

2015 Trends in Pro Bono in Asia



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Analysis Results
7 November 2015

Report prepared by:

Big Red Button on behalf of
Conjunct Consulting (Singapore)

Report prepared for:

The 2015 Asia Pro Bono Rally

Summary Of Survey Participants

Organisations in Asian Pro Bono Network:

1. Conjunct Consulting, Singapore
2. Empact, Singapore
3. Thai Young Philanthropist Network, Thailand
4. Huizeren, China
5. BRIDGE, South Korea
6. Social Enterprise Support Network (SESNET), South Korea
7. iVolunteer, India
8. Service Grant, Japan
9. Asian Charity Services, Hong Kong

Of the organisations listed above, those who participated in the survey are:

1. Conjunct Consulting, Singapore
2. Thai Young Philanthropist Network, Thailand
3. Huizeren, China
4. Social Enterprise Support Network (SESNET), South Korea
5. iVolunteer, India
6. Service Grant, Japan

This survey had four components, each targeted toward one of four different groups of stakeholders in order to give a complete view of the status of pro bono in each country. These four groups are: pro bono intermediaries, non-profit organisations, volunteers, and corporates. Each country had the opportunity to survey all four different groups of stakeholders within each respective nation. Below is a summary of surveyed participants across countries.

	Intermediaries	Non-Profit Organisations	Volunteers	Corporates
Singapore	●	●	●	●
China	●	●	●	●
South Korea	●			
Japan			●	
India			●	
Thailand	●	●	●	

Survey Objectives

The purposes of this survey are:

1. To document the status of pro bono and skills-based volunteerism in Asia
2. To use this information to learn how to better create benchmarks, goals, and future progress monitoring
3. To present the collected data to raise awareness of, research about, and advocacy for pro bono practice
4. To encourage the Asian pro bono intermediaries to learn from each other's successes and challenges

Executive Summary

In the lead-up to the Asia Pro Bono Rally in November 2015, Conjoint Consulting (Singapore) led a multi-national study of volunteers, non-profit organisations, corporates and pro bono intermediaries across five countries (Singapore, China, Japan, India, South Korea and Thailand) to better scope and measure trends in pro bono across the region.

Despite the cultural, linguistic, and societal differences across the six countries, the survey saw a wave of interest as more than 1,100 volunteers and 160 non-profit organisations across the region responded. Volunteers indicated that while they were interested in and have done skills-based volunteering in the past, there was a need for effective intermediaries to manage and guide them to more effectively contribute their skills. Similarly, non-profit organisations indicated that while they have a demand for and see the benefit of skills-based volunteering programmes, they did not often participate in them or engage with skills-based volunteers.

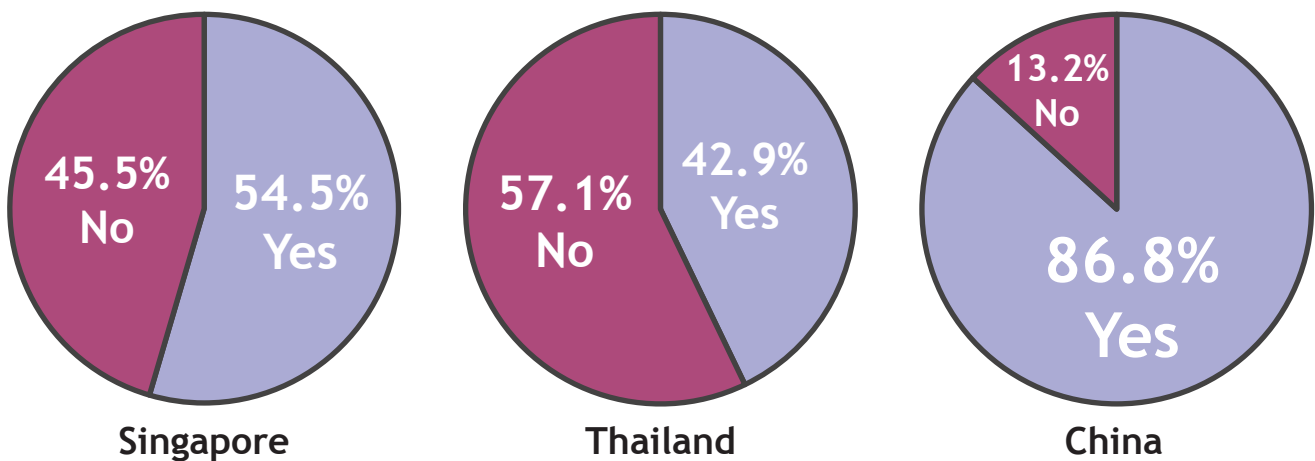
This survey aims to help pro bono intermediaries to better understand the needs and challenges faced by the many stakeholders involved in pro bono and skills-based volunteerism programmes, and how to use that information to help mobilise and deploy volunteers to help create effective social impact.

This survey report shows the results for two of the four groups listed above: volunteers, and non-profit organisations.

Non-Profit Engagement of Skills-Based Volunteers (SBV)

In Singapore and China, there is an overwhelming use of skills-based volunteers. Nonetheless, while most non-profit organisations engage skills-based volunteers, they often constitute only a small percentage of the total number of volunteers that each organisation engages. In Thailand and China, SBV only constitute less than 5% of volunteers for a majority of organisations. In Singapore, SBV only constitutes 20% or less of volunteers for most non-profit organisations.

Q2. Do you use skills-based volunteers? (Note: Skills-based volunteering is when volunteers use more advanced abilities, skills, and talent in their volunteering position. These skills are usually associated with those used in their careers or full-time jobs. An example of a skills-based volunteer is a full-time marketing professional who contributes his marketing skills in a volunteering role.)

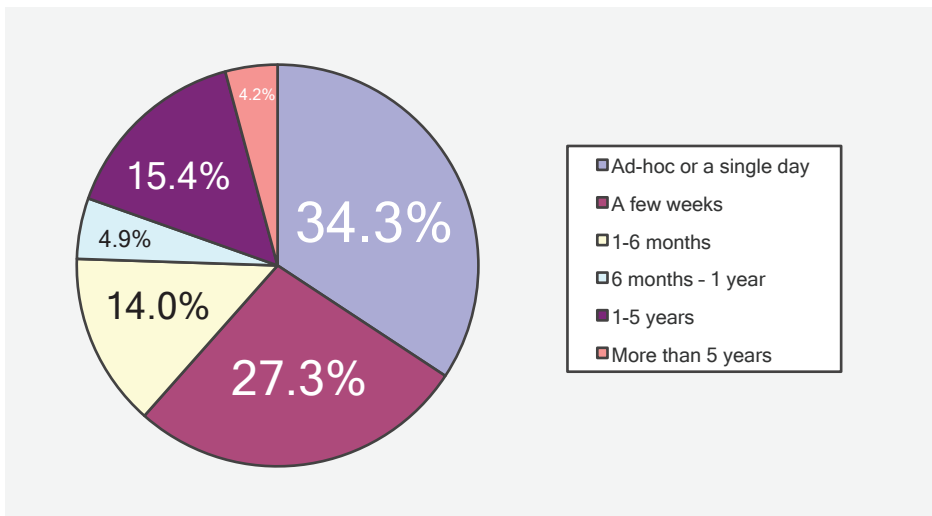


Q3. What percentage of the volunteers you use in a year are skills-based volunteers?

