



**SINGAPORE COMPACT
FOR CORPORATE SOCIAL RESPONSIBILITY**

No. 1 Marina Boulevard, #11-01
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OPENING ADDRESS BY MRS YU-FOO YEE SHOON, MINISTER OF STATE FOR COMMUNITY DEVELOPMENT, YOUTH AND SPORTS AT THE INAUGURAL CORPORATE SOCIAL RESPONSIBILITY AND NATIONAL VOLUNTEERISM & PHILANTHROPY CONFERENCE 2006, AT SUNTEC SINGAPORE INTERNATIONAL CONVENTION & EXHIBITION CENTRE, ON 13 JULY 2006, AT 9.00 AM

Rear Admiral Kwek Siew Jin, Chairman, National Volunteer & Philanthropy Centre,

Ms Claire Chiang, President, Singapore Compact,

Distinguished speakers,

Ladies and gentlemen,

A very good morning to you.

1. I am very happy to be here with you this morning for the Inaugural Corporate Social Responsibility and National Volunteerism & Philanthropy Conference 2006.

2. I would like to congratulate both the National Volunteer & Philanthropy Centre and Singapore Compact for Corporate Social Responsibility or CSR for coming together to jointly organise this conference. I believe this will be a unique experience for many of you as this two-in-one conference will bring you different perspectives on CSR, and on volunteerism and philanthropy.

Doing Good, Doing Well

3. This year's Conference theme is all about the winning formula of *doing good, doing well*. Corporates often focus on doing their businesses well. Through this Conference, we hope that businesses will remember to do good too, by giving something back to the community in which they operate. At the same time, non-profit organisations have to also learn how to manage their operations well so that their beneficiaries will receive the maximum benefit. Thus, this



Conference provides a good platform for both corporates and non-profits to engage each other in current issues related to CSR, volunteerism and philanthropy.

ComCare Connection

4. Today's event dovetails well with the work that NVPC will be doing for the ComCare Connection. The ComCare Connection is a new national initiative that provides a dedicated platform for corporate organisations, schools, associations and other interested organisations to lend their expertise and resources to support the social enterprises and voluntary welfare organisations that serve the needy.

5. The ComCare Connection will 'match-make' corporates to suitable organisations that serve the needy in such a way that meaningful and sustained partnerships will be developed. This benefits the organisations serving the needy by allowing them to tap on the resources of the corporates, and is in line with our Many Helping Hands approach, where the community at large plays a significant role in helping the community. Corporates benefit from their exposure to the work of social enterprises and voluntary welfare organisations by acquiring a greater understanding of the ground, and perhaps even having the opportunities to learn and put new skills into practice. For example, CapitaLand has been matched with Canossaville Children's Home, which provides services for underprivileged and hearing-impaired children. Employee volunteers from CapitaLand spend meaningful time, with CapitaLand's blessings, helping with the thrift shop run by the Home, and teaching the children in the Home how to make jewellery from simple materials.

6. I am happy to announce that in line with one of its existing key thrusts of encouraging corporate philanthropy, NVPC will drive the ComCare Connection by spearheading its development and implementation, supported by NCSS and MCYS. Starting August, NVPC will roll out a series of marketing efforts to promote ComCare Connection. These will include information kits; corporate engagement sessions; networking platforms for both corporates and non-profits to better understand each other; and NPO site visits. For corporates here today who are keen to know more about the ComCare Connection, you can visit NVPC's website from August onwards.

Individual Giving Survey 2006

7. Speaking of giving time and money for worthwhile causes, NVPC has completed the latest round of its study on individual giving, which NVPC has been doing every two years since 2000.

8. One of the main findings from this year's survey results is that while the rate of volunteering has held steady at about 15.5% of Singapore's population, volunteers are giving more of their time, from 35 million hours in 2004, to 49 million in 2006. This is great news. I hope that more companies will embrace corporate volunteering, as this is one way to introduce employees who are not volunteering to the personal, corporate and societal benefits of serving the community.

9. We are also seeing more younger volunteers as well as a significant increase in the number of senior volunteers. Volunteer participation of those between 15-24 years old increased from 25% in 2004 to 28% in 2006. The volunteer participation rate of those 65 years and over increased almost 3 fold - from 4% in 2004 to 11% in 2006. This is encouraging, given our country's greying society where senior volunteers can play a more significant role to serve the community. I urge senior staff in companies who are not yet volunteers to step forward. You do not have to wait until retirement to serve, for example, as board members in non-profit organisations.

10. In terms of giving, we are also seeing more donors plan in advance which organisations they would like to donate to, instead of deciding only when asked to donate. In 2004, only 9% planned in advance. In 2006, the figure has more than doubled, to 21%. This is a noteworthy trend as donors become more informed and discerning of whom they give to.

11. For the first time in this series of surveys, NVPC studied public confidence. Before the recent controversies surrounding some charities, 55% of individuals reported above moderate to complete confidence in charities. After the controversies, this dropped to 28%. In contrast, the proportion of individuals who reported below moderate to no confidence in charities tripled from



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6% before the controversies to 20% after the controversies. I urge individual and corporate donors not to let such atypical occurrences discourage you from helping charities, which depend on your generosity to carry out their good work.

12. On the other hand, I also encourage all charities to learn from the recent incidents which highlighted the importance of good governance and management so as to secure public confidence in the charity sector. All charities and IPCs should take efforts to quickly comply with the recommendations of the Inter-Ministry Committee on Regulation of Charities and IPCs, including the best practices. The regulators will provide guidance and support to the charities and IPCs, especially in implementing the new rules.

13. NVPC will support these changes by continuing its good work in encouraging giving by facilitating disclosure of key information of non-profit organisations via its NPO Directory and promoting informed giving among donors.

Conclusion

14. All of you are gathered here today because of your interest in examining and discussing the value of partnerships between corporates and non-profits. Rightly so, because such mutually beneficial relationships can lead to closer ties between the private, public and people sectors. With strong support from businesses, non-profits can grow to be more efficient and effective in their delivery of services, thus ensuring that their beneficiaries receive quality assistance.

15. I hope you will be inspired by the many renowned local and international speakers and panellists who will share with you their experiences and expertise in community giving. I hope you will take away with you fresh ideas and inspiration on the community work you are involved in, and encouragement for those seeking new areas to contribute to.

16. I wish you all a fruitful conference. Thank you.