

A decorative graphic on the left side of the slide consists of a purple triangle pointing towards the top-left corner and a large orange five-pointed star partially overlapping the purple triangle.

# Corporate Giving Survey 2017

28 June 2018 Media Huddle

(Last Updated: 24 July 2018)

# Report Outline

The Business  
Landscape

Call for businesses  
to step up

The State Of  
Corporate  
Giving In  
Singapore

How are local  
businesses faring?

Opportunities

What are the  
opportunities for  
change?

Research  
Methodology

Quantitative &  
Qualitative



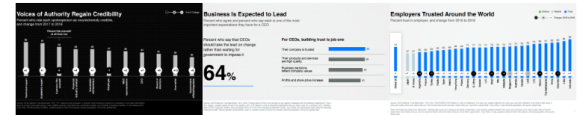
# **The Business Landscape**

# Calls for businesses to be role models, from the public & institutions

- **Faith in businesses holds relatively steady** amid global trust declines in public institutions. Almost 70% globally said building trust is a CEO's top responsibility
- **73% of Singaporeans trust their employers** to do the right thing, 1% above the global average
- **Regulations now hold Singapore companies to account:** Sustainability reporting mandatory for all listed companies since FY 2017

20/03/2018 Tue 12:59 in China by Janice Tan

## CEOs regain credibility, says 2018 Edelman Trust Barometer



Meanwhile, survey respondents from 26 out of the 28 countries said they trust the company they work for. About 73% of employees in Singapore said they trust the company they work for, remaining unchanged from 2017 and 1% above the global average. On the other hand, company trust among Malaysian employees dipped 4% to 72%, while the sentiment in Indonesia jumped by 13% to 90%.

Employees in Hong Kong were ranked slightly lower than the global average (68%) when it came to their trust in the company, even though the sentiment went up by 9%. Employee trust towards the company remains neutral (57%) in Japan and South Korea.

(Read also: [CEOs are quickly losing the trust of consumers. Here's why](#))

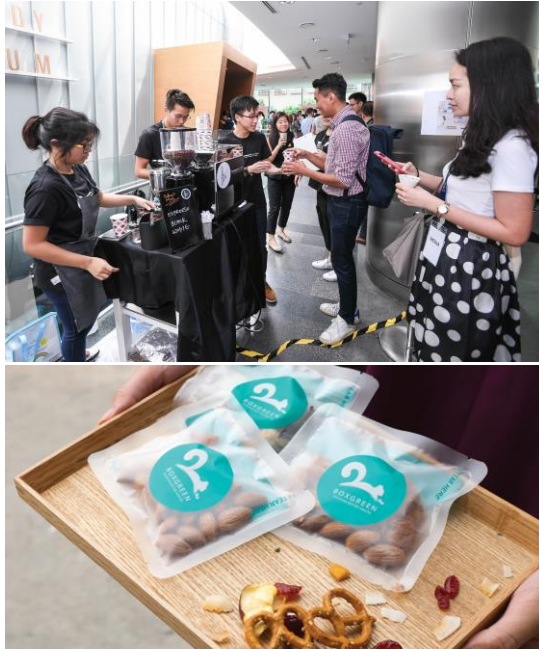
When it comes to trust in CEOs, Lars Voedisch, principal consultant and managing director of Precious Communications is of the view that they are held to higher standards nowadays, especially as they are increasingly seen as public figures. This comes at a time when consumers are expecting more from brands than just offering great products or services. He said:

**“ CEOs are expected to have an opinion on topics beyond just touching their direct business interests. ”**

\*Source: *Edelman Trust Barometer Report 2018*. Retrieved 25 June 2018 from <https://cms.edelman.com/sites/default/files/2018-01/2018%20Edelman%20Trust%20Barometer%20Global%20Report.pdf>

\*Photo credit: *Marketing-Interactive.com. Lighthouse Independent Media Pte Ltd*. Retrieved 25 June 2018 from <http://www.marketing-interactive.com/ceos-regain-credibility-says-2018-edelman-trust-barometer/>

# Companies are transforming to accept more social responsibility



Local social enterprises Bettr Barista & Box Green

- **32% growth in social enterprises in Singapore** from 303 in 2016 to 401 in 2017, according to Singapore Centre for Social Enterprise (raiSE)
- **Increased public awareness of social enterprises** from 13% in 2010 to 65% in 2016. 35% of the public have also bought from social enterprises, compared to 22% in 2010

# **Companies Have Been Given A Mandate To Lead And To Be Responsible Corporate Citizens**



# **The State of Corporate Giving In Singapore**

# 1 in 2 Businesses Give



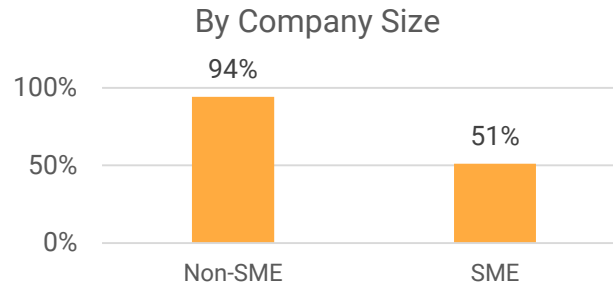
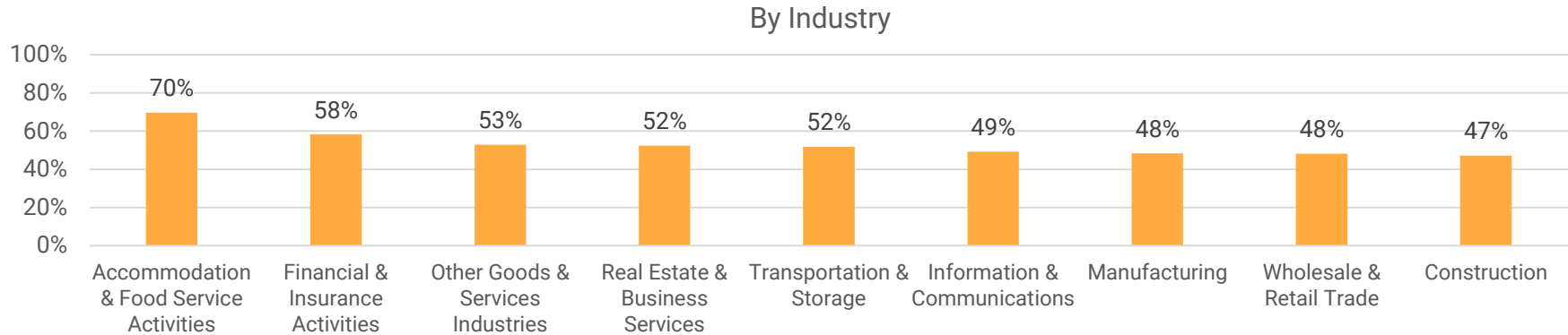
Q: There are many ways of giving. Which of the following ways of giving did your company in Singapore undertake in the last financial year locally?

