



National Volunteer & Philanthropy Centre
**Survey on Individual Giving 2004:
Volunteerism Findings**

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Outline

1. Background
2. Definitions
3. Overall findings
4. Current volunteers
5. Former volunteers
6. Non-volunteers
7. Volunteers and donation
8. Summary

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Background

- Survey commissioned by NVPC
 - Conducted by Market Probe-Precision Research
- Survey period
 - 19 Apr-14 Jun 2004
- Volunteer participation
 - % who volunteered in the past 12 months.
- Sample
 - 1,700 respondents
 - Singaporeans, PRs, expatriates aged 15+

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Definitions

- Volunteering
 - Providing a service to the community, out of one's own free will, without monetary rewards (excludes CIP hours)
- "Current volunteers"
 - Currently volunteering/ have volunteered in past 12 months
- "Former volunteers"
 - Volunteered before but not in past 12 months
- "Non-volunteers"
 - Never volunteered before

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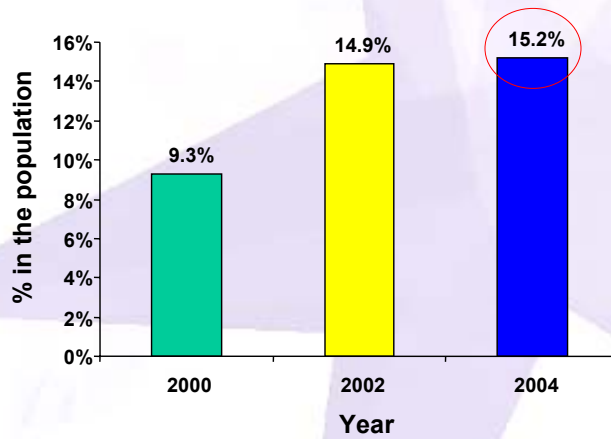


Overall Findings

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Volunteer participation

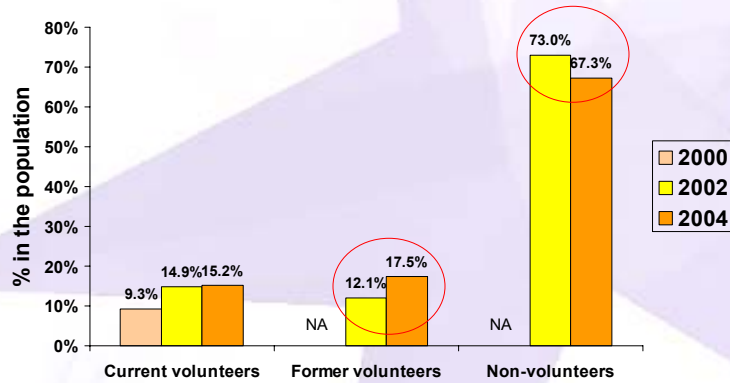


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Volunteer participation

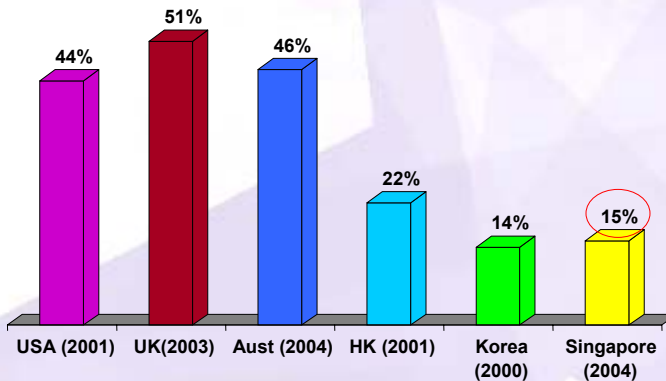
Decreased incidence of non-volunteers; increased incidence of former volunteers



