



2015

TRENDS IN PRO BONO IN SINGAPORE



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Analysis Results
December 2015

Report prepared by:

Conjunct Consulting (Singapore)



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SUMMARY OF SURVEY PARTICIPANTS

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 Singapore. These four groups are: pro bono intermediaries, non-profit organisations, volunteers, and corporates.

SURVEY OBJECTIVES

The purposes of this survey are:

1. To document the status of pro bono and skills-based volunteerism in Singapore
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 in Singapore
4. To promote greater collaboration across the sectors to enable more skills-based volunteering



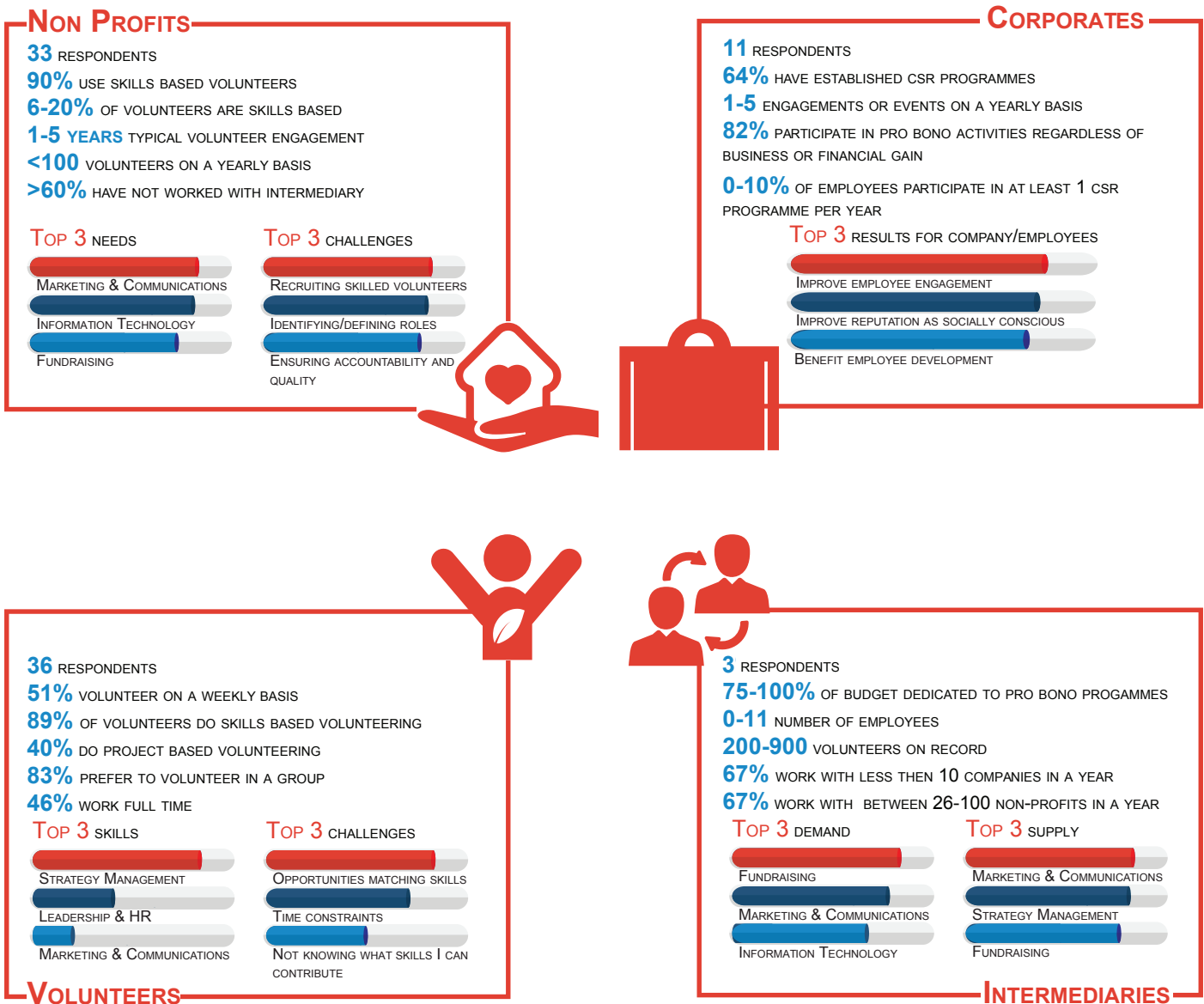
EXECUTIVE SUMMARY

In the lead-up to the Asia Pro Bono Rally in November 2015, Conjoint Consulting (Singapore) led a multinational study of volunteers, non-profit organisations, corporates and pro bono intermediaries across six countries (Singapore, China, Japan, India, South Korea and Thailand) to better scope and measure trends in pro bono across the region. This survey report focuses on the results for Singapore for all four groups listed above.

Volunteers in Singapore indicated that while they were interested in and have done skills-based volunteering in the past, there was a need for 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 various stakeholders in Singapore to better understand the needs and challenges faced by those involved in pro bono and skills-based volunteerism programmes with the hope of mobilising and deploying more volunteers to help create effective social impact.

SUMMARY OF RESULTS

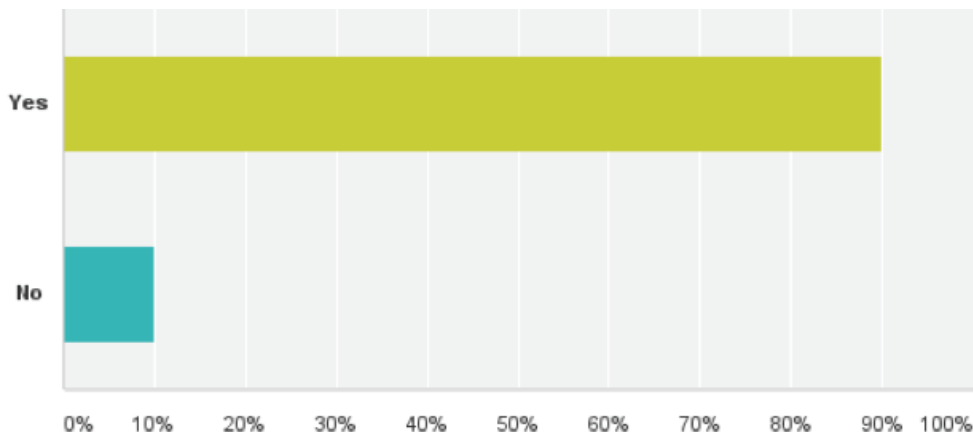


SURVEY RESULTS (NON-PROFIT ORGANISATIONS)

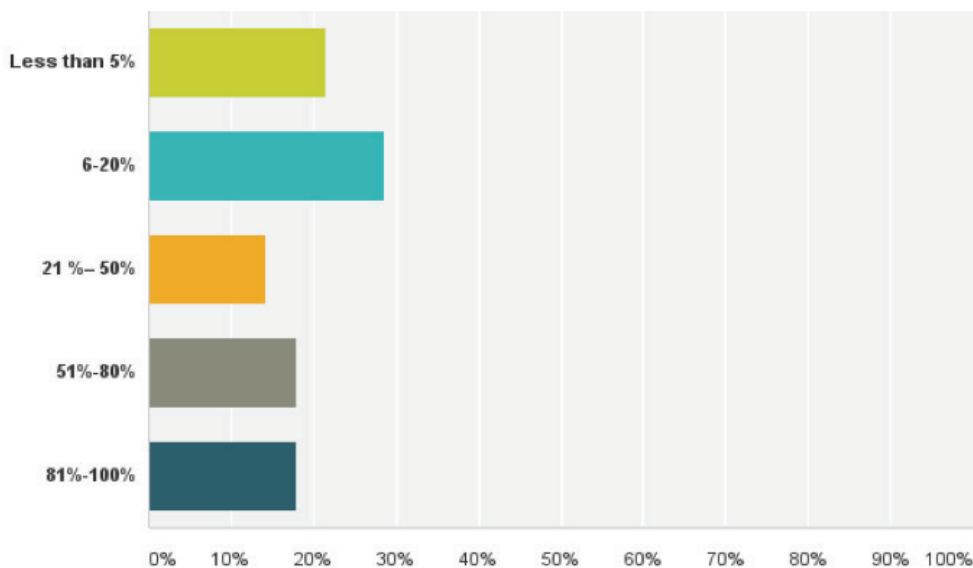
NON-PROFIT ENGAGEMENT OF SKILLS BASED VOLUNTEERS (SBV)

In Singapore an overwhelming number of Non-Profit Organisations and Social Enterprises use skills-based volunteers. Nonetheless skills-based volunteers often constitute a small percentage of the total number of volunteers that each organisation engages. In Singapore, SBV constitutes 20% or less of volunteers for most non-profit organisations.

Q2. Do you use skills-based volunteers?

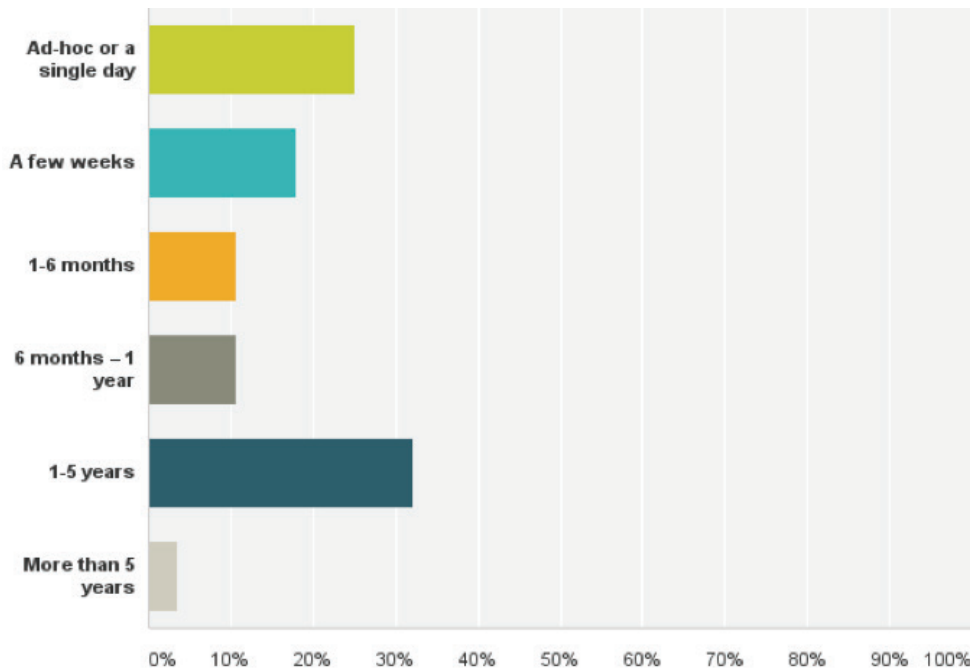


Q3. What percentage of the volunteers that you use in a year are skills-based volunteers?

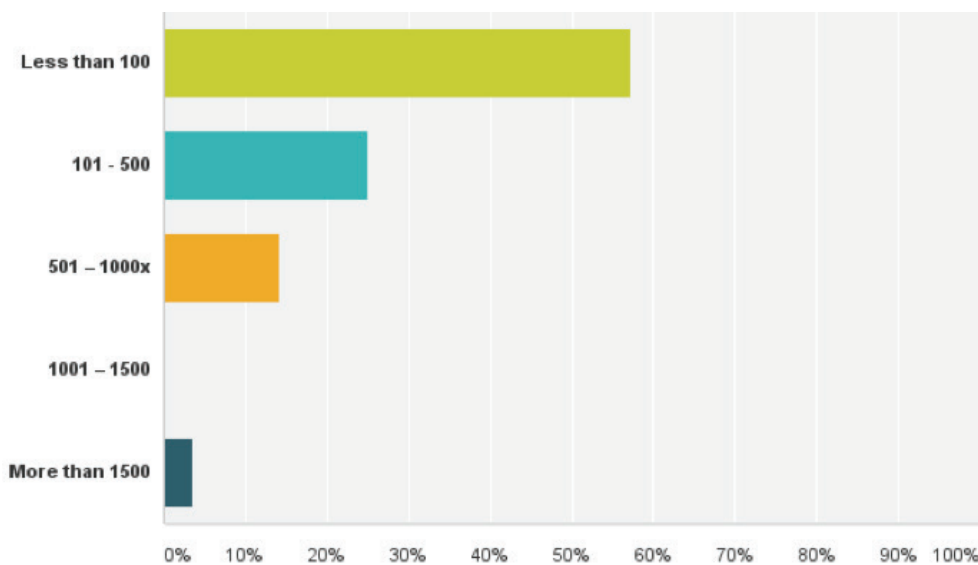


Non-profit organisations in Singapore engage volunteers mostly for a period of 1-5 years as compared to the region where the majority engage volunteers through ad-hoc or single day events and engage less than 100 skills-based volunteers per year.