Sample base: n=707, all companies



# Accommodation & food services and finance & insurance industries have the two highest giving rates

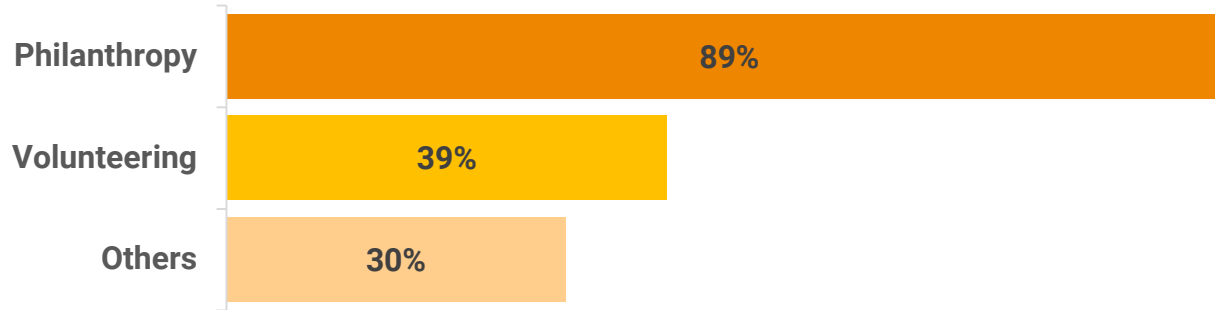
## Giving rate across industries and company sizes



Q: There are many ways of giving. Which of the following ways of giving did your company in Singapore undertake in the last financial year locally?

Sample base: n=707, all companies

# Philanthropy is the most common way of giving



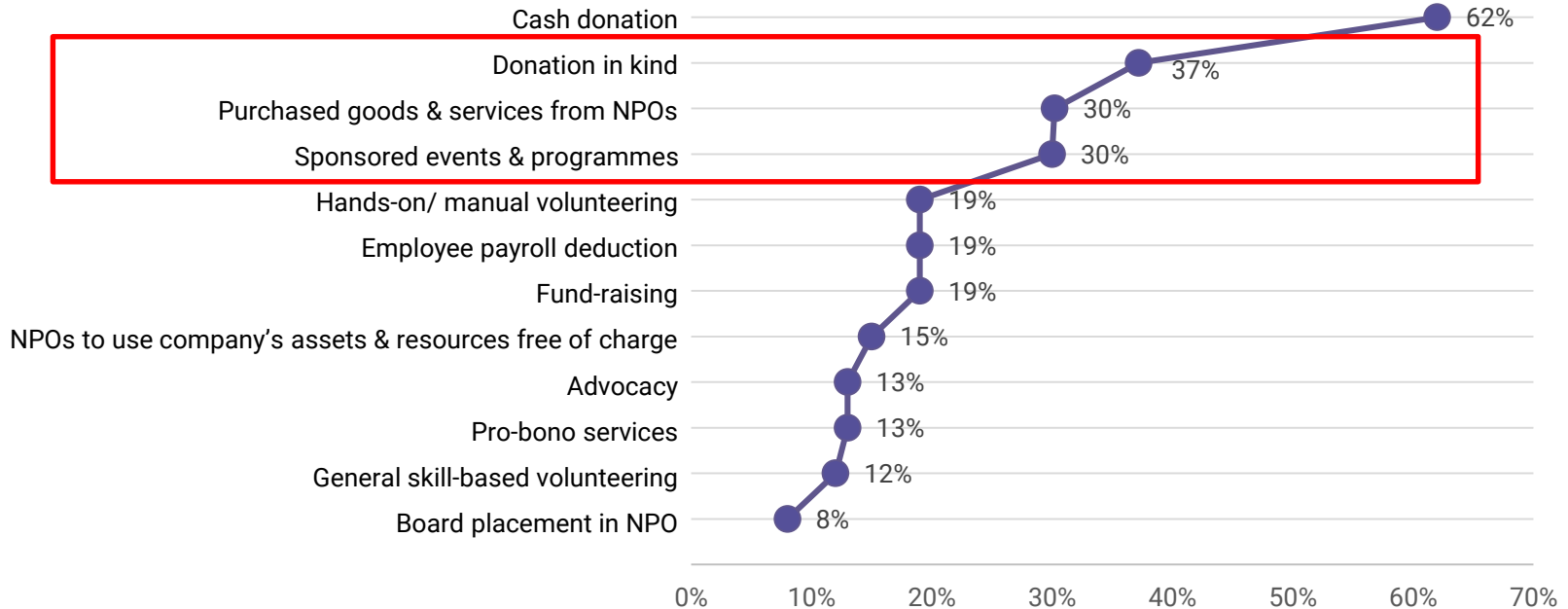
Volunteering	Philanthropy	Other forms of giving
Hands-on/ manual volunteering	Cash donation	Purchased goods & services from NPOs
Fund-raising	Donation in kind	Advocacy
General skill-based volunteering	Sponsored events & programmes	
Pro-bono services	Employee payroll deduction	
Board placement in Non-Profit Organisations (NPO)	NPOs to use company's assets & resources free of charge	
	Fund-raising	

Q: There are many ways of giving. Which of the following ways of giving did your company in Singapore undertake in the last financial year locally?

Sample base: n=366, all corporate givers

# Donations in kind, purchasing from NPOs and sponsoring events & programmes are top ways of giving, even as cash donation dominates

