n=1,100)

Q. Which of the following type(s) of volunteering opportunities would you be interested in?

*Significant difference as compared to younger V population

**Significant difference as compared to seniors aged 65+

Vis-à-vis other age groups, more among senior volunteers aged 50-64 helped neighbours

Beneficiaries of Volunteering Done in the Past 12 Months	Younger V population	Senior V aged 50-64	Senior V aged 65+
Neighbours	10%	25%*	9%

Base: Seniors volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. Who have you volunteered to help in the past 12 months?

* Significant difference as compared to younger V population and senior V aged 65+

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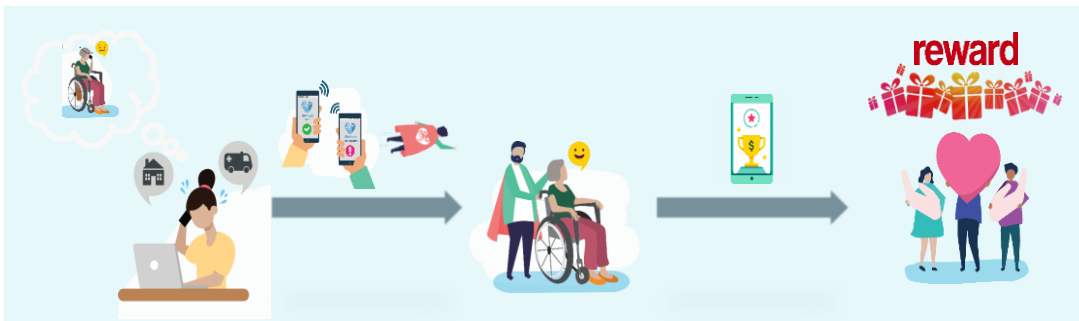
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Case Example: SG Assist



An app that provides on-demand, community-based help within the neighbourhood vicinity for dependents of working Singaporeans, providing peace of mind to busy Singaporeans and strengthening our social fabric.

- **Real-time, on demand matching of help** by verified Community Responders within the neighbourhood, including seniors
- Community Responders **living within 300m or 15 mins away within the vicinity** will be alerted via the app for help requests by working caregivers
- **Builds a supportive community and strengthens seniors' sense of identity and purpose** through helping others in the community
- **Skills upgrade:** Responders could use credits earned by helping for skills upgrade (e.g. first aid/digital literacy/volunteer and befriending courses/self-enrichment etc.)



Where



Interest seniors to volunteer through faith

Seniors are receptive to religious volunteering



Sector:

Volunteering with **Religious Organisation**



Channels:

Volunteering Through **Religious Organisation**



Beneficiary group:

Volunteering to Help **Religious Communities**



Motivation:

Encouraged by **Religion and/or Religious Community**

All senior V: 57%*

Senior V
aged 50-64:
59%

Senior V
aged 65+:
54%

Younger V
Population: 32%

All senior V: 60%*

Senior V
aged 50-64:
62%

Senior V
aged 65+:
54%

Younger V
Population: 31%

All senior V: 44%*

Senior V
aged 50-64:
42%

Senior V
aged 65+:
50%

Younger V
Population: 26%

All senior V: 42%*

Senior V
aged 50-64:
45%

Senior V
aged 65+:
32%

Younger V
Population: 25%

Base: All senior volunteers (n=207), seniors volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. Which of the following organisations/ groups have you volunteered with in the past 12 months?

Q. What organisation(s) were you volunteering through in the past 12 months?

Q. Who have you volunteered to help in the past 12 months?

Q. What motivated you to volunteer in the past 12 months?

*Significant difference as compared to younger V population

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Worship places are readily accessible and frequented touchpoints with volunteering opportunities



Have a religion

All seniors: 88%*

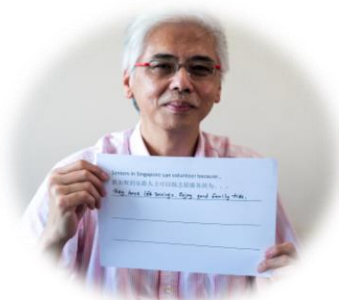
Seniors aged 50-64:
87%

Seniors aged 65+:
89%

Younger Population: 77%

“Because when we go to the mosque then we see, there are a lot of programs here, there are a lot of activities and nobody help. So I told my husband, I say let us help”