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

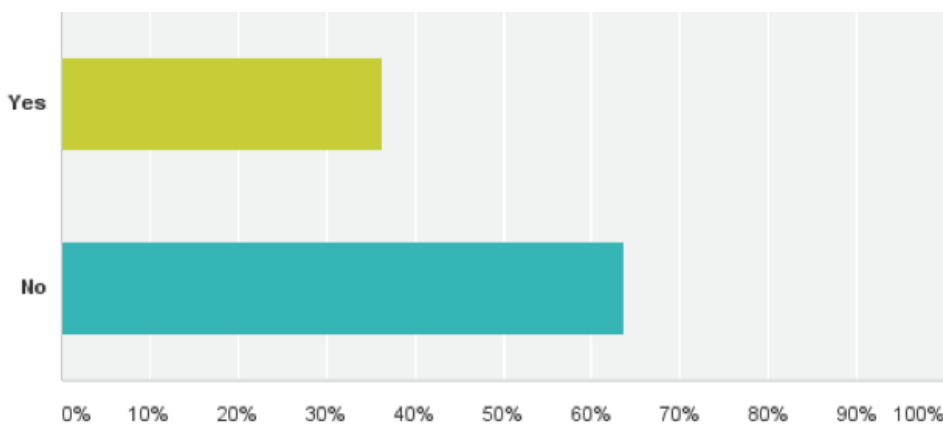


Q5. How many volunteers do you engage with over the course of a year?



Over 60% of non-profits surveyed have not worked through a pro bono intermediary

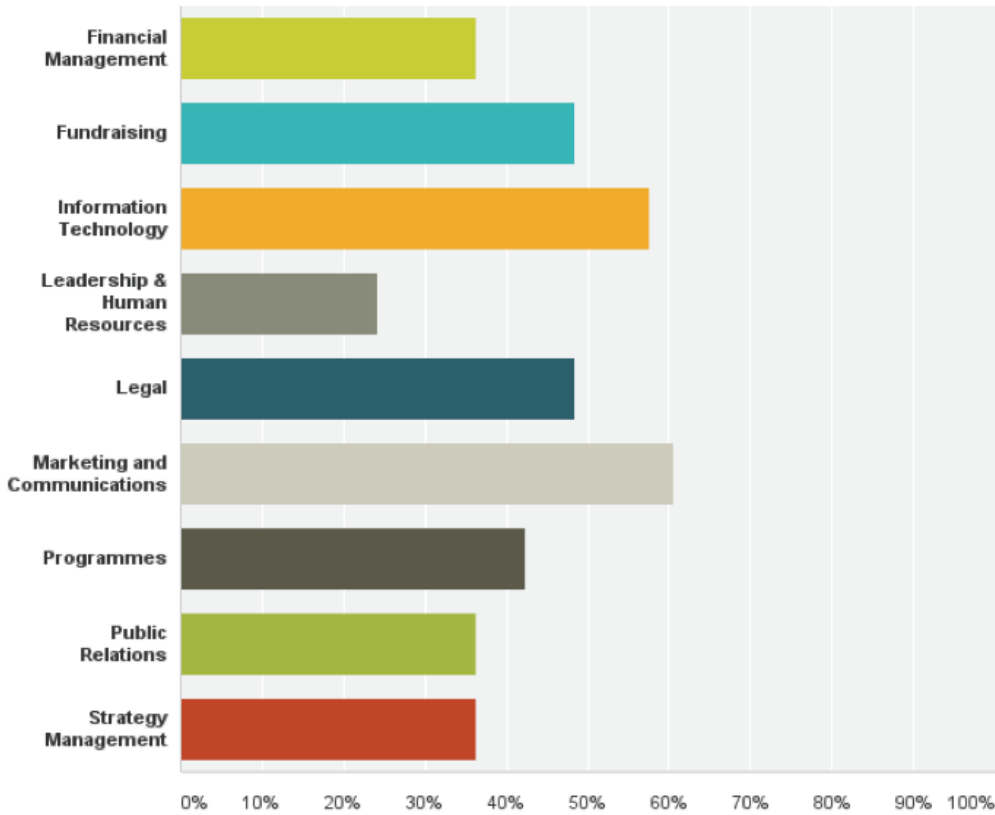
Q6. Have you ever worked with an outside organisation or third party (like a pro bono intermediary) to get skills-based volunteers for your organisation?



NEEDS OF NON-PROFIT ORGANISATIONS

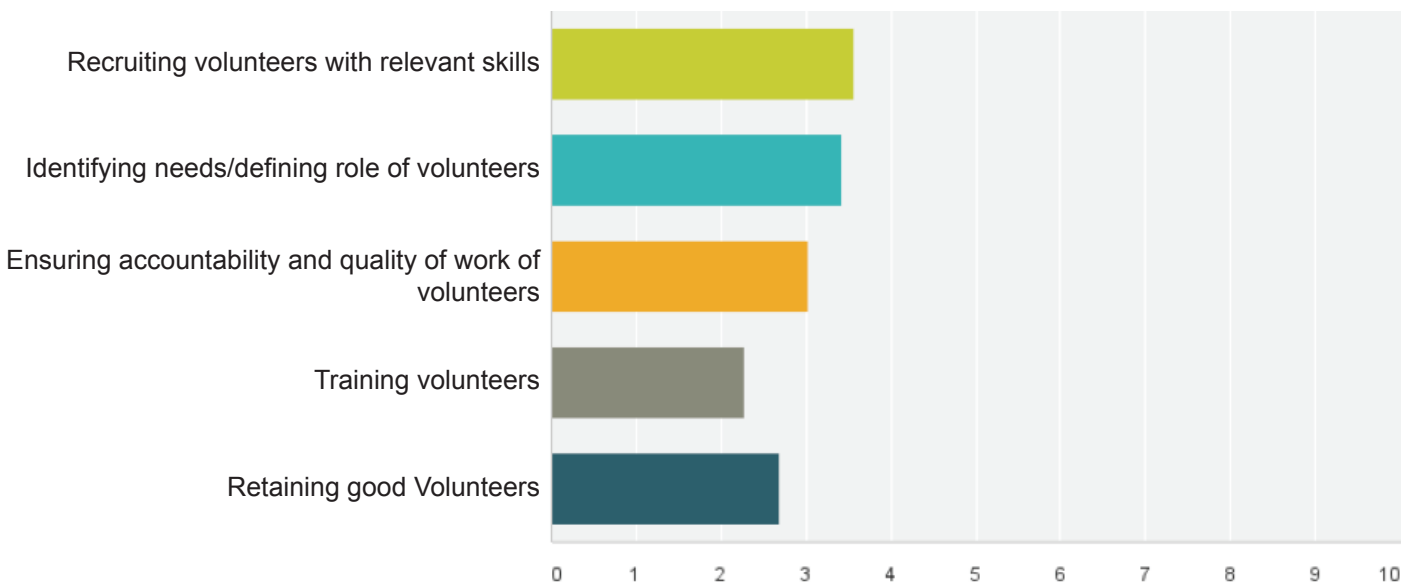
In Singapore there is a large variety in the types of skills and volunteer engagements non-profit organisations are seeking. Marketing and Communications and Information Technology are the two areas in which non-profit organisations see the most need for skills-based volunteers.

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



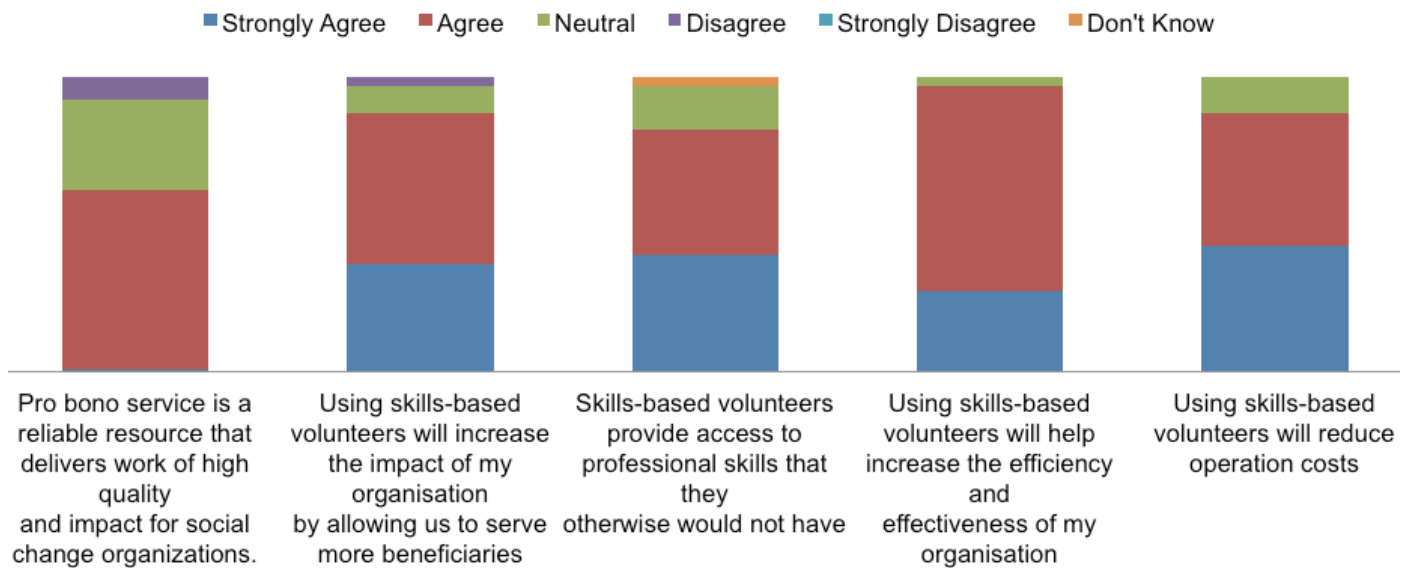
Non-profit organisations in Singapore face the most challenges in recruiting volunteers with relevant skills.

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])

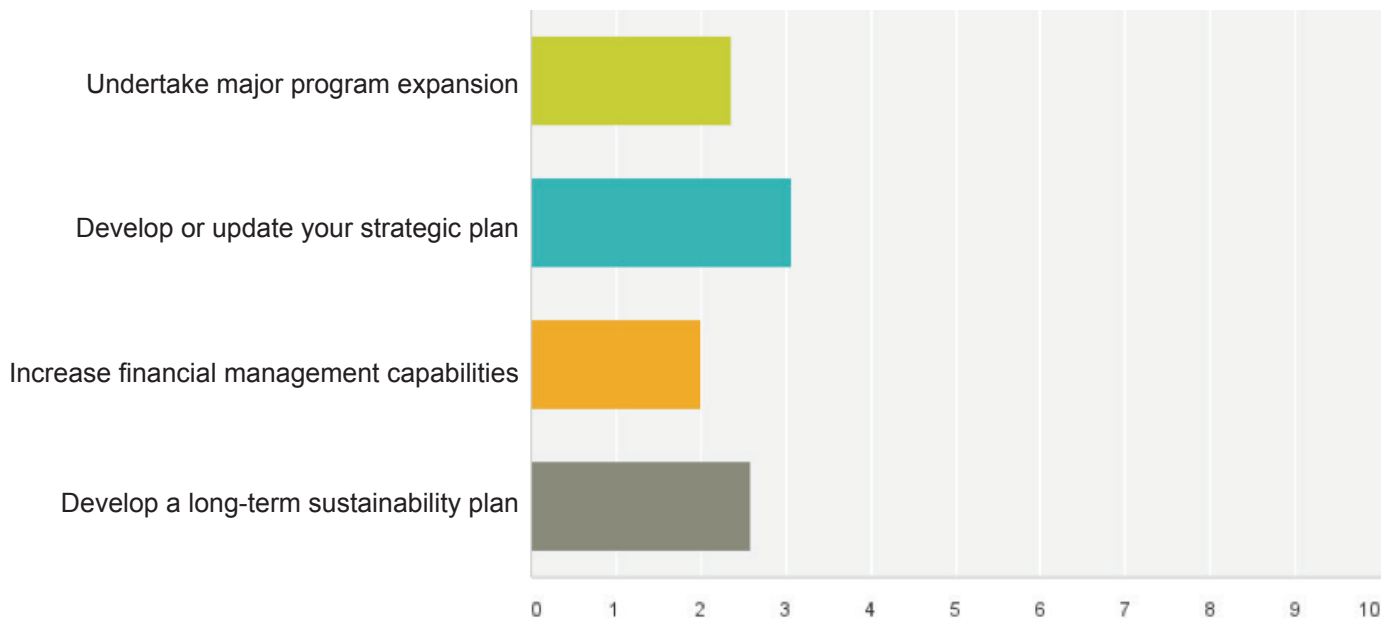


The majority of non-profit organisations in Singapore agree on the positive impact of SBV in helping strengthen their organisations and deliver impact. They most strongly agreed with the statement “using skills-based volunteers will reduce operating costs.”