## All Corporate Givers – Ways of Giving

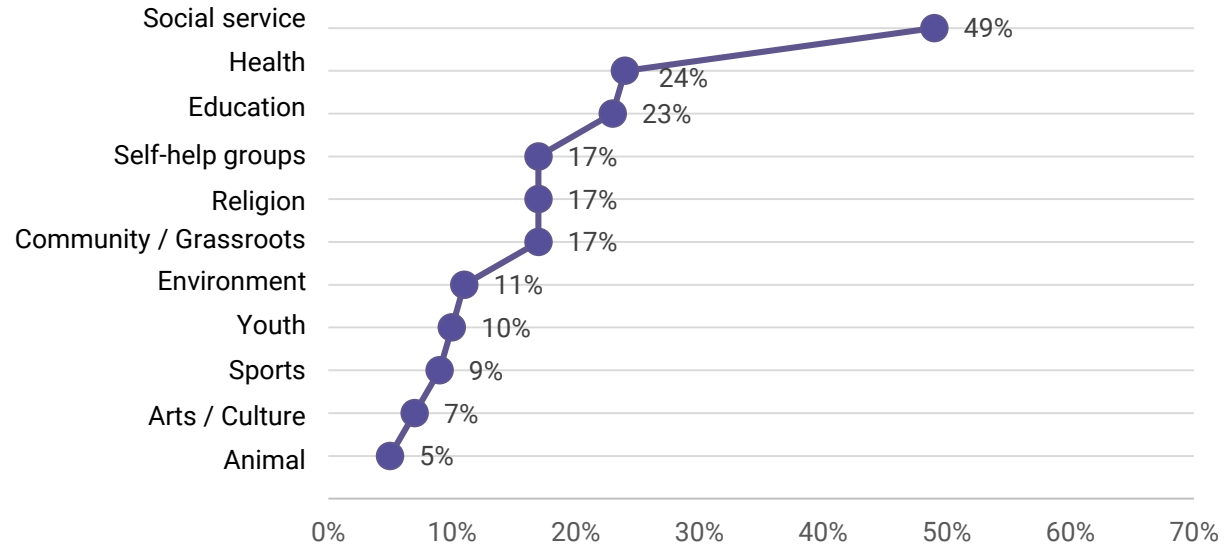


Q: There are many ways of giving. Which of the following ways of giving did your company in Singapore undertake in the last financial year locally?

Sample base: n=366, all corporate givers

# Support for the social service sector far exceeds other sectors

## All Corporate Givers – Sectors Supported

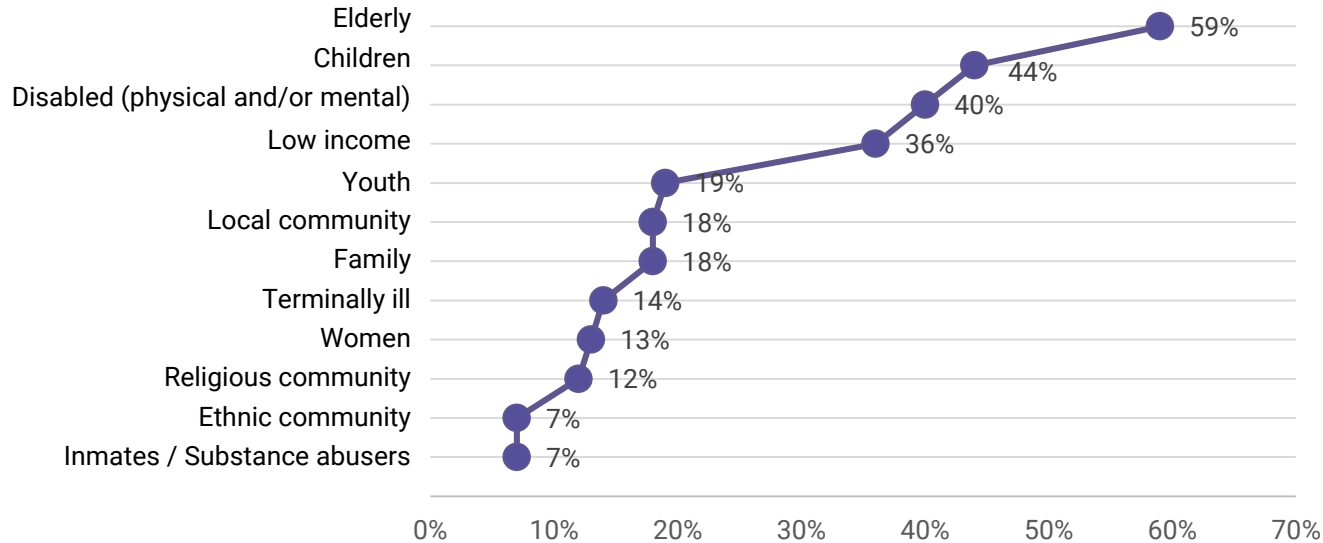


Q: Which of the following sectors did your company support in the last financial year as part of corporate giving?

Sample base: n=366, all corporate givers

# Within social service sector, the elderly are the most popular beneficiary group

## All Corporate Givers (Social Service Sector) – Beneficiaries Supported



Q: Which of the following social services did your company support in the last financial year as part of corporate giving?

Sample base: n=190, all corporate givers who supported the social service sector

## When it comes to employee volunteerism rate, company staff size may not matter

Industry	Median number of employee volunteers	Median number of employees in companies	Employee volunteerism rate
Financial & Insurance Activities	50	130	38%
Real Estate & Business Services	4	12	33%
Construction	50	150	33%
Transportation & Storage	8	25	32%
Wholesale & Retail Trade	4	13	31%
Information & Communications	5	20	25%
Other Goods & Services Industries	6	35	17%
Manufacturing	10	82	12%
Accommodation & Food Service Activities	20	260	8%

Q: Please indicate the number of employees in Singapore who volunteered at least once (excluding those who signed up but did not serve) in the last financial year.

Q: To your best knowledge, how many employees (inclusive of full-time, part-time and contract staff) does your company have in Singapore.

Sample base: n=153, all corporate givers engaged in volunteering

## Huge variance in cash donation amounts may reflect different ways of giving across industries

Industry	Median donation
Financial & Insurance Activities	\$20,000
Construction	\$5,000
Manufacturing	\$5,000
Other Goods & Services Industries	\$5,000
Accommodation & Food Service Activities	\$4,000
Wholesale & Retail Trade	\$4,000
Real Estate & Business Services	\$2,000
Transportation & Storage	\$2,000
Information & Communications	\$1,500

# Opportunities For Change



# **Opportunity #1: The Seamless Integration Of Businesses & Giving**

It is strategic and puts a company's precious assets to better use

# Majority of corporate givers (64%) have integrated giving into core business functions

## Procurement

**30%**

(E.g. purchase products/services from non-profit organisations)

## Marketing & Branding

**28%**

(E.g. support causes as part of marketing campaign)

## Staff Development

**28%**

(E.g. embed giving in appraisals, use volunteering to develop staff's professional skills)

## Sales & Business Development

**19%**

(E.g. provide opportunities for customers to give back)

## Recruitment

**16%**

(E.g. hire ex-offenders, staff with involvement and interest in giving back)

## Product & Service Development

**15%**

(E.g. design products that meet community needs)

Q: When giving, your company ensured that involvement in corporate giving was considered in employee and team performance appraisals/goals.

Q: Which of the following business functions in your company have integrated corporate giving into the nature of your work?