– Halifah, 60, Current Volunteer

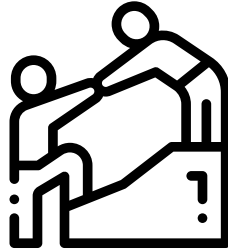


“It’s one of our church mission to engage the community. Church programmes like community outreach and, working closely together with the RC and CCs are some of these engagement work.. Every year, our church will run a carnival programme with the CC. So the whole church is mobilised to run games stalls, carnival things” – Thomas Chong, 54, Current Volunteer

Source: IGS 2018 Qualitative Interview (n=18)
Base: All seniors (n=1,000), seniors aged 50-64 (n=560), seniors aged 65+ (n=440), younger population (Aged 15-49) (n=1,100)
Q. What is your religion?

* Significant difference as compared to the younger population

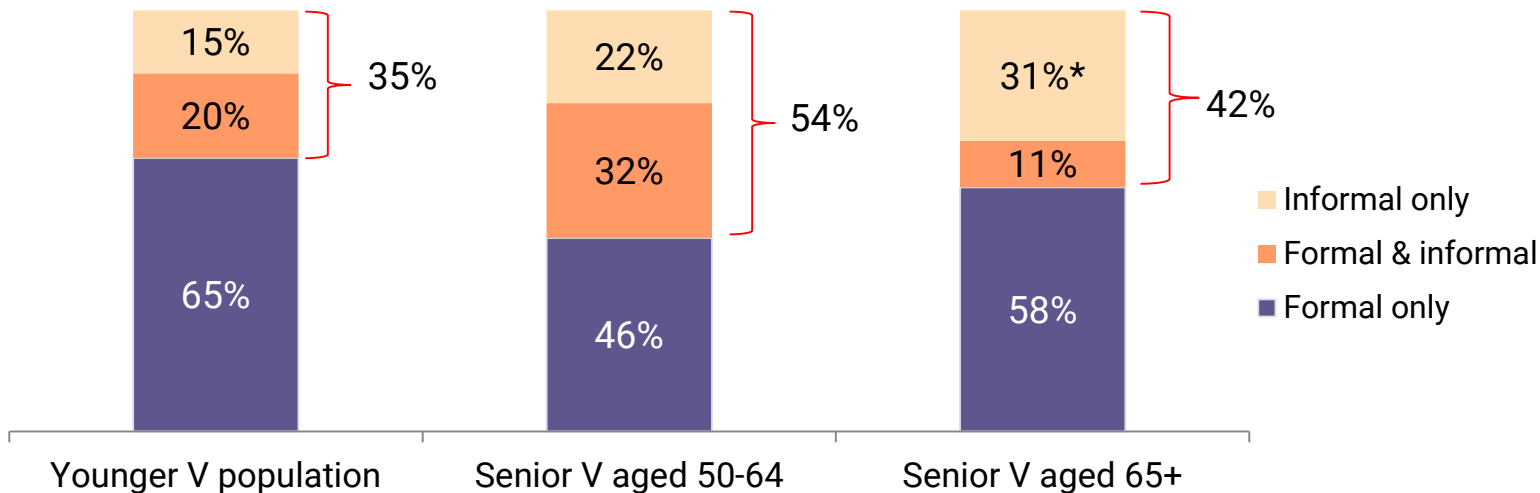
How



Interest seniors to volunteer through informal means

Seniors, compared to the younger population, prefer to volunteer informally

Means of Volunteering by Age Segment



Informal: Volunteering directly, without going through any registered organisation (e.g. group of friends coming together to help a colleague in trouble, give money or food to a homeless person)

Formal: Volunteering through registered organisations (e.g. helping through a charity)

Base: Younger population volunteers (n=368), senior volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71)

Excludes those who only stated "Don't know / Refused"

Q. Which of the organisations/groups that you mentioned earlier are registered organisation(s) and which are informal group(s)?