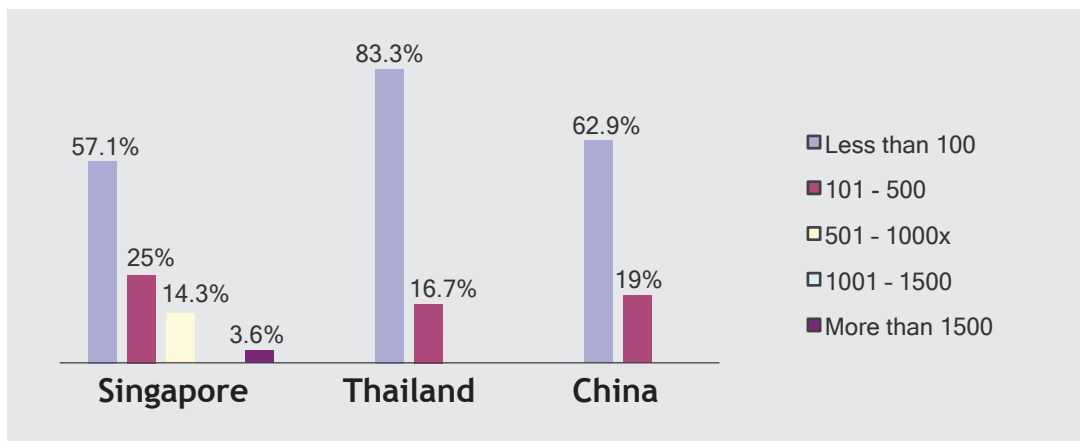
	Less than 5%	6-20%	21% - 50%	51% - 80%	81% - 80%
Singapore	21.4%	28.6%	14.3%	17.9%	17.9%
Thailand	66.7%	16.7%	16.7%	0%	0%
China	65.7%	14.3%	11.4%	5.7%	2.9%

Non-profit organisations in the region engage volunteers mostly through ad-hoc or single day events, and engage less than 100 skills-based volunteers per year.

Q4. What is the typical length of engagement for a skills-based volunteer?

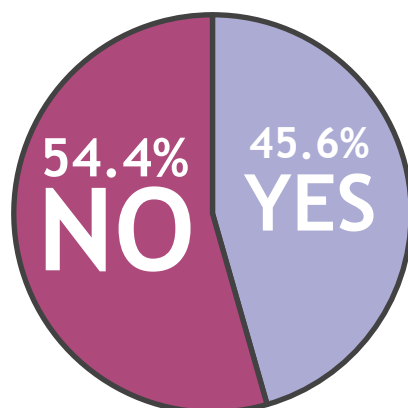


Q5. How many volunteers do you engage with over the course of a year?



About half of the non-profit organisations surveyed worked through a pro bono intermediary.

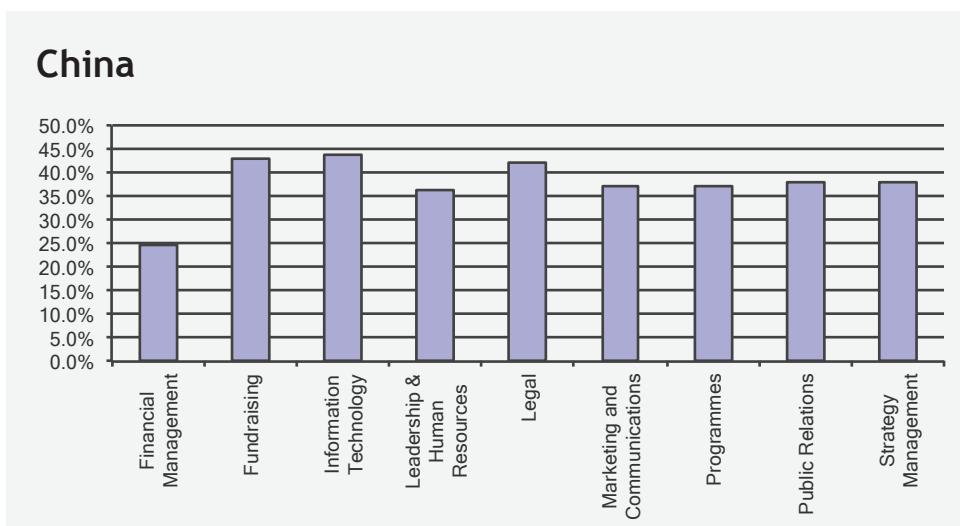
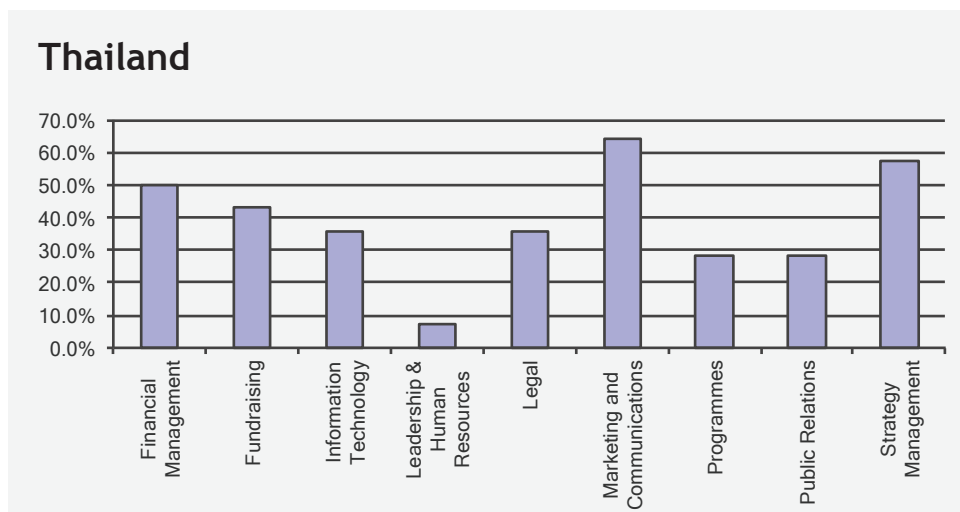
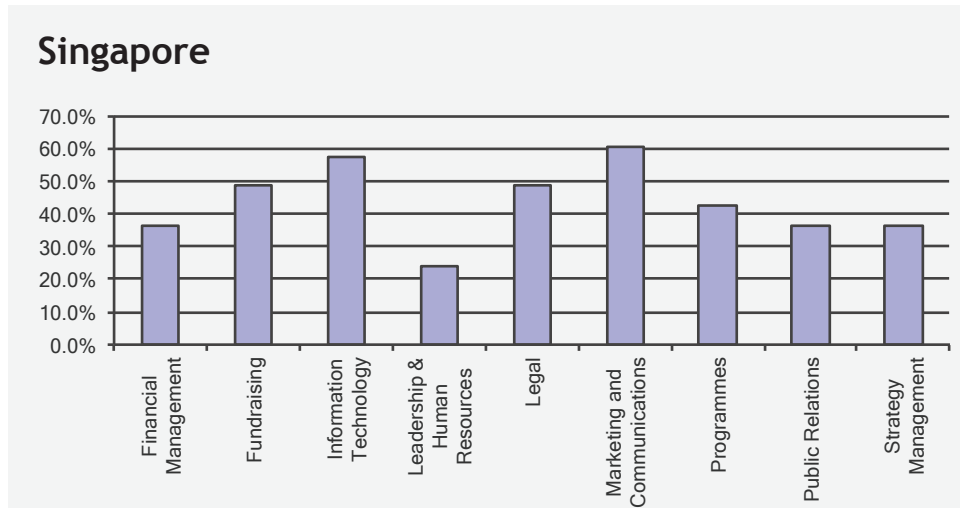
Q6. Have you ever worked with an outside organisation or third party (like a pro bono intermediary) to get skills-based volunteers for your organisation?



