

# Creating Opportunities for Everyday Giving



 **Change  
for Charity**

Partnering businesses to weave a giving mechanism into their business models

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## ABOUT CHANGE FOR CHARITY

The **Change for Charity** initiative is launched by Community Chest to encourage Singaporeans to give through spontaneous acts.

In this initiative, Community Chest is looking to partner businesses to weave a giving mechanism into their business models. By doing so, we provide opportunities for individuals to support communities in need of assistance by making a contribution through our partners' payment platforms.

By increasing opportunities for consumption-based giving at various touchpoints, we can build generosity where donating becomes a social norm, infused in all aspects of living.

Through Change for Charity, we hope to create a national movement that will make giving a part of everyday life for Singaporeans.

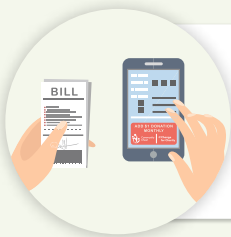


## HOW BUSINESSES CAN CONTRIBUTE TO CONSUMPTION-BASED GIVING

To qualify as consumption-based giving, the giving opportunities introduced will need to:

1. Translate to monetary donations
2. Take place on businesses' platform, and
3. Allow individuals to make donations

Some scenarios where businesses can weave giving mechanisms into their business models include:



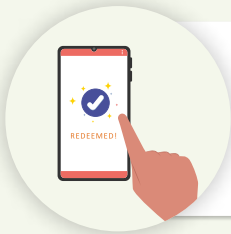
### SUBSCRIPTION-BASED GIVING

Providing donation options on subscription-based services.



### DONATING FULL / PARTIAL PROCEEDS

Donating a percentage of revenue from sales of products or services.



### REDEMPTION OF REWARDS

Facilitating conversion of loyalty points or rewards into cash donations.



### GIVING DURING PAYMENT CHECKOUT

Providing a channel / platform for small and spontaneous acts of giving to be made by individuals at the point of purchase through a round-up mechanism or by providing the option to donate.

## THE CHANGE FOR CHARITY GRANT

The Change for Charity Grant was set up to encourage individuals to give as part of their daily lives through consumption transactions. The Grant also aims to encourage businesses to match donations from their customers, as part of their corporate giving.

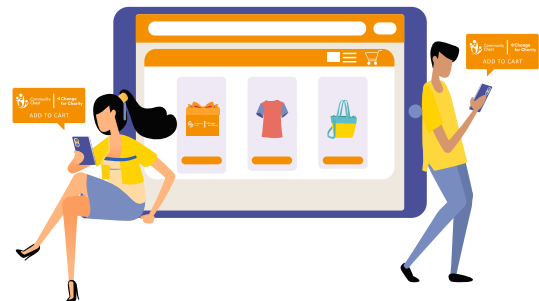
### A business is eligible for the Grant if it:

1. Offers Business-to-Consumer (B2C) services; and
2. Incorporates giving opportunities into the business models that allow its customers to make donations e.g. at the point of customers' transactions.

### Multiplying impact through the Change for Charity Grant:

#### DEFAULT MATCHING GRANT

The Government will match \$0.50 for every dollar donated by customers through participating businesses' payment platforms.



#### ENHANCED MATCHING GRANT

Under the Enhanced Matching Grant, the Government will match an additional \$0.50 for every dollar that participating businesses match for their customers' donations.

Through this, a total of \$3 is raised for every dollar donated by the customer.

**Cap amount:** \$25,000 per business per year or the amount the business matches, whichever is lower.



### Receive funding for 50% of incurred costs:

Businesses that incorporate giving opportunities on their payment platforms may also apply for a one-off Enabler Grant.

#### ENABLER GRANT

Businesses can apply for the Enabler Grant 6 months after the consumption-based giving mechanism has been implemented on their platforms.

The Enabler Grant funds 50% of their incurred costs.

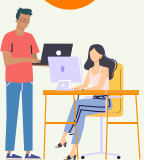
**Cap amount:** \$10,000 per business.



### What can the Enabler Grant be used for?

A business can claim for expenses from activities that aim to build greater awareness for the Change for Charity initiative among customers, or encourage customers to give towards Community Chest.

1



Technological additions/enhancements on platforms such as website, mobile applications, point-of-sale system.

2



Marketing materials (print or digital) that promote the Change for Charity initiative.

3



Change for Charity training-related costs (capped at \$2,000 per business).

## IMPLEMENTATION OF CHANGE FOR CHARITY

1



Business registers interest with Community Chest officer.

2



Community Chest confirms details with business, including the Change for Charity mechanism, implementation model, launch date, corporate matching amount and application for grant.

3



Business signs a Collaboration Agreement with Community Chest and becomes an official partner of the Change for Charity initiative.

4



Business launches Change for Charity on its platform(s).

5



Business transfers donations to Community Chest at least twice a year or every six months, from the date of implementation.

To be identified as a recognised Change for Charity partner in engaging their customers, businesses should include the Change for Charity typography and Community Chest logo on their platforms and collaterals for this initiative. Businesses can refer to the Change for Charity typography guide for details.

## BENEFITS OF SUPPORTING CHANGE FOR CHARITY

Businesses or individuals may receive tax deductions for donations made via the consumption-based giving model, depending on the respective mechanisms adopted by each business.



### Giving during payment checkout – Rounding up of bills

Individuals will be eligible for 250% tax deductions, subject to the necessary personal details being collected at the point of transaction.



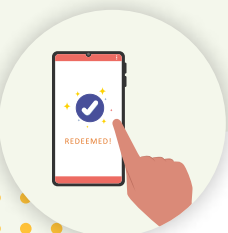
### Giving during payment checkout – Purchase of charitable items

Individuals will not be eligible for tax deductions as these transactions are non-cash donations (one gets an item in return for donating).



### Donating full/partial proceeds

The business will be eligible for tax deductions as the donation will be made from the business' sales proceeds.



### Redemption of rewards & subscription-based giving

Individuals will be eligible for tax deductions as long as the necessary personal details are provided to Community Chest.





## ABOUT COMMUNITY CHEST

Community Chest, the fund-raising and engagement arm of the National Council of Social Service, supports over 100 social service agencies and over 200 programmes across five causes:



Adults with  
Disabilities



Children with  
Special Needs and  
Youth-At-Risk



Families in  
Need of  
Assistance



Persons with  
Mental Health  
Conditions



Seniors in  
Need of  
Support

100% of funds raised go towards social service agencies supported by Community Chest to enable them to continue delivering critical programmes to service users.

Join us in this national movement to build a caring nation, where small acts of giving become a part of everyday life for Singaporeans.



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