

# Nurturing The Heart of a “We First” Society

26 January 2026

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nvpc 





PURPOSE

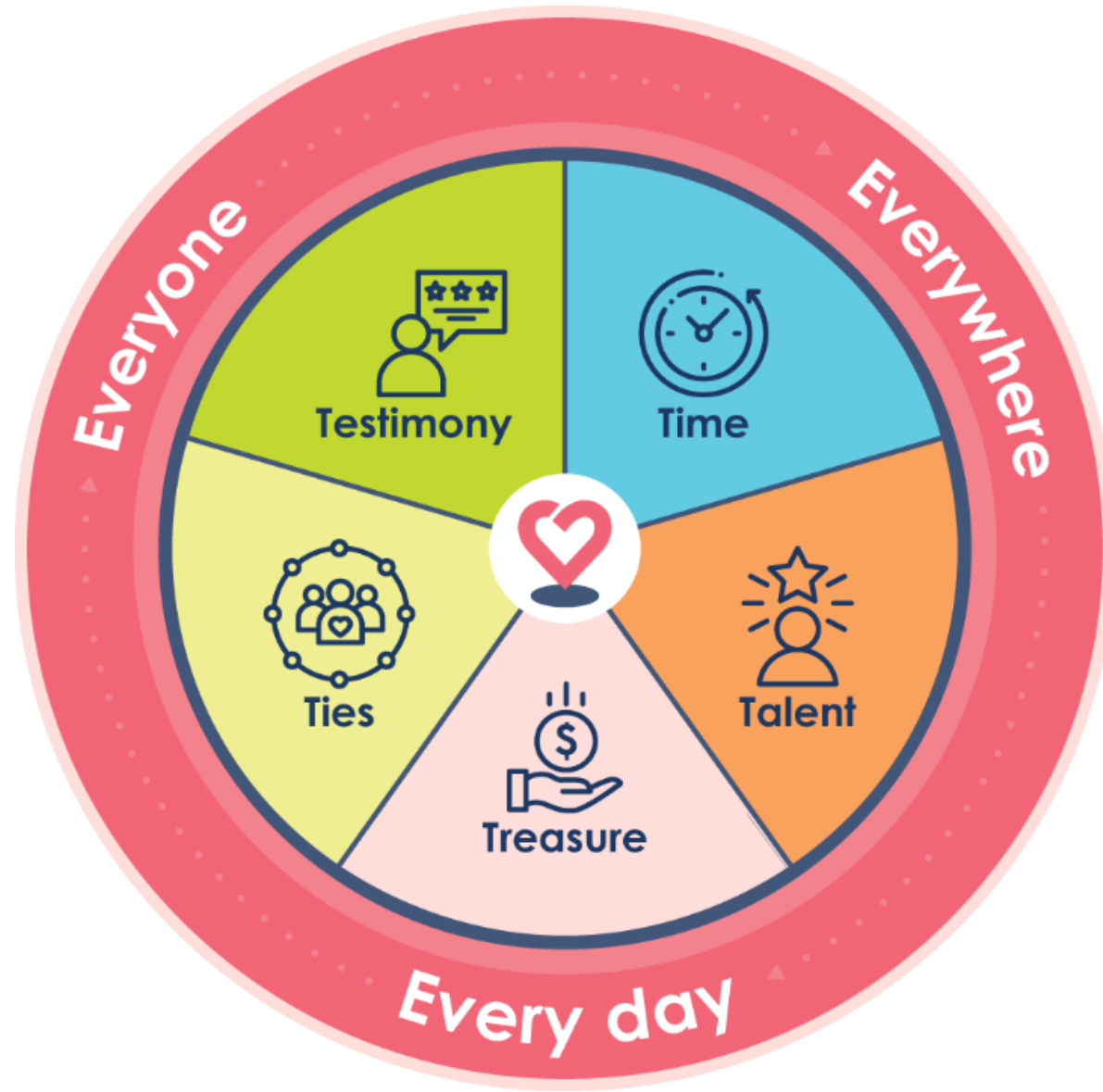
WHY

# Nurturing the Heart of Singapore

# Reimagining Philanthropy

## Philanthropy

Philos: 'to love, be fond of' + Anthrōpos:  
'humankind'