Sample base: n=366, all corporate givers

# Giving strategically also means aligning giving to your business motives



## Employee Factors

66%

of corporate givers that  
engage in volunteering

42%

of corporate givers that  
engage in philanthropy

are motivated to give as it supports:

- **Team building**
- **Employee morale, loyalty and retention**
- **Leadership, talent and skills development**
- **Employee recruitment**



## Business Model

43%

of corporate givers that  
engage in volunteering

31%

of corporate givers that  
engage in philanthropy

are motivated to give as it supports their  
**company's/HQ mission/business model**

Q: What were your company's motivations behind employee volunteering?

Sample base: n=153, all corporate givers engaged in volunteering

Q: What were your company's motivations behind philanthropy?

Sample base: n=332, all corporate givers engaged in philanthropy

Long-term strategic planning and market expansion are some areas in which companies have integrated giving

**“What if I told you it’s an investment? It’s an investment of good will, it’s an investment of contacts, it’s an extension into markets or segments that you have never attempted.”** - *Giver, Manufacturing non-SME, Senior Manager*

## Market Expansion

## Long-term Strategic Planning

**“CSR is not just about helping people, [it’s] also about creating a long term sustainable programme for your company to be involved in a certain changing landscape.** That could in the end have cost reduction, which increase[s] profits.” - *Giver, Manufacturing non-SME, Senior Manager*

**“There has been a lot of discussion of what makes sense for us.** Is it helping young entrepreneurs understand how to get business started? Is it helping people with financial literacy?” - *Non-giver, Tech start-up, Brand Director*

## Spic & Span ensures consistent, high-quality services by addressing workers' needs

- Mission is to provide good jobs to marginalised Singaporeans through professional cleaning services
- Employees have vocational, psycho-social and integration training
- Higher self-esteem of workers results in less frequent resignations and more stable workforce



## Benjamin Chua, Founder, Spic & Span



Watch what he has to say: <https://youtu.be/U2X9iWJVg14>

# **Opportunity #2: Leaders Are Pivotal For Positive Change**

Corporate leaders have an opportunity to step up and show their commitment

# Among givers, management interest is a strong motivator for volunteerism and philanthropy

## Volunteering Motivations



## Philanthropy Motivations



Q: What were your company's motivations behind employee volunteering?

Sample base: n=153, all corporate givers engaged in volunteering

Q: What were your company's motivations behind philanthropy?

Sample base: n=332, all corporate givers engaged in philanthropy



# Corporate giving accelerates when management communicated support and personally participated

# 64%

of corporate givers have senior management involved

	Companies <u>WITH</u> senior management support and/or participation	Companies <u>WITHOUT</u> senior management support and participation
Participated in regular giving (i.e. weekly, monthly, quarterly, bi-annually)	27%	19%
Median number of employee volunteers	10	2
Median donation amount	\$5,000	\$1,500

Q: When giving, your company ensures that senior management communicated their support for corporate giving.

Q: When giving, your company ensures that senior management personally participated.

Sample base: n=366, all corporate givers

# Employees take management's cue when giving

## Role Models

"I want my staff to understand why I'm doing this...because they are not educated, to them is only work because there's money. **I want get them to understand that you know, we give back to society.**" - *Giver, Construction SME, Director*

**"Walking the talk is very important for CSR leadership.** Because you are actually not only making it easy for people to see, hey if he can do it, I can do it; **by going through it you know where the pitfalls are, like any other business plan...**" - *Giver, Manufacturing non-SME, Senior Manager*

**"When I first came in, this (corporate giving) was something that I really pushed for personally...**giving back is something that I feel strongly for...I can see on the ground that these are the jobs that we created, these are the jobs that we create not just for traditional workers, but for people with different backgrounds and special needs" - *Multiplier, Business Services SME, Head*

## Drivers of the Vision

# **Opportunity #3: Enable Giving To Be The New Corporate Cultural Norm**

Potential to leverage motivated staff first to grow a giving culture, while investing in formal corporate giving teams

# Multi-tasking among CSR teams is the norm

- **9 in 10 companies** have no employees with corporate giving as their primary function:
  - 76% of them have none or only up to 2 staff supporting corporate giving while multi-tasking on other work portfolio
- Even among companies with more sophisticated giving practices, corporate giving largely remains a “blended” role

Q: How many employees have corporate giving as their primary job function?

Sample base: n=707, all companies

Sample base: n=624, all companies which have no employees with corporate giving as their primary function

Instilling a giving culture in the company could shift mindsets and eradicate some of these perceived barriers

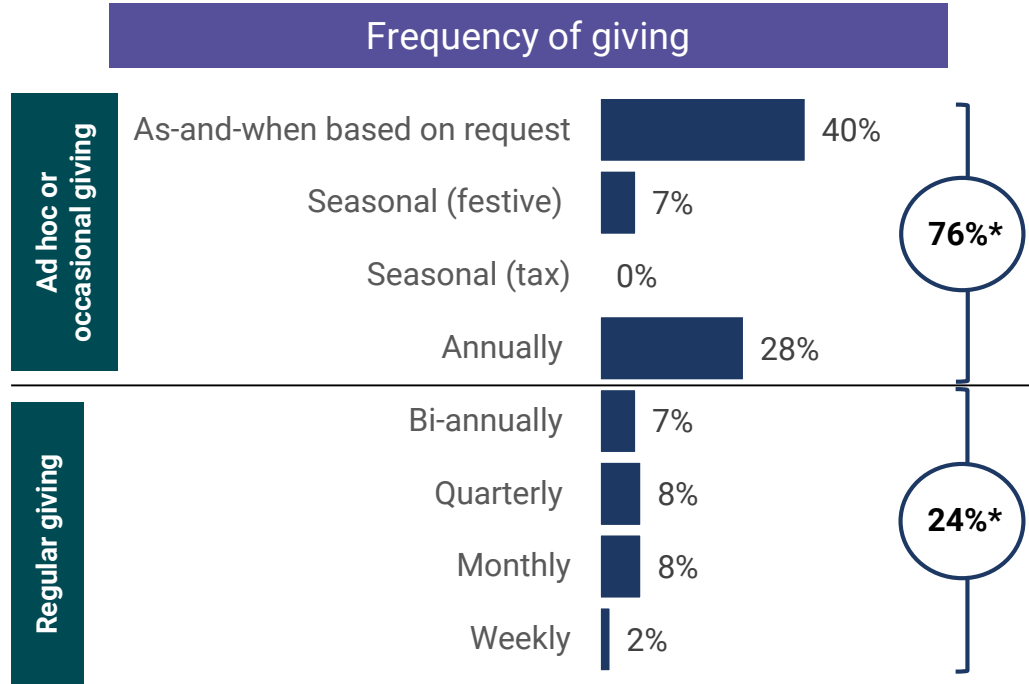


Q: You indicated that your company was not involved in employee volunteering in Singapore in the last financial year. What were the barrier(s)?

Q: You indicated that your company was not involved in philanthropy in Singapore in the last financial year. What were the barrier(s)?