Needs of Non-Profit Organisations

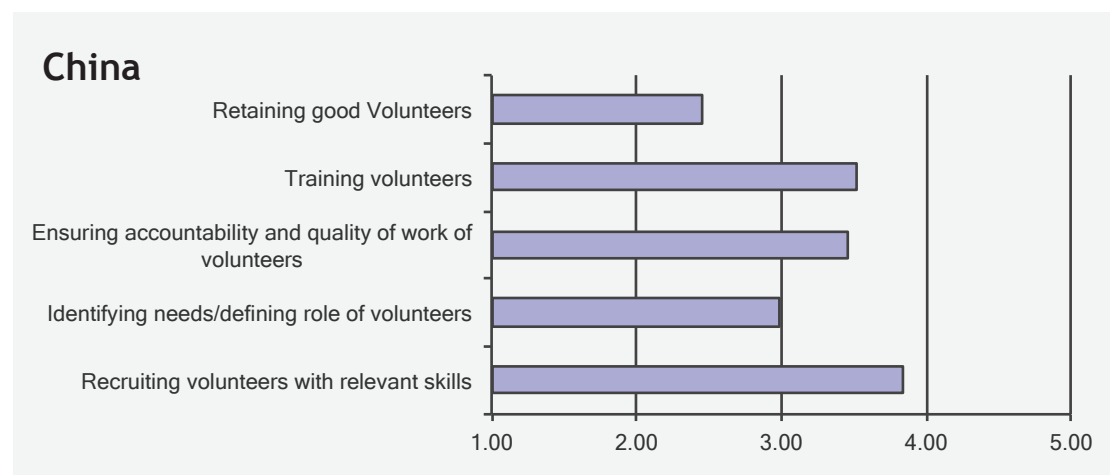
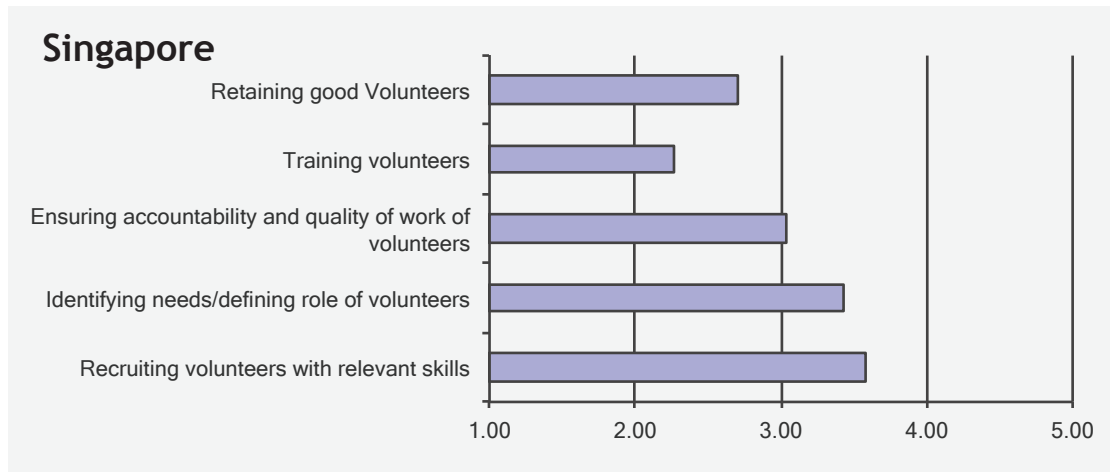
Across the region, there is a huge variety in the types of skills and volunteer engagements non-profit organisations are seeking.

Q8. In what roles and functions do you see a need for skills-based volunteers in your organisation?



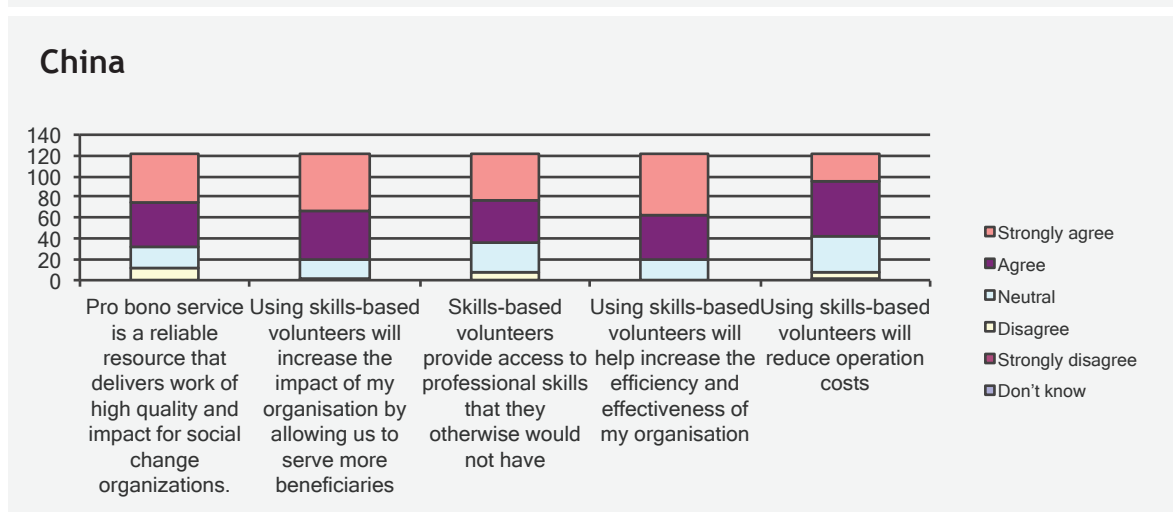
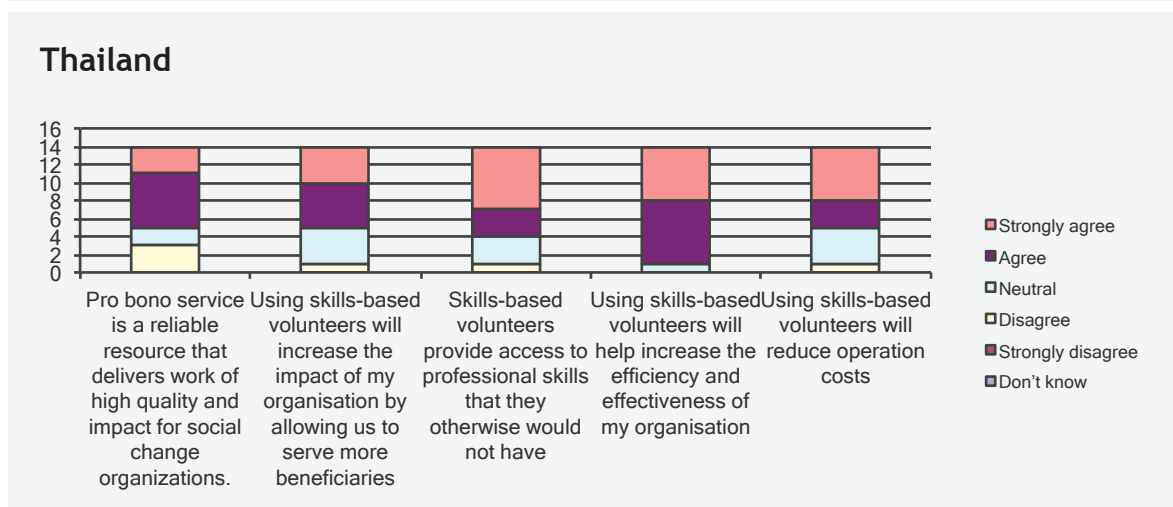
Non-profit organisations in Singapore and China face the most challenges in recruiting volunteers with relevant skills (highest scores), while non-profit organisations in Thailand face the most challenges in ensuring accountability and quality of work of volunteers (highest scores).