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Comparisons



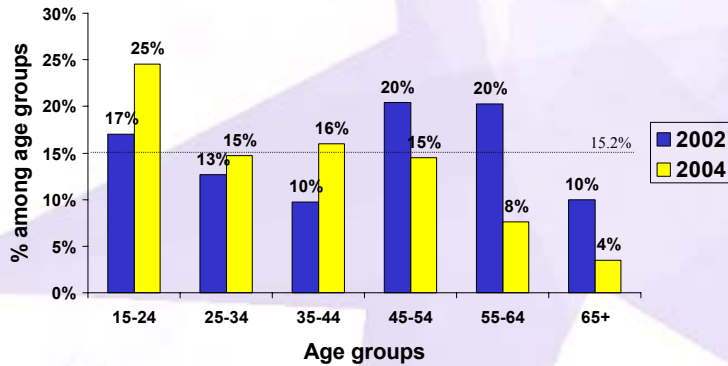
- USA: Formal volunteering through registered organisations
- UK: Formal volunteering, informal volunteering and civic participation (e.g. signing petitions, attending a public rally)
- Aust: Overall volunteering
- HK: Formal volunteering through through registered organisations
- Korea: Overall volunteering
- Singapore: Overall volunteering

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Volunteering (age)

Volunteer participation rate is highest among 15-24 age group

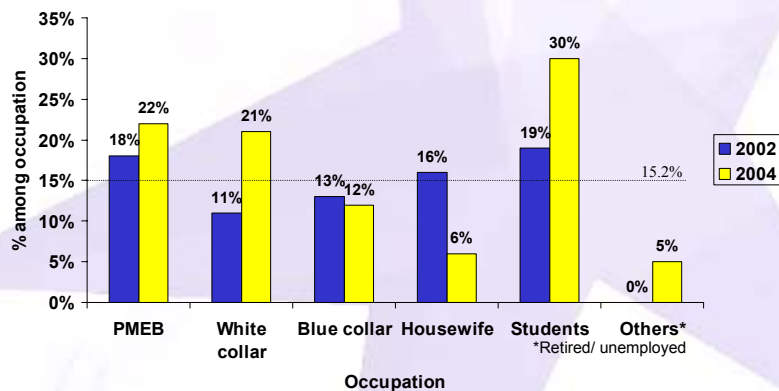


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Volunteering (occupation)

Volunteer participation rate is highest among students

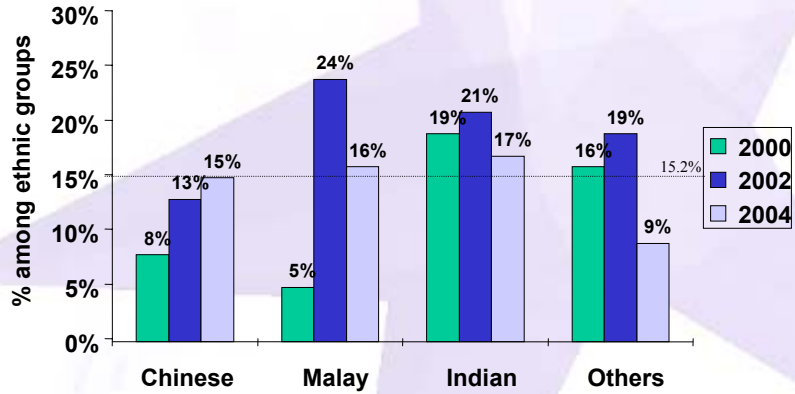


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Volunteering (ethnicity)

Race is no longer a factor in volunteerism



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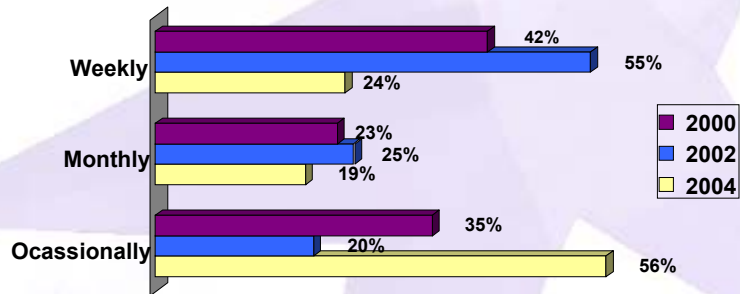
Current volunteers

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Volunteer frequency

- Preferred frequency for volunteering shifted from regular to occasional
- Estimated number of volunteer hours within past 12 months: 35 million
- Estimate value of volunteering activity: S\$648 million

