

What Makes Foundations Give?

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INTRODUCTION

For the purpose of this talk:

VWO = NPO & NGO, but in the social or
community service sector

Foundations = Traditional family or family-
based philanthropic organisations



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"I know what it is to grow old, and I feel deeply the desperation of those who face old age alone, who cannot get to a doctor, and whose families cannot or do not know how to care for them. The pain of poor health is so much worse when you are old and frail"

- Mrs Tsao Ng Yu Shun

Features

- [Primary Health Care \(PHC\) - An age-friendly approach](#)
- [Comparing Traditional Chinese Medicine with Western Medicine](#)
- [The Guided Autobiography \(GAB\)](#)
- [Income Security for Older Women](#)
- [Seniors' Talkshop](#)

Mission Statement

The TSAO Foundation is a not-for-profit organization dedicated to enhancing the quality of life for older people by alleviating the hardships of ageing through its community health services; promoting successful ageing; and pioneering new approaches to ageing and eldercare throughout Singapore and the region.

It also aims to be a catalyst for constructive change by addressing ageing and eldercare issues at policy level.

The Foundation actively pursues its mission by focusing its work on these three pillars of eldercare: **Service, Education and Collaboration.**

An Le Fund

- [About An Le Fund](#)
- [Be Our Partner-In-Care](#)
- [Patients' Profiles](#)
- [Our Work in Pictures](#)
- [Tell A Friend About An Le](#)

Radical Philanthropy



NEWS

Singapore businesses expanding into China get boost with the launch of the Lien Chinese Enterprise Research Centre by the Lien Foundation and Nanyang Technological University. The Centre aims to provide incisive know-how and business links with the Chinese market and enterprises.

[>>more news](#)

VISION

The Lien Foundation is committed to...

Lead, Innovate, Empower and Network
for the benefit of society.

[>>read more](#)

MISSION

The Foundation's key areas of focus are Education, Eldercare and the Environment. Within these areas, we seek to enhance:

- Educational opportunities for the

PROJECT HIGHLIGHTS

Cracking the Wall of Resistance - technology use amongst NGOs



The non-profit sector has traditionally been a technology



TAN CHIN TUAN FOUNDATION

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OUR VISION

Enable a better outcome for the deserving with thought and kindness.

OUR MISSION

The Tan Chin Tuan Foundation aims to provide assistance to the deserving in our community and help those, who help them, in a manner that reflects the beliefs and values of the Founder.

Read more about [Our Philosophy](#)

HOW TO APPLY



FEATURED

QUIET ACHIEVER



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What Makes Foundations Give?

- Sell your CAUSE, not COST 
- Is the cause in line with the Foundation's philosophy?
- Does it provide financial assistance to the truly needy?
- Does it promote the transfer of knowledge 
- Does it build capacity?
- Does it support innovative new ideas?
- Does it support integration, partnership with others?

What Makes Foundations Give?

Key questions that Foundations consider:

- Is the VWO well-managed and efficiently run?
- Does the project have multiplier effects?
- Is the project duplicating what's already in the market?
- Did the VWO try to aggregate resources or collaborate with other VWOs to make every dollar stretch, so that the benefits are multiplied?
- Is that donation *the* help the VWO needs to help itself? (For instance, with the donation, the VWO is able to obtain matching grants elsewhere, etc.)



How Do Foundations Work?

A “sad, sob” story won’t work



(Not Anymore!)

How Do Foundations Work?

- Not just a Donor but a Driver and Catalyst
- Lien – Education, eldercare and environment
 - **Singapore Hospice Council – Lien Foundation’s hospice public awareness campaign (2006)**
- Tsao – Eldercare and ageing
 - **Aware-Tsao Foundation Ageing Report (2005)**
- TCTF – Deserving causes with clear outcomes
 - **Commissioned NUS to conduct a Study of Older Adults in Singapore (2004)**

How Do Foundations Work?

- Have a clear proposal or plan
- Some require you to adhere to a format, and to answer key questions



How Do Foundations Work?

What the procedure may entail

- Apply & articulate clearly
- Secure a meeting
- Evaluation & Recommendation
- Processing
- Approval
- Disbursement



How Do Foundations Work?