* Significant difference as compared to formal and informal, and formal only

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Seniors are more receptive to helping others on their own terms



Volunteering on a regular basis formally, at an organisation

e.g. regular befriending of seniors who is living alone, done with an organisation

Helping on an adhoc basis, informally, often one to one

e.g. help a colleague in trouble, give money or food to a homeless man

Act of duty and civic mindedness

e.g. give up your seat to elderly in trains and buses, returning your tray

Act of kindness

e.g. helping a senior to cross the road

Meet the seniors: Helping the immediate community on their own terms



https://youtu.be/Gz6TjyaQH_0

Case Example: U 3rd Age

乐龄优学堂 
U 3RD AGE
Enjoying the Best Stage of Life

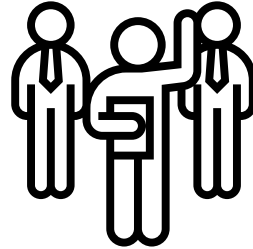
A ground-up initiative where a community of seniors come together to share learning experiences and social-cultural values. It organises activities to have fun in later life learning, and to promote active ageing.



Photo credit: U 3rd Age

- **Informal peer-led, small group learning** activities which includes arts & crafts, guided autobiography writing, level-arm swing qigong, and others.
- **Seniors-meet-Seniors (SMS):** Peer-led small group discussions where learning is fun and productive. It is conversations to learn from each other and to make better sense of living in an urban community.

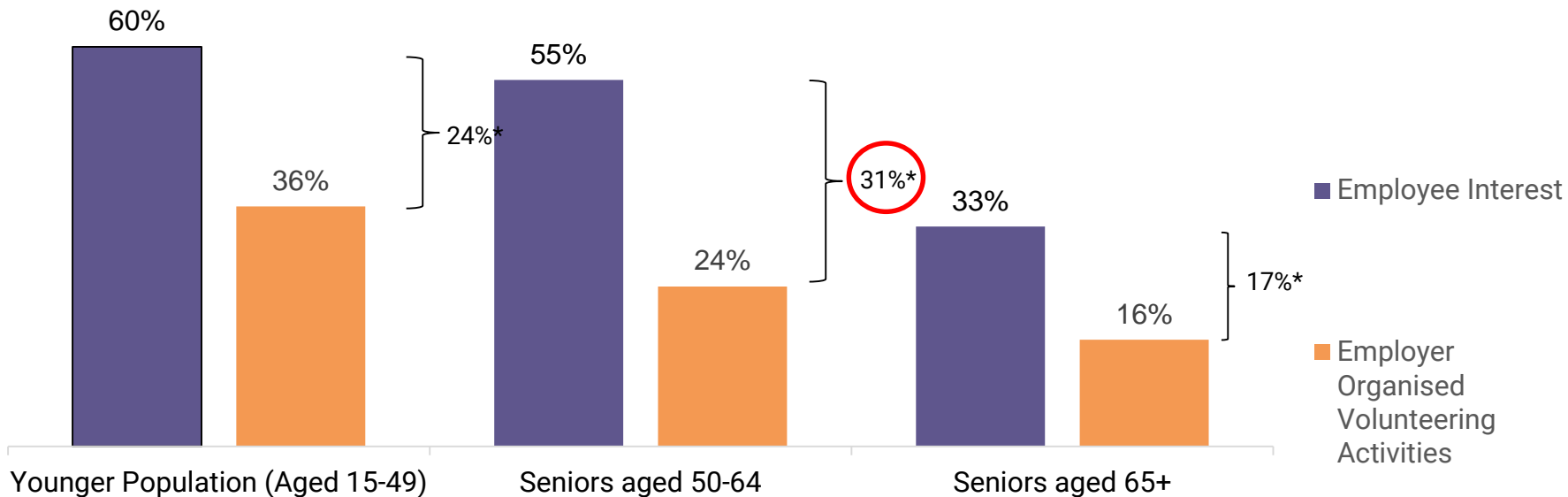
How



Interest seniors to volunteer through corporates

Interest for employee volunteerism outweigh available opportunities with biggest gap among seniors aged 50-64