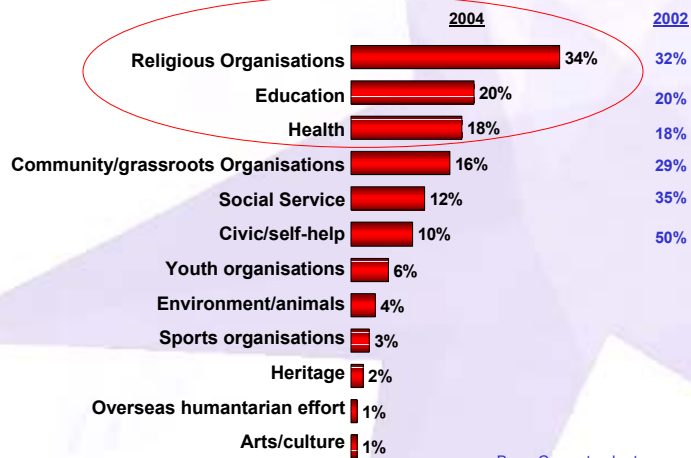


Base: Current volunteers

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Preferred sectors



Base: Current volunteers

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Preferred volunteering activity



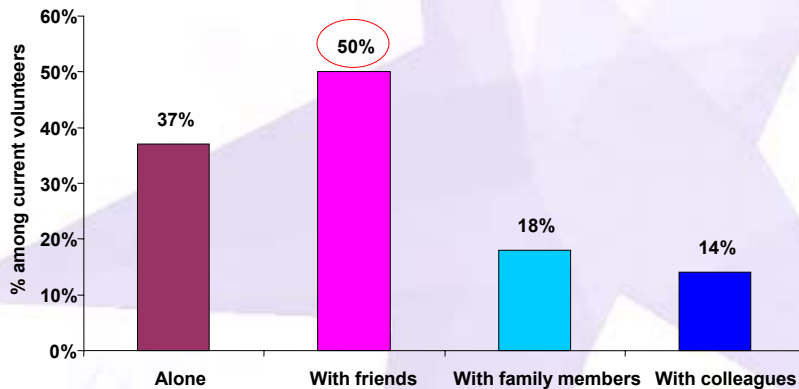
Base: Current volunteers

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Preferred approach

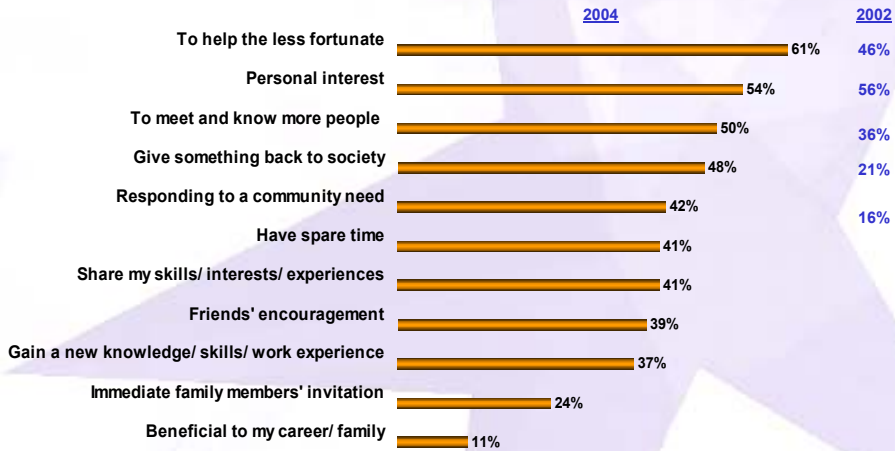
Most volunteers volunteer with friends



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Motivations

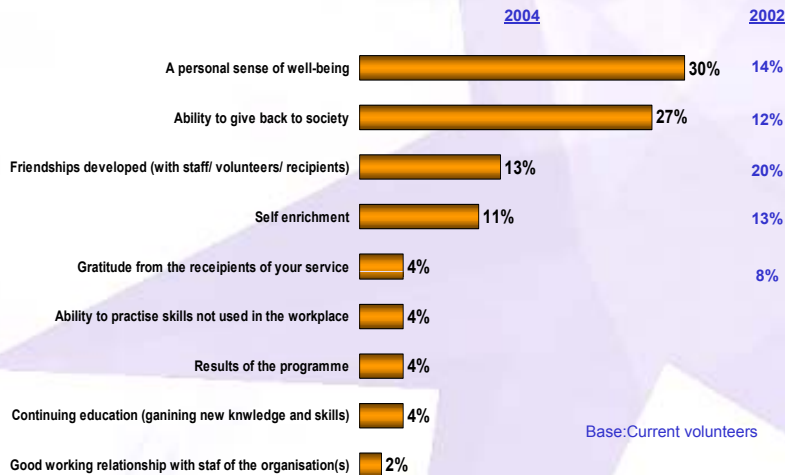


Base: Current volunteers

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Satisfaction from volunteering