Q9. What are the areas in which your organisation faced the most challenges in engaging skills-base volunteers? (Please rank from most extensive [5] to least extensive [1])



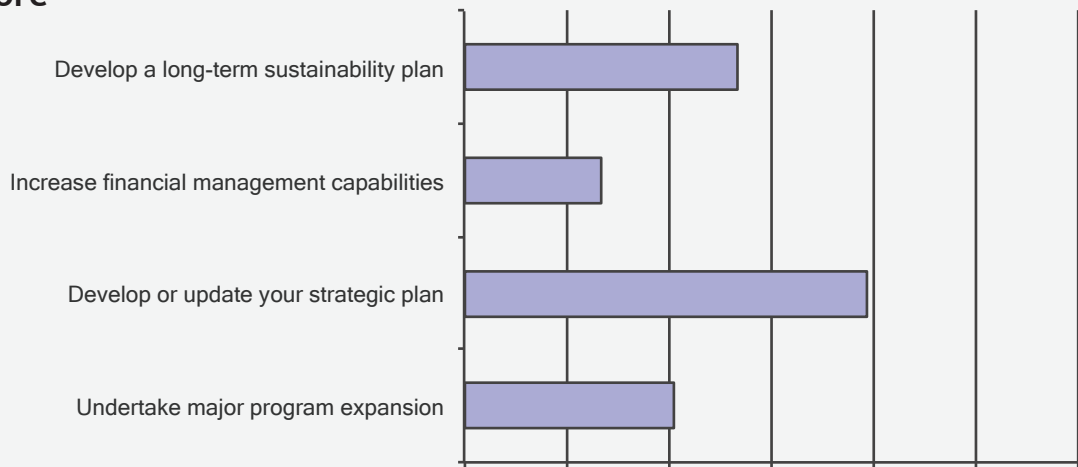
The majority of non-profit organisations across the 3 countries agree on the positive impact of SBV in helping strengthen their organisations and deliver impact. They most strongly agreed with the statement "using skills-based volunteers will help increase the efficiency and effectiveness of my organisation."

Q10. How strongly do you agree or disagree with the following statements about pro bono services in your country?

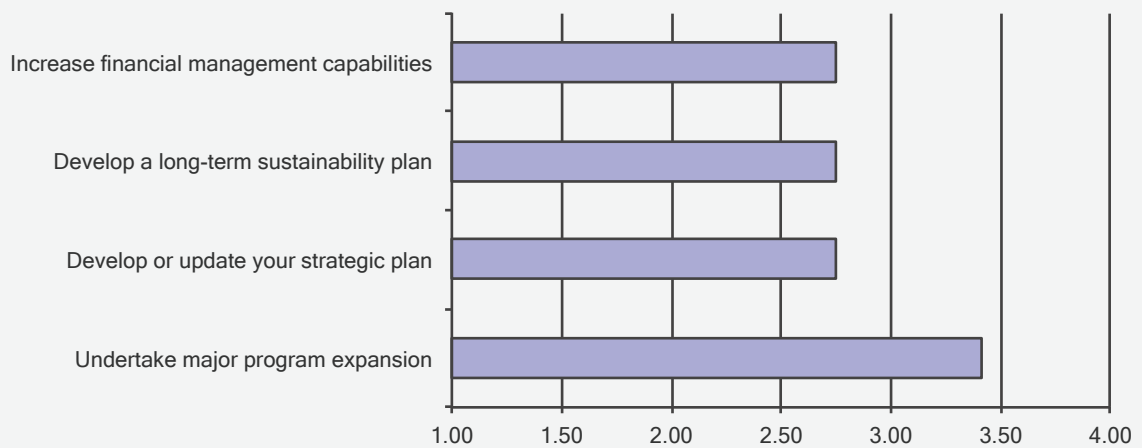


Q11. What are your top priorities for the next two years? (please rank in order of importance, highest scores being the most important))

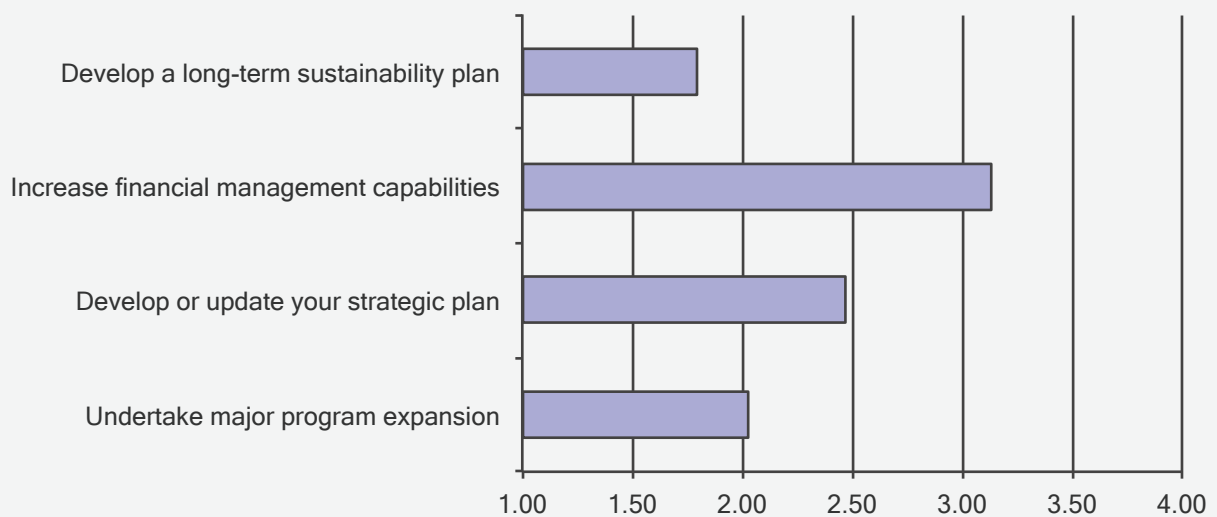
Singapore



Thailand



China



Volunteering Habits in the Region

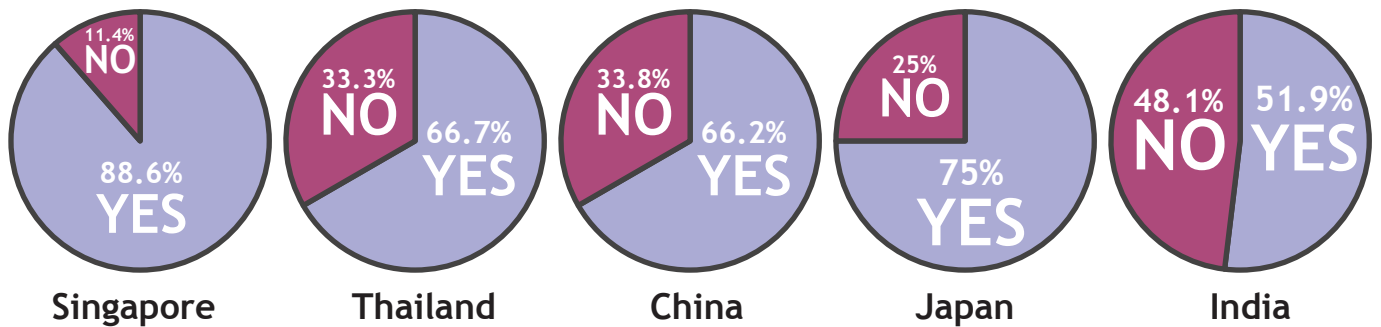
There is a fairly equal breakdown of consistency in volunteering, and no real majority in how often those surveyed volunteer their time.

Q4. How often do you volunteer on average?