Sample base: n=218, all potential corporate givers

# A mindset shift is needed to move companies from occasional to regular givers

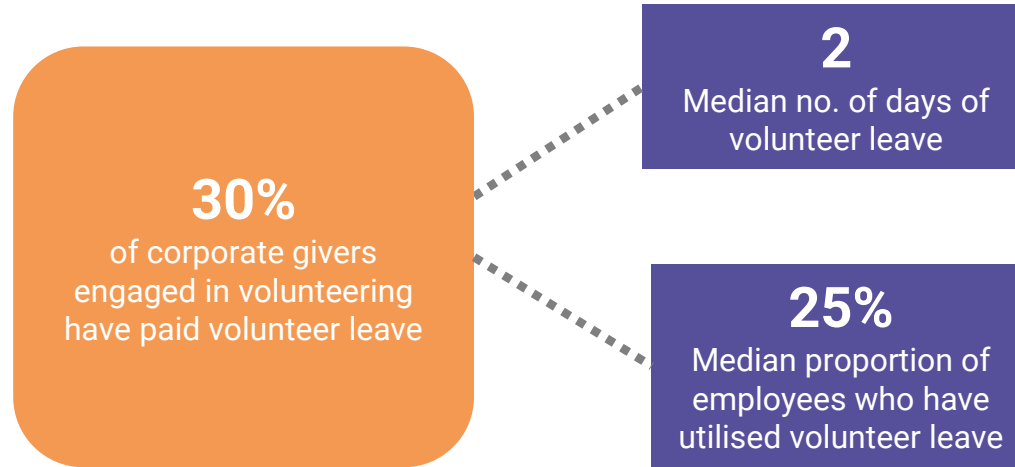


Q: How often does your company engage in corporate giving initiatives in the last financial year?

\*Figures may not add up due to rounding

Sample base: n=366, all corporate givers

## A lack of giving culture may discourage staff from utilising formal policies like volunteer leave



Q: How many days does your company set aside as volunteer leave in the last financial year for your employees?

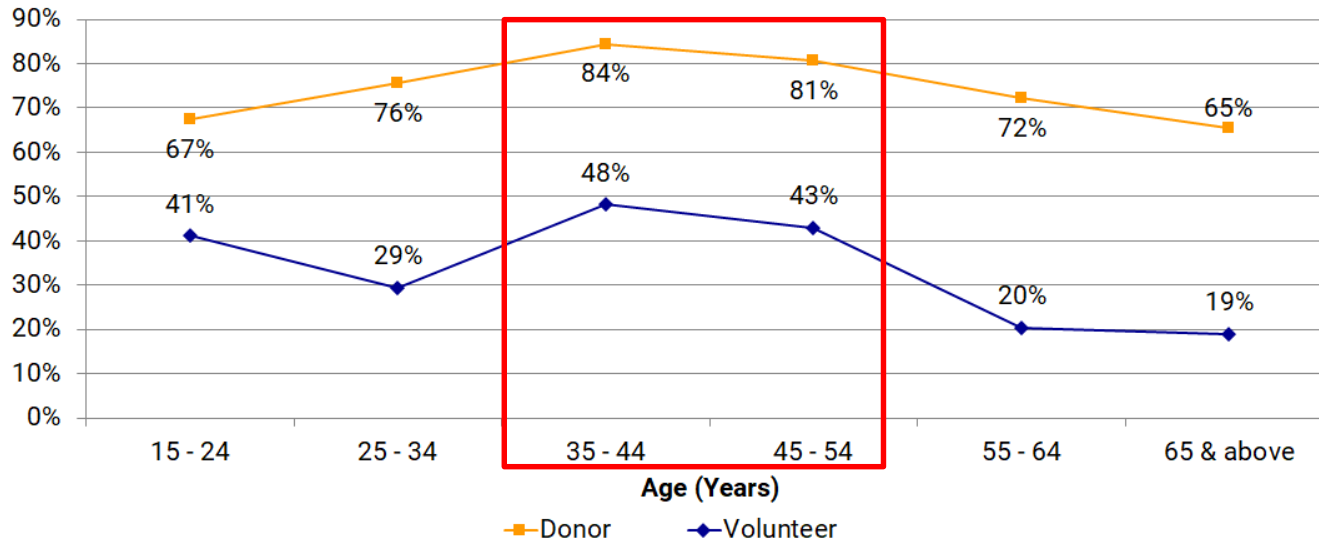
Sample base: n=153, all corporate givers engaged in volunteering

Q: What proportion of your company's employees has utilised volunteer leave?

Sample base: n=45, all corporate givers engaged in volunteering who has volunteer leave

Fortunately, there are active givers in the workforce (35 to 54 year olds) whom we can leverage to influence the giving culture

Volunteer and donor participation rate across age groups





# Cognizant creates a vibrant giving culture and a supportive environment for employees

- Cognizant Outreach is a global corporate citizenship platform to facilitate employee volunteerism
- Employee-led; company provides financial and administrative support
- Singapore programme links with “motherhood” to ensure discipline, good return on time invested and good utilisation of skills
- 3 areas of focus: STEM education, senior digital literacy and a pro bono programme called “Digital Conscience”