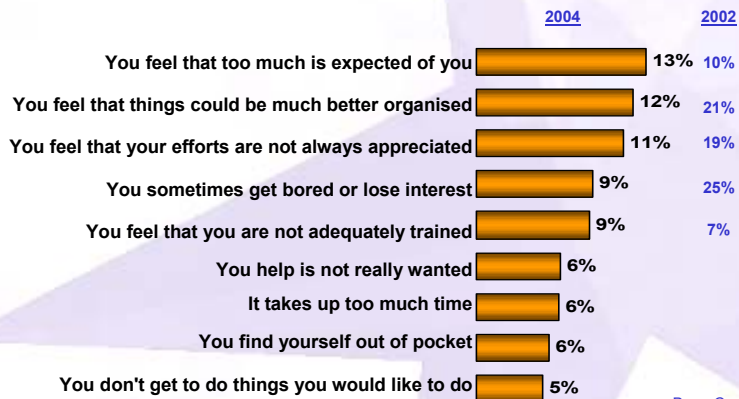


Base: Current volunteers

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Dissatisfaction from volunteering



Base: Current volunteers

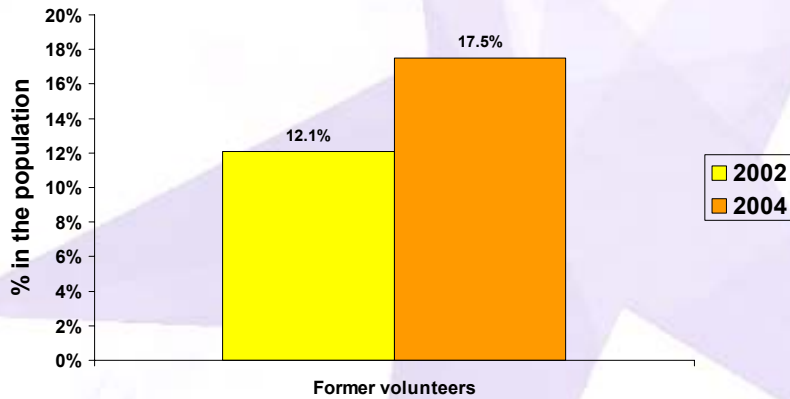


Former volunteers



Incidence of former volunteers

Incidence of former volunteers has increased from 2002

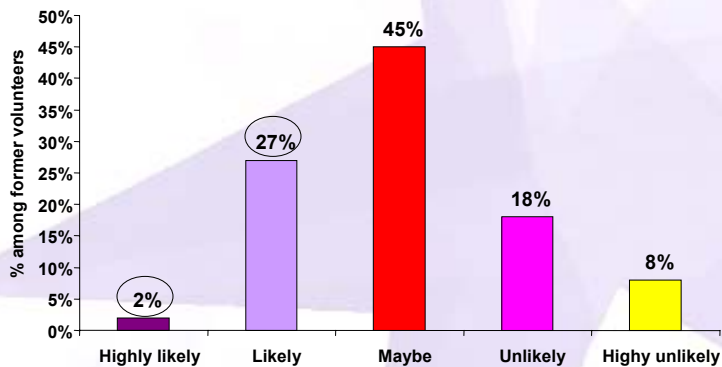


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Likelihood to volunteer again

Most former volunteers (29%) are likely to volunteer again



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Why did they stop volunteering?



