



# 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*



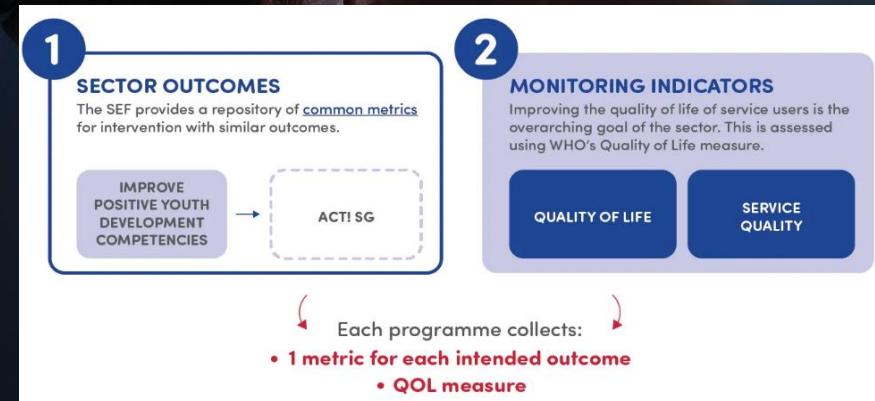
### Disability and Inclusion Panel Study (DIPS) and Public Attitudes Study

*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

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

## 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**.



Samaritans  
of Singapore



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



*grove, 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)



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



# 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

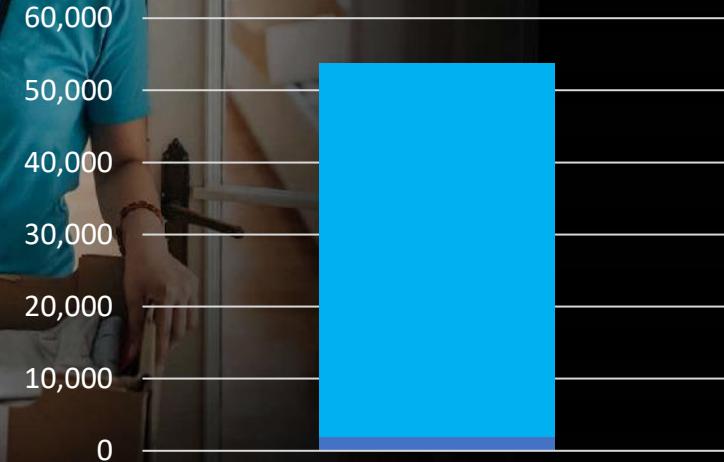


Commonwealth Concepts

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