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)



CONCLUSION

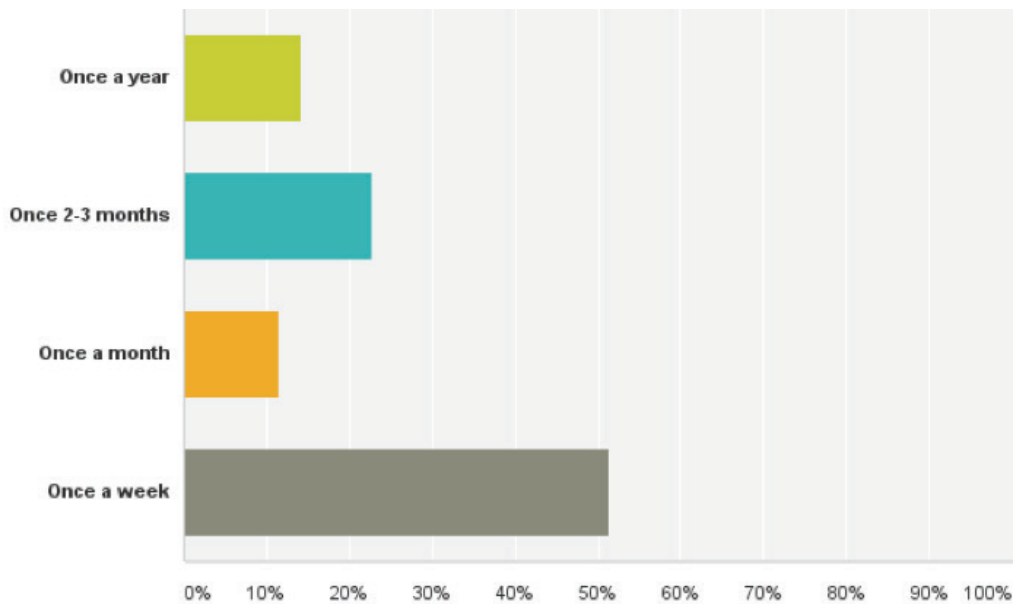
Although most non-profit organisations use skills-based volunteers, over 60% have not worked through a pro bono intermediary, meaning there is still a lot of opportunity to assist non-profits in finding the right volunteers to match their needs. The figures show that most volunteers are engaged on a longer term basis between 1-5 years, which shows volunteers are committed to the cause.

SURVEY RESULTS (VOLUNTEERS)

VOLUNTEERING HABITS IN SINGAPORE

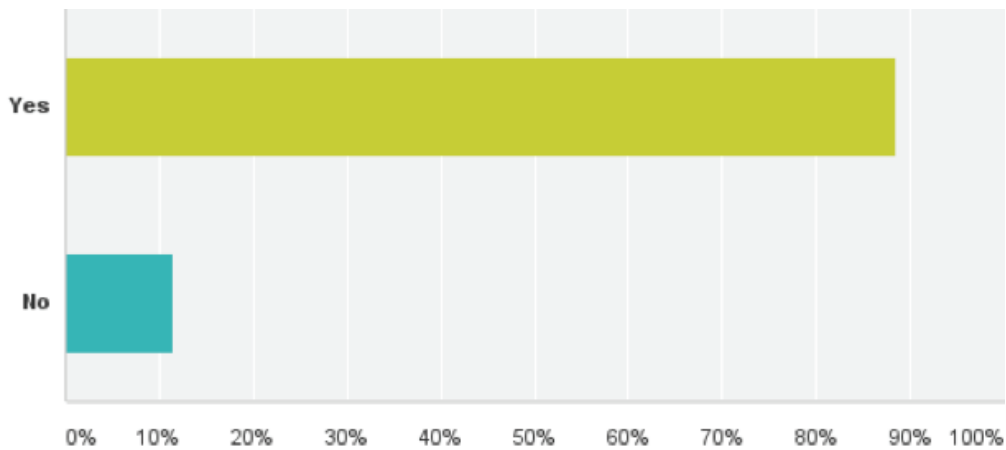
Most of the volunteers in Singapore volunteer their time once a week.

Q4. How often do you volunteer on average?



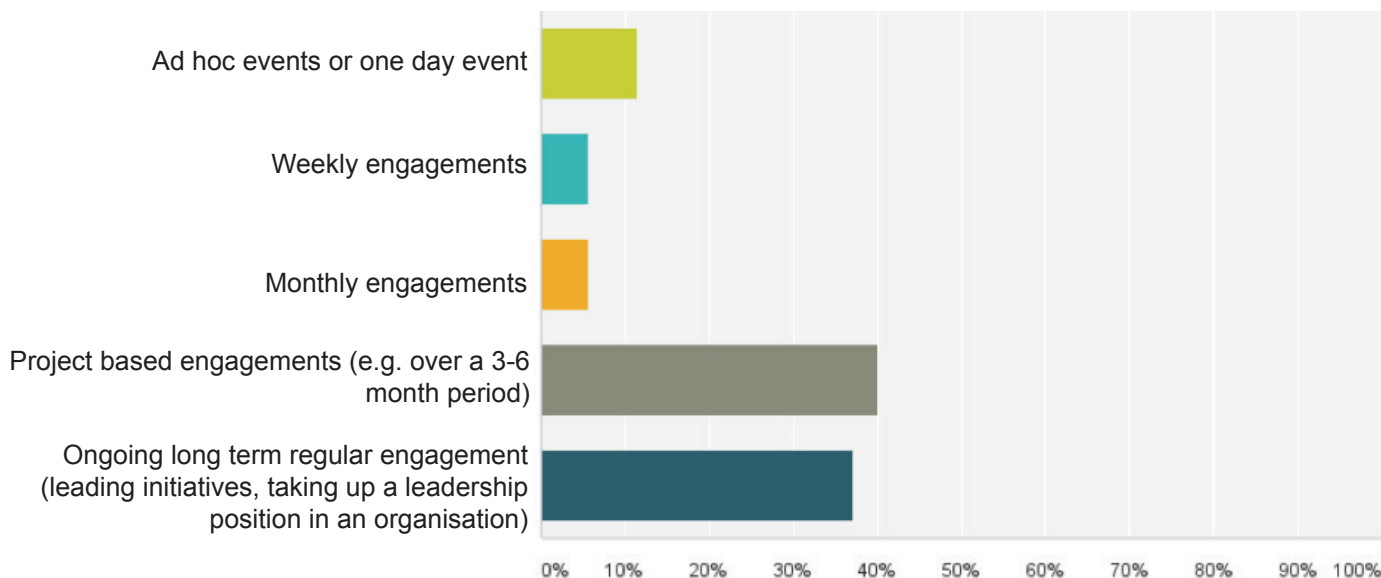
Of those surveyed, the vast majority participated in skills-based volunteering.

Q5. Do you do skills-based volunteering?



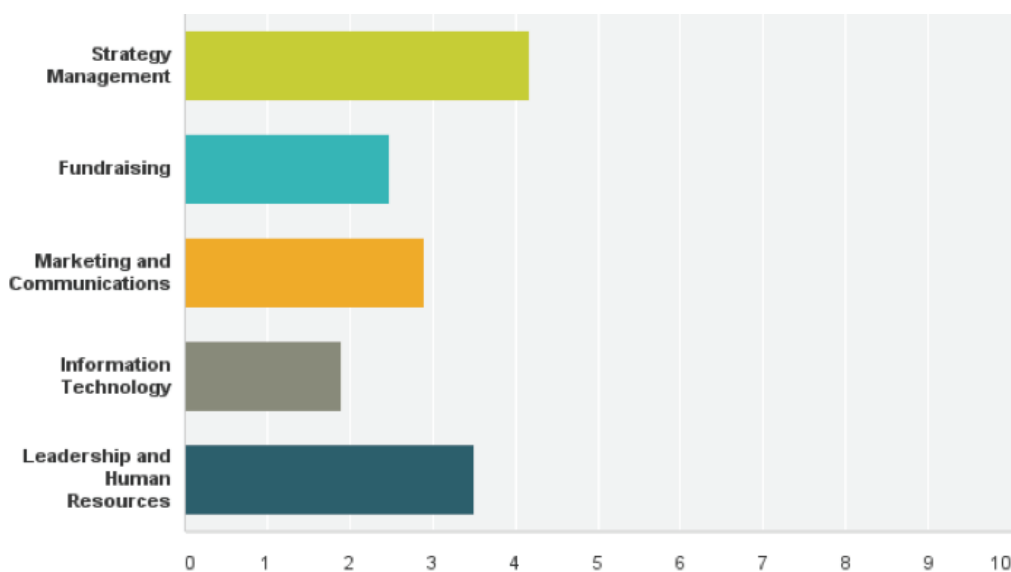
The average duration of volunteering engagements is through project based engagements (3-6 months) followed by ongoing long-term regular engagements.

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



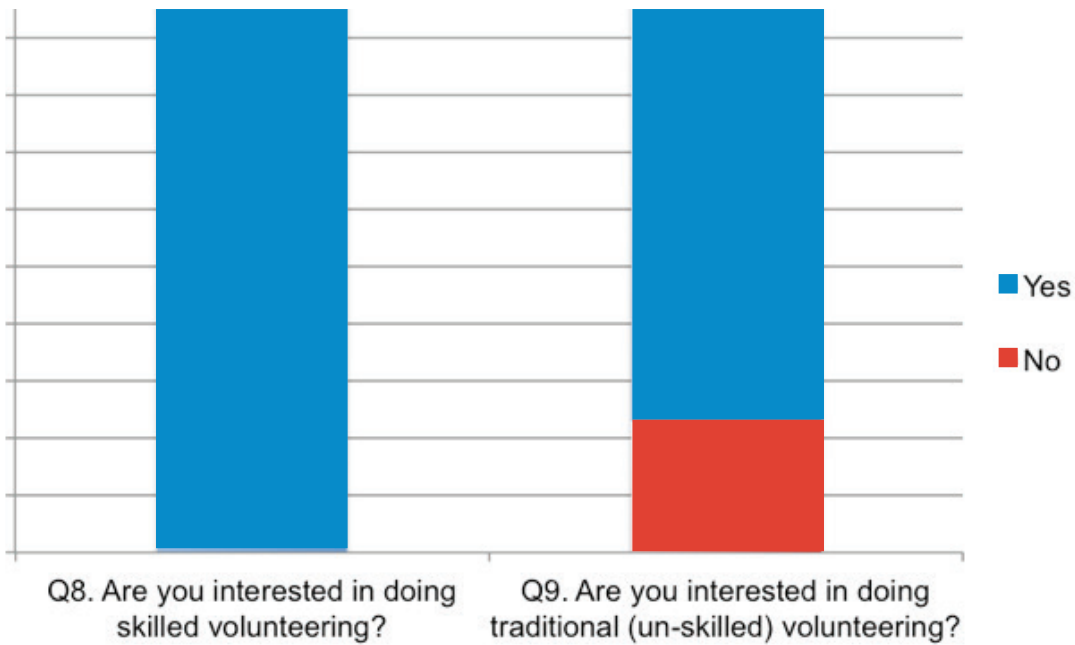
The skill most provided through volunteers is strategy management

Q7. What skills are you able to provide?