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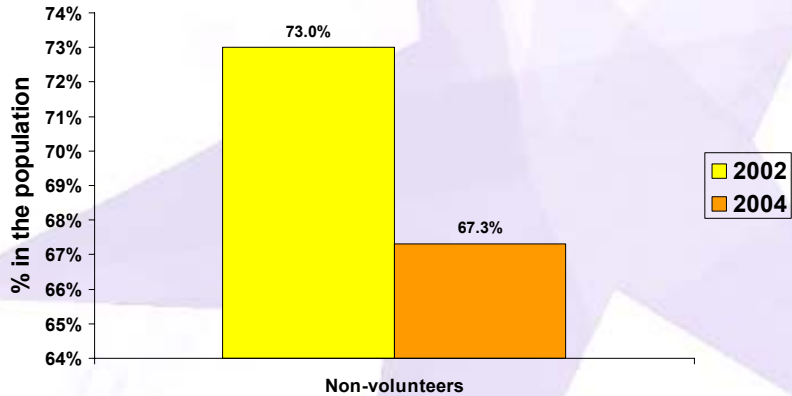
Non-volunteers

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Incidence of non-volunteers

Incidence of non-volunteers has decreased from 2002

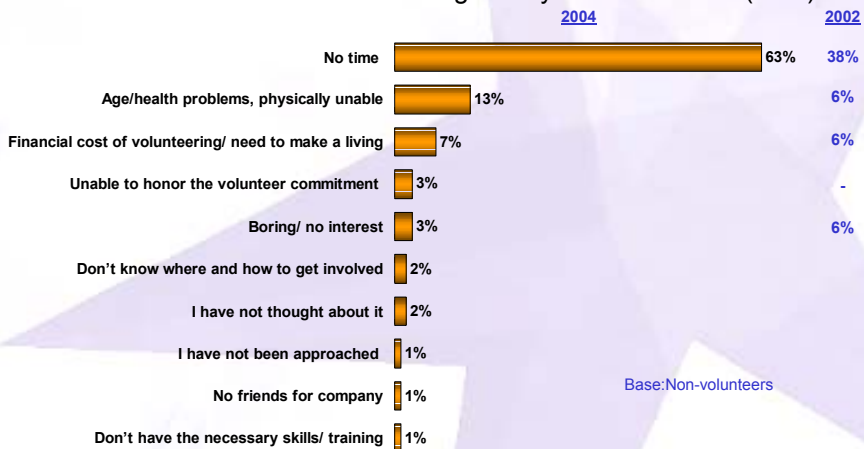


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Why don't they volunteer?

"No time" is the main reason given by non-volunteers (63%)



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Reasons for not volunteering (by age)

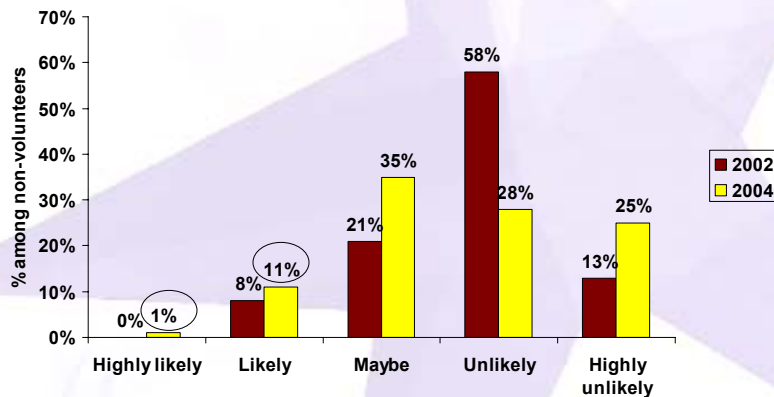
- Top reason for not volunteering same across all ages: no time
- Other reasons differ for non-volunteers in different age groups:
 - Age 15-24: No friends for company (16%)
 - Age 25-34: financial cost of volunteering (13%)
 - Age 35-44: financial cost of volunteering (14%)
 - Age 45 and above: age/health problems (12%)

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Likelihood to volunteer

12% of non-volunteers are receptive towards volunteering



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Influencing factors



Volunteers & Donation



Volunteers give more

Those who are currently volunteering or have volunteered before tend to be more generous.



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Summary

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Summary

- Huge pool of potential volunteers
 - Non-volunteers and former volunteers alike are receptive to volunteering
- Trend is towards occasional volunteering
- Good volunteer management is important
 - To recruit new volunteers
 - To retain current volunteers
 - To re-attract former volunteers