	Once a Year	Once 2-3 mths	Once a mth	Once a Week
Singapore	14.3%	22.9%	11.4%	51.4%
Thailand	27.8%	50%	16.7%	0%
China	53.8%	18.1%	17.3%	10.8%
Japan	34.3%	20.9%	20.9%	23.9%
India	36%	35.2%	16.6%	12.2%

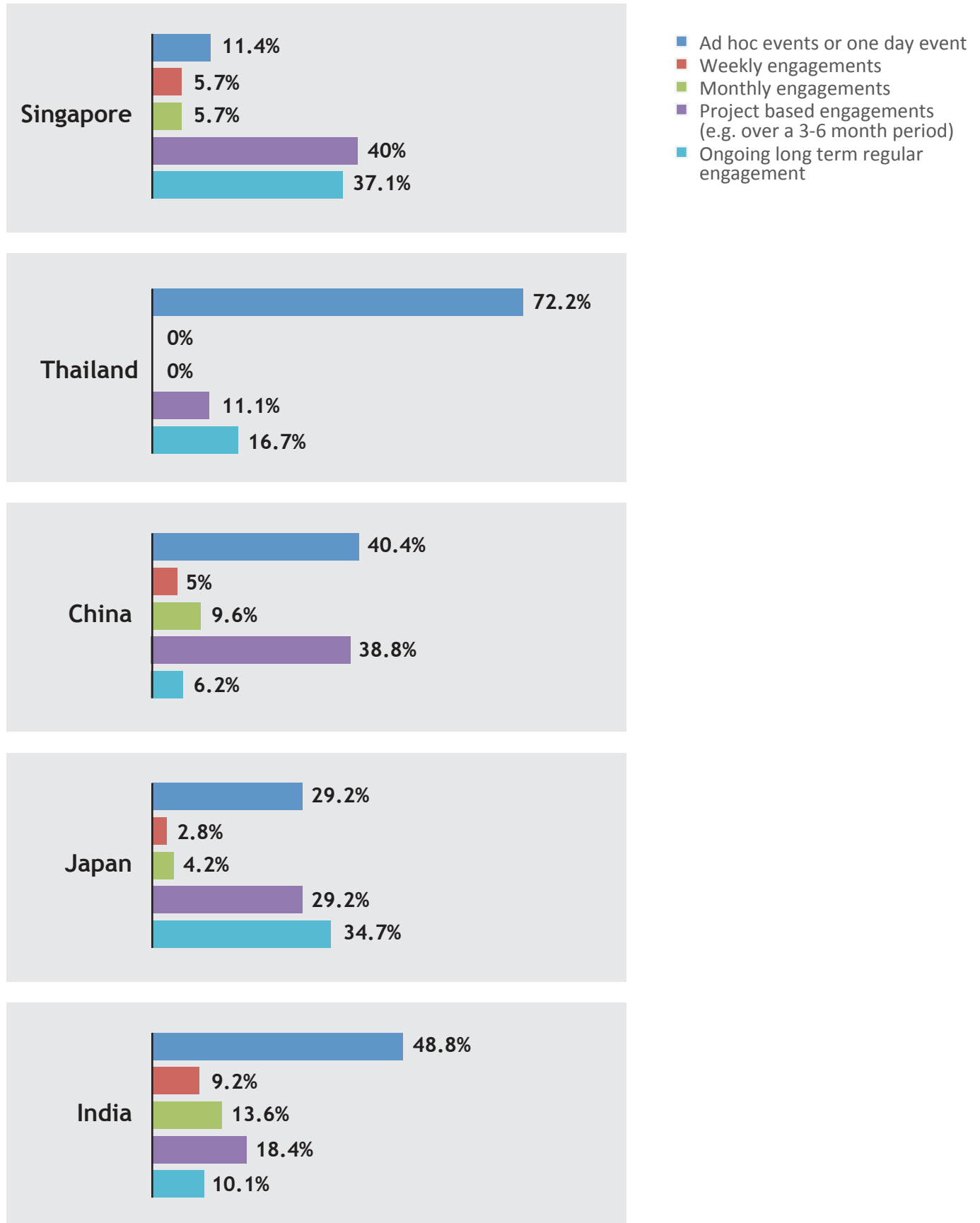
Of those surveyed, the majority have participated in skills-based volunteering

Q5. Do you do skills-based volunteering?



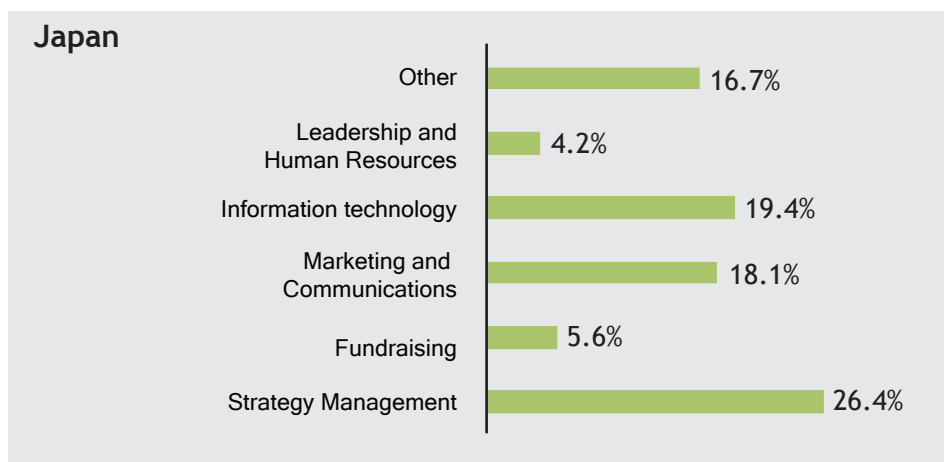
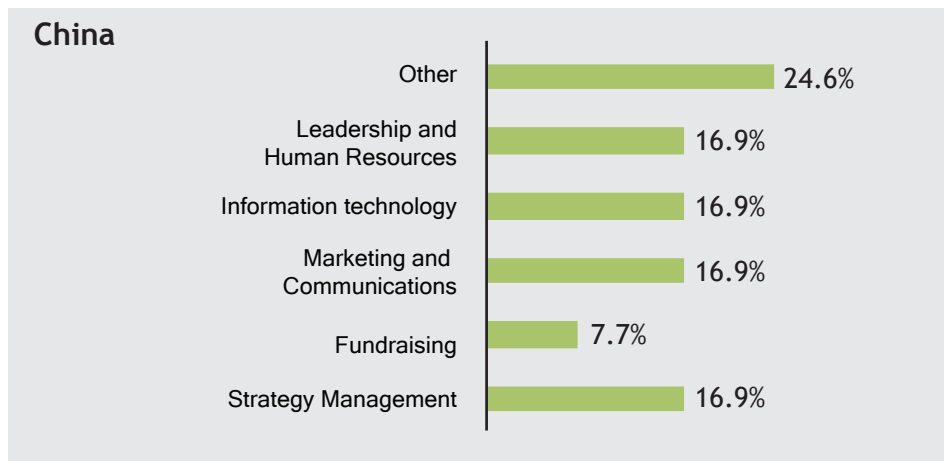
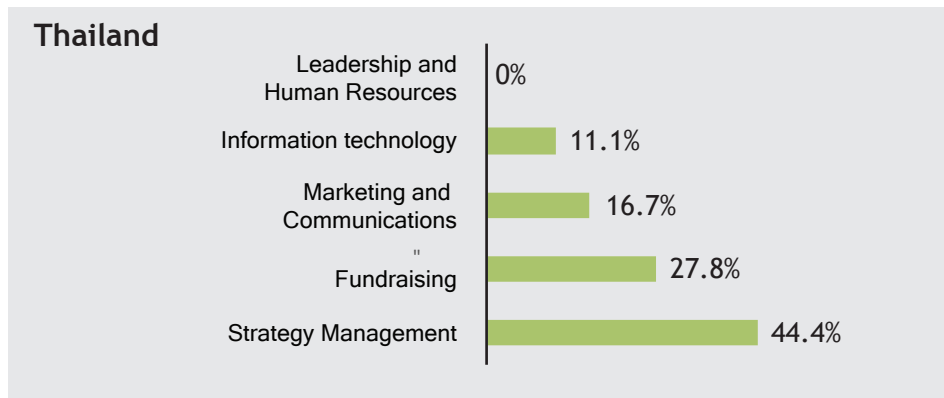
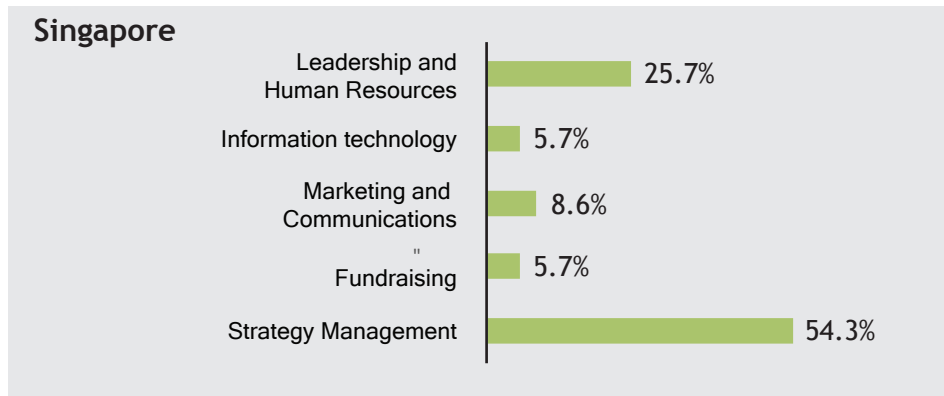
The average duration of volunteering engagements is through adhoc events or project based engagements (3-6 months).

