

PROJECT V

2024 REPORT



Children and Youth



Family



Seniors



Persons with Disabilities/
Medical Conditions

LEAD ORGANISERS



PROGRAMME PARTNER



INTRODUCTION TO THE PROGRAMME

Project V is a collaboration between the National Volunteer & Philanthropy Centre (NVPC) and National Council of Social Service (NCSS), designed to drive change in corporate volunteerism, including increasing the regularity and sustainability of volunteering efforts. Corporate volunteerism, while widely recognised as a powerful tool for positive change, often takes the form of sporadic engagements and philanthropic donations. Project V recognises the untapped potential of strategic partnerships and regular, long-term commitments in fostering sustained community development.

Understanding that embarking on a long-term volunteerism journey can be daunting for corporate partners, Project V offers a structured programme with guidance during the volunteering journey. Project V leverages collaborative programme evaluation and curation, involving both corporate and community partners in refining and developing volunteering programmes via a needs-based driven approach. The positive volunteering experience created by dedicated Volunteer Managers from corporate and community partners is key to the sustainability of volunteer partnerships.

Through Project V, corporate and community partners are engaged in a 6-month structured programme, designed to encourage sustained volunteerism at scale. Corporates commit to partnering community organisation(s), to engage in monthly volunteering of minimally 10 volunteers per month to meet the needs of the community.

Project V 2024 was structured into 3 phases:



PARTNERSHIPS OVERVIEW

Number of Organisations and Industries Represented

24

**CORPORATE
PARTNERS**

22

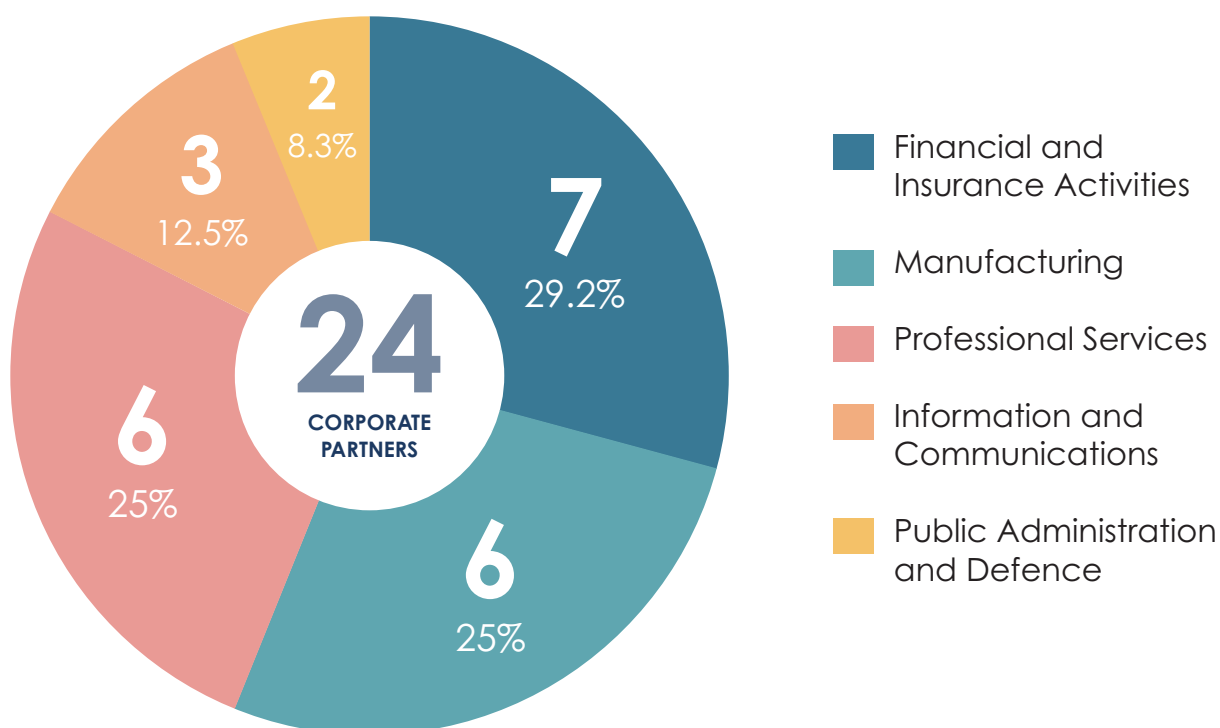
**COMMUNITY
PARTNERS**

26

**PROJECT V
PARTNERSHIPS**

*Some corporate/community partners have more than one partnership

Corporate Partner Industries Represented in Project V 2024



VOLUNTEER PARTNERSHIPS

SENIORS

Agrocorp x Bartley Community Care Services

Bank of Singapore x Lions Befrienders Service Association (Singapore)

Bytedance x Kwong Wai Shiu Hospital

Dell Global B.V. (Singapore Branch) x Lions Befrienders Service Association (Singapore)

Great Eastern x Lions Befrienders Service Association (Singapore)