Employee Volunteerism: Employee Interest vs. Employer Organised Volunteering Activities



Base: Respondents who worked full-time or part-time: younger population (n=657), seniors aged 50-64 (n=315), seniors aged 65+ (n=72)

Q. Did your employer organise any volunteering activity in the past 12 months?

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

* Significant difference

Seniors aged 50-64 have an interest to volunteer with their work-related skills

Interest in Volunteering with Work-Related Skills

Younger Population
(Aged 15-49)

47%
interested

Seniors aged 50-64

38%
interested

Seniors aged 65+

16%
interested

Types of Work Related Skills

Associate professional & technical skills (e.g. IT and teaching)	29%
Service and sales skills (e.g. customer service)	23%
Professional/Practical skills (e.g. accounting and engineering)	20%

Base: Younger population (n=1,100), seniors aged 50-64 (n=560), seniors aged 65+ (n=440)
 Q. Would you like to volunteer with your work-related skills (e.g. professional services, cooking, plumbing, etc.)?
 Base: Respondents who were interested to volunteer with work-related skills : younger population(n=456), seniors aged 50-64 (n=213), seniors aged 65+ (n=77)
 Q. What kind of work-related skill(s) would you like to volunteer with?

Case Example: Retire with a Purpose by RSVP Singapore

THE ORGANISATION OF
SENIOR
VOLUNTEERS
RSVP SINGAPORE

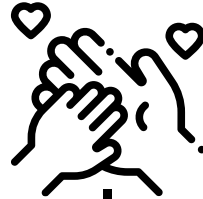


Photo credit: RSVP Singapore

The first pre-retirement initiative to engage corporates in Singapore by curating meaningful opportunities for mature employees to give back

- **Customise** volunteering activities based on employees' **skills, interests, commitment and goals**
- Provide opportunities for **employees to plan ahead for retirement**
- Build a new **community of like-minded peers** and have a continual **sense of mission and purpose during retirement**

What



Interest seniors to volunteer to guide the next generation

Seniors aged 50-64 can mentor the next generation through volunteering



Beneficiary Group:

Children

Youth (aged 15 to 35)

All senior V: 19%*

All senior V: 22%*

Senior V
aged 50-64:
23%**

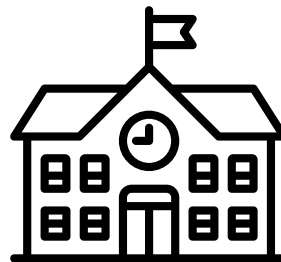
Senior V
aged 65+:
6%

Senior V
aged 50-64:
25%**

Senior V
aged 65+:
12%

Younger V
Population: 30%

Younger V
Population: 12%



Sector: Education

All senior V: 23%

Senior V
aged 50-64:
28%**

Senior V
aged 65+:
7%

Younger V
Population: 26%

"The reason I want to work with youths is because they need some form of support." - Kuet Lee Sin, 73, Current Volunteer



Motivation:

Want to set a good example for the next generation

All senior V: 28%*

Senior V
aged 50-64:
31%

Senior V
aged 65+:
22%

Younger V
Population: 20%

Base: All senior volunteers (n=207), seniors volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. Which of the following organisations/ groups have you volunteered with in the past 12 months?

Q. Who have you volunteered to help in the past 12 months?

Q. What motivated you to volunteer in the past 12 months?

Source: IGS 2018 Qualitative Interview (n=18)

* Significant difference as compared to younger V population

** Significant difference as compared to senior V aged 65+

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Case Example: Intergenerational Bonding: Build Stronger Relationships by Centre for Seniors



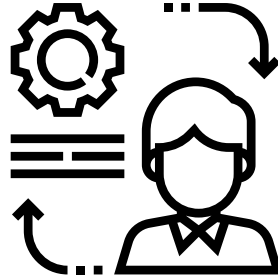
The programme finds mentors aged 50 years old and older who can volunteer some of their time every week to guide and befriend students.



