



SINGAPORE UNIVERSITY
OF SOCIAL SCIENCES

NPM505
Fundraising and Philanthropy

Tutor-Marked Assignment

July 2020 Presentation

TUTOR-MARKED ASSIGNMENT (TMA)

This assignment is worth 50% of the final mark for NPM505 Fundraising and Philanthropy.

The cut-off date for this assignment is **11 October 2020, 2355 hours**.

Note to Students:

1. You are to include the following particulars in your submission: Course Code, Title of the TMA, SUSS PI No., Your Name, and Submission Date.
 2. The submission should be typewritten, double-spaced, with an easily readable size 12-font face and a 2.54cm (one-inch) margin all round. All pages should be numbered.
 3. The submitted report is limited to a word length not exceeding 2000 words.
 4. Please submit your assignment on time, via CANVAS. If you are unable to complete your assignment by the due date, please inform Ms Khalijah Masud at k_masud_8@yahoo.com at least five days in advance.
-

“At Cat Welfare Society, we believe that every cat should live a life free from fear and suffering. That is why we exist, to help those who can’t help themselves.”

In 1999, more than 13,000 cats were culled in a bid to control the stray population, equivalent to 35 cats killed daily. Cat Welfare Society (CWS), was founded in the same year to set to reduce this number with the aim of eliminating it entirely.

Vision

A humane society where every cat in Singapore has a place to call home.

Mission

Engaging the community to achieve sustainable and humane management of cats in Singapore through advocacy, sterilisation, mediation and educational outreach programmes.

- Through sterilisation, CWA has humanely reduced the overall population of cats over time so that all the remaining cats have more resources in terms of food and medical care available.
- Through mediation, CWS has impressed upon the society that the humane management of cats is both feasible and desirable. Cat-related feedback and disputes can be resolved through responsible ownership and accountability for actions.
- Through education and advocacy, CWS has created a society that is more informed about responsible cat ownership and caregiving bringing the society even closer to achieving a harmonious existence between human and feline community members.

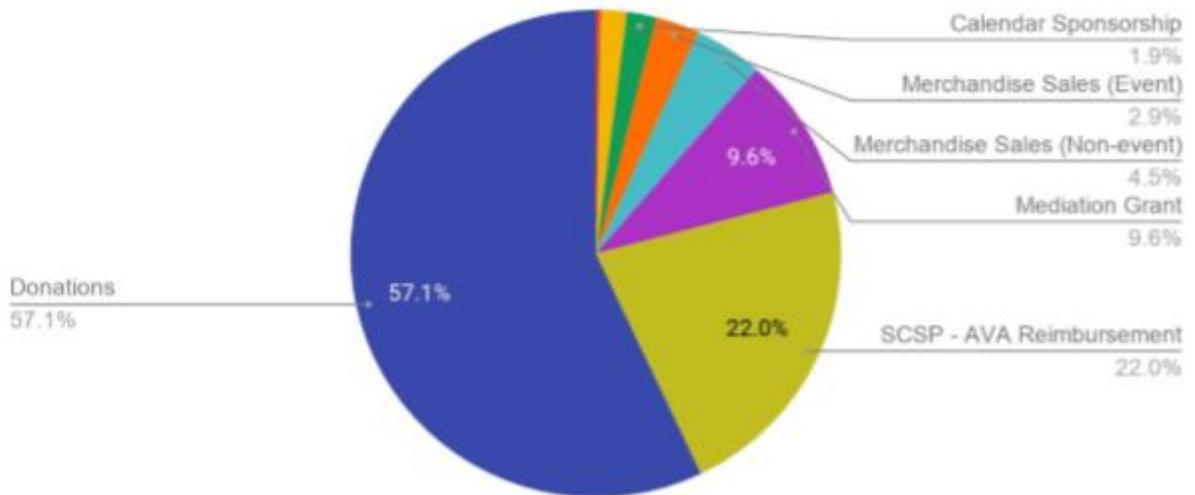
CWS 2018 Annual Report Highlights

- 3 full-time employees.
- At least 6 months’ reserves, which will not be drawn down without the approval of the CEO and 80% of the Board.
- No employee whose annual remuneration was more than \$100,000.
- 23 core volunteers.
- 6239 cats were sterilised (17 cat lives saved every day). 300 mediation cases (9 cat lives saved every day).
- 13 partner vet clinics.
- 43 events and 22 adoption drives were organised.
- Low Cost Sterilisation Scheme was put on hold in the last quarter of 2018, due to the sheer funds required to meet the demand. As such, there was a high case of abandonment in the community.

