



**Great
Singapore
Give**

**SG Cares
Giving Week**

For Corporate Partners

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Achievements of SG Cares Giving Week 2023



Onboarded
323
partners



Over
S\$8.1mil
in donations
raised



Brought together
7,462
volunteers



Activated
23
Giving Hubs
islandwide

We were volunteers, donors, fundraisers, supporters...

In 2024, SG Cares Giving Week is expanding its impact by growing from a “week” giving to a “season” of giving



EXPANDED PERIOD OF AWARENESS

We can feature more opportunities, campaigns and activations



EXPANDED CAMPAIGN OPPORTUNITIES

Longer runway = more exciting ways to drive fundraising and volunteerism



EXPANDED PARTICIPATION PERIOD

Activation can be extended to a longer period

Introducing

Great Singapore Give

Great Singapore Give is the giving season where **Everyone Can Give**, everywhere and every day.

Regardless of who you are and your capabilities, let's make giving our Time, Talent, Treasure, Ties and Testimony a part of who we are and how we live our lives.

When is **Great Singapore Give**?

Mid-November 2024 – End February 2025



Great Singapore Give is a four-month season filled with exciting giving-related activities

2024

2025

Mid-November



December

SG Cares
Gi♥ing Week

From 01 Dec to 07 Dec, SG Cares Giving Week is now the **pinnacle highlight** of Great Singapore Give with a strong, 360 marketing push for greater public engagement

January

February



Great Singapore Give and SG Cares Giving Week

What we are hoping to achieve altogether



Curate exciting and unique giving related campaigns, activations to rally more giving engagement



Create an exciting calendar filled with giving opportunities that are inclusive – where Everyone Can Give



Inspire others to give by amplifying stories of good, derived from the activations organised



Increase engagement on giving.sg to emphasise the ease of giving via a safe and secured platform

Enhance your activations via giving.sg



Everyone CAN give every day
and everywhere through
giving.sg

Donate (*cash or in-kind*),
fundraise, or volunteer, or
create giving related
activities.

Use our available platforms in addition to yours to amplify and encourage safe, secured giving	
PLATFORMS	giving.sg
WHO IS IT FOR	CORPORATES NON-PROFIT ORGANISATIONS SOCIAL SERVICE AGENCIES
WHO CAN PARTICIPATE	Public / Employees
WHAT CAN WE DO FOR YOU	Collaborate with your own partner/s or we could assist to match you with partners for potential collaborations Cross-publicity/marketing efforts

Why be a part of Great Singapore Give?

Leverage on Great Singapore Give and SG Cares Giving Week platforms to showcase your organisation's commitment to social responsibility, compassion, and community engagement. Illuminate your mission and values through a compelling initiative and increase the opportunity to:

Strengthen Brand Reputation & Loyalty

Aligning your CSR initiatives with Great Singapore Give and/or SG Cares Giving Week can boost your organisation's reputation and lead to increased customer loyalty and business growth

Talent Attraction & Employee Retention

Demonstrating your commitment to social causes can attract top talent and promote retention in employees seeking meaningful work

Build Stronger Connections

Engage in community-driven initiatives to build stronger connections with communities, employees, and stakeholders

Forge Collaborative Partnerships

Embracing corporate purpose can attract stakeholders and strengthens relationships with like-minded partners

Increase Awareness & Visibility

Gain positive brand exposure and increased visibility to a wider audience when you participate in SG Cares Giving Week/Season



Come 2025, your corporation can be a part of a key activation that kicks off SG60 celebrations.

Become an integral piece that makes giving, a part of our trait and shared culture.



“Through SG Cares Giving Week, **HP hopes to spread kindness and inspire others to give back to the community** and make a lasting, **positive difference to those in need.**”

Chiang Zhen Hao
Co-chair, Social Impact Committee,
HP Singapore



Make an impact with Great Singapore Give and SG Cares Giving Week

There are multiple ways how you can be a part of the giving season

Season Sponsors

Provide in-kind support/ sponsorships, for Great Singapore Give and/or SG Cares Giving Week through digital or physical assets.

