

Nurturing The Heart of a “We First” Society

26 January 2026

Tony Soh, CEO



nvpc





PURPOSE

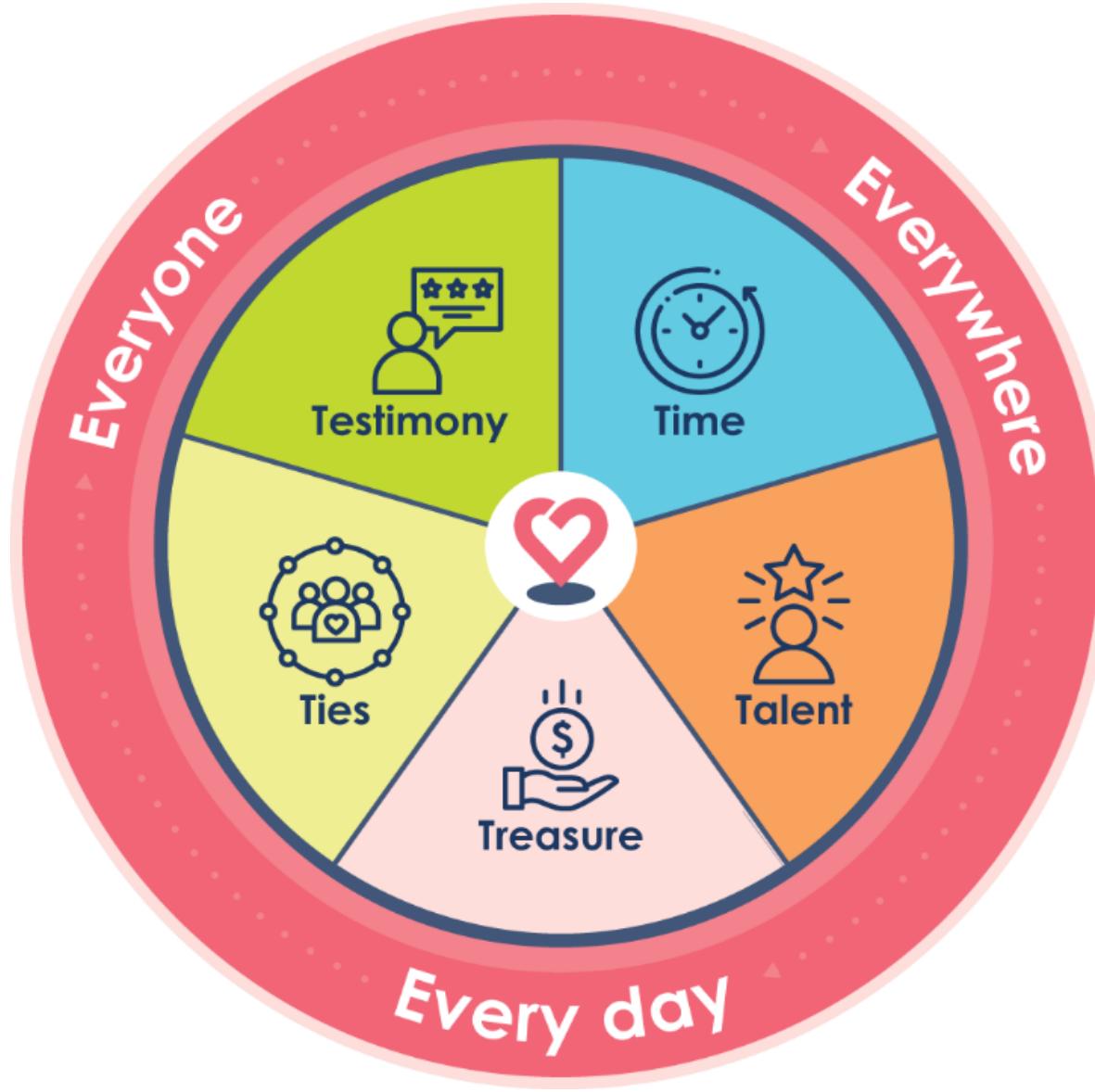
WHY

Nurturing the Heart of Singapore

Reimagining Philanthropy

Philanthropy

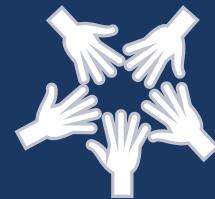
Philos: 'to love, be fond of' + Anthrōpos:
'humankind'



Why Do People Start and Sustain Volunteering?

