



More Corporates Step Forward to Volunteer

SG Cares organises inaugural speed dating event to deepen engagement between corporates and non-profit organisations

Singapore, 6 September 2011 – With volunteerism rate in Singapore at an all-time high of 23.3%, National Volunteer & Philanthropy Centre's (NVPC) volunteer initiative, SG Cares (www.sgcares.org) has seen a three-fold increase in the number of corporations seeking customised volunteering programmes. Two years since its launch, SG Cares has also attracted a volunteer base of 12,500 with an average of 500 sign-ups a month.

“We plan to engage the private sector for more sustained community involvement and help them develop strategic partnerships with the non-profits. Our research tells us that corporates play a crucial role in encouraging their staff to volunteer. Our 2010 Individual Giving Survey showed that 80% of former volunteers and 54% of non-volunteers would participate in a volunteering activity organised by their employer,” said David Fong, Director of SG Cares.

An inaugural corporate speed dating event was co-organised with CSR Asia, for over 20 non-profit organisations and private firms. The event saw non-profits such as Singapore Association for the Visually Handicapped and Bishan Home for the Intellectually Disabled meeting representatives from multinational firms like Starbucks and Procter & Gamble to share their organisation's mission and goals, in a speed dating format. The event enabled private firms and social organisations to meet, identify common objectives and

forge partnerships based on matching interests and complementary resources.

A Fire Pitch will be held at the International Volunteer Day celebrations on 26 November to help more non-profits further their causes to private organisations. Non-profit organisations stand a chance to pitch to a corporate audience to win volunteer support and funding for their programmes or initiatives.

As interest in volunteerism continues to grow, SG Cares will build on the demand for online self-help tools volunteers and corporate groups seek. SG Cares' online volunteer orientation, a 15-minute induction of the Do's and Don'ts of volunteering, has encouraged busy individuals like Carissa Lim, an undergraduate with SIM, to start volunteering. "The online orientation was quick, convenient and easy to understand. It equipped me with the information I needed to volunteer. SG Cares offers many kinds of activities. Having those options allowed me to volunteer for multiple causes and work with different beneficiaries. That was very enjoyable for me," says Carissa, who stated time as her largest barrier to volunteer.

With its second anniversary, SG Cares also launches, vDirect, a new feature on its portal. vDirect offers individuals and groups, a wider range of episodic, regular and long-term volunteering options. It allows users to search and sign up for activities suitable for individuals and groups, such as corporates, schools, families and special interest groups. vDirect offers the flexibility of choosing volunteering activities that cater to the needs of different volunteer groups.

"We aim for SG Cares to be the first-stop for volunteering opportunities. We're working hard to make it easy and enjoyable for anyone to volunteer their time for a cause they believe in," Mr Fong continued.

About the National Volunteer & Philanthropy Centre

Transform. Catalyse. Connect.

These words shape what we do, which is to help people and organisations give well to causes they care about, so as to build a sustainable future for all in Singapore.

We do this by working with other non-profits, companies, and public sector bodies to facilitate and strengthen giving in Singapore, whether of time, money or in-kind. NVPC is an independent, not-for-profit organisation. Visit us at www.nvpc.org.sg.

About SG Cares (www.sgcares.org)

Volunteering is easy with SG Cares, an online portal that provides flexible volunteer opportunities for the community. SG Cares structures episodic volunteer projects that volunteers can sign up online for. It enables caring but busy people to volunteer as and when they can.

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