# Why Do People Start and Sustain Volunteering?

*DOVES Longitudinal Qualitative Study 2025*

*\* DOVES stands for Drivers & Outcomes of the Volunteering Journey*

## 4 Broad Motivations



**Values & Altruism**



**To Stay Active & Pass Time**



**Achieve Professional Goals**



**Self-Discovery & Growth**

# Our Focus Areas

1

Enabling  
Everyone to  
Give

gi♥ing.sg

GREAT SG  
GIVE

2

Activating  
Businesses for  
Good



3

Strengthening  
Non-Profits



CENTRE FOR  
NON-PROFIT  
LEADERSHIP

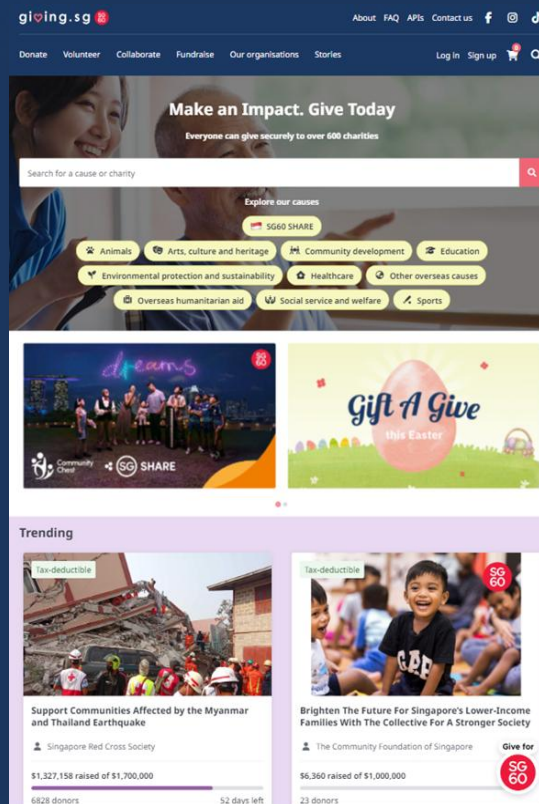
bagus<sup>♥</sup>  
TOGETHER

gi♥ing  
circles

4

Nurturing the Next Generation of Givers

# 1 Enabling Everyone to Give



\$104.9M

\$87M

+21%  
in Donations

gi♥ing.sg

2024

2025

For period of Jan - Dec

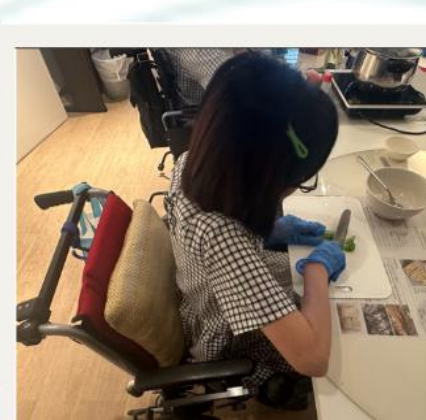
GREAT SG  
GIVE

SG Cares  
Giving Week

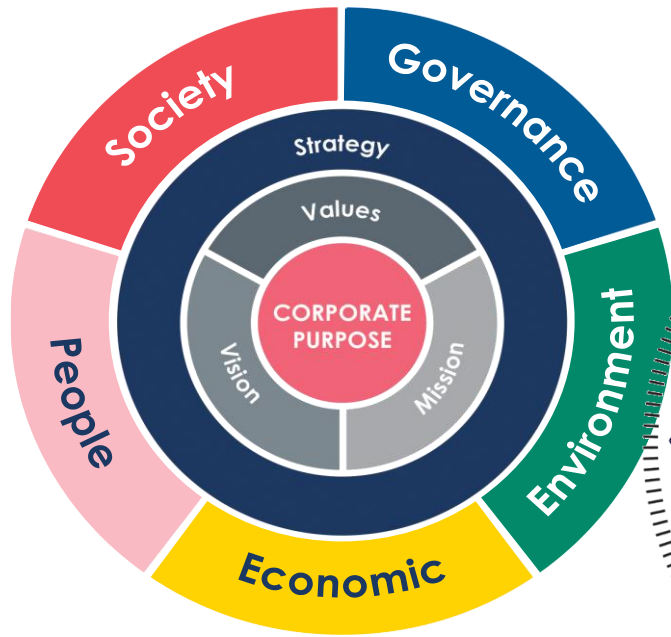
269 corporate  
and non-profit partners

Over 300  
giving activations

\$47.7M donations raised  
on giving.sg



# 2 Activating Businesses for Good



10<sup>TH</sup>  
ANNIVERSARY

In 2024 – 2025...

720

Companies of Good Recognised

>3,300

in the COG Community

\$357m

in Donations

Close to

1,100,000

Volunteer Hours

# 3 Strengthening Non-Profits

CNPL   
BoardMatch



Supporting charities with  
recruitment of board members

CNPL   
BoardPulse2.0



Self-assessment tool  
to help charities  
understand their  
board  
performance

