

STUDY FINDS LINK BETWEEN SATISFACTION AND GIVING

Happy volunteers, donors will keep contributing

SINGAPORE – Volunteers and donors who had more satisfying experiences from giving their time and money to non-profit organisations (NPOs) are more likely to continue giving, according to the first national study that looked at the link between giving and happiness.

“Be it in volunteering or donating, it is important that NPOs manage volunteers and donors effectively. NPOs play an important role to spur future

giving and should engage their givers better to develop a positive giving experience,” said Mr Laurence Lien, Chief Executive Officer of the National Volunteer & Philanthropy Centre (NVPC). This would then increase the likelihood for volunteers and donors to continue giving, he added.

Conducted by the NVPC and Singapore Management University’s Professor of Psychology David Chan, the study, released yesterday, covered

a nationally-representative sample of 1,512 individuals aged 15 and above.

Among givers who were more satisfied with NPOs, 88 per cent of volunteers and 92 per cent of donors intended to continue giving in future, as compared to 70 per cent and 78 per cent of the less satisfied volunteers and donors respectively, who would continue to do so.

Similarly, the results showed people were more inclined to give in future

when they see that NPOs managed their volunteers or used donations properly, as compared to those who thought that NPOs had poorer management of volunteers and donations.

The study also found that happy people were more likely to donate and to volunteer, and those who do so tend to become happier. Those who gave more — volunteering at least 12 hours or donating at least S\$100 over the last 12 months — also had higher levels of subjective well-being. The same went for those who volunteered or donated more frequently.

While the findings were consistent with research from Europe and America, Prof Chan, who is also Director of the Behavioural Sciences Institute at SMU, noted that the results were “not obvious”. He explained that some will see acts of charity from a “standard economic perspective”, where giving involves losing time and money — which is why it is “important” to establish the relationship between giving and subjective well-being.

“Even though we think it’s intuitive, there are still people who might not give it priority,” explained Mr Lien, who said that he hopes people will re-look at plans to volunteer and donate on their list of priorities. **SIAU MING EN**

92%
OF DONORS WHO WERE SATISFIED WITH NPOS INTENDED TO CONTINUE GIVING IN FUTURE