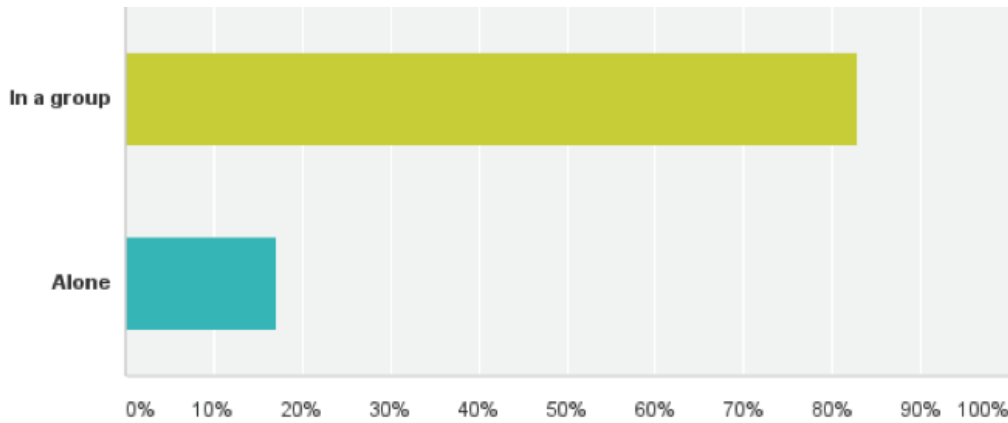
MOTIVATION FOR VOLUNTEERS

Survey participants are interested in volunteering through both traditional (unskilled) and skills-based volunteering, however there is a strong desire to participate in SBV. The majority of respondents were between the age of 19 - 30 years old and the survey results showed 100% of respondents would be interested in engaging in skills-based volunteering.



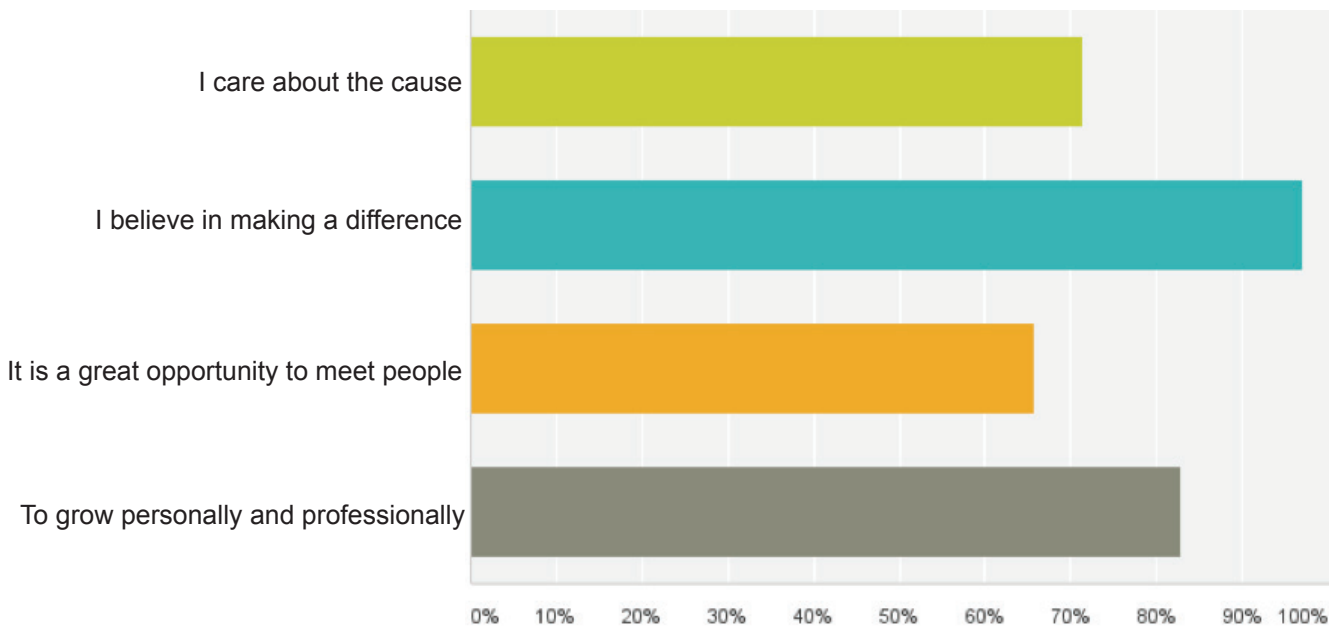
Q10. How would you prefer to volunteer?

The vast majority (over 80%) prefer to volunteer within a group

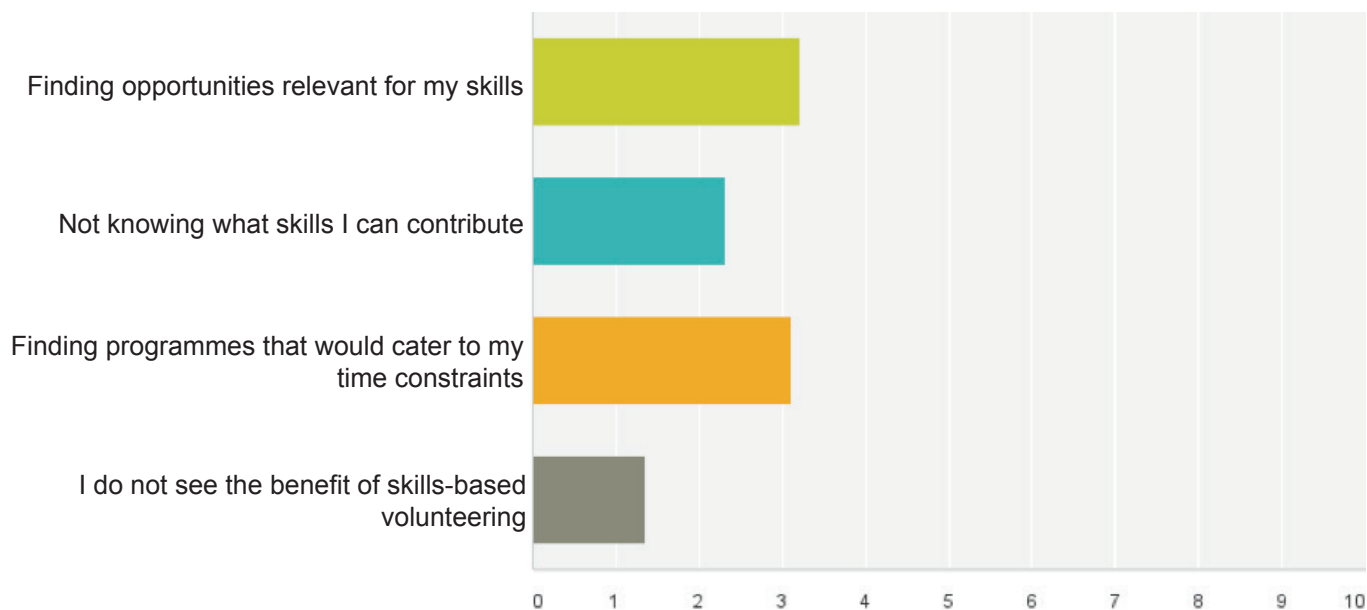


The highest motivation for volunteers in Singapore is their belief in making a difference

Q11. What is your motivation for volunteering?

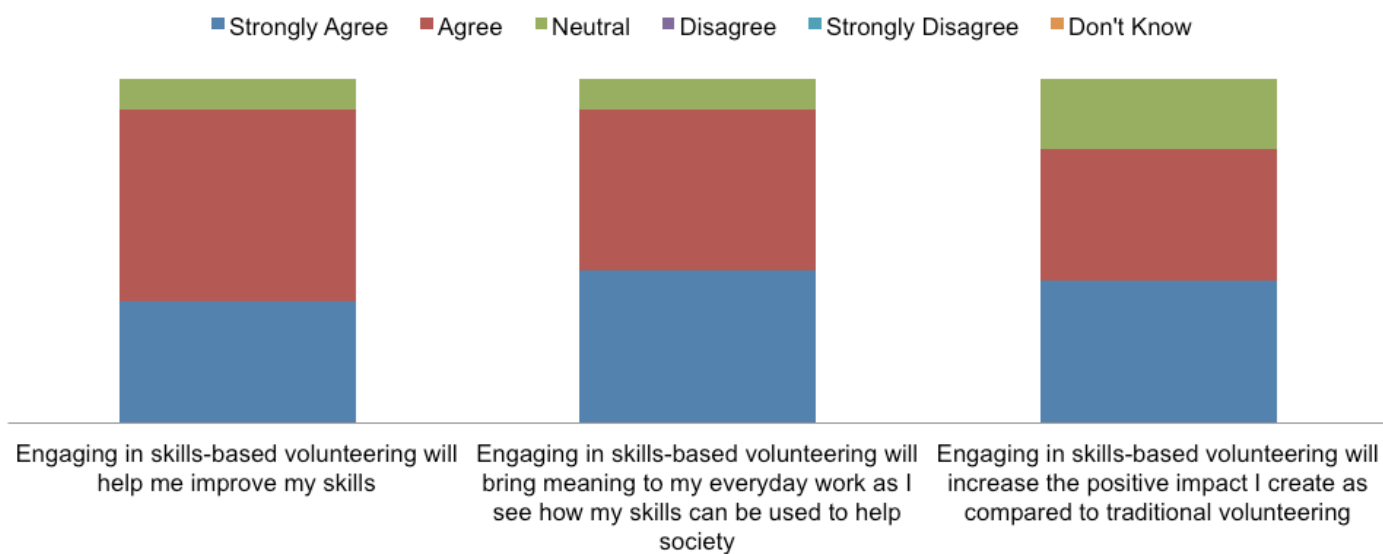


Q14. Which areas within skills-based volunteerism do you find most challenging? (Please rank from most extensive [4] to least extensive [1])



PRO BONO SERVICE IN SINGAPORE

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



CONCLUSION

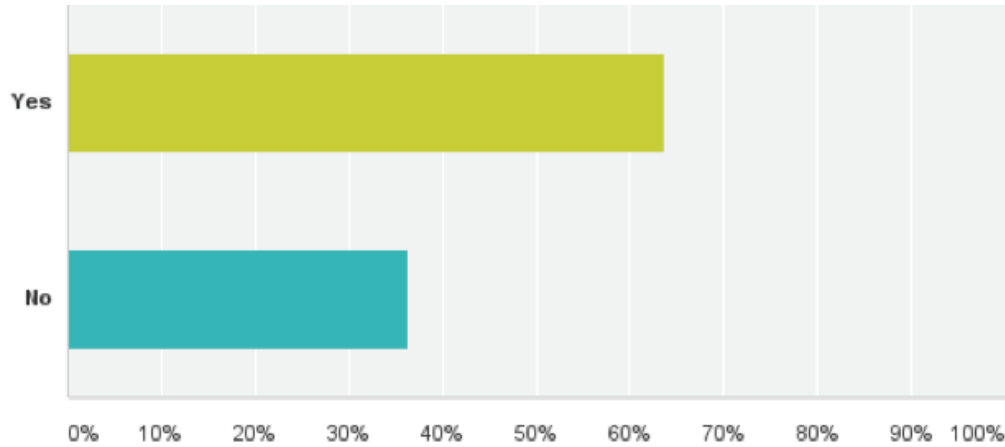
Volunteers in Singapore believe in making a difference through volunteering and are quite active, as the majority make themselves available at least once a week. In addition, the vast majority of volunteers also do skills-based volunteering. Volunteers often find it challenging to find opportunities relevant to their skills, and to find programmes that cater to their time constraints. Intermediaries can have a role to play in solving these problems by assessing volunteer skills and scheduling constraints to ensure they are matched to a suitable programme or organisation.

SURVEY RESULTS (CORPORATES)

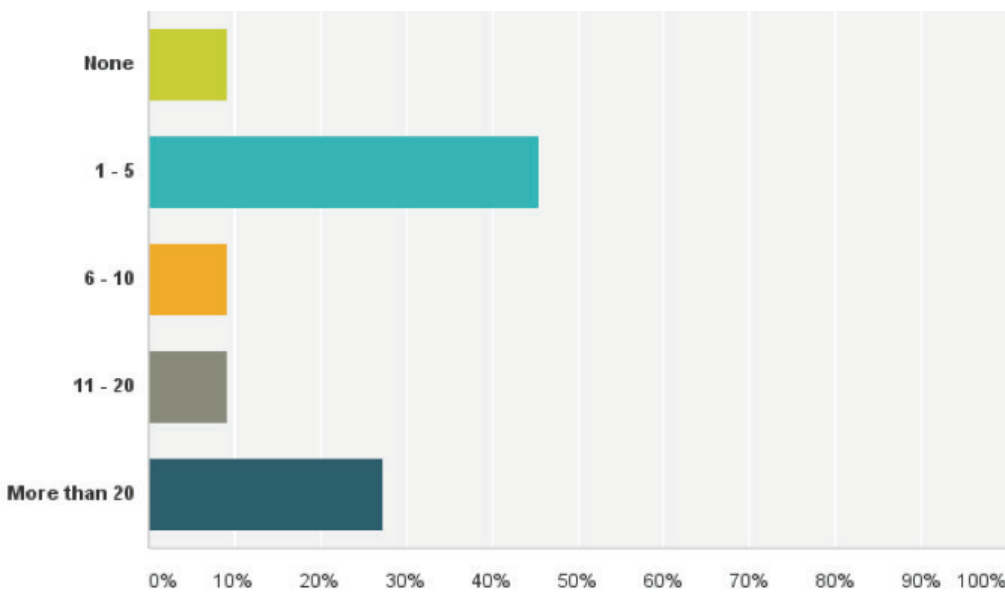
CORPORATE ENGAGEMENT IN SINGAPORE

The majority of corporates have Corporate Social Responsibility programmes in place within their organisations. Moreover, they participate regularly in volunteer engagements throughout the year with a majority of these being ad hoc or one day deployments.