# 3 Strengthening Non-Profits

Enabling like-minded individuals to give collectively



>120  
groundups  
engaged



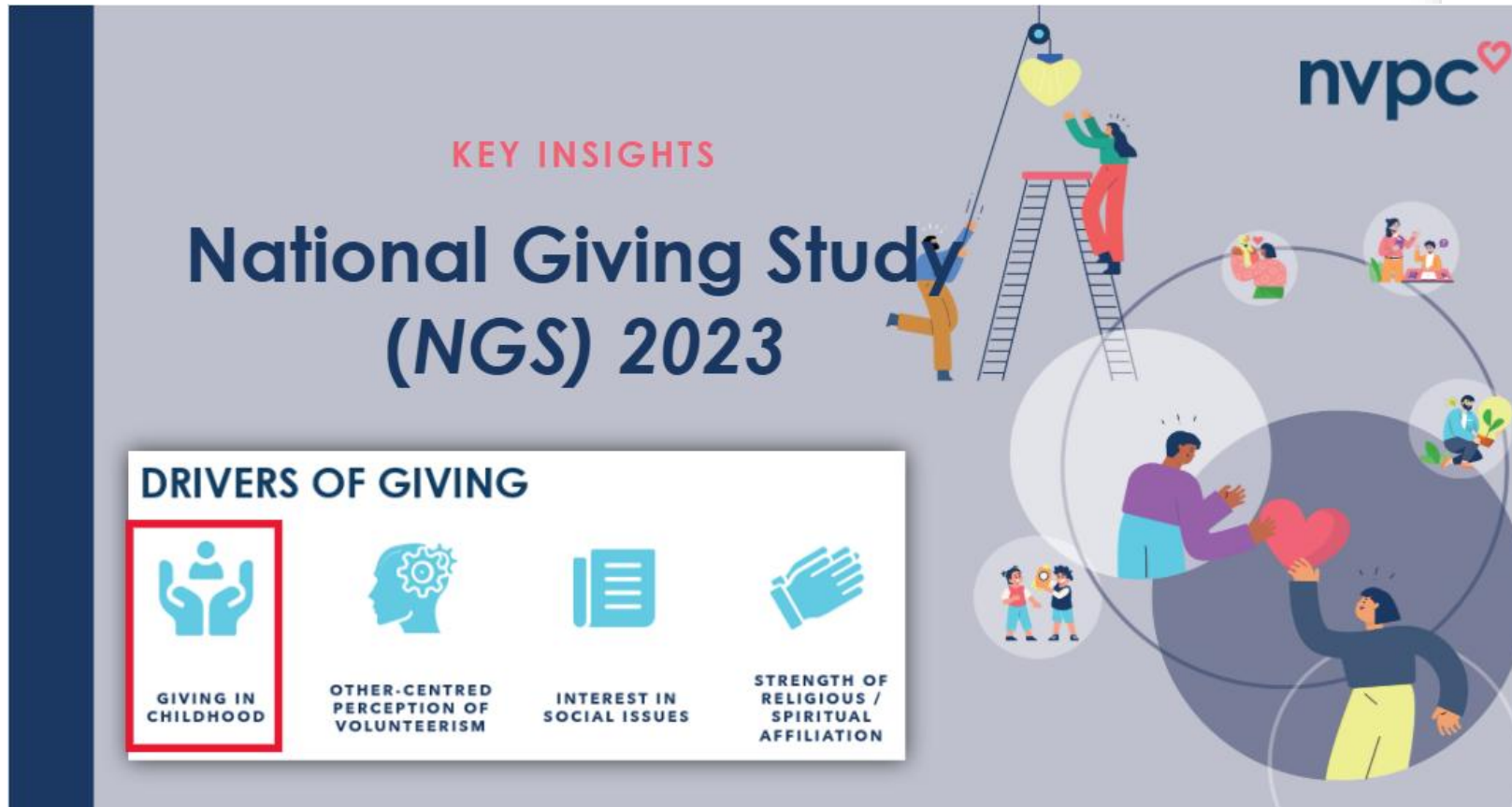
>70  
resources  
offered



15  
programmes  
conducted

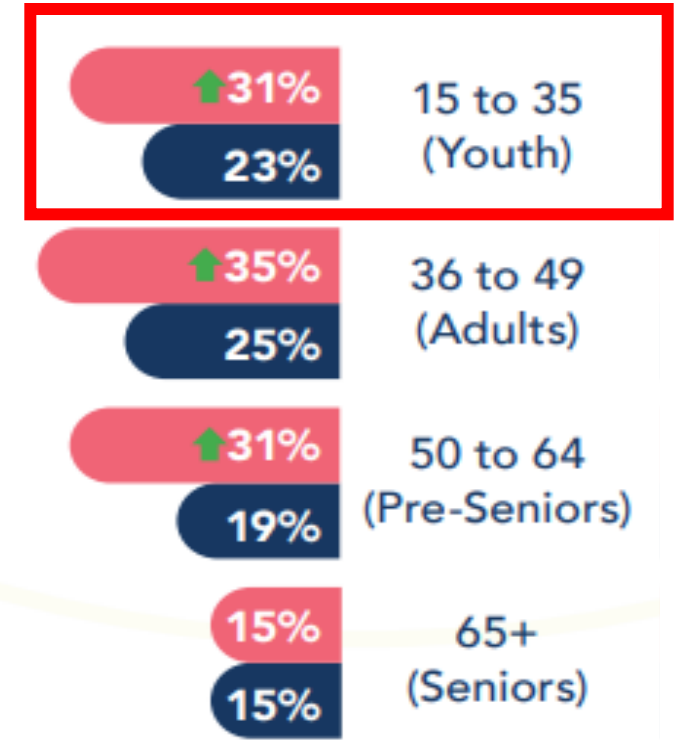


# 4 Nurturing the Next Generation of Givers



## Volunteerism Rate

■ 2021 ■ 2023



The Singapore  
we strive to be...



Everyone **gives their best**  
towards a more  
**caring, inclusive and**  
**compassionate society.**

**Nurturing the  of Singapore**