Q6. What is the usual duration of your volunteer engagement?



The skill most provided through volunteers is strategy management

Q7. What skills are you able to provide? (% of people who ranked the following skills as their first choice)



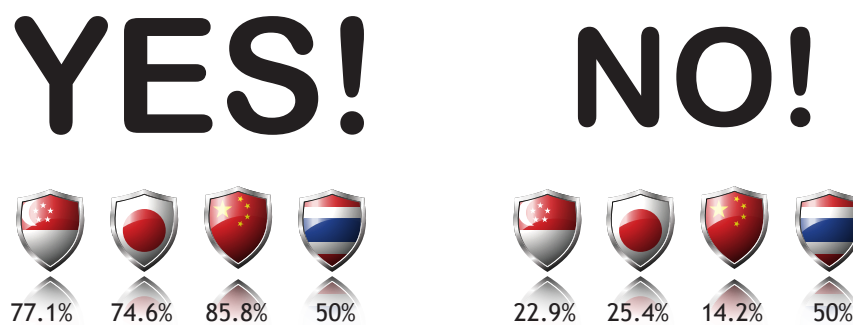
Motivations for Volunteers

Survey participants are interested in volunteering through both traditional (un-skilled) and skills-based volunteering, however there is a stronger desire to participate in SBV. In fact, the survey results from both Thailand and Singapore showed 100% of the participants say they would be interested in engaging in skills-based volunteering.

Q8. Are you interested in doing skilled volunteering?

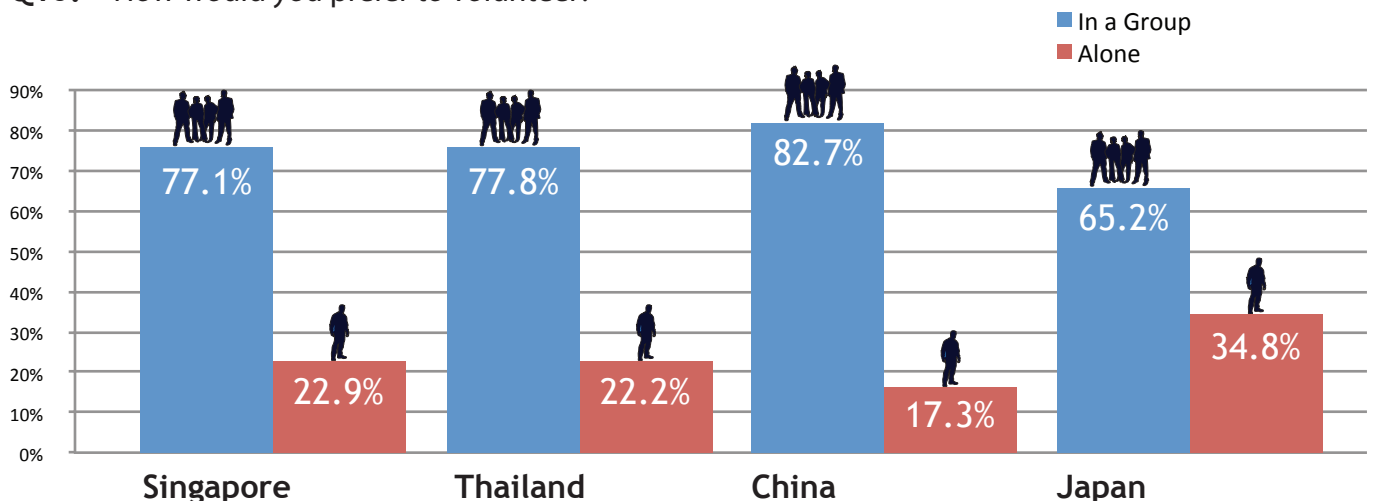


Q9. Are you interested in doing traditional (un-skilled) volunteering?



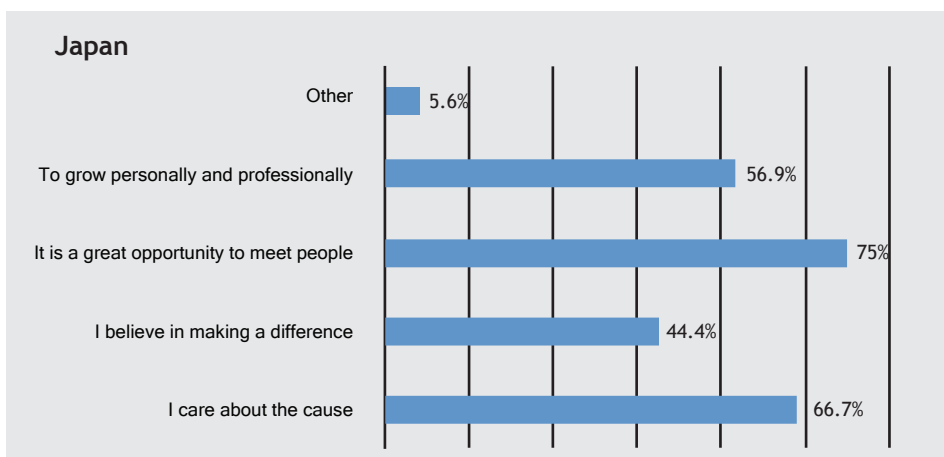
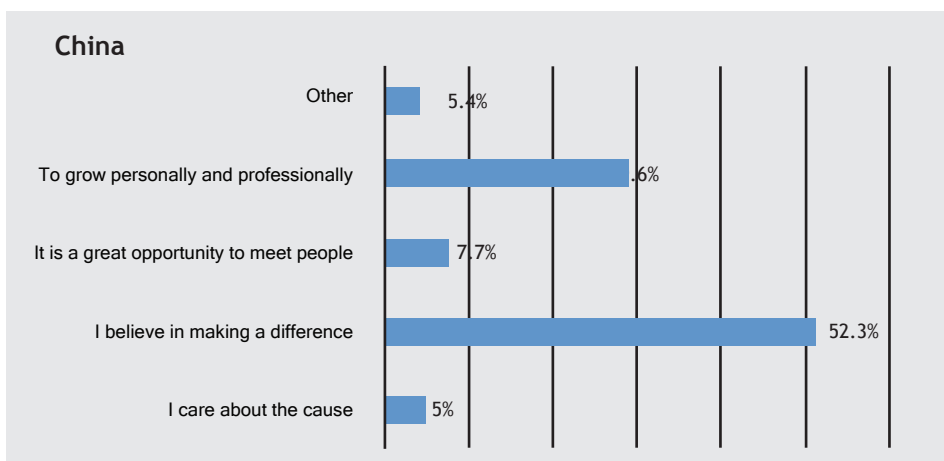
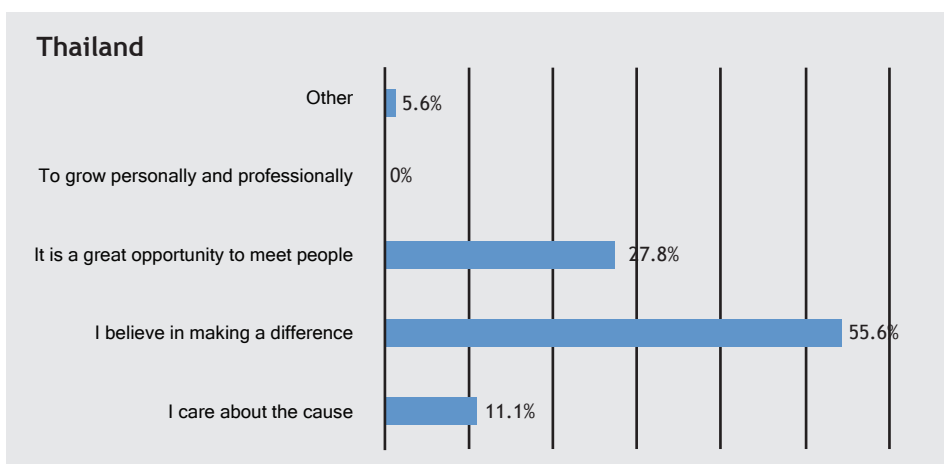
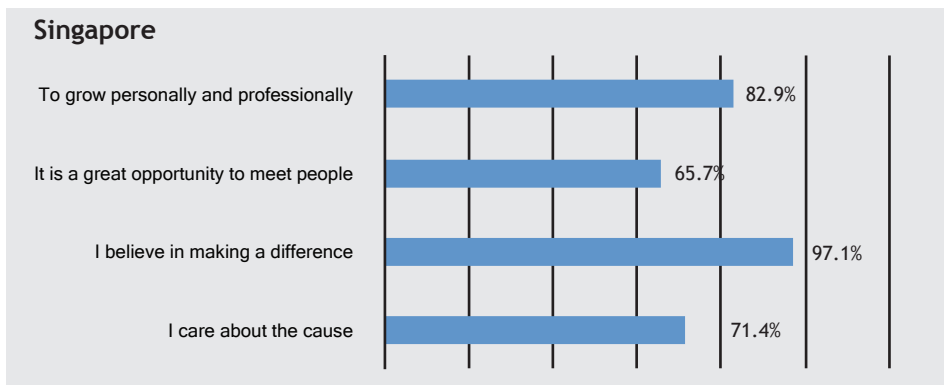
About 75% of volunteers prefer to volunteer in a group

