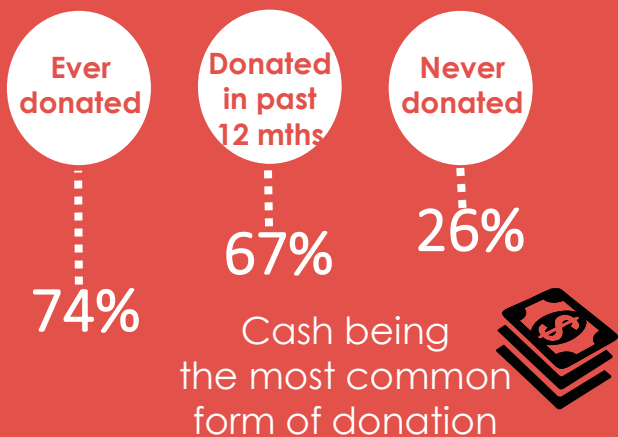


Art of Giving

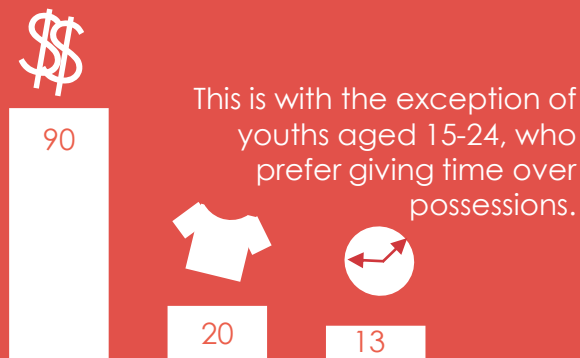
INDIVIDUAL GIVING IN SINGAPORE

1 Overall Landscape



What forms of giving are preferred?

Most respondents preferred to donate in cash, followed by possessions and time



Average per year:
S\$156.91 38.40 units 60.74 hours



What motivates giving?

Respondents largely associate giving with altruism¹ and enablers²

People donate out of compassion to those in need – but a large group of respondents also indicated the **need** for organisations to reach out more.

Definition:

¹Altruism – Intrinsic reward from helping people or contributing to society

²Enablers – Trusting the big brands / top of mind

2 Motivations & Behaviours

What are the barriers to donation?

Saving for self/family
20%

Not approached/asked to donate
19%

Unaware of any organisations that needs help
14%



Sectors non-donors³ would consider giving to

25%
Religious Organisations

16%
Health sector

13%
Social service



Sectors non-donors³ would not give to

16%
Arts sector

11%
Community/Grassroots

10%
Religious Organisations

Definition:

³Non-donors – Those who have not donated in the past 12 months




3

Arts Scene & Philanthropy

Why are donors⁴ not donating to the arts?

Low awareness & interest – key barriers to arts donation

Proactive approach by organisations and increasing awareness could motivate residents to donate to the arts

			
Low Awareness	43%	42%	53%
Not asked to donate	26%	24%	35%
No interest in the arts	25%	37%	13%
Does not understand the arts	14%	17%	7%
Other sectors are more needy	14%	9%	12%

What is the main motivation for art donation?

Passion for the arts
Many rather pay to support an Arts event; donations can be tied to event tickets



Definition:

⁴Donors – Those who have donated to other sectors in the past 12 months

4

Initiatives & Ahead

What can be done to encourage giving to the arts?

Leverage on youths



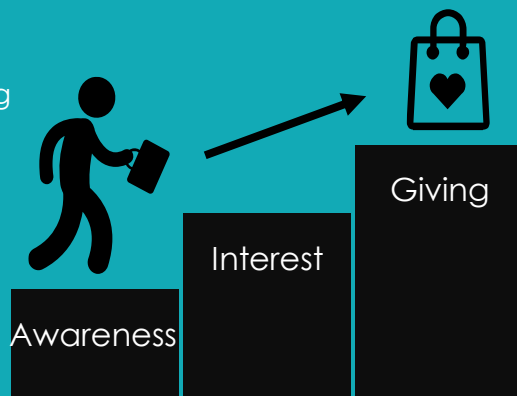
The young tend to volunteer and show more interest in the arts

More efforts can be targeted at the younger population in encouraging arts contribution.

The first step to increasing arts philanthropy is to build awareness and interest toward the arts. With higher interest, giving will follow.

Only **2%**

Of donors in Singapore had donated to the arts



NATIONAL ARTS COUNCIL
SINGAPORE