Greenpac x Loving Heart Multi-Service Centre

Parkway Laboratory Services Ltd x Methodist Welfare Services

Standard Chartered Bank x FaithActs

Standard Chartered Bank x Presbyterian Community Services

ST Engineering x The Salvation Army

Tecity Group x Yong-en Care Centre

The Fullerton Hotels Singapore x Care Corner

CHILDREN AND YOUTH

J.P. Morgan Chase Bank, N.A. x SHINE Children and Youth Services

Nespresso x Canossaville Children and Community Services

OMS Group x Big Heart Student Care

UBS x Care Corner

UOB x Child at Street 11

FAMILY

ABB x Bethel Community Services

C&W Services Singapore | Cushman & Wakefield x HCSA SPIN

C&W Services Singapore | Cushman & Wakefield x New Hope Community Services

SBS Transit x MSF Comlink+

AETOS X MINDS

PERSONS WITH DISABILITIES/ MEDICAL CONDITIONS

HP x National Kidney Foundation

NielsenIQ x National Kidney Foundation

Razer™ x SPD

Salesforce, Inc. x Children's Cancer Foundation

VOLUNTEERING PROGRAMME

TYPES OF VOLUNTEER ROLES

01

Befriender

06

Neighbour Carer

02

Children's Activity
Facilitator

07

Outreach
Volunteer

03

Seniors Activity
Facilitator

08

Programme
Facilitator

04

Teacher's Aide

09

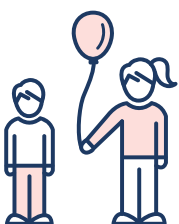
Facilities Maintenance
Volunteer

05

Morning Walker

10

Medical Packer



OVERALL ACHIEVEMENTS



2,443

Volunteers Engaged



6,488

Volunteers Hours



10,675

Service Users
Supported





A GLIMPSE INTO THE KEY INSIGHTS FROM VOLUNTEER PARTNERSHIPS

Great Eastern x Lions Befrienders Service Association (Singapore)

Great Eastern and Lions Befrienders conducted monthly outreach sessions to engage elderly residents in the community. In addition to the usual outreach sessions, the partnership had conducted two community events for Christmas and New Years celebrations, bringing the festivities to the elderly residents. The partnership notes the programme had been well-received by volunteers, sharing that one volunteer had returned for all six outreach sessions. Through this partnership, Lions Befrienders was able to deepen their community outreach and impact of initiatives.

AETOS x MINDS

AETOS and MINDS co-created monthly volunteering sessions to befriend PWIDs through outdoor activities. Project V's structure has also provided AETOS the support to make significant strides in boosting employee volunteerism, noting that the partnership with MINDS has allowed AETOS to engage new volunteers that had not participated in previous company-led initiatives. Through this partnership, MINDS was able to realise their long-time hope of conducting outdoor programmes for PWIDs through the manpower support of volunteers, providing PWIDs an activity to look forward to.



Nespresso x Canossaville Children and Community Services

Nespresso and Canossaville conducted volunteering sessions bi-monthly. These sessions were co-curated and facilitated by volunteers, as the sessions were well-received by the children, Canossaville had adjusted the level of service users to ensure that volunteers were able to engage all children under Canossaville's care. As a result, every child had the opportunity to participate in a session, with one parent expressing that the programme had given her child new experiences to enjoy. Through Project V, the partnership has grown deeper with discussions to develop new programmes and initiatives while scaling existing efforts through cross-department volunteer involvement and volunteer leadership opportunities.

C&W Services Singapore | Cushman & Wakefield x HCSA SPIN

C&W and HCSA co-created monthly volunteering sessions that offered a variety of activities (e.g., outings, food making, etc.) to meet the needs of single-parent families. Through this partnership, single-parent families were able to create new experiences they may otherwise not have had the opportunity to do so. For example, C&W's sponsorship of a zoo outing allowed for the single-parent families to experience a fun-filled day alongside the families of volunteers, creating a special memory for parents and children alike to bond over.



LEARNING CIRCLES INSIGHTS

Building upon the learnings of the Project V Pilot in 2023, partners were brought together through the Learning Circles to share their insights regard experiences in the following areas:

1 What constitutes the 'right' corporate volunteering opportunity? How do you publicise and rally volunteers?

Similar to findings in Project V 2023, partners found that aligning on the organisation's purpose, strategy and values helps drive strategic partnerships that can articulate both corporate and community partners' needs, goals and objectives. Partners in Project V 2024 also found that it was important to engage employees while remaining flexible to cater to business imperatives. To engage employees, partners shared that internal and external communication channels were useful in amplifying volunteer stories, recognising the volunteers for their efforts and providing support for social impact champions.

2 How do you tackle low sign-up rates and attrition?

Partners leveraged a multi-channel call to action to engage peers and leaders. By garnering leadership's participation and support, corporate partners observed stronger volunteer participation. Some partners shared that event-based recruitment and support from community partners to share volunteer impact on service users could help drive sign up rates. Some partners also shared that it was important to cater to the volunteer's end-to-end journey and address anticipated challenges, encouraging volunteer involvement, accountability and commitment.