## Jayajyoti Sengupta, Senior Vice President and Head of Asia Pacific, Cognizant

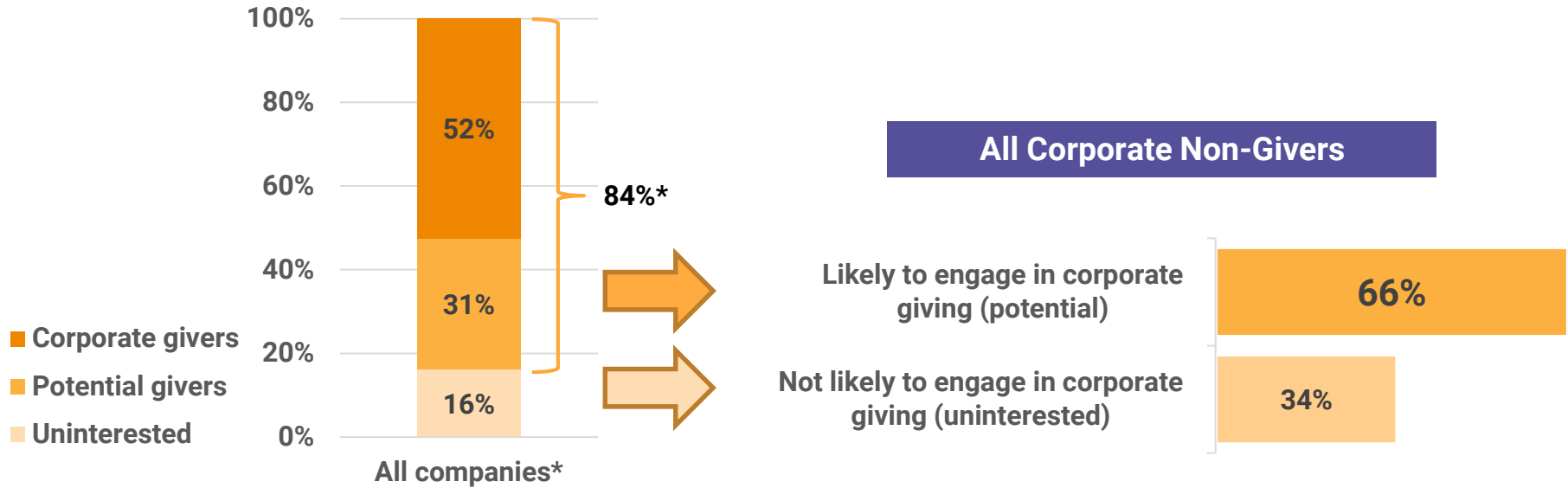


Watch what he has to say: [https://youtu.be/NyEOHTX\\_b3g](https://youtu.be/NyEOHTX_b3g)

# **Opportunity #4: 2 In 3 Non-Givers Are Keen To Start And Likely To Support Niche Causes**

Capturing them can lead to an 84% corporate giving rate

# Huge potential to engage corporate non-givers as 2 in 3 are keen to start



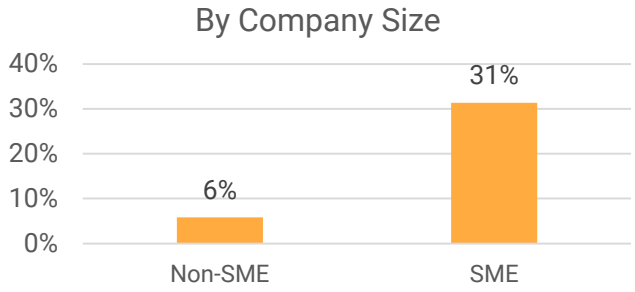
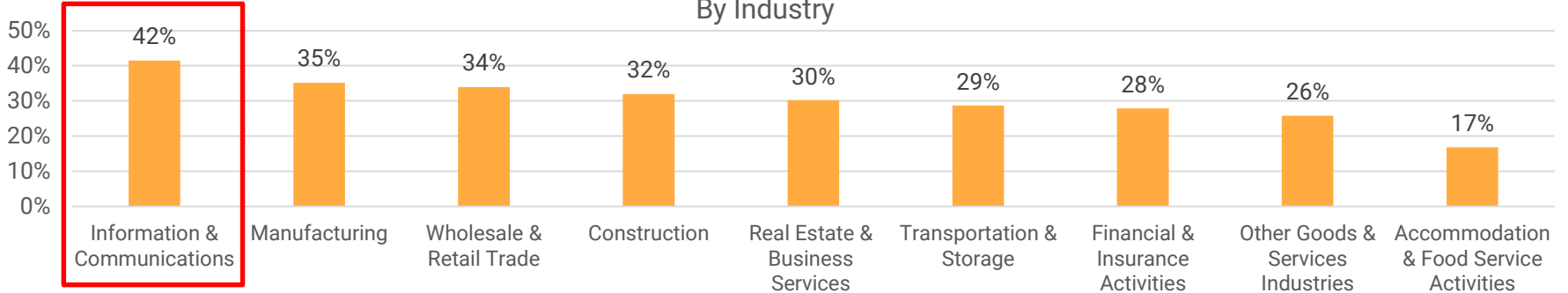
Q: If your company were to engage in corporate giving, which of the following ways of giving would your company undertake locally?

Sample base: n=341, all corporate non-givers

\*Figures may not add up due to rounding

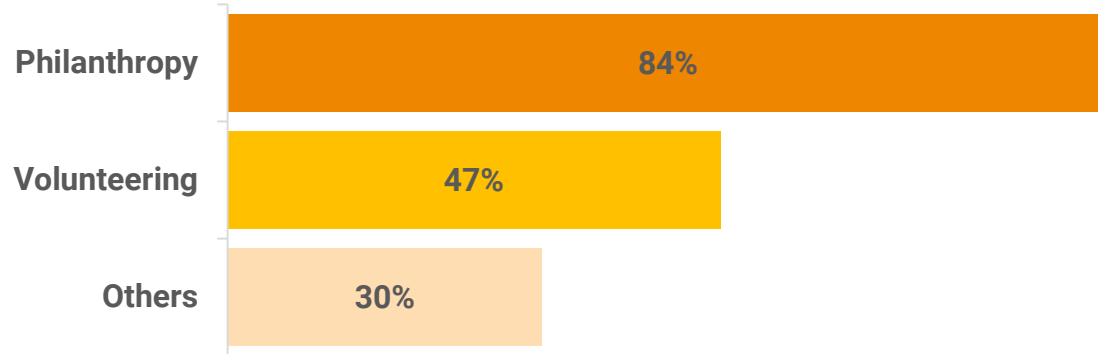
# Information & communications industry shows the highest willingness to give