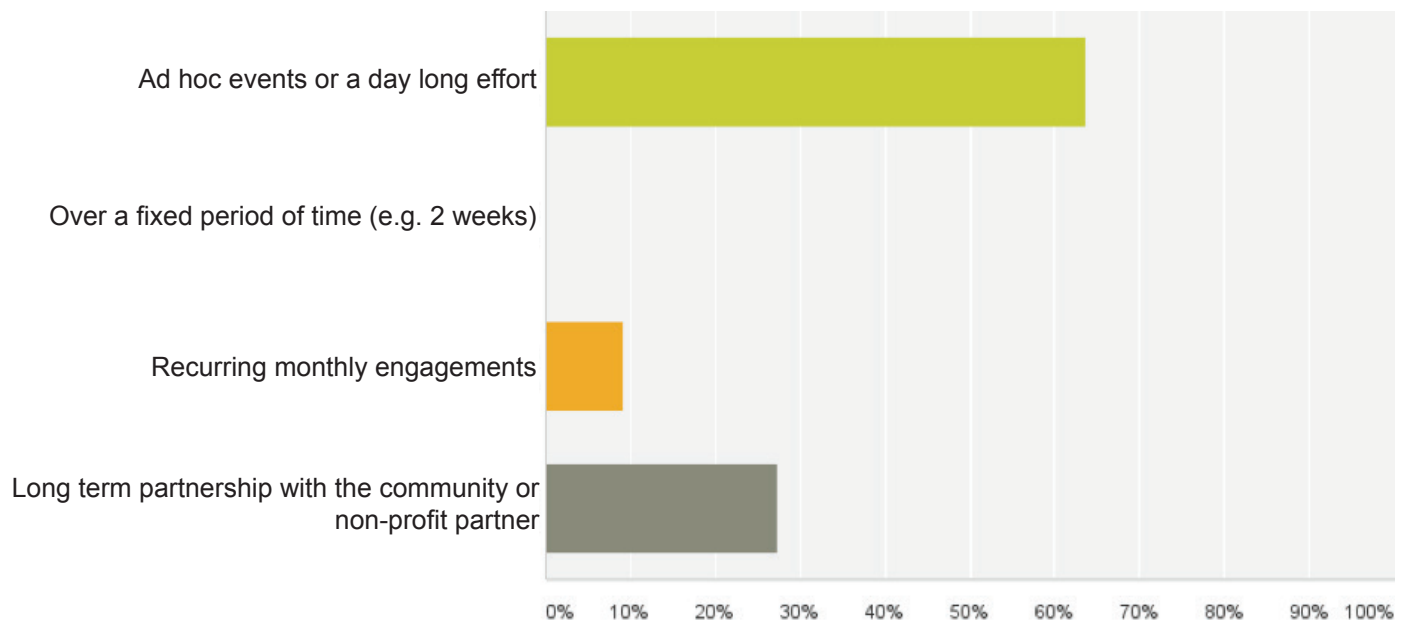
Q2. Do you have an established Corporate Social Responsibility programme?



Q3. How many employee volunteer engagements or events does your company participate in per year?

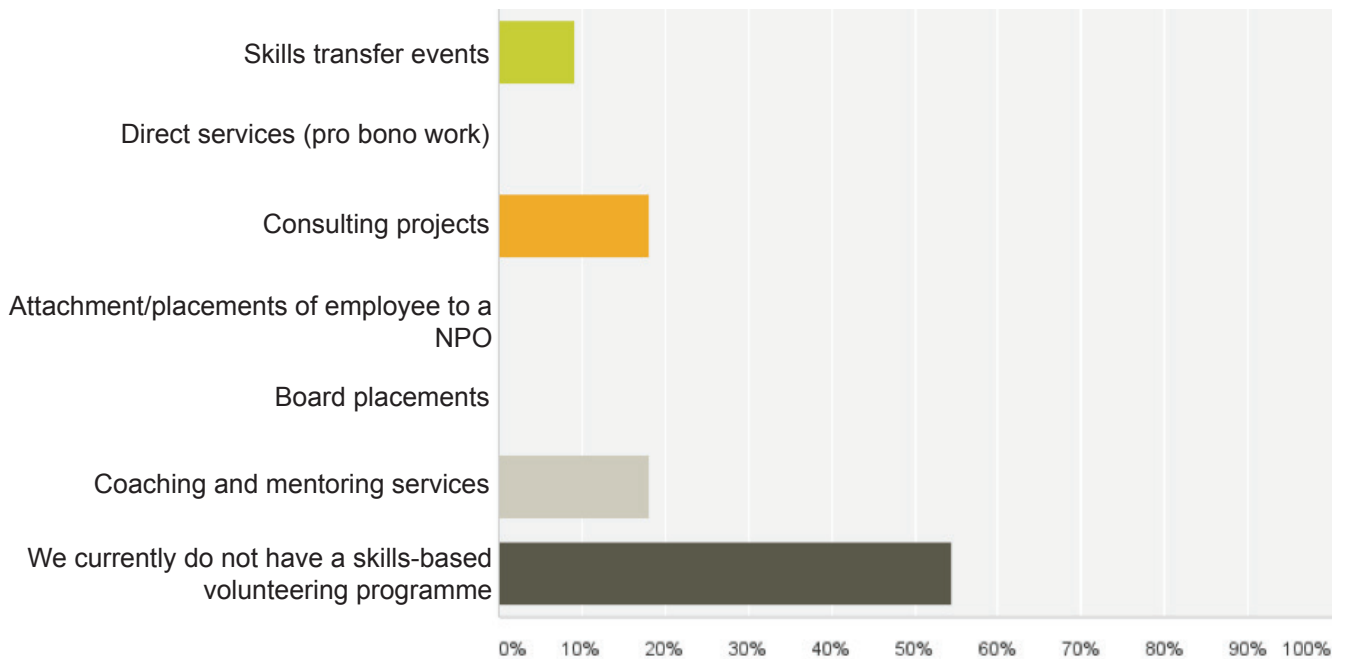


Q4. What is the nature of these engagements?

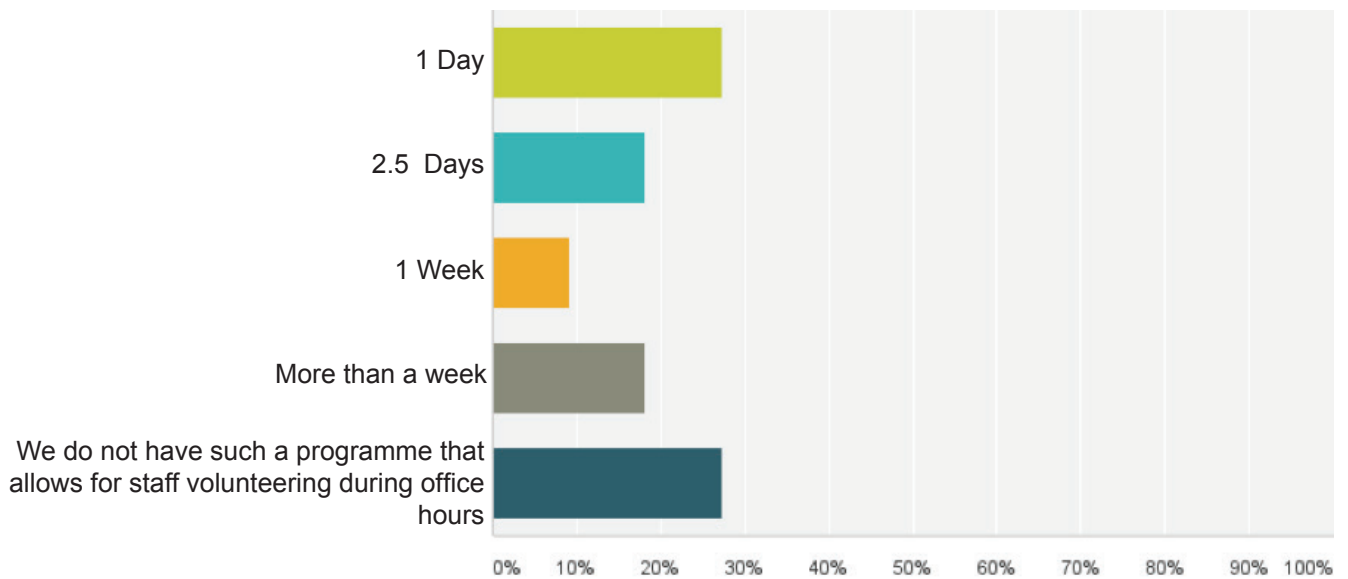


Of the companies surveyed more than half had no skills-based volunteering programme in place. Additionally, roughly a quarter of those surveyed do not have a programme in place that allows staff to volunteer during office hours, with a very small percentage of staff (0-10%) participating in at least one Corporate Social Responsibility programme a year.

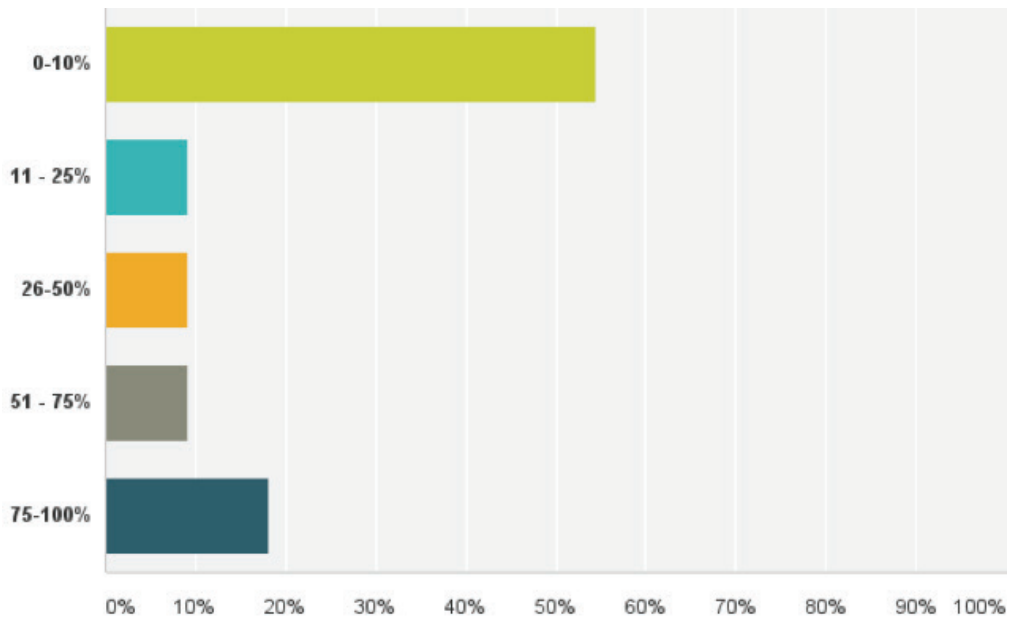
Q5. How do you usually volunteer the skills of your employees?



Q6. How many employee hours does your company volunteer (either skills-based or traditional volunteering) per year?



Q7. What percentage of your employees participate in at least one Corporate Social Responsibility programme per year?