What We Monitor/Review

- Accounts are in order
- Efficient (spend less on operations)
- Have a healthy track record
- Submit a quality, not sub-standard, proposal
- Keep donors informed

How Do Foundations Work?

When Is An Application Rejected?

- Falls outside funding parameters
- Poor track record
- No outcome report after the previous grant was given
- Unclear what they want
- Poor attitude
- Someone blew the whistle
- [Exceptions]



What Is Expected of VWOs Today?



What Is Expected of VWOs Today?

- Be self-sufficient
- Social enterprise helps. But being enterprising or creative is more important
- Collaborate, minimise duplication and competition
- Don't apply just to "try your luck"
- Foundations can easily compare notes

What Is Expected of VWOs Today?

- Being “transparent” isn’t good enough.
- Have good governance.
- Stay focused. Be disciplined.
- Don’t run before you can walk.



What Is Expected of VWOs Today?

Nurture Your Relationships

a) The VWO's efforts should not stop the moment it gets the cheque.

b) Aim of the first meeting?
Secure future funding.



What Is Expected of VWOs Today?

Nurture Your Relationships



- A common VWO complaint:

“I wish the donor told us earlier he was going to stop funding us this year!”

- But if the VWO has a proactive, close relationship with the donor, it may not ever have to come to that stage.

What Is Expected of VWO Today?

Nurture Your Relationships

- c) If funding does get cut, how **adaptable** and **responsive** is the VWO in
- seeking other forms of support,
 - securing referrals to other donors, etc.

What Is Expected of VWOs Today?



Nurture Your Relationships

e) What Foundations like ours want to know:

- That the donation will go far and deep;
- That the VWO has done his homework, and tried his best to be resourceful.

What Is Expected of VWOs Today?

Nurture Your Relationships

“Etiquette” Tips

- Don't just give part of the picture.
- Share the breakdown of the project's macro budget.
- If the donation makes up half of the entire budget, say so.
- Be upfront about who else is sponsoring your cause.

Quick Tips

- Government policies will influence the sector. So keep on top of policy changes.
- Foundations and relevant government agencies can help network or match-make.

Quick Tips

- Recognise and respond to new and emerging trends such as
 - Social Venture Philanthropy (SVP)
 - Community Foundations (CF)
 - Corporate Social Responsibility (CSR)
 - Overseas or International NGOs
- Be compatible to their causes, rather than view them as (new) competition

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NOT YET the season of giving

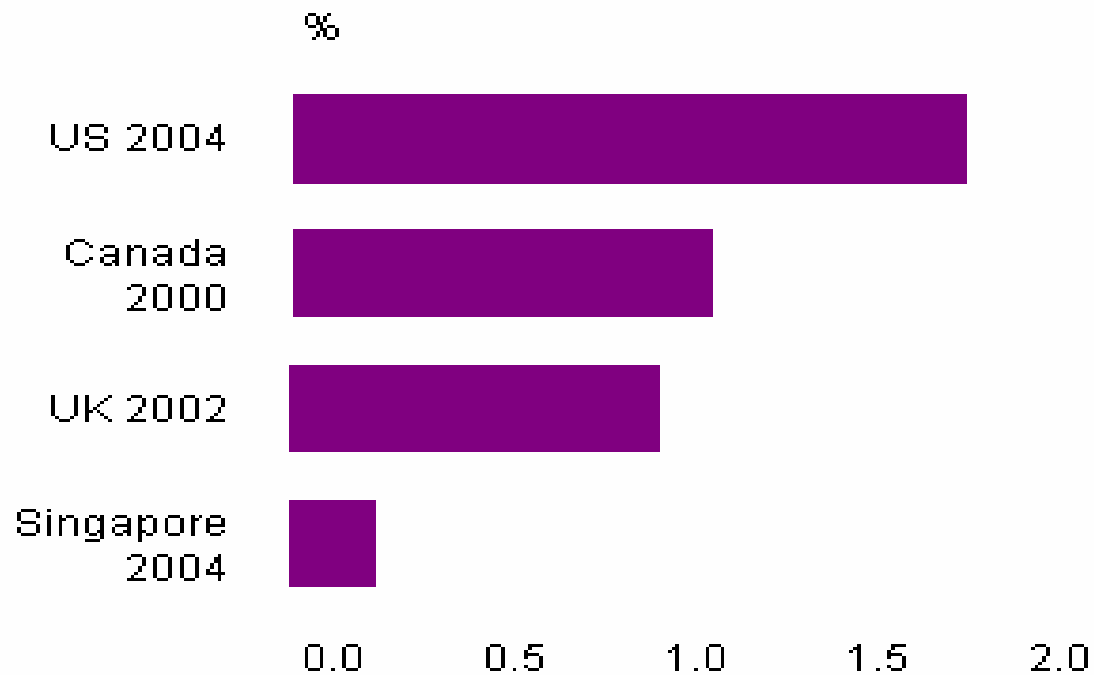
Where has the altruistic spirit gone? Philanthropy remains low-key and foundations are slowly professionalising. In short, we could all still do a lot more.