Potential giving rate across industries and company sizes

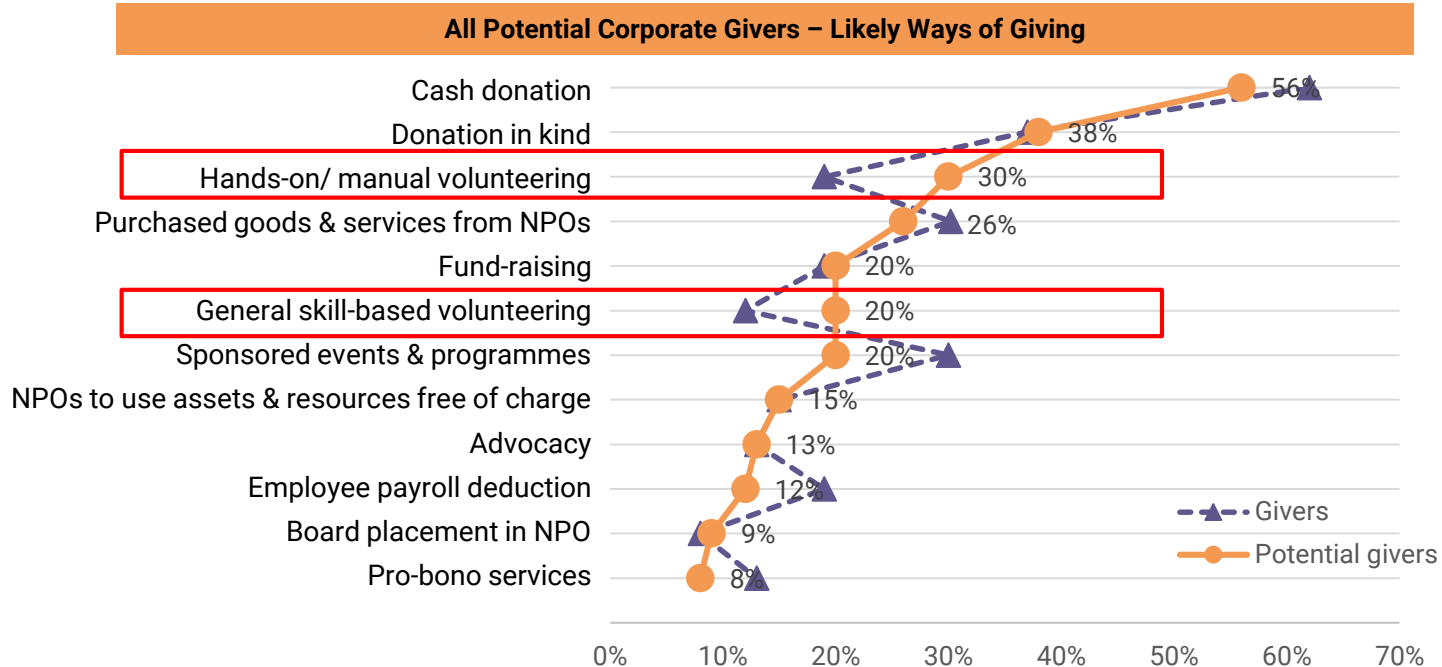


Q: If your company were to engage in corporate giving, which of the following ways of giving would your company undertake locally?  
 Sample base: n=707, all companies

## Similar to givers, most potential givers prefer philanthropy

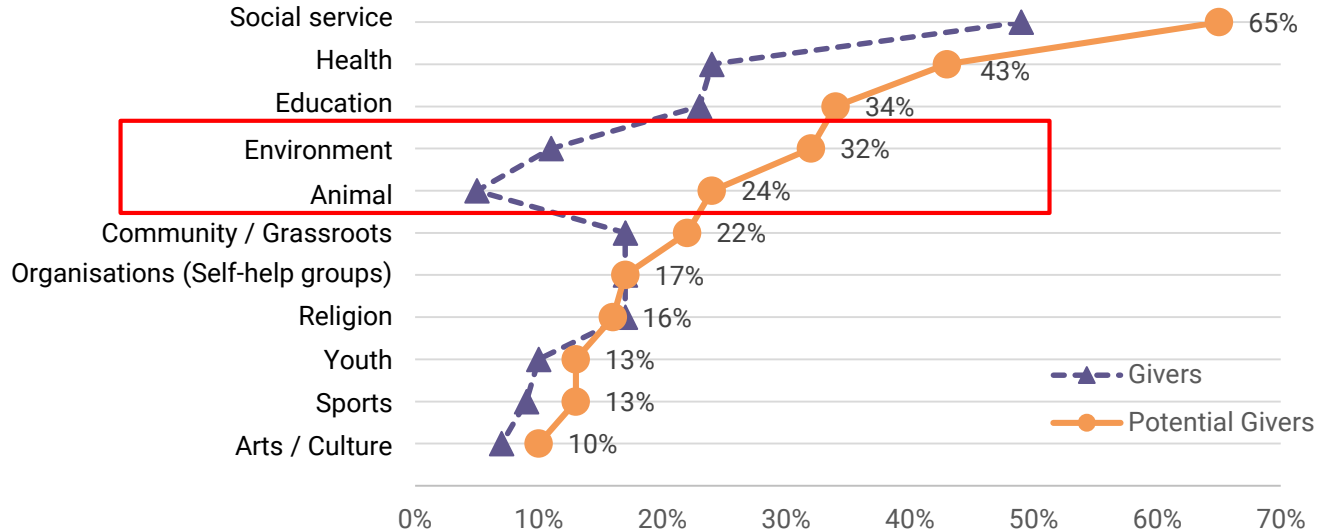


# Potential givers have a higher preference for hands-on manual volunteering and general skill-based volunteering than givers



# Compared to givers, potential givers are more inclined to support niche causes such as the environment and animals

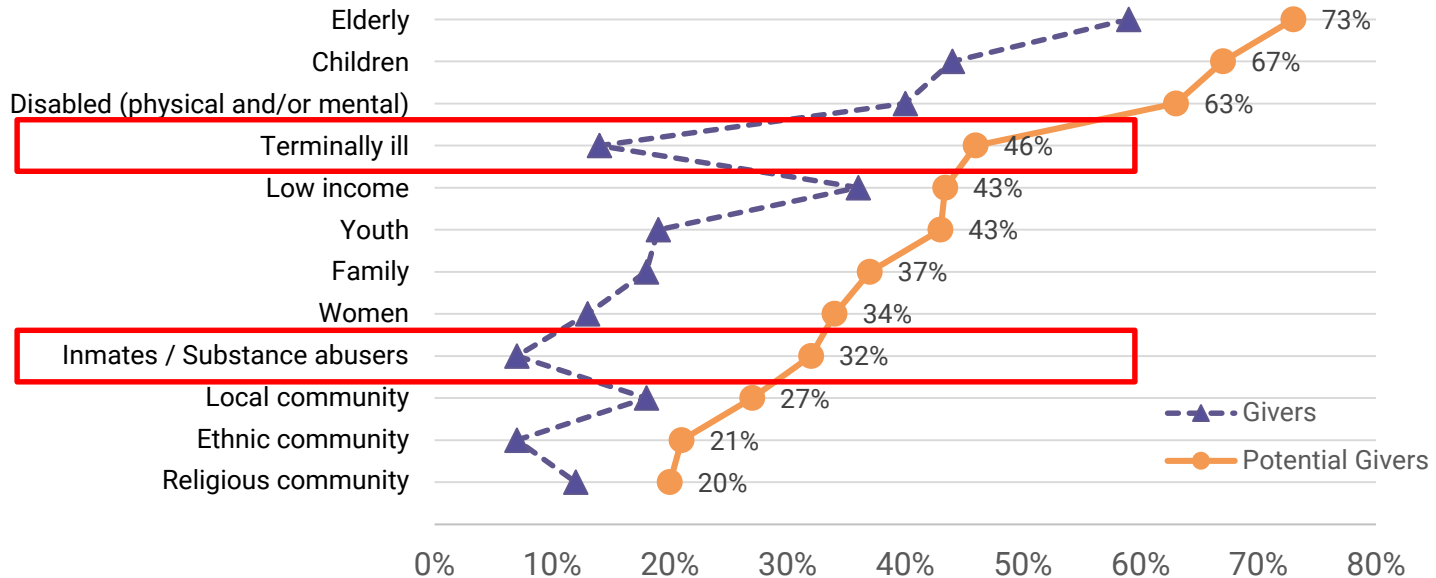
All Potential Corporate Givers – Sectors Likely To Support