Photo credit: Centre for Seniors (CFS)

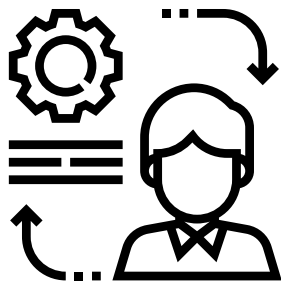
- Seniors undergo a 2-day training programme to be equipped with knowledge and skills to communicate and develop strong relationships with the younger generation.
- The seniors would volunteer to mentor the students through various ways such as **teaching them the value of life, communication, improving behaviour change, positive attitudes towards school/home, engaging and mentoring students with issues.**
- The programme aims to harness the skills of seniors and impart their knowledge to the next generation, enabling them to **remain connected to the society, and interact with the young to enhance inter-generational bonding.**

What



Interest seniors to volunteer as a way to
acquire skills

Seniors aged 50-64 look to develop their skills and use it to benefit others



Volunteering opportunities of interest:
 Allows you to learn a new skill so that they can volunteer with this new skill

All seniors: 17%*	
Seniors aged 50-64: 22%**	Seniors aged 65+: 9%
Younger Population: 29%	



Motivation to volunteer:
 Helps them in their career growth and/or to develop their skills

All senior V: 16%	
Senior V aged 50-64: 19%	Senior V aged 65+: 10%
Younger V Population: 14%	

Base: All seniors (n=1,000), seniors aged 50-64 (n=560), seniors aged 65+ (n=440), younger population (n=1,100)

Q. Which of the following type(s) of volunteering opportunities would you be interested in?

Base: All senior volunteers (n=207), seniors volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. What motivated you to volunteer in the past 12 months?

* Significant difference as compared to younger population

** Significant difference as compared to seniors aged 65+

INDIVIDUAL GIVING STUDY 2018 – SILVER V STUDY

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Case Example: Community for Successful Ageing (ComSA) Champions by Tsao Foundation



Photo Credit: Tsao Foundation
*BIG stands for "Be Involved and Grow"

ComSA Champions programme offers training and opportunities for seniors in Whampoa to lead and organise community activities, which empowers and develops capacities of the seniors and, allows them to learn and share knowledge with community members.

- **Seniors undergo training to develop practical skills** in the areas of leadership styles, facilitation, activity organisation and conflict management, so as to lead and organise the BIG SWING* which is a monthly platform where senior participants gather to learn, have fun and bond as a Whampoa family.
- **Through these platforms the ComSA Champions advocate for their peers** and mobilise support for their suggestions on areas of interest and concern among older persons. They make decisions together and take up key roles in meetings.
- **Seniors rediscover their leadership qualities and recognise their strengths.** Seniors gained/regained confidence in public speaking, and are recognised as role models of active agers, which further boosted their self-esteem.

What



Interest seniors to volunteer for health and relaxation

Seniors could lead a healthy and relaxing lifestyle through volunteerism



Current Life Priorities

Health

All seniors: 62%*

Seniors aged 50-64:	Seniors aged 65+:
61%	64%

Younger Population: 41%

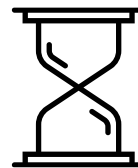


Living a relaxing life

All seniors: 37%*

Seniors aged 50-64:	Seniors aged 65+:
33%**	44%

Younger Population: 21%



Motivation to Volunteer

Helps pass time

All senior V: 17%*

Senior V aged 50-64:	Senior V aged 65+:
13%**	29%

Younger V Population: 10%



Volunteer Opportunities of Interest:

Aligned with hobbies/interests

All seniors: 22%*

Seniors aged 50-64:	Seniors aged 65+:
24%**	18%

Younger Population: 33%

Base: All seniors (n=1,000), seniors aged 50-64 (n=560), seniors aged 65+ (n=440), younger population (n=1,100)

