

SECTOR ANNOUNCEMENT



VISIT SINGAPORE'S BIGGEST GIVING PORTAL - GIVING.SG *GIVING.SG REPLACES SG GIVES AND SG CARES*

Singapore, 18 April, 2016 – Giving.sg is the national integrated giving portal in Singapore that aims to make giving simple, fun and meaningful and promote informed giving amongst the users. It was launched at the Future of Us exhibition on 1 December 2015 during Giving Week.

The portal is powered by the National Volunteer & Philanthropy Centre (NVPC) and merges both the SG Cares and SG Gives portals. Currently, it houses about 80,000 registered donors and volunteers, 400 non-profit organisations and 200 corporate and informal groups.

With the launch of Giving.sg, we would like to inform all non-profits, government agencies, statutory boards and organisations that [SG Gives](#) has closed on 31 March 2016 and [SG Cares](#) will be ceasing in due course. Please kindly change all donation and volunteer listings to www.giving.sg where applicable. Thank you for using SG Gives and SG Cares and we hope that you will enjoy the increased benefits and enhanced features in Giving.sg.

Giving.sg is a safe and secure platform that provides a unified giving experience for volunteers and donors to grow and deepen their personal giving journey. Non-profit organizations can use Giving.sg to fundraise or list volunteer opportunities. New features will be added periodically throughout the year to expand its services and improve the usability. Online giving is becoming increasingly popular and convenient. In 2015, NVPC's online donations amounted to over \$19.9 million, a 46% increase from the previous year.

NVPC has been heavily promoting Giving.sg since the month of December 2015, especially during Giving Week. Through print, online, public relations and direct marketing, NVPC has promoted the platform to new and existing donors and volunteers since its launch. The media value as of 31 January 2016 is \$458,594.44 and growing.

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NVPC has been working with various partners, including the National Council of Social Service, National Arts Council, Southwest Community Development Council, among others, to improve the features of Giving.sg. NVPC will continue to promote the platform through more partnerships, media outreach, engaging influencers, social media messaging, advertising and digital marketing.

NVPC encourages all organisations to use Giving.sg to engage their volunteers, donors and fundraisers. Signing up on Giving.sg is free-of-charge for NPOs, public sector agencies, community groups, corporates and individuals.

As part of NVPC's continuing commitment to support the sector, we have reduced the transaction service fee for donations from 3% to 1.5% wef 1 April 2016 to 31 March 2018. The 1.5% service fee imposed is to offset the financial charges NVPC pays to the bank.

To find out more about how Giving.sg can help you or your organisation in fundraising and volunteer recruitment, please visit www.giving.sg. You may also want to drop us a note at hello@giving.sg for other queries.

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About the National Volunteer & Philanthropy Centre (NVPC)

NVPC is the nation's leading connector of volunteers and donors with non-profits and the community.

We champion the culture of giving and help people and organisations embark on their giving journey as well as deepen their engagement and commitment.

NVPC is an independent and not-for-profit organisation. Visit NVPC at www.nvpc.org.sg