# Potential givers are more likely to support niche groups like terminally ill, inmates and substance abusers than givers

All Potential Corporate Givers (Social Service Sector) – Beneficiaries Likely To Support



# Providing opportunities, support systems and accountability measures could shift a potential giver towards giving


**Make it easy for companies to find suitable charities/NPOs**  
42%

**Provide support/info on volunteer management**  
35%

**Top level management endorsement**  
27%

**More transparency on impact of fundraising proceeds**  
22%

**Offer more attractive tax deductions**  
20%



# **Research Methodology**

# Background

- Developed by the National Volunteer & Philanthropy Centre (NVPC), the Corporate Giving Survey (CGS) is a study of volunteerism, philanthropy and other ways of giving amongst business corporations in Singapore.
- The research findings are used for policy making and strategy development at government levels, corporates and by non-profit organisations.
- The outcome of this study will provide a better understanding of the corporate giving landscape/attitudes and the giving journey that business entities go through.

# Overview



	Quantitative Phase	Qualitative Phase
<b>1. Fieldwork methodology</b>	Telephone interviews	Face-to-face in-depth interviews
<b>2. Fieldwork period</b>	19 Jul 2017 to 18 Jan 2018	20 Jul 2017 to 4 Oct 2017
<b>3. Sample size</b>	707	14
<b>4. Sampling frame</b>	Dun & Bradstreet listing	Referrals
<b>5. Sample profile</b>	Main decision makers of corporate giving initiatives in companies	Main decision makers of corporate giving initiatives in companies
<b>6. Sample design</b>	SME/non-SME (natural incidence) and minimum of 30 each for 9 industries based on IRAS' breakdown of number of companies per industry, supported by Department of Statistics	Cover across all major industries, company sizes and giver profiles
<b>7. Weighting methodology</b>	Weighted to population distribution based on SME/non-SME ratio (based on Enterprise Singapore) and industry ratios (based on IRAS and Department of Statistics)	Not applicable

# Quantitative Phase (n=707)



	Unweighted	Weighted (IRAS and Department of Statistics)
<b>Sector</b>	%	%
Wholesale & Retail Trade	19%	28%
Real Estate & Business Activities		
- Real Estate Activities		
- Professional Scientific & Technical Activities	16%	23%
- Administrative & Support Service Activities		
Financial & Insurance Activities	4%	12%
Construction	12%	8%
Manufacturing	15%	7%
Transportation & Storage	9%	5%
Information & Communications	6%	5%
Accommodation & Food Service Activities	4%	3%
Other Goods & Services Industries		
- Education		
- Health & Social Services	14%	9%
- Arts Entertainment & Recreation, Other Service Activities		
- Utilities, Other Goods Industries		
	Unweighted	Weighted (Enterprise Singapore)
<b>Company Size</b>	%	%
Small and Medium Enterprise (SME)	98%	99%
Non-SME	2%	1%

# Qualitative Phase (n=14)



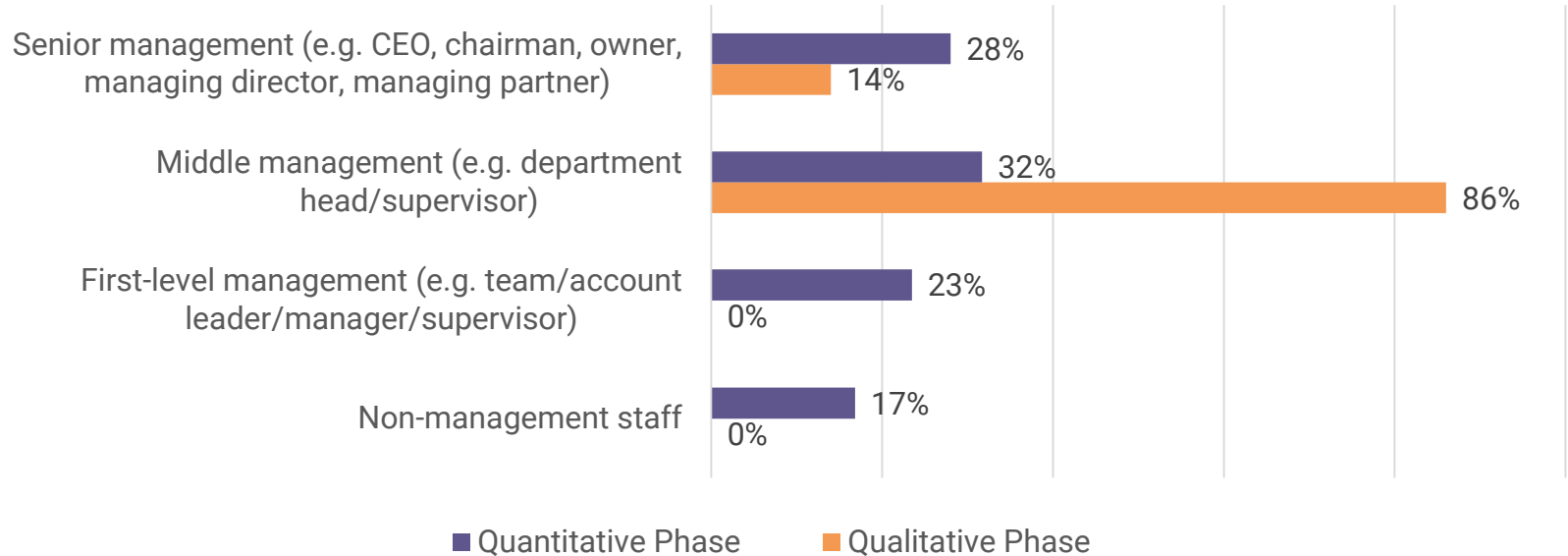
Sector	n
Construction	4
Information & Communications	2
Manufacturing	2
Accommodation & Food Service Activities	1
Financial & Insurance Activities	1
Real Estate & Business Activities	1
Transportation & Storage	1
Other Goods & Services Industries (Healthcare)	1
Wholesale & Retail Trade	1

Giver Profile	n
Non-giver	5
Giver	7
Multiplier*	2

Company Size	n
SME	11
Non-SME	3

\*Multipliers are companies which encouraged or activated their stakeholders (e.g. business partners) to participate in corporate giving.

# Respondent Profile



Q: Which of the following best describes your position in the company?

Quantitative sample base: n=707

Qualitative sample base: n=14



# Thank you



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