Q10. How would you prefer to volunteer?

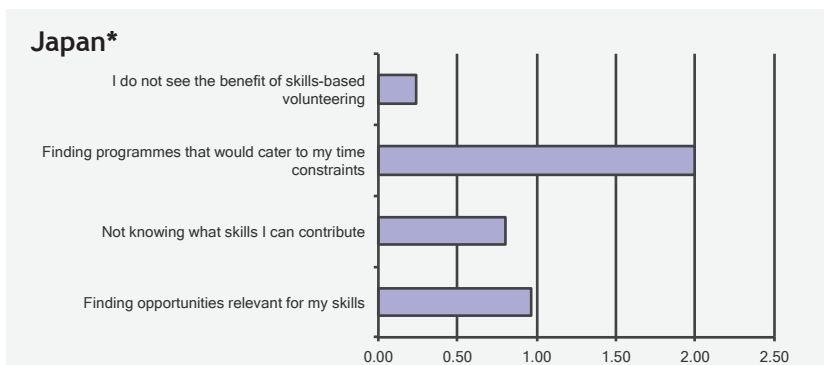
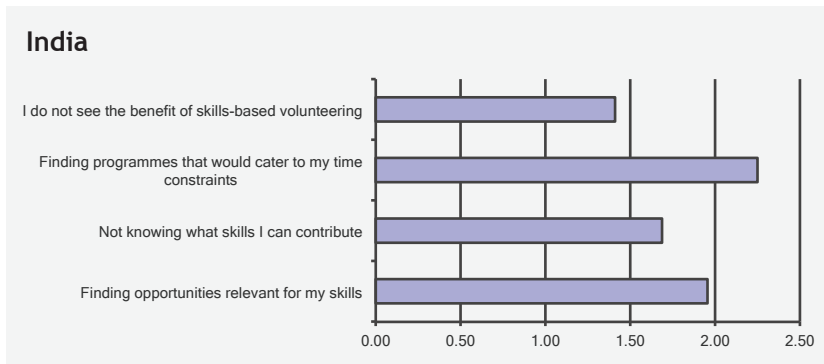
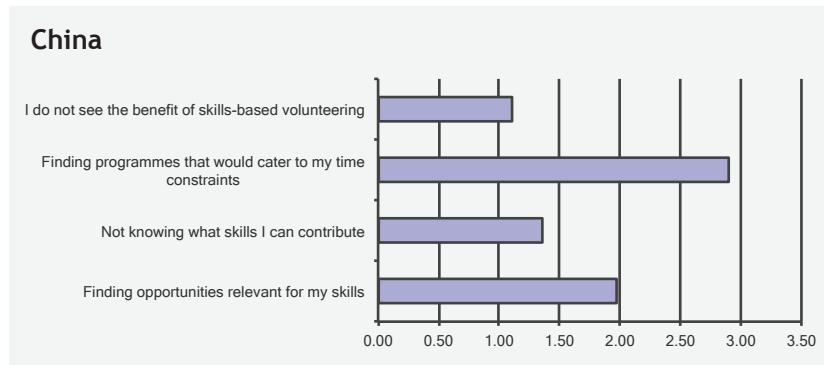
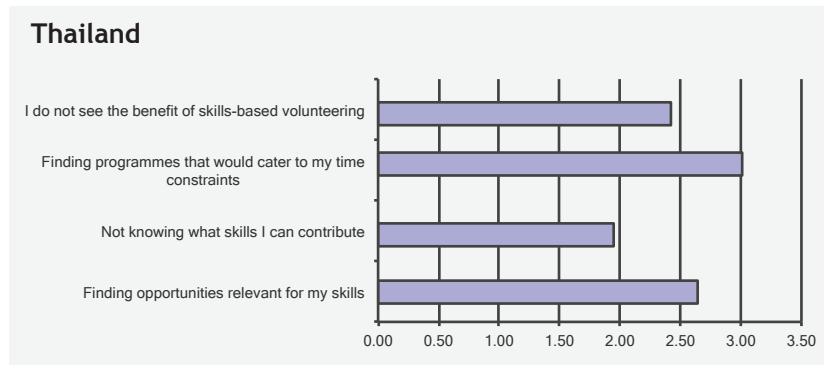
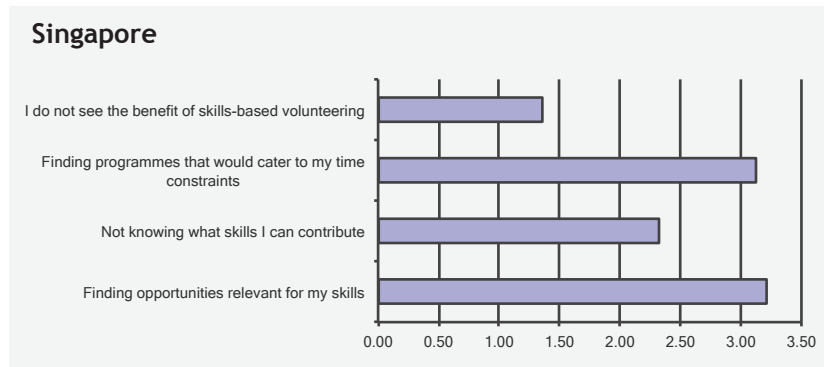


For most countries surveyed, the highest motivation for volunteers is their belief in making a difference.

Q11. What is your motivation for volunteering?



