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NVPC studying why Singaporeans volunteer in effort to raise volunteer retention

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The National Volunteer and Philanthropy Centre said that it is looking into volunteer motivations across different segments of Singapore's population.

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We thank Mr Kwan Jin Yao for his views on the National Volunteer and Philanthropy Centre's (NVPC) recent Individual Giving Study ("**To raise volunteerism rates, better to understand volunteer motivations and patterns**"; May 22).

Volunteerism brings out the spirit of giving in us and we hope that it becomes a way of life.

Despite fluctuations, the study showed that Singapore's volunteerism rate is on an upward trajectory. With eight in 10 people in Singapore demonstrating micro-giving behaviours, this form of giving can serve as a touchpoint that could evolve into bigger acts requiring greater commitment, such as volunteerism.

Micro-giving refers to a voluntary, spontaneous and everyday act of giving, such as providing directions to someone who is lost, giving way to others on the roads or returning a tray after a meal.

The study also found emergent giving behaviours, such as mindful consumerism and cause advocacy. These show that people in Singapore are still "willing at heart" and open to various means of giving back.

Such findings help us to understand better the diverse giving behaviours that Singaporeans engage in as part of their broader giving journeys as individuals.

We agree with Mr Kwan that there is a need to adopt a more user-centric approach when engaging volunteers.

This will be critical to making volunteerism a more sustained and regular part of Singaporeans' lives. As a continuation of our research efforts that are in progress, the NVPC is examining volunteer motivations for different segments of the population and targeted interventions.

We will share this information with our partners in the sector soon in the hope that it will help to increase volunteer retention rates and improve the volunteer experience.



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hope to grow the spirit of care and encourage more people to give.

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