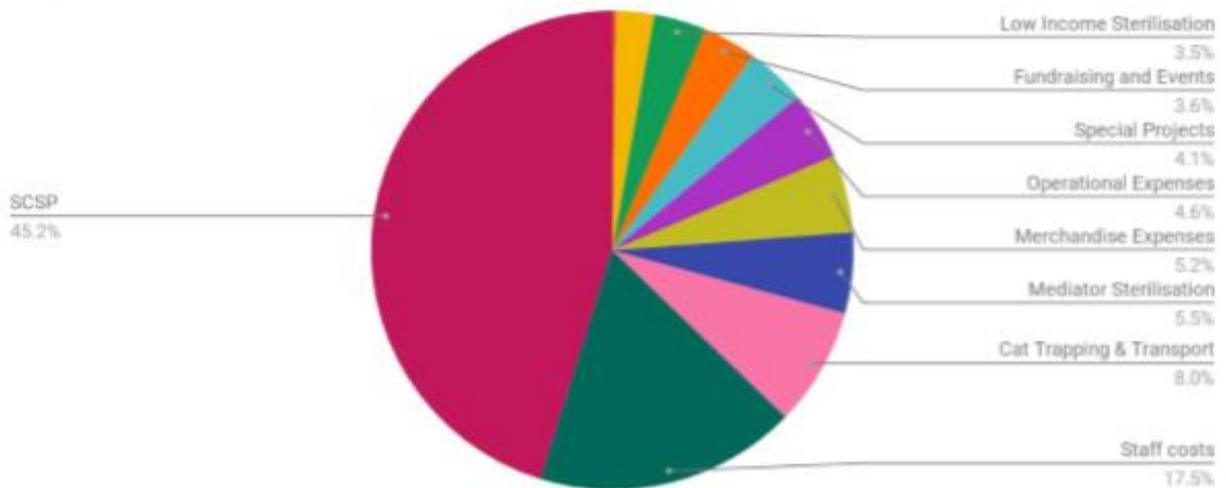
CWS FY2018 Financial Report Highlights

- Total revenue of \$945,746, an increase of 57% from FY2017.
- Expenditure was \$876,123, an increase of 7% from FY2017.

Income Breakdown for FY2018



Expenditure Breakdown for FY2018



- SCSP – Stray Cat Sterilisation Program

In 2018, the society saw an increase of 19.73% in donations compared to 2017. The society held three online fundraising events in January, August and December and the donations collected made up 61% of all donations received in 2018. The society continues to utilise digital platforms for maximum reach to their supporters. The society understands that constant updates on the progress of the society will retain the support of their donors. Beyond donation fundraisers, the society also embarked on further diversifying their income sources, such as the Cat Mama Shop, an online merchandise store and also produced their own calendars.

For 2018, there was a 43.1% increase in the number of monthly recurring donors and 56.2% increase in total amount of recurring donations per month.

Answer all questions (100 marks).

1. Appraise why fundraising is important for Cat Welfare Society (CWS) and all NPOs in general.

(20 marks)

2. Compare and contrast the different types of fundraising – grant, sponsorship and philanthropic donation.

(20 marks)

3. By analysing CWS’s motivations, strategies and needs, how would you recommend to CWS to raise funds from each of these options - grant, sponsorship and donation. Give valid reasons and justifications and name your target audience.

(40 marks)

4. In NVPC’s Corporate Giving Survey 2017, it was highlighted that 64% of corporate givers have integrated giving into their core business functions. Create FOUR realistic integration opportunities in a named listed company in Singapore (eg DBS, SingTel, City Development Limited, etc) for CWS.

(20 marks)

---- END OF ASSIGNMENT ----