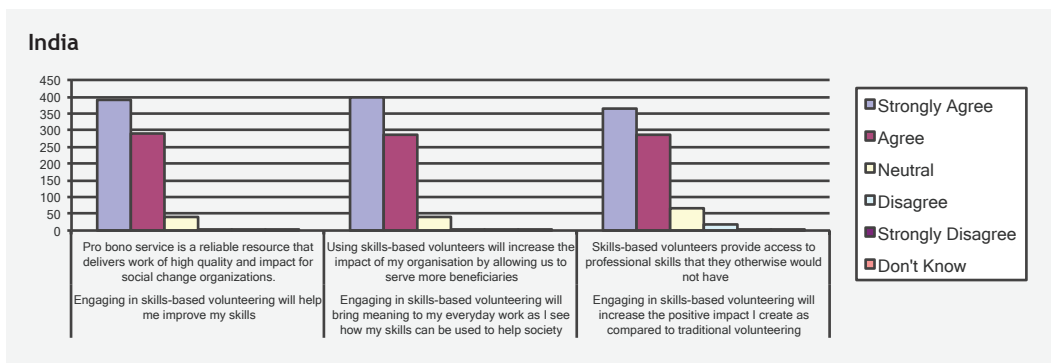
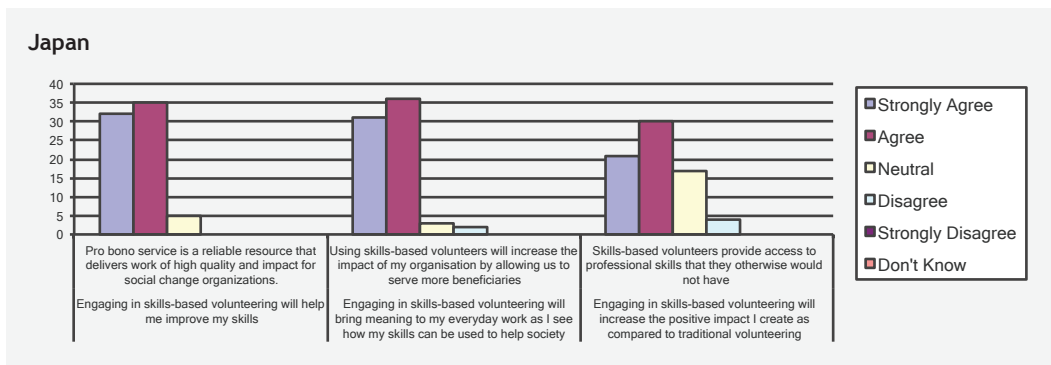
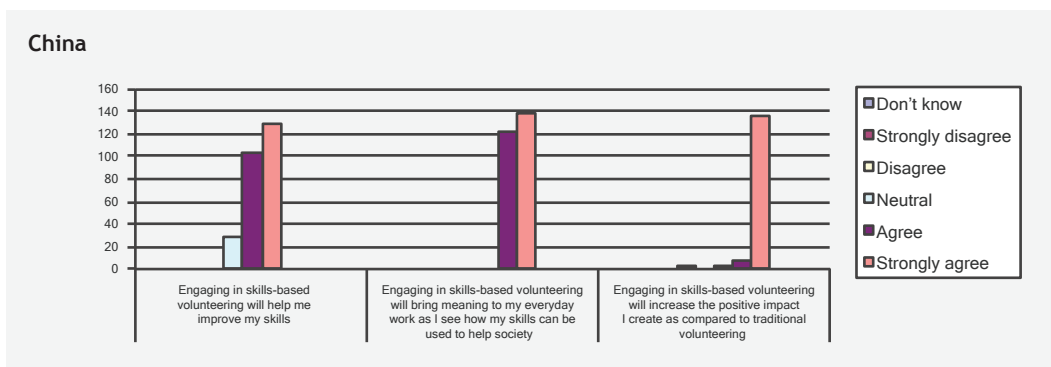
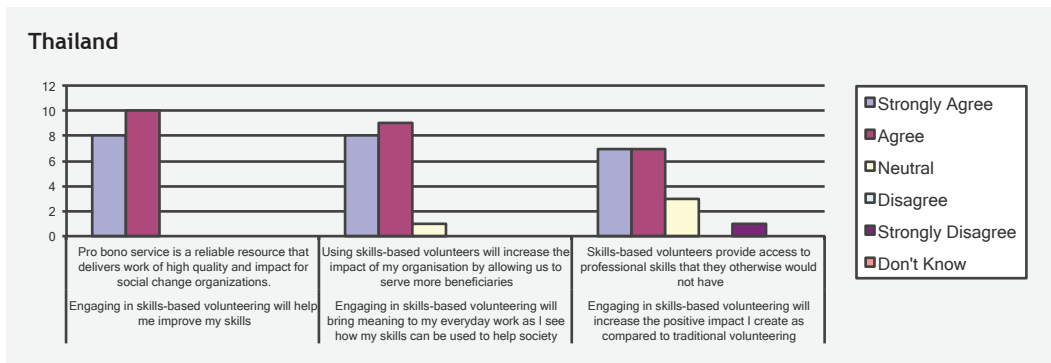
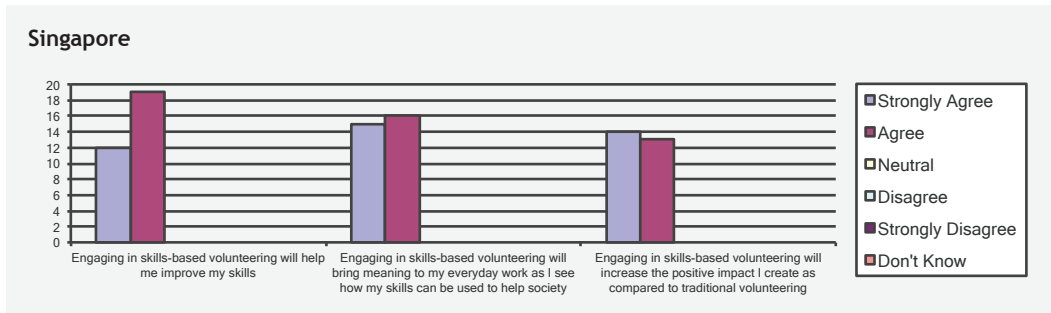
Q14. Which areas within skills-based volunteerism do you find most challenging? (Please rank from most extensive [4] to least extensive [1])



*participants in Japan only indicated their top choice

Pro Bono Service by Country

Q13. How strongly do you agree or disagree with the following statements about pro bono services in your country?



Join Us in Putting Pro Bono into Practice



While there is already a robust volunteering movement present in Asia, volunteers from every country surveyed overwhelmingly agreed that engaging in skills-based volunteering (SBV) would increase the positive impact they created as compared to traditional volunteering. In addition, the majority of non-profit organisations across the region agree on the positive impact of SBV in helping strengthen their organisations and deliver impact. Echoing the results of studies done in other regions, there was a clear demand for skills-based volunteers in areas such as marketing and communication, legal and information technology.

Yet while social good organisations clearly desire to bring in more skilled volunteers, only 1/2 of organisations surveyed had worked with intermediaries who would be able to act as an effective pipeline for such volunteers. Through the results of the survey, it is clear that Asia is poised for pro bono intermediaries to make their mark. In this vein, the Asia Pro Bono Rally provides a valuable milestone and opportunity for intermediaries across Asia to come together to discuss best practices, share stories, and promote pro bono and skills-based volunteerism in Asia by bringing together the pro bono intermediaries determined to help make it happen.

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Who is Conject Consulting?

Conjunct Consulting is Southeast Asia's first social change consultancy. We engage, mobilise and empower pro bono talent to strengthen social good organisations in Singapore. We do this through pro bono consulting projects and our CSR programme (i.e. our Scalathons). Since our inception in August 2011, Conjunct has delivered 84 consulting projects with a total of 61 non-profit partners across various sectors, creating over \$2 million worth of social impact.

Conjunct is part of a movement to promote the spirit of pro bono around the world. Partnering with Taproot Foundation and other similar organisations, we are working to educate and enhance skilled volunteerism globally, helping the social sector by providing the talent it needs.

For more information, visit www.conjunctconsulting.org

Special thanks to the participating organisations

- Thai Young Philanthropist Network, Thailand
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