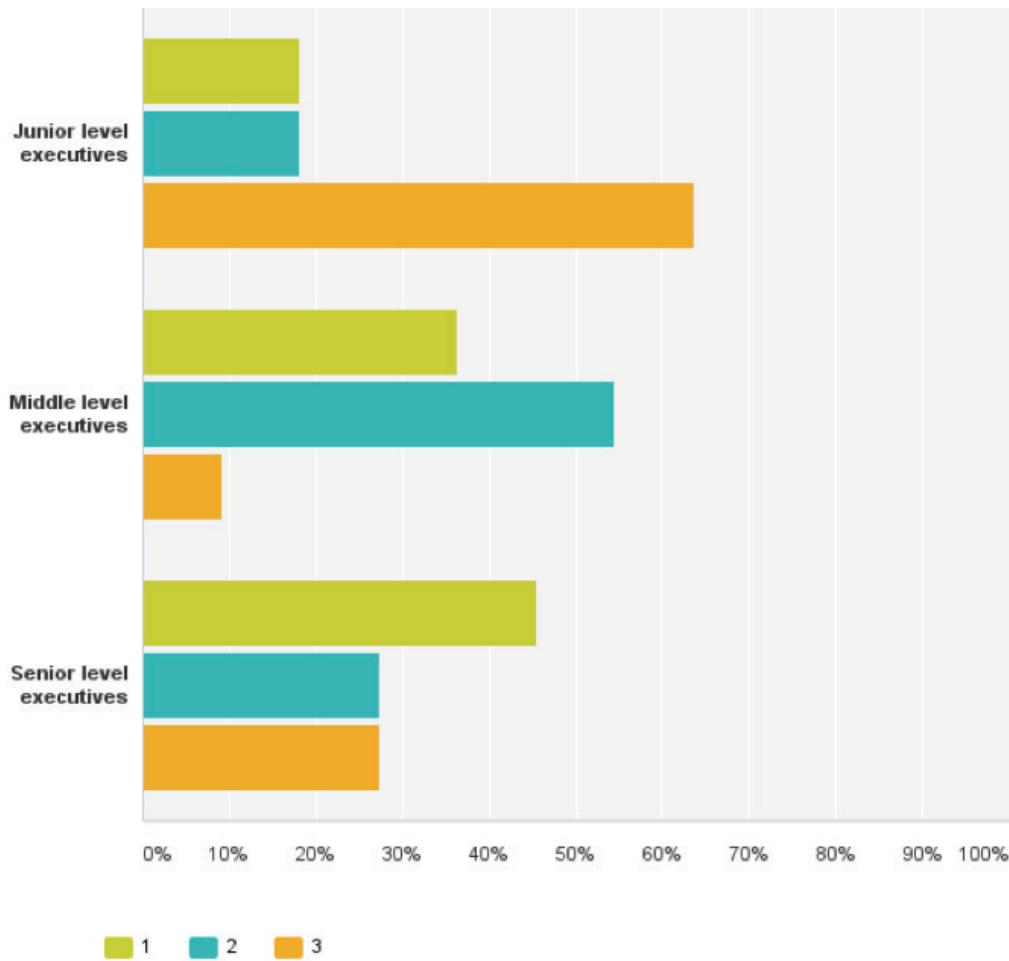


MOTIVATION FOR CORPORATES

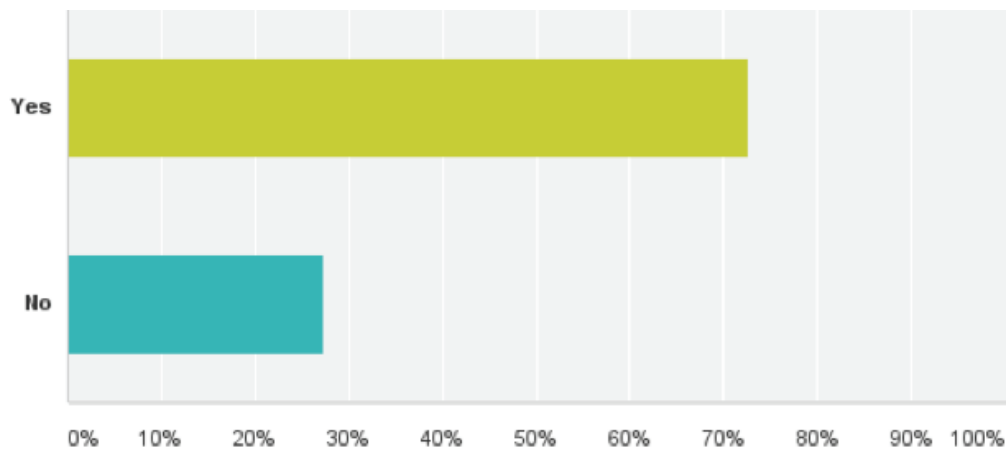
The majority of corporates in Singapore feel there are barriers to engaging employees in skills-based volunteer programmes. From the open ended question regarding these barriers, time constraint was the overriding factor. The location of the NPO is important in the decision making process and corporates would prefer to engage with senior executives, whilst the vast majority are motivated to participate in pro bono activities regardless of business or financial benefit.

The majority of companies surveyed have no preference in terms of a path to engaging in pro bono service.

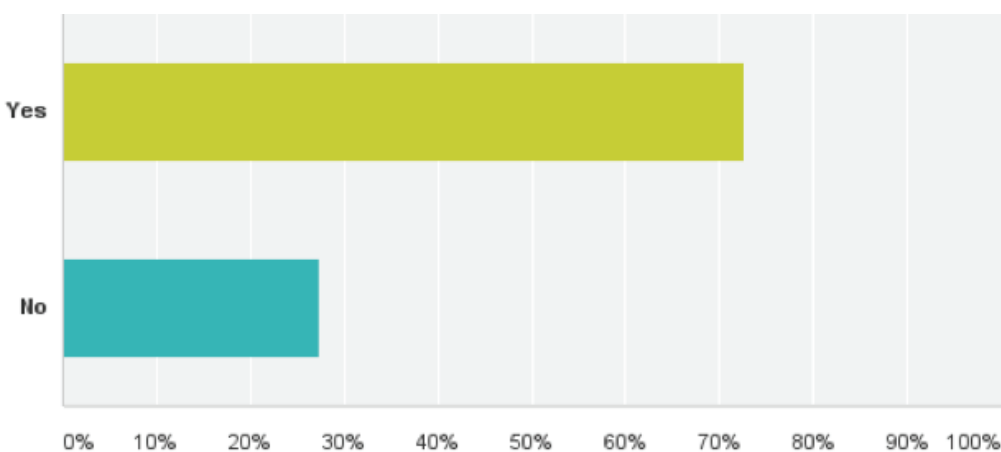
Q8. Which employee level do you wish to engage with? Please rank (#1-3) the employee level you most wish to engage with



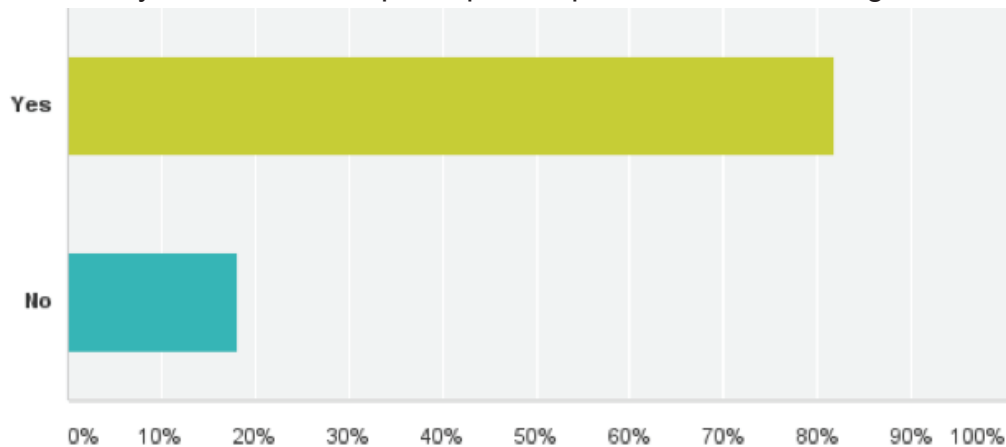
Q9.. Is the location of NPOs a deciding factor in terms of volunteer engagements?



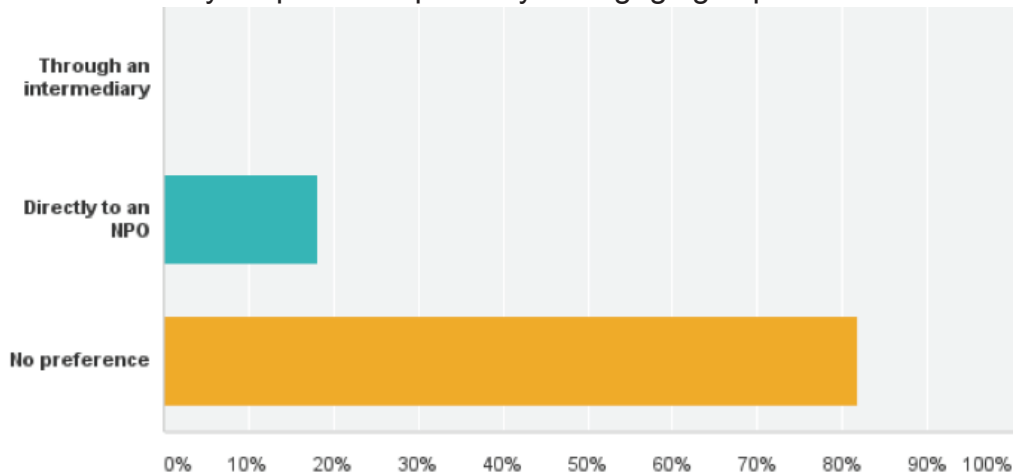
Q10. Are there any barriers to engaging employees in skilled-based volunteer engagements?



Q11.. Are you motivated to participate in pro bono activities regardless of business/financial benefit?

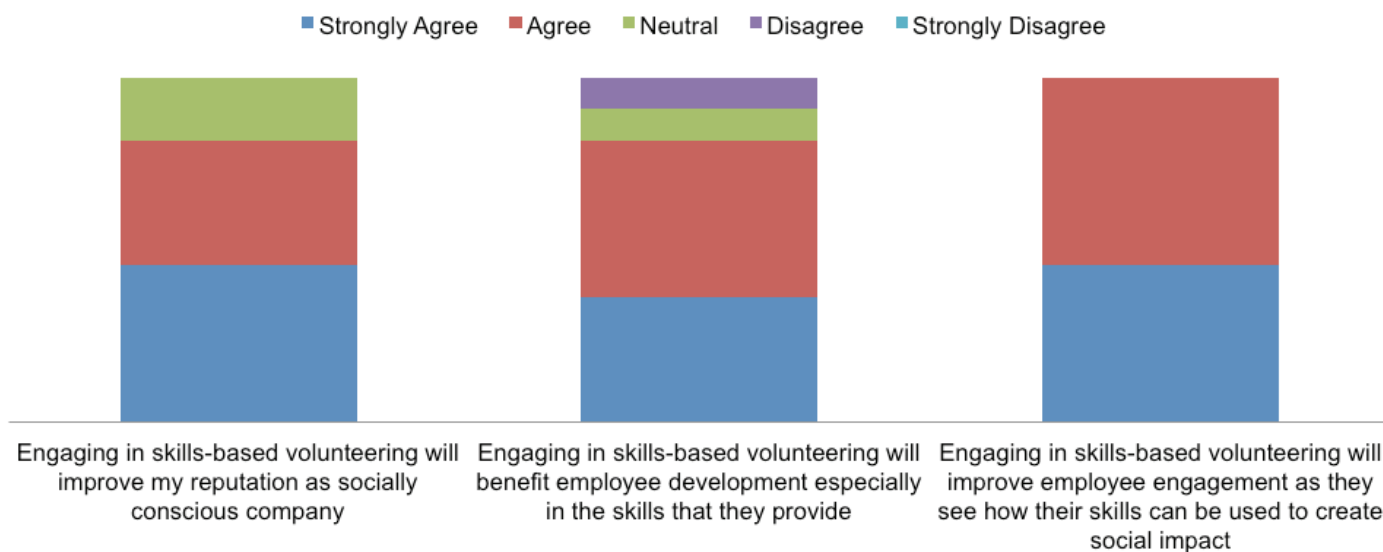


Q12.. What is your preferred pathway to engaging in pro bono service?



CORPORATE RETURN ON INVESTMENT

Of those surveyed, most corporates feel the desired outcome of skills-based volunteering is either improvement to their company reputation (to be viewed as a socially conscious company) or improvement to employee engagement through programmes that actively use employees' skills to help social causes.