3 How are you measuring impact/value creation?

Partners shared that while impact could be presented in various forms, the broad areas of impact to capture are the impact on service users, volunteers, community partner and corporate partner.

SUGGESTIONS

When corporate and community partners are aligned on long-term strategic goals, both partners are able to identify clearer programme objectives and timelines. As the partnership develops, it is common for priorities and needs to evolve. A successful sustained partnership is not defined by a clear metric, but rather a strong collaboration between both partners to find a suitable modality for volunteering.

For most partners, Project V marked the first of many sustained volunteer partnerships to come. In tailoring programmes to fit the needs of the partnership, two key areas of learning were identified from check-ins with partnerships.

Involving Non-HQ Staff

Some corporate partners in Project V 2024 sought to expand their CSR reach to involve non-HQ staff in volunteerism efforts. While there were initial concerns regarding volunteer availability, partners found that providing a structured timeline for volunteering sessions allowed for non-HQ staff to attend these sessions by planning their schedules accordingly. Awareness of the volunteering sessions was also key in driving non-HQ staff participation. As such, partners had to ensure strong coordination with non-HQ managers on working schedules and employ alternative outreach methods to improve accessibility to programme registration.

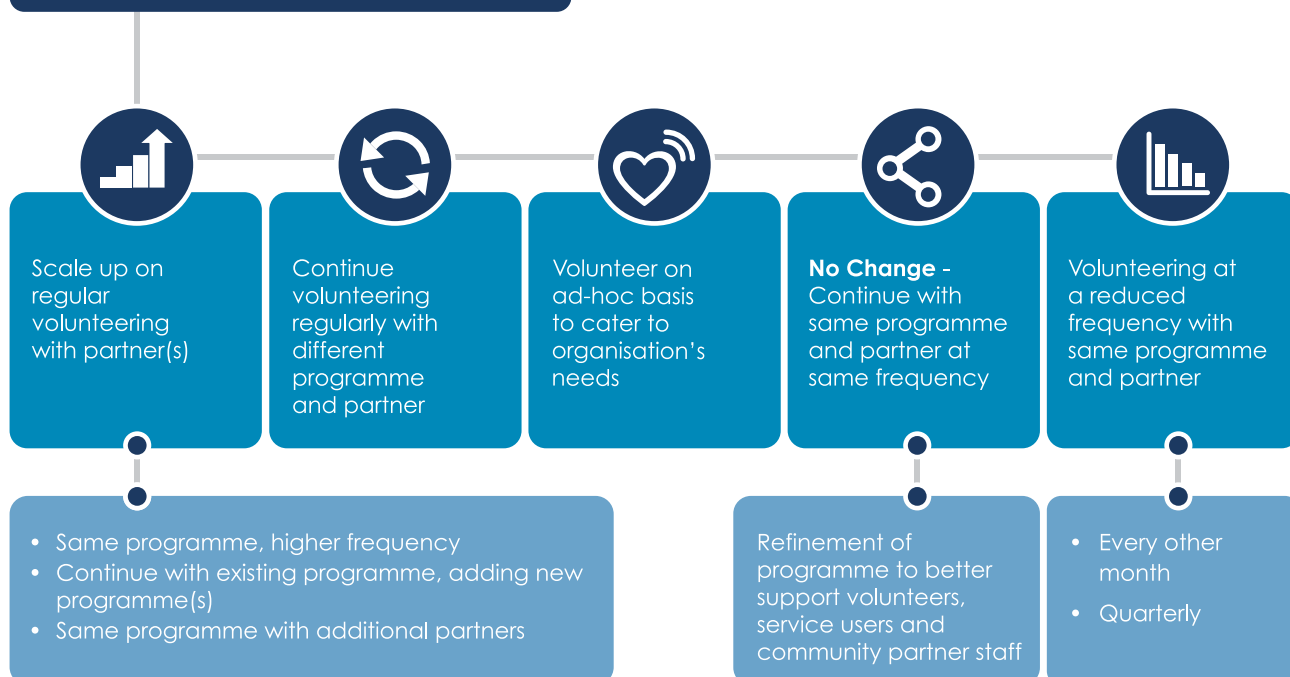
Flexibility in Programme Design

Where applicable, community partners found that partnership engagement was better when programme flexibility was provided. Some community partners found that involving corporate partners in programme co-creation and co-planning resulted in better volunteer engagement. To cater to the wide aptitudes and preferences of volunteers, one community partner provided volunteering session options that incorporated both service user-facing and backend logistics.

Post Project V 2024, 21 out of 26 partnerships (80.77%) shared their commitment to continue deepening the relationships formed through various volunteering frequencies and spin-off programmes.

This encouraging outcome demonstrates the enduring impact of Project V, fostering meaningful connections between volunteers and partner organisations. The aspiration is to deepen these relationships by enhancing regular volunteering efforts and developing additional spin-off programmes that build on the existing partnership.

Volunteer Partnership Pathways



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EY was engaged by NVPC and NCSS to support Project V 2024 through project management, information collection, and analysis. As part of the scope, EY facilitated the gathering and review of data provided directly by project partners. While this data has been analysed for the purposes of the project, it has not been independently verified by EY.