

Strategic Partnerships for Greater Social Impact

2025 International Conference on Societies of Opportunity

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An Introduction to the National Council of Social Service (NCSS)

THE SOCIAL SERVICE LANDSCAPE

The social service sector is supported by many stakeholders, working together to improve the quality of life for our **communities in need**.

As sector developer, NCSS contributes to the Ministry of Social and Family Development's **longer-term vision** of the sector and acts as a **bridge** between Government and the sector.



SOCIAL SERVICE SECTOR DEVELOPER

At NCSS, we build a sustainable social service sector, to improve the quality of life of Singaporeans.

OUR FOCUS AREAS:

Support Social Service Needs

through innovation, advocacy and resource allocation to services and programmes to address needs.

Build Capabilities of Social Service Agencies

through organisational development including digital transformation and progressive people practices.

Harness Community Involvement

through sustainable giving and volunteering to foster a resilient ecosystem.



IDENTIFYING NEEDS THROUGH RESEARCH & EVALUATION

With data and insights, we work with partners to identify needs, allocate resources and measure outcomes.



Research Studies and Surveys



The Intergenerational Transmission of Criminality and Other Social Disadvantages (INTRACS) study

Looks at the impact of parental criminality on child criminality



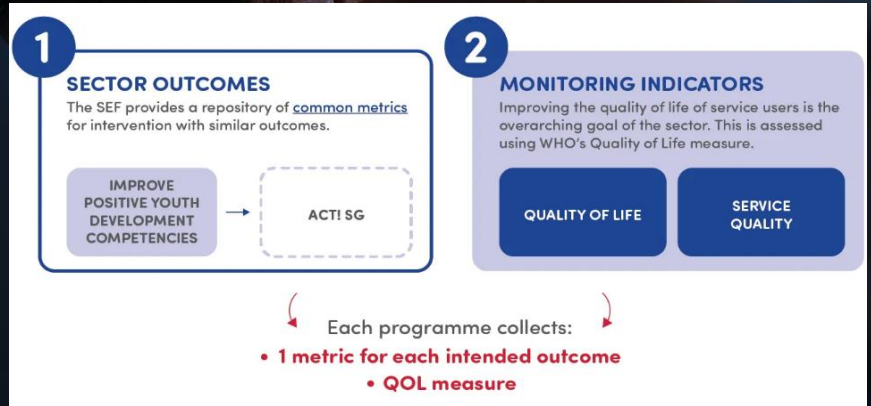
Disability and Inclusion Panel Study (DIPS) and Public Attitudes Study

Informs the Enabling Masterplan 2030, so we can improve policies and programmes for PWDs & caregivers



Standardised Outcome Measures

NCSS' Sector Evaluation Framework help SSAs measure and benchmark outcomes of their programmes.



E.g. for Suicide crisis support, the metric: "Psychometric: Columbia-Suicide Severity Rating Scale (C-SSRS)" is used

Fostering Partnerships to Strengthen Outcomes for End Users

The slide features a solid orange background. At the bottom, there are two thin, white, wavy lines that create a sense of movement and depth, resembling a stylized horizon or a wave pattern.

COLLECTIVE MOVEMENT TO SUPPORT PERSONS WITH MENTAL HEALTH CONDITIONS (PMHCs)

**Beyond
the label**
Let's unite against
mental health stigma.

Beyond the Label (BTL) Movement



NCSS, in partnership with Touch Community Services, leads the **BTL Collective** comprising stakeholders from the **3P sector** to address stigma.

NCSS' Quality of Life Study on PMHCs highlighted the **importance of social inclusion**, which **informed our public education campaigns**.



Provides emotional support to **individuals facing a crisis**, thinking about suicide or affected by suicide



24/7 hotline and Care Text support, especially for youths

87%

of callers felt less distressed after calling the suicide hotline

GROWING USER-CENTRIC SERVICES THROUGH SPACE USE



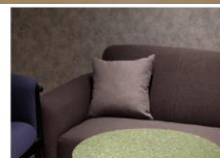
JiaYou Integrated Service Hub, a collaboration between Montfort Care, Fei Yue and Yong En, provides support for seniors & their caregivers



Large open spaces for youths to explore and experiment



Use of greenery and pastel colours to provide a calm atmosphere



Soft quiet spaces for youths to receive help and support



grovve, an integrated mental health & wellbeing space was conceptualised with youths, to provide a range of well-being services and activities for youths

CATALYSING COLLABORATION WITH PARTNERSHIP FUND

4ST Partnership Fund (4STPF)

Co-developing **innovative solutions** that **enhance collaboration** and **empowerment** across the sector.



*Community Law Centre & Realm of Tranquillity
– a collaboration supported by NCSS' 4STPF
providing free legal support*



*The Ubuntu Space & Shin.tsugi – Ubun.Tsugi brings a
fresh, play-led approach to mental health
conversations, making them engaging and accessible*

NCSS SUPPORTS CAPABILITY BUILDING OF SSAs

Organisational Health Framework for Social Services (OHFSS)



Ella, a humanoid robot at the Cerebral Palsy Alliance of SG (CPAS)



JP Morgan x New Hope

Volunteers provided both IT hardware resources and skills to help New Hope develop and implement their digital roadmap

Bridging Partnerships with Communities and Corporates



CONNECTING COMMUNITIES AND BUSINESSES TO UPLIFT LIVES

NCSS has been facilitating **strategic and longer-term partnerships** between corporates and SSAs, bringing **win-win** to both parties



Citi x TOUCH

*Sustainable volunteer partnership boosts
TOUCH operations*



Capitaland Hope Foundation x Community Care

*Partners: leveraging real estate expertise to
develop social infrastructure*

IMPACT OF CORPORATES' PHILANTHROPIC EFFORTS

NCSS Sustainable Philanthropy Framework -

Measuring the S in "ESG" – the framework outlines 3 ways for businesses to make a meaningful difference:



Giving

Evaluating businesses' financial contributions to philanthropy.