| BY SUMITA SUB LING |

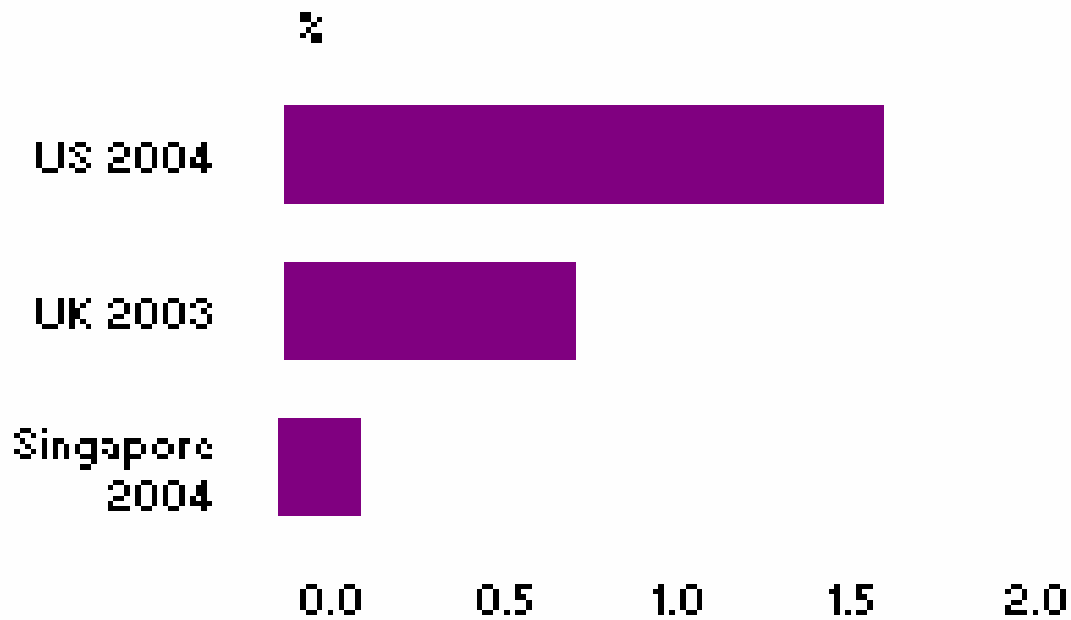
The year 2006 was a year of gigantic gifts. Warren Buffett, investor extraordinaire, gave away a staggering US\$31 billion (\$1 approx US\$0.65) of his fortune to the Bill and Melinda Gates Foundation. In Hong Kong, tycoon Li Ka-shing recently vowed to leave at least a third of his estimated US\$19 billion fortune to his charitable foundation.



Corporate giving as a % of pre-tax profit



Individual donations as % of per-capita income



Conclusion

- All hands on deck!
 - Running a VWO can be tough, and quite often, thankless. Knowing what is required today means a VWO can avoid overburdening itself unnecessarily.
- Pitch Smart; Pitch Right.
- What's in store: Likely “shake out” in the sector, a “survival of the fittest” scenario.
- Who shines? A VWO that can value-add and/or make a real difference to the lives of the beneficiaries.