

CHAPTER 3

Fundraising & Funding/Financial Support

1. How Do I Carry Out A Fundraising Activity?

PHASE 1 & 2

Refer to COC [Advisory](#) on fundraising amidst COVID-19.

X

House to house
or soliciting in
streets

Face to face,
small group

X



Online

PHASE 3

Resume with safe
management measures
in place



Check out the following resources for more tips on online fundraising:

- [P.A.R.E.N.T Framework for Effective Online Fundraising](#) by COC
- [‘Setting the Stage’](#) by COC, Dr Ang Hak Seng
- [‘Crafting a Compelling Narrative’](#) by SUSS, Dr Caroline Lim

NEW!

- [COVID-19 Legislation’s Impact on Charities’ Fundraising and Sustainability Considerations](#)
by Law Society Pro Bono Services

2. How do I carry out a fundraising activity?

Adapted from Giving.sg and Charity Portal

1 Create a fundraising campaign - Be creative with your campaign

- Set a goal
- Tell a story
- Use visuals
- Spread the word

2 Use online platforms to enhance your outreach efforts

- Existing online fundraising platforms e.g. [Giving.sg](#), [Give.asia](#), [Ray of Hope](#), [Simply Giving](#)
- Live streaming of video conference or teleconference
- Emails or EDMs to regular donors
- Your organisation's website and social media platforms

3 Ensure that your organisation's website is up to date

- Revamp your website if necessary so that sponsors/donors have access to your organisation's latest information
- You may refer to [raiSE's business directory](#) to engage suitable marketing and branding vendors

4 Take note of legislative requirements

- A fundraising permit is not required for funds raised online
- Adhere to COC's regulations

5 Maintain and manage donor/sponsor relations

Check-in regularly via video conferencing tools to maintain contact



NEW!

3. Improving Financial Position in the Long Run

A recent study conducted by Singapore Management University (SMU) proposed three key approaches that SSAs can consider to strengthen their financial position over time. For more information on SMU's study, click [here](#).

1

Awareness "Get to know me"



Leverage digital marketing to create awareness of brand and social value proposition online — the key is to build differentiation (e.g. using online quizzes, challenges etc. depending on your target segment)

2

Conversion

"Please donate, we really need your help and you can make a big difference to the lives of others"



Improve the attractiveness of donor programme through leveraging strategic "call to action" levers

3

Engagement

"Let's still try to engage you so you get the chance to know us better"



Develop a new route to giving — leveraging a "volunteerism" backed approach

What Are The Available Types Of Fundraising & Funding/Financial Support?

Areas of Support	Grant/Scheme	Details	Eligibility	How to Apply
Fundraising Support for SSAs	Tote Board Enhanced Fund-Raising (ERF) Programme	Matches dollar for dollar on eligible donations raised through digital and physical platforms which are raised from projects conducted between 1 April 2020 and 31 March 2021, with matched donations capped at \$250,000 per charity	Charities and IPCs that support Tote Board's strategic outcomes	Apply here Contact grants@toteboard.gov.sg for more information
	Bicentennial Community Fund (BCF)	Provides dollar for dollar matching for donations, with a qualifying extended period from 1 April 20 to 31 December 2020	NCSS Members with active IPC status	Download the BCF Submissions Package here and submit your application to bcf@nvpc.org.sg Contact Mr Jansen Quek at bcf@nvpc.org.sg for more information
	NEW! oscar@sg fund	Supports ground-up initiatives responding to significant and/or urgent community needs in Singapore arising from the COVID-19 pandemic	Non-profit Organisations registered with ACRA or the ROS; individuals or groups of individuals	Please refer to website for details on funding support as well as to download the application form. Contact enquiries@temasektrust.org.sg for more information.
Financial Support for Individuals	NEW! COVID-19 Support Grant	Provides eligible applicants monthly cash grant of up to \$800, for 3 months. The cash support quantum will be based on last-drawn monthly salary, capped at \$800.	Singaporeans or PRs aged 16 years and above, who are: <ul style="list-style-type: none"> • involuntarily unemployed due to retrenchment or contract termination, or • on involuntary no-pay leave, or • experiencing reduced monthly salary of at least 30% for at least three consecutive months • shows job search/training efforts (for unemployed applicants only) • does not own more than one property <p>From Oct 2020, both existing recipients and new applicants can apply for the grant</p>	Apply online at go.gov.sg/CSG till 31 December 2020 Contact Ask_SSO@msf.gov.sg or ComCare hotline at 1800 222 0000 for more information If you are unable to apply online, contact ComCare at 1800 222 0000 to schedule an application slot at their nearest Social Service Office