Volunteering

Tracking and enhancing employee volunteerism to **deepen engagement** and community involvement.



Socially Responsible Business Practices

Embedding socially responsible business practices that create a **positive, lasting impact on society** (e.g. inclusive hiring practices)



DBS *Impact Beyond Banking*

Supports national initiatives and drives community impact alongside business objectives



Employee engagement flourishes through regular giving and volunteering events



Digital literacy training for seniors by DBS employees

BRINGING TOGETHER THE LARGER ECOSYSTEM OF SUPPORT



Family coaches and befrienders journey with lower-income families in rental housing to help them achieve **stability, self-reliance & social mobility**



Madam Choo Chang Yan with her family in their one-room rental flat
Photo credit: Straits Times

Partners Engaging and Empowering Rough Sleepers (Peers) Network

Community partners (churches, mosques), SSAs and government agencies support rough sleepers



Catholic Welfare Services Hub was converted to an emergency temporary shelter in Jan 2021
Photo credit: Straits Times

A close-up photograph of two hands, likely belonging to a child, gently cupping a large, red, knitted heart. The hands are positioned on the left side of the frame, with the fingers slightly curled around the heart. The background is a light-colored, textured surface, possibly wood or stone.

SOCIAL IMPACT REQUIRES A WHOLE-OF- SOCIETY EFFORT



Societal issues are more **diverse & complex** due to demographic and environmental changes, while **resources remain limited**.



These present challenges and opportunities, as **different stakeholders can bring valuable expertise and assets** to drive innovation and solve problems.



The future of social services must be defined by **strong partnerships**, with both **traditional and non-traditional players**.



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SINGAPORE'S SOCIAL COMPACT

An implicit agreement between the **Government** and the **People** on the roles and responsibilities each plays, so that together we can shape the progress of society for the future.



Individual & Family

- Inculcate mindset of self-effort
- Strengthen family as key pillar of support



Community

- Build stronger social cohesion
- Provides additional layer of social support



Government

- Creates conditions for growth & opportunity
- Provides targeted support

SOCIAL COMPACT EVOLVES WITH SINGAPORE'S NEEDS

1960s – 1980s

Early years of Nation-building

- Focus on survival
 - ✓ Economy
 - ✓ Defence
 - ✓ Education
 - ✓ Housing
 - ✓ Healthcare
- Limited social assistance
- Strong emphasis on **self-reliance** and **individual responsibility**

1990s – mid 2000s

“Many Helping Hands” approach

- Volatile global markets, tech shifts and labour mobility
- Policies to
 - ✓ Temper income disparity and
 - ✓ Sustain social mobility
- Greater sense of **collective responsibility**

2000s – 2020s

Expanded Social Support

- Demographic shifts
- Government and community playing a bigger role:
 - ✓ Expanded support
 - ✓ Service delivery and accessibility
 - ✓ Stronger partnerships with the community

2022 – Present

Forward SG

- Broaden **definition of success**
- Revamp our **system of social support** so no one is left behind
- **Renewed sense** of solidarity and community

ENABLING CROSS-LEARNING AND STRENGTHENING OF NETWORKS

❁ 40-Under-40

A youth leadership programme designed to **empower young, promising leaders** within the social service sector.



Photo credit: Healthserve website

40-under-40 collaboration: With the help of SOS, Healthserve set up the first crisis 24/7 hotline in Singapore to reach more migrant workers in need

Capability Circles

NCSS' Social Service Institute provides platforms for SSAs and professionals to **exchange knowledge and deepen competencies**.



Learning Journey to McDonald's - gaining insights on creating positive customer experiences, enhancing recruitment processes and using technology to better serve customers.

HARNESSING TIME, TALENT AND TREASURE

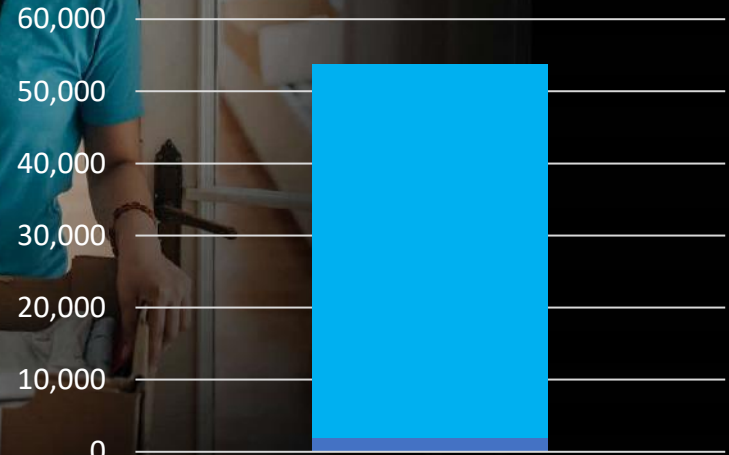
These resources from individuals and corporates are important to the sector while also creating a sense of solidarity and cohesion among Singaporeans.

Change for Charity for customer giving



*Commonwealth Concepts
lets PastaMania customers donate upon payment*

SGSHARE for employee giving



Total # registered business in
Singapore

- Remaining # of registered business in Singapore
- # of corporations under SHARE