



MNC // MULTINATIONAL CORPORATION

HQ NOT IN SINGAPORE EITHER:

- More than 200 employees, revenue less than S\$100 mil OR
- Less than 200 employees, revenue more than S\$100 mil OR
- More than 200 employees and revenue more than S\$100 mil

LLC // LARGE LOCAL COMPANY

HQ LOCATED IN SINGAPORE EITHER:

- Listed, with any number of employees and revenue figure OR
- Not listed, more than 200 employees and revenue more than S\$100 mil

SME // SMALL MEDIUM ENTERPRISE

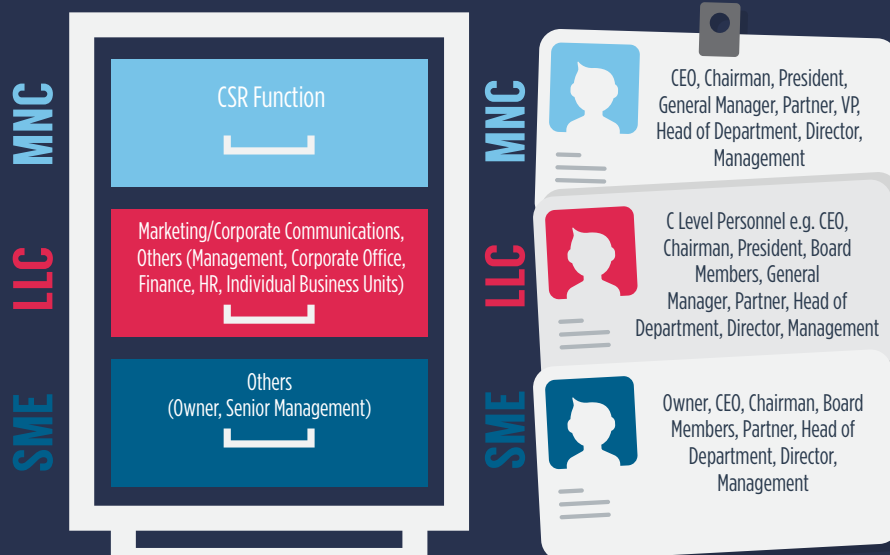
HQ LOCATED IN SINGAPORE EITHER:

- Not listed, less than 200 employees with any revenue figure OR
- Not listed, revenue less than S\$100 mil with any employee number OR
- Not listed, less than 200 employees and revenue less than S\$100 mil

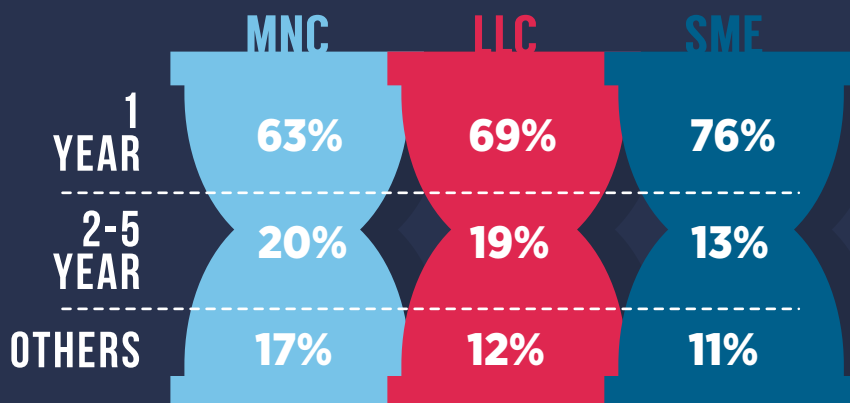
WHO MAKES CORPORATE GIVING DECISIONS?

MOST MENTIONED APPROVER'S DEPARTMENTS

MOST MENTIONED APPROVER'S POSITIONS



HOW EARLY DO COMPANIES PLAN THEIR CORPORATE GIVING BUDGETS?

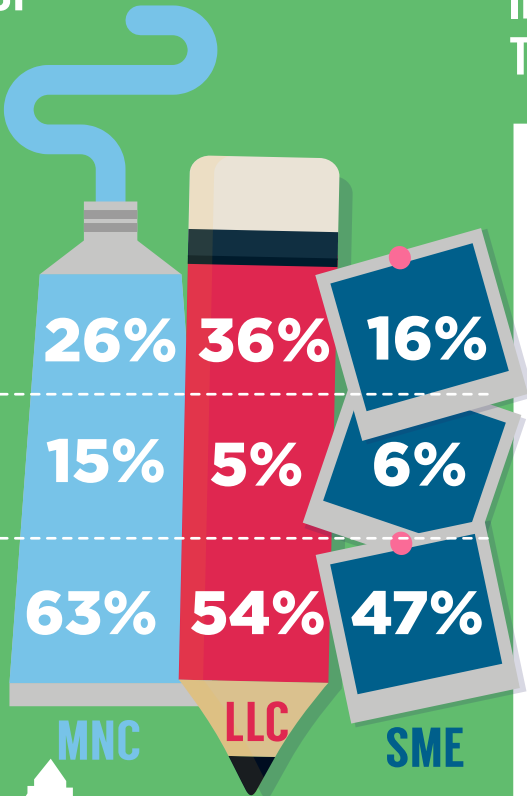


WHICH INDUSTRIES OR WHAT TYPE OF COMPANIES ARE MORE LIKELY TO GIVE TO ARTS?

Percentage of companies which **prefer to** give to arts

Percentage of Companies which **may give more** to arts in future

Percentage of companies which **have not given to arts but consider giving** to arts



MOST COMMON INDUSTRIES GIVING TO THE ARTS:



Financial and Insurance



Wholesale and Retail Trade



Information and Communication



Professional, Scientific and Technical*

*Sectors include legal firms, accounting, management consulting, engineering firms, research agencies etc.

WHAT MOTIVATES/ DISCOURAGES A COMPANY FROM GIVING TO THE ARTS

MOTIVATING FACTORS

MNC

Promotes creative expression and a more vibrant community

LLC

Part of corporate's CSR

SME

Preservation of culture for future generations'

ALL COMPANIES

Improving company's **brand image, corporate reputation** and achieving better **marketing and sales** are the key motivators for all companies to give to arts.

DISCOURAGING FACTORS



Have little or no relation to community service and CSR



Lack of awareness about the arts and engagement from arts sector



Does not overlap/fit with company's core competence and business



Unsure of how and what to give for smaller amounts and non-cash giving



Unsure of impact donations will make to the arts