Great Singapore Give Partner

Create giving opportunities (fundraising or volunteering) during Great Singapore Give period from mid Nov and in 2025, be a part of SG60 celebrations that runs until end Feb

SG Cares Giving Week Partner

Create public-facing giving (fundraise or volunteering) related activations during entire SG Cares Giving Week period from 01 Dec to 07 Dec

Advocates

Share about our campaign on your communication channels to your unique communities to increase awareness and participation

For these participation methods, we can help you better craft an exciting, engaging activation by matching you with non-profits partners, if needed

Becoming a Season Sponsor

What it means

You can help make Great Singapore Give and/or SG Cares Giving Week a success **by providing the necessary amenities, space or facility at pro-bono rates** to run any giving activation or amplify key messages to a larger reach.



Examples here showcase generous Media Space provided by various corporates



Key Entitlements:

- Mention in press release
- Logo acknowledgement in Great Singapore Give webpage
- Content inclusion on giving.sg comms channels
- Inclusion in all post-event communications

For sponsorship value above SGD 10,000, enhanced entitlements include:

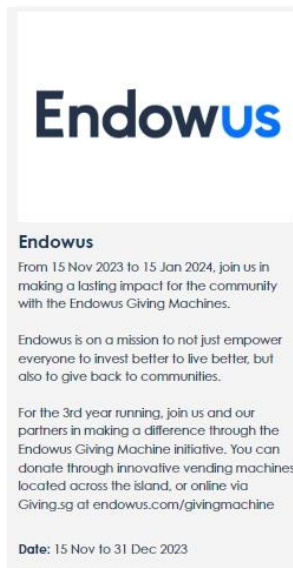
- Press highlight and media inclusion
- Dedicated content in all giving.sg comms channels during season
- Dedicated thank you ad
- Dedicated post-event comms content

Becoming a Great Singapore Give Partner

What it means

Be the driving force that makes this giving season come alive and be a part of SG60 celebrations in 2025 by creating giving related opportunities (activation/campaigns) **throughout Great Singapore Give for public engagement or as an internal activity.**

The opportunities can be **one long-term and/or multiple campaigns happening within 18 Nov– End Feb.**



Endowus

Endowus
From 15 Nov 2023 to 15 Jan 2024, join us in making a lasting impact for the community with the Endowus Giving Machines.

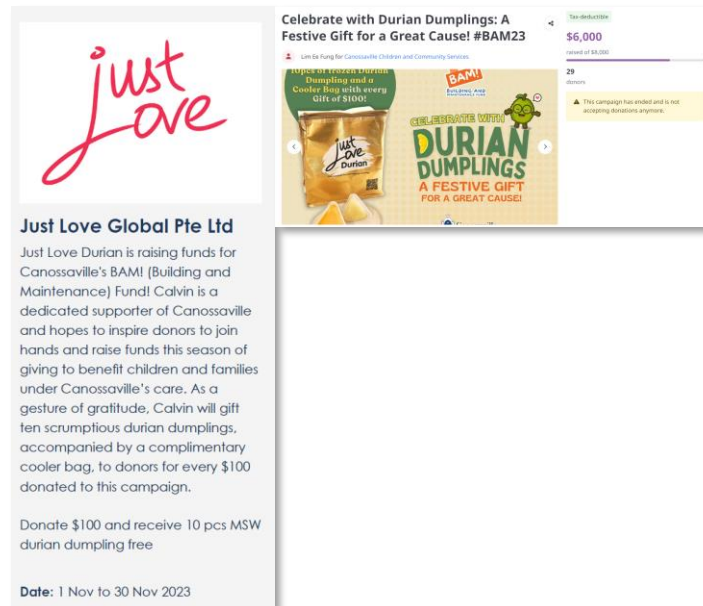
Endowus is on a mission to not just empower everyone to invest better to live better, but also to give back to communities.