CONCLUSION

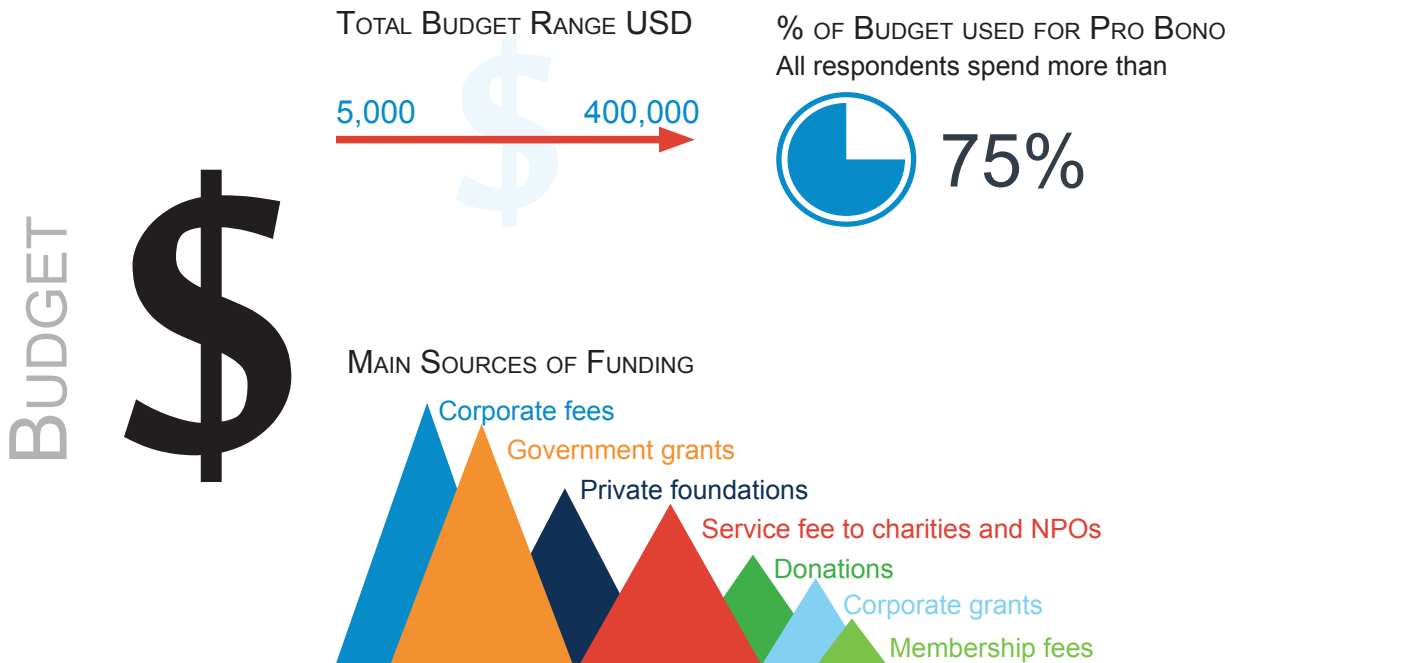
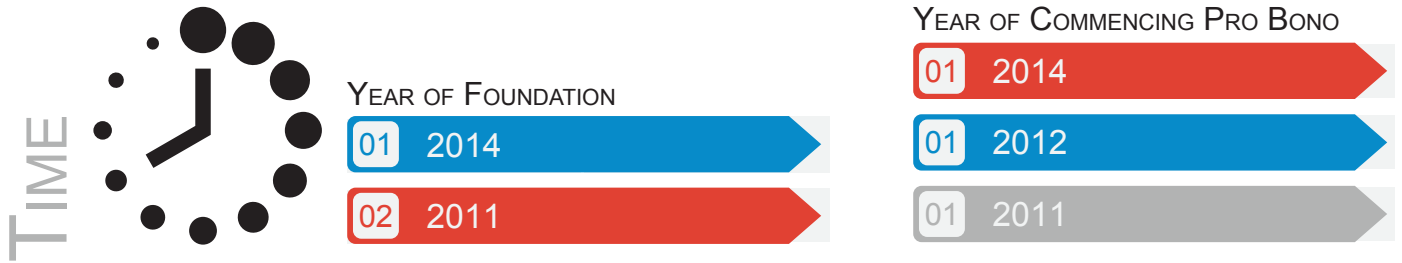
The majority of corporates in Singapore are motivated to participate in pro bono activities regardless of business or financial gain, and they see a clear ROI for their organisations and staff.

Most of the respondents do not have a CSR programme in place so there is still room to educate corporates in setting up their own programmes and getting more involved in pro bono activities.

SURVEY RESULTS (INTERMEDIARIES)

OVERVIEW OF INTERMEDIARIES IN SINGAPORE

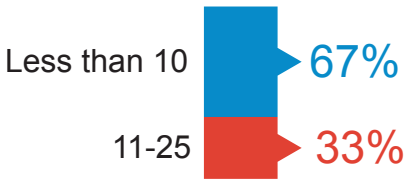
The graphic below summarises results from Q2-9 & Q19 which give an overview of the intermediaries in Singapore based on their responses (three responses in total).



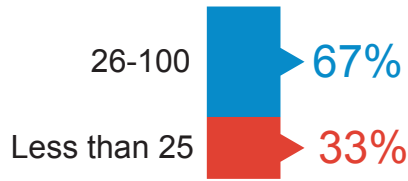
IMPACT OF INTERMEDIARIES IN SINGAPORE

The graphic below summarises results from Q10-14 which give an overview of the impact of the intermediaries in Singapore based on their responses.

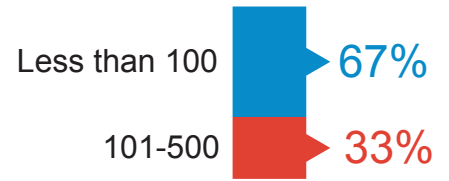
NUMBER OF COMPANIES ENGAGED PER YEAR



NUMBER OF NON-PROFITS ENGAGED PER YEAR



NUMBER OF SBV DEPLOYED PER YEAR



NUMBER OF PRO BONO HOURS IN 2014



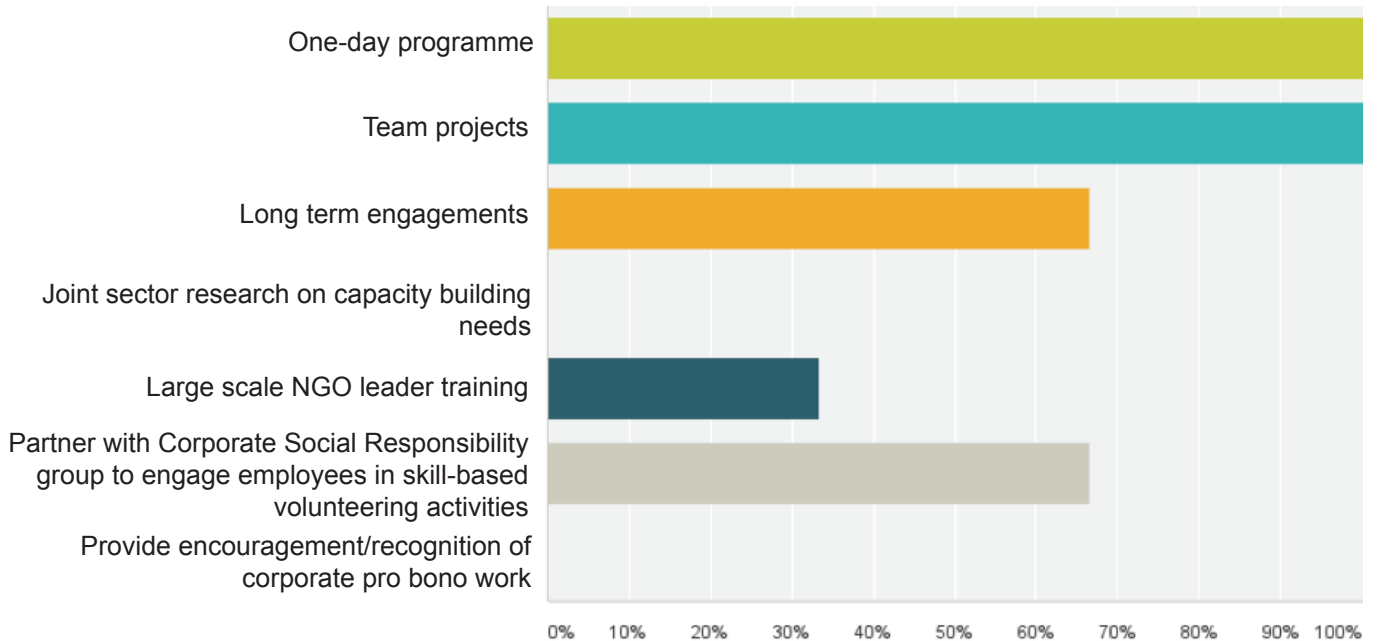
VALUE OF PRO BONO SERVICES IN 2014 USD



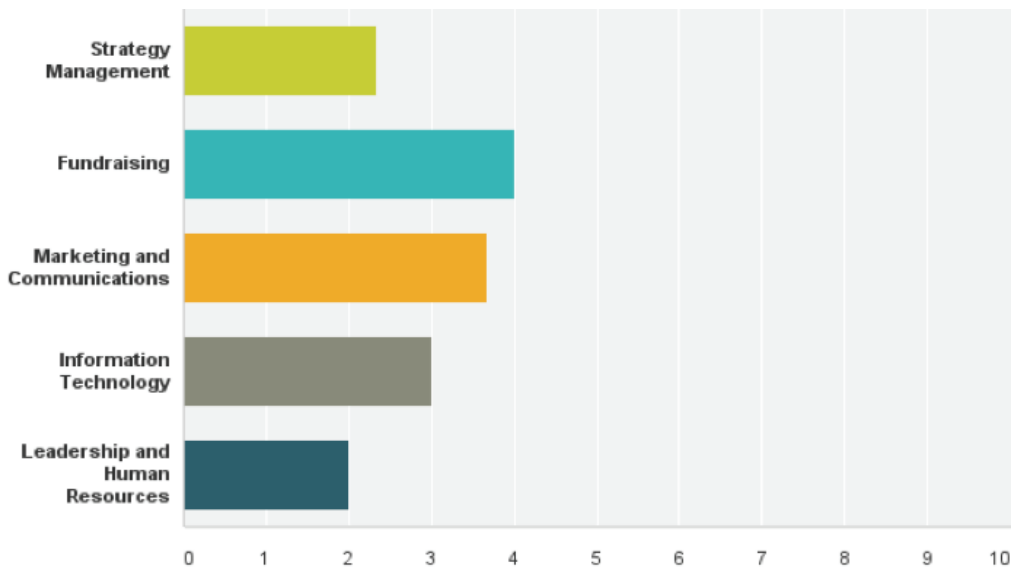
SUPPLY AND DEMAND IN SINGAPORE

Intermediaries in Singapore mostly engage corporates through one day programmes and team projects. The biggest needs that non-profits listed are in fundraising, marketing, and communications, while the pool of professionals most often had skills in strategy management, marketing, and communications.