Q. Which of the following type(s) of volunteering opportunities would you be interested in?

Base: All senior volunteers (n=207), seniors volunteers aged 50-64 (n=136), senior volunteers aged 65+ (n=71), younger population volunteers (n=378)

Q. What are your current life priorities?

Q. What motivated you to volunteer in the past 12 months?

* Significant difference as compared to younger V population or younger V population respectively

** Significant difference as compared to seniors aged 65+ or senior V aged 65+ respectively

Case Example: Community in Bloom by NParks



Gardeners from Bukit Panjang Zone 8 Community Garden
Photo credit: NParks

A programme launched by the National Parks Board (NParks) to foster a community spirit and bring residents together towards a gardening culture in Singapore.

- People, including seniors come together to form **gardening interests groups** and manage their own community gardens
- **Strengthening seniors' sense of identity and ownership** through these gardens
- A local research study showed that therapeutic horticulture, a facilitated gardening programme, **improves wellbeing of elderly participants, with significant improvement in social connectedness and positive changes in biological markers on mental wellbeing reported.** (Ng, et al., 2018)

Volunteerism could enable seniors to rediscover their purpose and identity and, strengthen their sense of belonging in the society

IDEAL RETIREMENT

Lead a healthy lifestyle

Spend time with family/friends

Give (donate, volunteer, help others)

CURRENT LIFE PRIORITIES

Health

Family Commitments

Religion/Spirituality

Maintain current friendships

Contributing to society

Meeting new people

Volunteerism Themes

Strengthen sense of belonging in the society

Rediscover purpose and identity in the society

With Whom

Where

How

What



Family Activity



Social Activity



Neighbourhood



Faith



Informal Volunteerism



Corporate Volunteerism



Guide the Next Generation



Acquire Skills



Health & Relaxation

Thank you



Organised by:

Technical Notes



Background of Study

Developed by the National Volunteer & Philanthropy Centre (NVPC), the biennial Individual Giving Study (IGS) looks at volunteerism, philanthropy and other giving behaviours in Singapore. The volunteerism part started in 2000, with philanthropy added in 2004.

Through this research, NVPC aims to:

- Determine the extent of individual giving at the national level
- Profile and study behaviour of givers, former givers and non givers
- Inform and influence policy, strategy and behaviour

As part of the IGS, this Silver V study focuses on seniors aged 50 and above.

Methodology

Respondents

- Individuals aged 15 years and above who are Singapore residents (i.e., Singapore citizens and permanent residents) and non residents (excluding e.g., tourists, domestic maids and construction workers).
- A list of 6,500 households from Department of Statistics (DOS) was purchased; sample households geographically spread and representative of house type.
- A stratified random sampling method by household type was used to achieve a nationally representative of demographic distribution of age, gender, race and house type in Singapore (within 4 percentage points of Singapore's population for each category).

Methodology

	Quantitative	Qualitative
Fieldwork	<p>18 August 2018 to 25 November 2018 (~14 weeks).</p> <p>Face to face, door to door, preferably Computer Aided Personal Interviewing (CAPI).</p> <p>Last birthday rule was applied, where the person with the most recent birthday in the household was interviewed.</p>	<p>4 Jan 2019 – 19 February 2019 (~7 weeks)</p> <p>18 face-to-face in-depth interviews, comprising 6 individual interviews and 6 dyad (paired) sessions.</p>
Interview & Questionnaire	<p>Conducted in English, Mandarin and Malay</p> <p>Respondents were asked about their giving behaviour in the past 12 months from the date the interview was conducted</p>	<p>Conducted in English and Mandarin</p> <p>Respondents were asked about their giving behaviour</p>
Length of Interview	Up to 30 minutes	Up to 120 minutes
Target Respondents	Individuals aged 15 years and above	Individuals aged 50 years and above
Sample Size for Fieldwork	2,100 completed questionnaires including 1,000 by seniors aged 50 years and above	18 respondents

Methodology

Statistics

- Weighting applied to sample data to arrive at national estimates.
- Margin of error at 95% confidence level: +/- 5%.
- For donation amount, in IGS 2018, as per IGS 2014 and 2016, 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).