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Financial Support for Individuals	The Courage Fund COVID-19 Relief Schemes	Provides cash relief for dependents of individuals who have succumbed to COVID-19. <ul style="list-style-type: none"> • \$30,000 for families of Healthcare workers • \$20,000 for families of frontline workers and community volunteers. • \$10,000 for all other families Click here for more details of the scheme	Individuals who are Singapore Citizens, Permanent Residents, holders of a valid Employment Pass, Work Permit, Dependent's Pass or Long-Term Social Visit Pass, that have contracted COVID-19 and eventually succumbed to the virus	<p>Approach local hospitals to apply</p> <p>Eligible persons should apply within 6 months of the end of the QO/LOA/SHN/upon hospital discharge</p> <p>Contact NCSS_Courage_Fund@ncss.gov.sg for more information</p>
		Provides a lump sum relief of \$5,000 for Healthcare Workers who contracted COVID-19 in the line of duty <p>Click here for more details of the scheme</p>	Healthcare workers who are Singapore Citizens, Permanent Residents, holders of a valid Employment Pass, Work Permit, Dependent's Pass or Long-Term Social Visit Pass	<p>Healthcare institutions to nominate recipients</p> <ol style="list-style-type: none"> 1. Download form 2. Apply and upload form here <p>Eligible persons should apply within 6 months of the end of the QO, LOA or SHN or discharge from hospitalisation</p> <p>Contact NCSS_Courage_Fund@ncss.gov.sg for more information</p>
		Provides a lump sum relief of \$3,000 for Frontline workers and Community Volunteers who have contracted COVID-19 in the line of duty <p>Click here for more details of the scheme</p>	<p>Frontline workers and Community workers who have contracted COVID-19 while providing services which would reasonably bring them into contact with</p> <ol style="list-style-type: none"> (i) confirmed and/or suspected COVID-19 patients, and/or (ii) environments which were confirmed to have held COVID-19 patients 	<p>To nominate a recipient:</p> <ol style="list-style-type: none"> 1. Download form 2. Apply and upload form here <p>For individual applicants, apply here</p> <p>Eligible persons should apply within 6 months of the end of the QO/LOA/SHN/upon hospital discharge from hospitalisation</p> <p>Contact NCSS_Courage_Fund@ncss.gov.sg for more information</p>

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Financial Support for Individuals	The Courage Fund COVID-19 Relief Schemes		<p>'Frontline Workers' refers to non-Healthcare Workers that in the course of their employment experience a high level of physical contact with the public. This would include private hire car operators, security staff and cleaning staff</p> <p>'Community Workers' refers to non-Healthcare Workers who stepped up to contribute to the overall effort to fight COVID-19 and are not financially compensated for their efforts</p>	
		<p>Provides cash relief to lower-income households affected by COVID-19</p> <ul style="list-style-type: none"> • \$1,000 if the household income is ≤\$650 per capita • \$750 if the household income is between \$651 and \$1,350 per capita • \$500 if the household income is >\$1,350 per capita <p>Click here for more details of the scheme</p>	<p>Lower-income households who are Singapore Citizens or Permanent Residents, whose family member(s) have contracted COVID-19 or is on Stay-Home Notice (SHN), Mandatory Leave of Absence (LOA) or Home Quarantine (QO)</p>	<p>Download form or collect it at any SSO</p> <p>Complete form and submit together with required documents to the nearest SSO</p> <p>Eligible persons should apply within 6 months of the end of the QO/LOA/SHN/upon hospital discharge from hospitalisation</p> <p>Contact NCSS_Courage_Fund@ncss.gov.sg for more information</p>

NEW!

Good Practices

Let's hear from SSAs that have embarked on innovative fundraising efforts!

REACH Flag Day Show 2020

On 22 August 2020, REACH Community Services Society (RCSS) held an inaugural virtual "REACH Flag Day Show 2020" through Facebook LIVE to raise funds for the Least, the Lost and the Lonely.



With COVID-19 restrictions, and for the safety of the public, volunteers and staff, RCSS was not able to conduct fundraising through traditional efforts such as street collections, or otherwise known as Flag Day.

The Flag Day was reconfigured to showcase the work and services of RCSS, and included a conversation about how the agency can continue to serve the community. The public was invited to

make donations online to support at-risk youths, vulnerable seniors, low-income families and distressed couples via various donation portals such as Giving.sg, as well as through payment gateways such as PayNow.

RCSS was honoured to host Senior Minister of State for Sustainability and the Environment, Dr. Amy Khor, as a guest for the virtual event, together with celebrity Joshua Tan, where they participated in a fun smoothie-making session. The show garnered more than 2,000 viewers, and cumulatively raised more than \$40,000 over the weekend.



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Online Concert Series – The Golden Years



En Community Services Society moved away from physical donation drives to organise a series of online concerts via Facebook Live. Titled "The Golden Years", these concerts aimed to fundraise and create public awareness of their work. The concerts featured local musicians and bands who performed music and songs from the 1960s and 1970s to celebrate the spirit of tenacity and resilience in the community. Find out more [here](#).

Please refer to NCSS's [webpage](#) for latest information and advisories on COVID-19.

If you would like to contribute resources, innovative ideas and useful tips to help other SSAs deal with COVID-19, please share them [here](#).

