

IPS ROUNDTABLE ON PHILANTHROPY

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*Together, we develop a
well-governed and thriving
charity sector*

ADDRESS AT THE INSTITUTE OF POLICY STUDIES ROUNDTABLE ON PHILANTHROPY

**MRS FANG AI LIAN
CHARITY COUNCIL CHAIRMAN**



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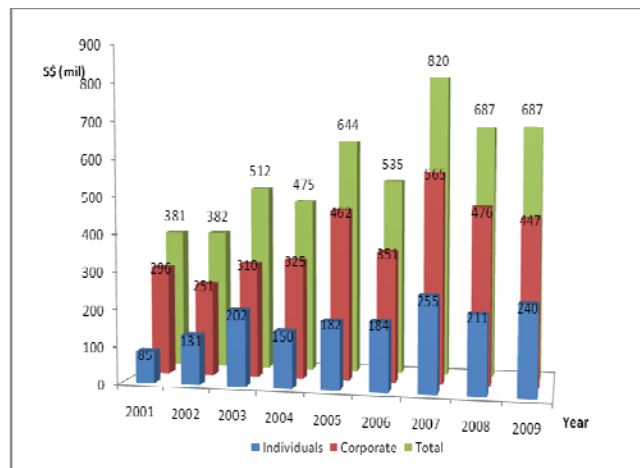


The Current Landscape of Philanthropy

- Singapore has been developing into a more generous society over the years
- Between 2001 – 2004, tax deductible donations (TDD) averaged \$440 million yearly
- Between 2005 – 2008, TDD averaged \$670 million, an increase of 52%

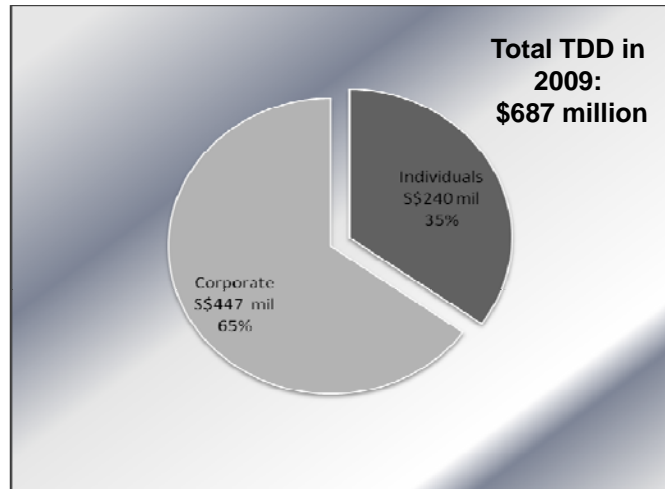


Trend of Tax Deductible Donations





Individuals vs Corporate Giving (2009)



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How Charity Organisations might wish for the Culture of Philanthropy to evolve

- Strong consistent support from both individuals and corporate givers
- To be recognised for their efforts in doing their good work well
- However, this will not occur immediately or by chance
- Charity organisations have to be proactive

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Good Governance

- Increasing emphasis from public on need for greater transparency and better governance
 - In a survey by NVPC in 2006, a third of the donors shared that having more information about how their donations were being used to help the community would help increase donation amounts
- Charities have to take a positive attitude towards improving their governance



Public Recognition

- People sector to develop charity governance awards
- Serves as a form of encouragement, both to the award winners and to other charities to emulate these best practices
- Individuals and companies will be more informed of the charity sector and which charities to place their trust in
- More support could be attracted, in terms of donations, volunteering and partnerships



How the Corporate Sector might wish for the Culture of Philanthropy to evolve

- Increasing trend of companies practising Corporate Social Responsibility (CSR)
 - But business is business
- Three key considerations
 - Business sense
 - Results
 - Win-win partnership



Does CSR make Business Sense?

- I believe the answer is yes
- Philanthropic activities helps mould a positive public image
- Clients, employees, stakeholders of the company will be proud to be associated with company



Results Oriented Philanthropy

- Giving alone is no longer enough
- More accountability for results
- More engagements with the organisations they are funding
- Alignment between the company's core values and the causes of the charity organisation it supports
- Want to make a difference to society



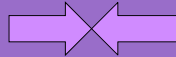
Win-Win Partnership

Corporate givers

Just giving alone is not enough



Corporate givers want to be more engaged



Corporate givers want to mould a positive public image



Charities

Charities are not interested in just a purely transactional relationship

Charities want corporate partners to be passionate about the charity's cause

Charities can tap on co-branding or publicity possibilities to increase the public's awareness of them





How the Corporate Sector might wish for the Culture of Philanthropy to evolve

- Their contribution has an impact and at the same time, increase their business value
- Ties in with the need for a well-governed charity sector
- Easier for companies to identify the right charity partner and be assured their efforts are put to right cause
- More companies will be motivated to practise CSR and lead to more networks



Conclusion

“Philanthropy is all about making a positive difference in the world by devoting your resources and time to causes you believe in.”

Jeff Skoll



Together, we develop a
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charity sector

Thank You

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