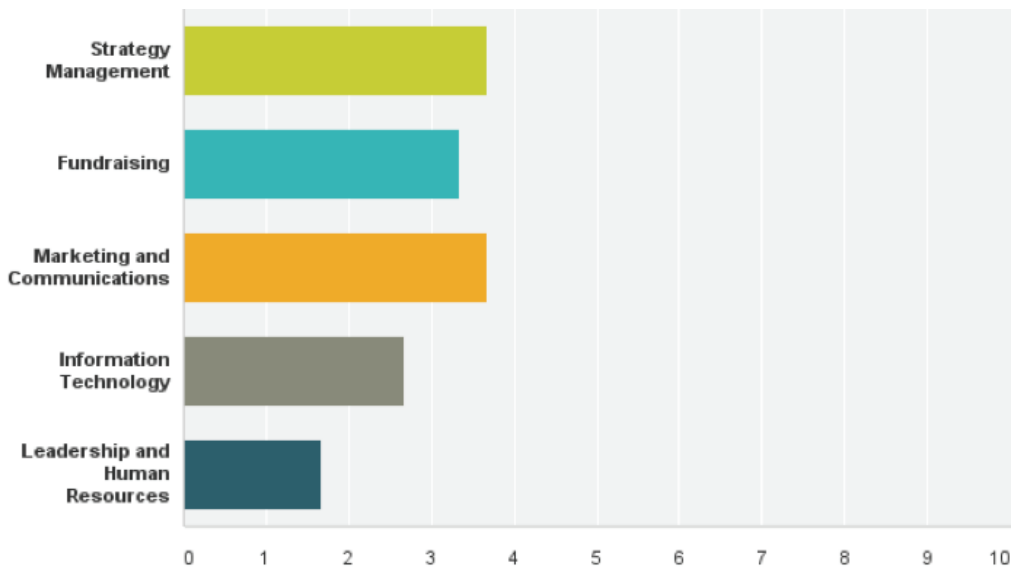
Q15. How do you engage with corporates? (you can choose more than one)



Q16. What are the highest areas of demand for pro bono service among the social change organisations you serve? (please rank the following areas to the best of your knowledge)

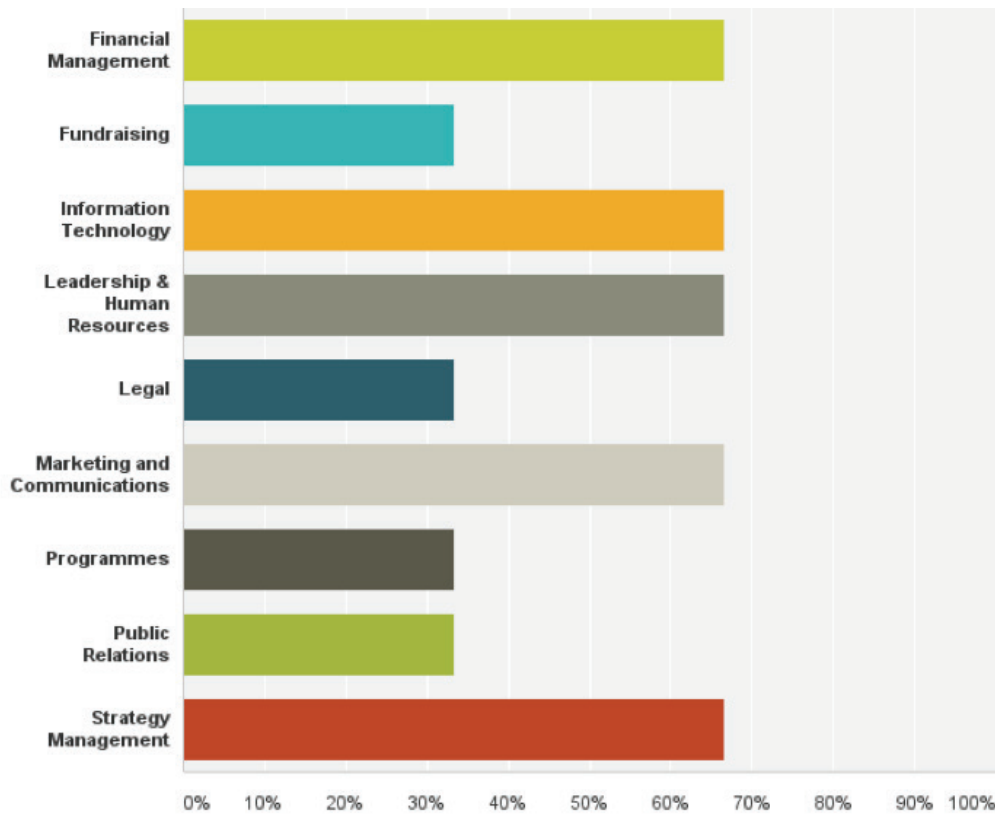


Q17. In what areas do you have the highest supply of professionals interested in providing pro bono service? (please rank the following areas to the best of your knowledge)

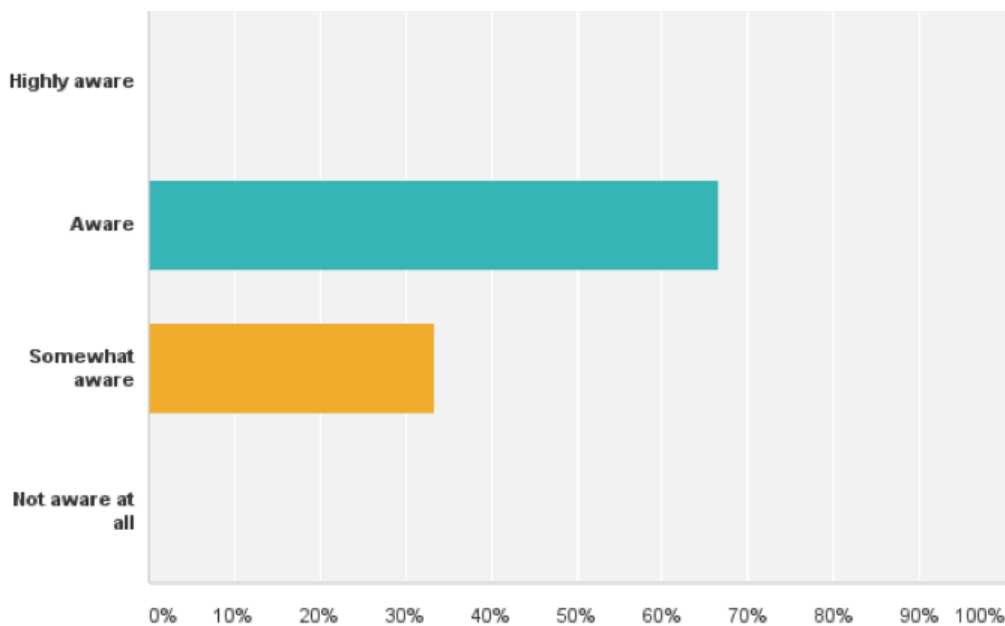


The majority of intermediaries in Singapore offer services across the board, but feel that there could be improvements in the levels of awareness in regards to skills-based volunteering in Singapore.

Q18. What type(s) of pro bono service do you provide? (you can choose more than one)



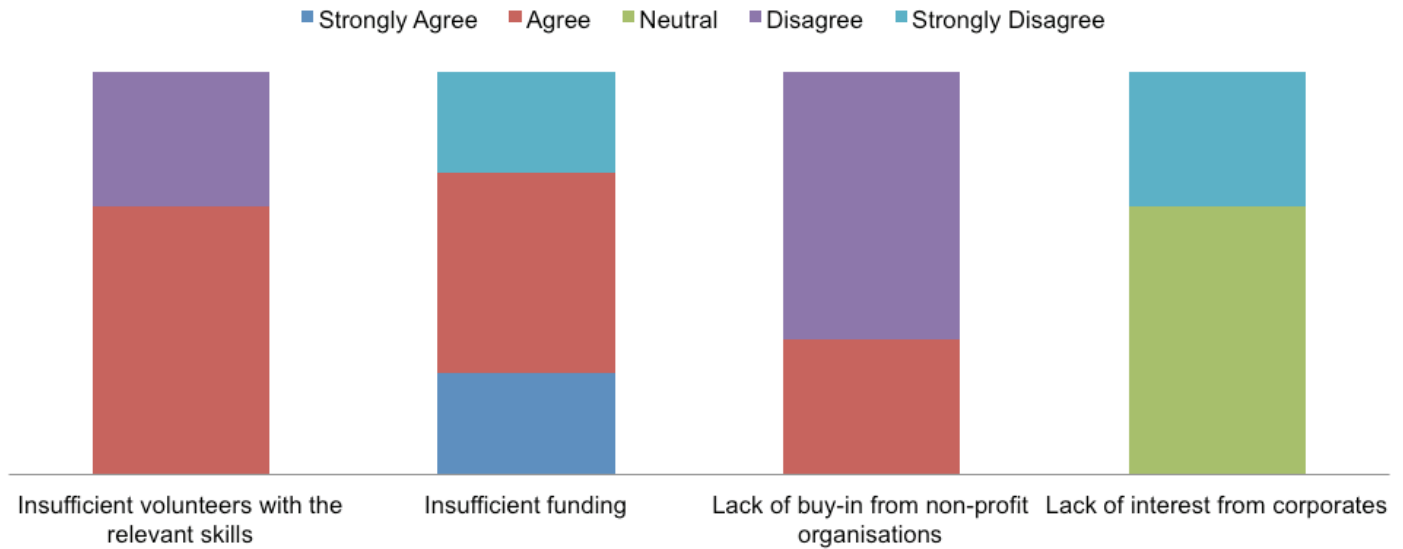
Q20. What do you feel is the level of awareness of skills-based volunteering in Singapore?



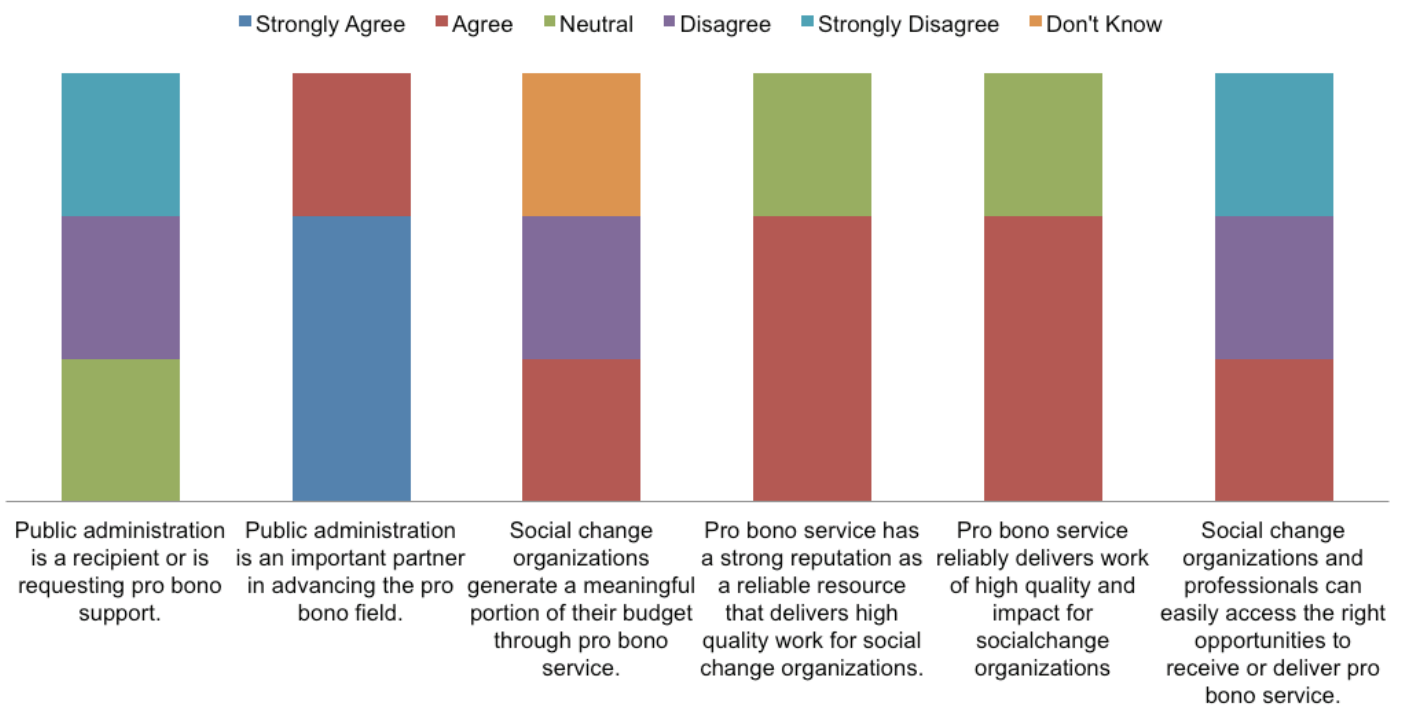
CHALLENGES AND REFLECTION

Of those surveyed the biggest challenge by far is insufficient funding followed by a lack of volunteers with relevant skill sets. A majority of respondents feel that public administration has an important role to play in advancing the pro bono field. All are in agreement that their organisations help social change organisations to stretch their budgetary dollar, to deliver work of high quality and impact, and to facilitate access to the right opportunities to receive or deliver pro bono services.

Q21. To what extent do you face the following?



Q22. How strongly do you agree or disagree with the following statements about the state of pro bono work in Singapore?



Q23. How strongly do you agree or disagree with the following statements about the focus of your organisation’s work in Singapore?

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree ■ Don't Know



CONCLUSION

Although the intermediaries have not been in operation for a long period of time, they have still managed to make a significant impact in terms of value in pro bono services offered to non-profits. Supply and demand within interest areas are well balanced, although the intermediaries still face challenges such as insufficient funding and a lack of volunteers with the desired skill sets.



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 bona and skills-based volunteerism in Asia by bringing together the pro bono intermediaries determined to help make it happen.

CONTACT DETAILS

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WHO IS CONJUNCT 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 tailored corporate volunteering programmes. Since our inception in August 2011, Conjunct has delivered 100 consulting projects with a total of 70 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 & volunteers