For the 3rd year running, join us and our partners in making a difference through the Endowus Giving Machine initiative. You can donate through innovative vending machines located across the island, or online via Giving.sg at endowus.com/givingmachine

Date: 15 Nov to 31 Dec 2023



Examples here showcase how an activation be both online and offline



just love

Just Love Global Pte Ltd
Just Love Durian is raising funds for Canossaville's BAM! (Building and Maintenance) Fund! Calvin is a dedicated supporter of Canossaville and hopes to inspire donors to join hands and raise funds this season of giving to benefit children and families under Canossaville's care. As a gesture of gratitude, Calvin will gift ten scrumptious durian dumplings, accompanied by a complimentary cooler bag, to donors for every \$100 donated to this campaign.

Donate \$100 and receive 10 pcs MSW durian dumpling free

Date: 1 Nov to 30 Nov 2023

Key Entitlements:

- Mention in press release (deadlines apply)
- Activation amplification during Great Singapore Give on all giving.sg comms channels
- Inclusion in all post-event communications

For opportunities that utilises giving.sg enhanced entitlements include:

- Dedicated content on activity during Great Singapore Give
- Digital marketing ad support
- Prioritised in all post-event comms content

Becoming a SG Cares Giving Week Partner

What it means

As a SG Cares Giving Week Partner, your corporation is an integral contributor to Great Singapore Give's pinnacle highlight.

Happening only from 01 December to 07 December, in this exciting week, your corporation **can create public-accessible /consumer-facing giving (fundraise or volunteering) related activations (digital/physical/360).**

Activation can include internal activations for employees and it can also be the launch pad to your Great Singapore Give activation.

A Giving Hub in a prime, high-traffic location is a good example of a Giving Week activity



Key Entitlements:

- Mention in press release (deadlines apply)
- Activation amplification during SG Cares Giving Week on all giving.sg comms channels
- Inclusion in all post-event communications

For opportunities that utilises giving.sg enhanced entitlements include:

- Highlight in press releases (deadlines apply)
- Dedicated content on activity pre and/or during SG Cares Giving Week
- Digital marketing ad support
- Prioritised in all post-event comms content

Becoming an Advocate

What it means

By becoming an advocate, you **amplify** Great Singapore Give and SG Cares Giving Week messages on your owned communication channels.

This is done simply by **sharing** Great Singapore Give and/or SG Cares Giving Week posts, activities, and content **on your organisation's social media channels, databases, website, and internal staff distribution channels**

Some past example social posts on SG Cares Giving Week taken from last year's advocates



Key Entitlements:

- Mentions in some post event communications

Detailed Entitlement Overview

Entitlements	Season Sponsors	Great Singapore Give (GSG) Partner Mid Nov – End Feb	SG Cares Giving (GW) Week Partner 01 – 07 Dec	Advocates
Activity Write up on giving.sg		✓	✓	
Press Release Mention*	✓	✓	✓	
Logo Acknowledgement on giving.sg	✓			
During Campaign				
EDM Highlight and Social Media post (Mention)	✓	✓	✓	
Post Campaign				
Logo inclusion in Video Highlight	✓	✓	✓	
Thank You Ad (Mention)	✓			
Group EDM Highlight and Social Media post	✓	✓	✓	✓

Enhanced Entitlement for Season Sponsors above SGD 10k in value:

Press Release Highlight* and Media Buy Inclusion^

During Campaign:

Dedicated EDM Highlight and Social Media post

Post Campaign:

Dedicated EDM Highlight & Social Media post
Inclusion in Video Highlight

Enhanced Entitlement for For GSG and GW Partners public facing campaign on Giving.sg:

Press Release Highlight* and Media Buy Inclusion^

During Campaign:

Dedicated EDM Highlight and Social Media post

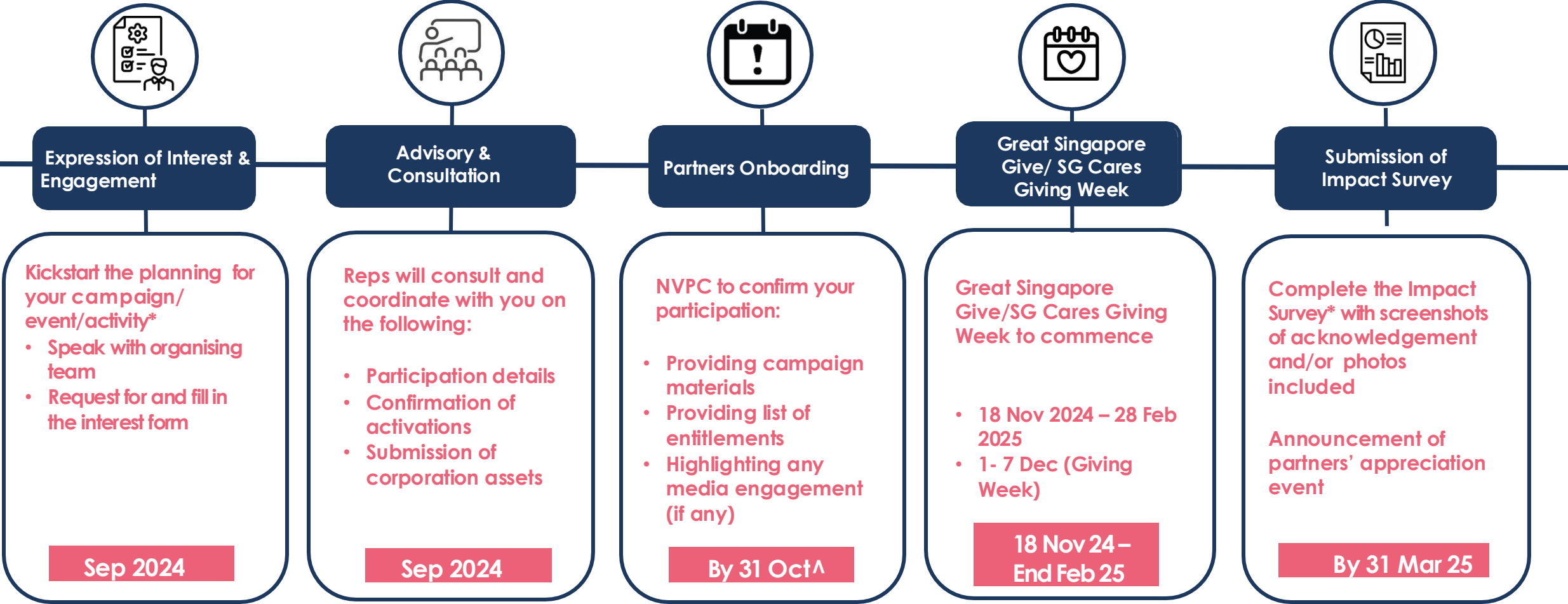
Post Campaign:

Dedicated EDM Highlight and Social Media post
Inclusion in Video Highlight

*Subjected to media's discretion

^Subjected to NVPC team's discretion

Key Submission Details and Timeline



[^]Deadline for campaign to be mentioned in press release, slated for December release; campaigns onboarded subsequently may be featured in the updated press release in 2025
^{*}To facilitate the fulfilment of entitlements and allocation of publicity spots, we highly encourage all partners to ensure timely and accurate submissions with your respective NVPC, NCSS, or SG Cares representative

Past Partnership Acknowledgement



SG Cares Giving Week Website with over 254K page views (as of 1-7 Dec 2023)



Appreciation Post on NVPC's Social Media Platforms



@CityofGoodSG Social Media Platforms with over 73K followers



SG Cares Giving Week 2023 Highlight Video



EDM database to over 223K subscribers



Partner Recognition Certificate (Digital)

Please note that this slide is for reference only. Partnership acknowledgements are subject to availability and dependent on partnership tier.

Examples of past SG Cares Giving Week Marketing Efforts

To spread awareness and showcase the various activities/acts of giving, SG Cares Giving Week publicity will be rolled out through the following avenues:



Online/Digital Media
(Facebook, Instagram, TikTok, YouTube)

Selected Out-of-Home Placements

eDMs to Giving.sg Database

Content Marketing

SG Cares Giving Week Website

SG Cares, NCSS/ComChest & Partners' Platforms



**Great
Singapore
Give**

SG Cares
Gi♥ing Week

Organised by
nvpc ♥
Towards a
City of Good

In partnership with

NCSS
National Council
of Social Service

Thank you very much. For further enquiries, please email givingweek@nvpc.org.sg

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