DOVES Longitudinal Qualitative Study 2025

4 Broad Motivations



Values &
Altruism



Achieve
Professional Goals



To Stay Active
& Pass Time



Self-Discovery
& Growth

Our Focus Areas

1

Enabling
Everyone to
Give

giving.sg



2

Activating
Businesses for
Good



3

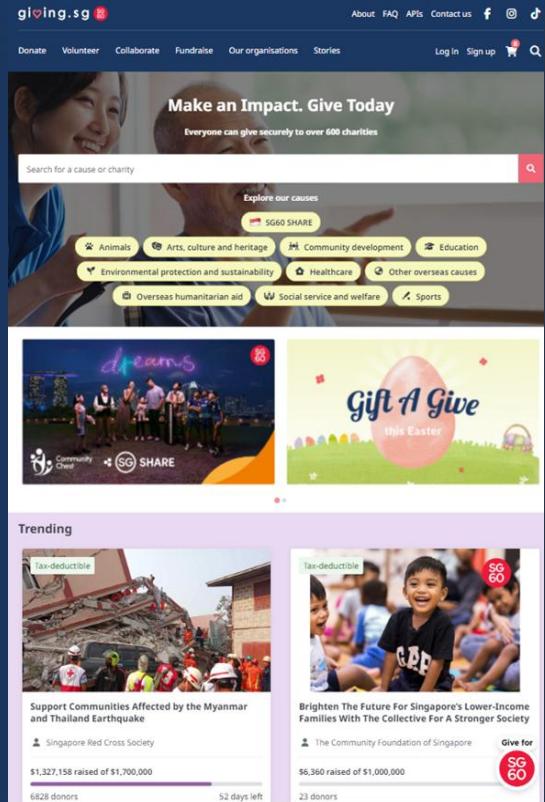
Strengthening
Non-Profits



4

Nurturing the Next Generation of Givers

1 Enabling Everyone to Give



\$104.9M

\$87M

+21%
in Donations

giving.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



Move with
Forvis Mazars

Striding together for
ISCA Cares

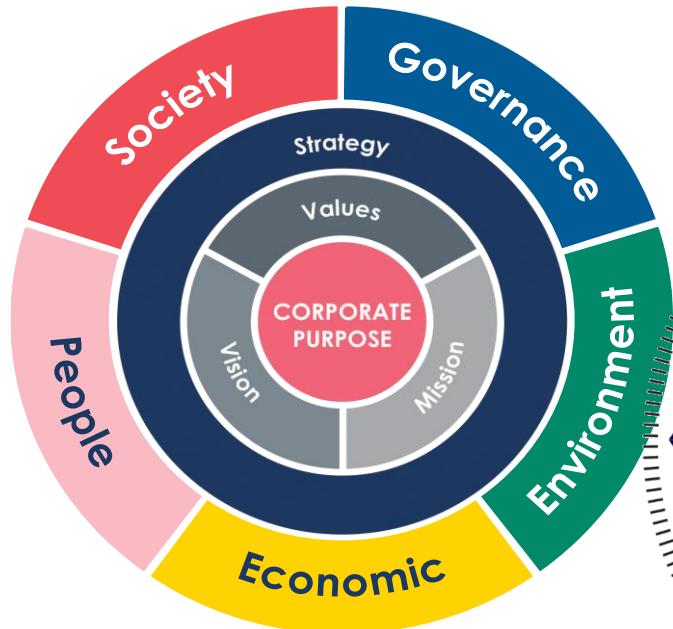


**Empowerment
Through Experience
Volunteers Recruitment**

In Support of ABLE's Reintegration Programmes for PWDs



2 Activating Businesses for Good



10TH
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



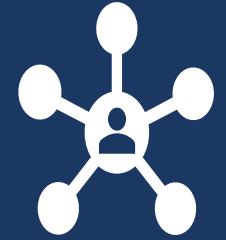
Self-assessment tool to help charities understand their board performance

3 Strengthening Non-Profits

Enabling like-minded individuals to give collectively



>120
groundups
engaged



>70
resources
offered



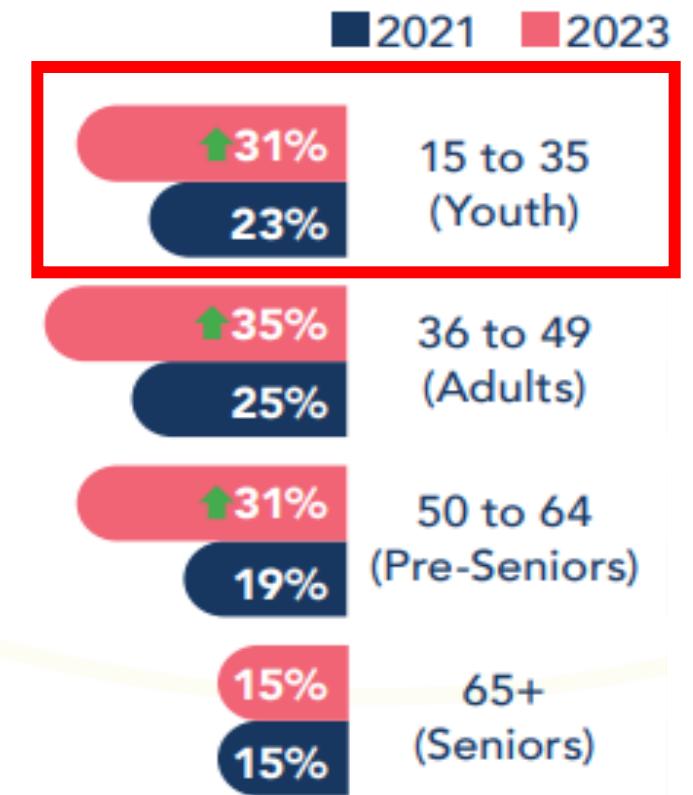
15
programmes
conducted



4 Nurturing the Next Generation of Givers



Volunteerism Rate



The Singapore
we strive to be...



CITY OF
GOOD

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

Nurturing the  of Singapore