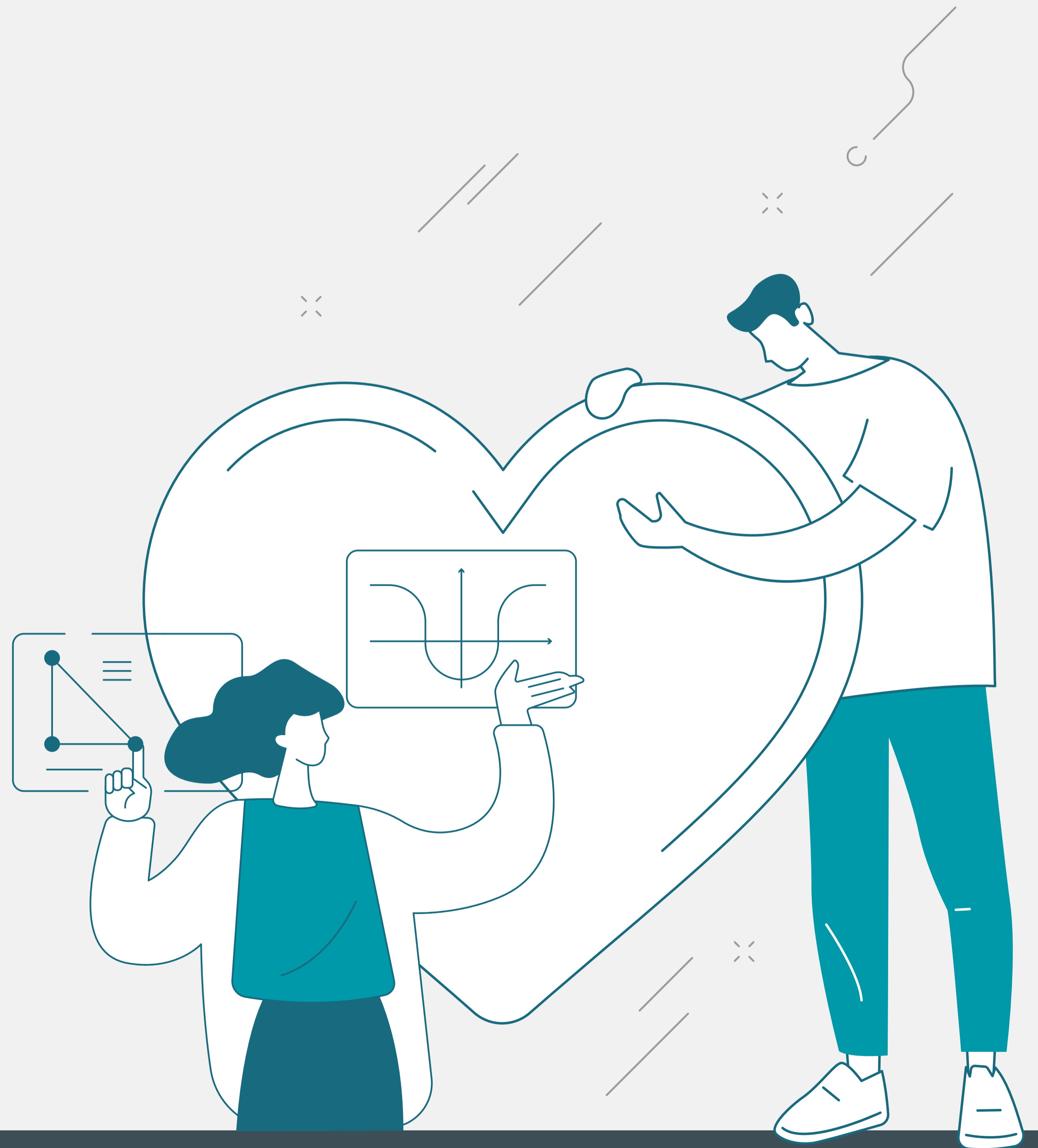


Annual Report 2022

# Defining the Future of Fundraising



**SG** SUPPORT

# Contents

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Overview

Country

Malaysia

South Korea

Singapore

Thailand

Taiwan

Indonesia

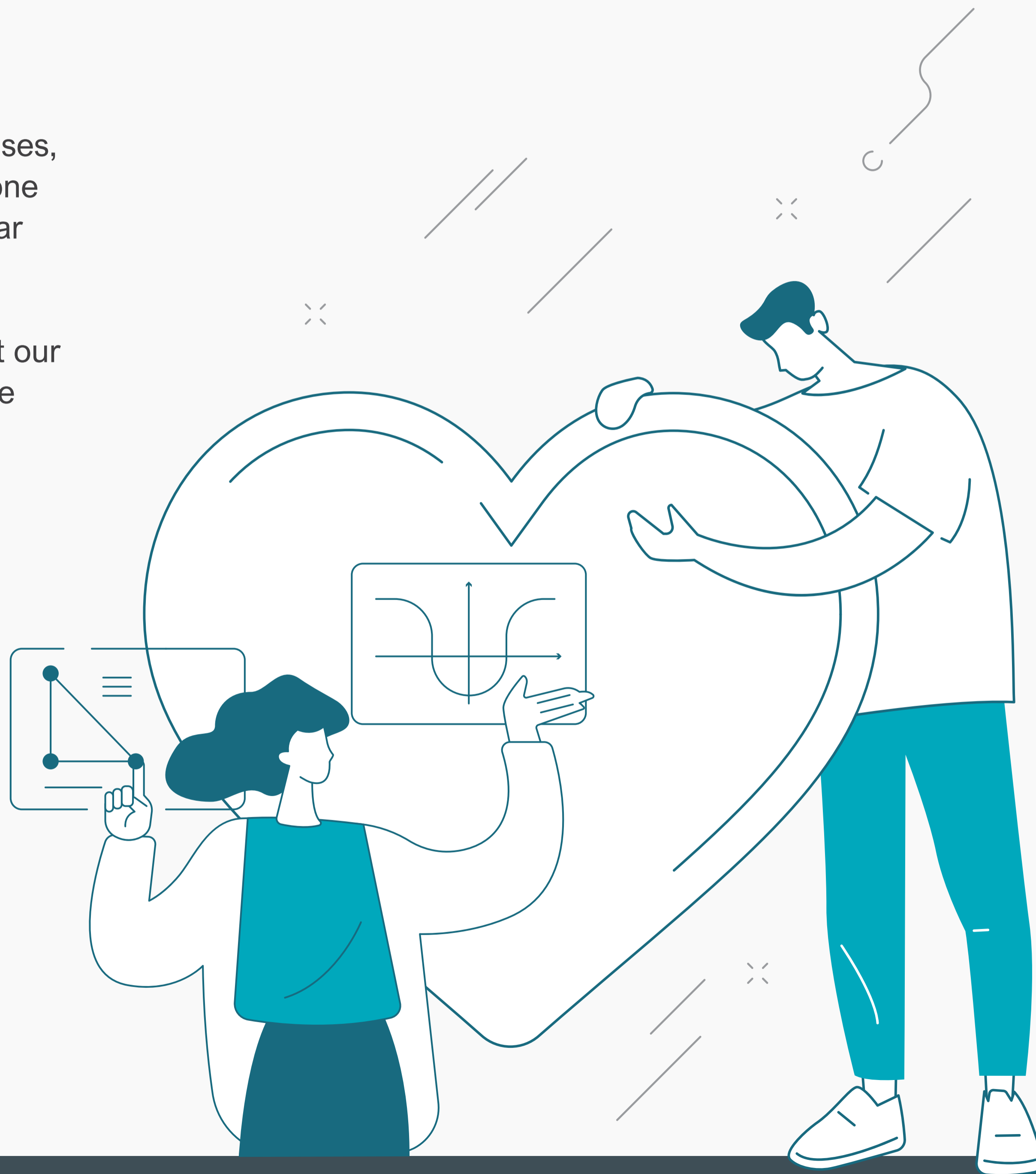
Philippines

Latin America

*“There is nothing more constant than change”*  
– Heraclitus, 535 BC

The last several years have seen the face-to-face fundraising sector stop, adapt, restart and evolve in the face of political crises, a pandemic, war and economic uncertainty. Through all this, one constant remains: the resilience and sustainability of the regular giving model.

Now, as an organisation, we are evolving too, to better support our non-profit partners in retaining and rebuilding their regular-give donor bases so they can continue making an impact.



# Message from the CEO

Richard Prentice



*Our guiding purpose as an organisation has always been to make fundraising easy for charities and non-profits.*

The pandemic years taught us the importance of a diversified fundraising strategy. With the worst behind us, 2022 showed us the resilience of face-to-face as an acquisition channel and solidified the importance of the regular-give model and sound donor retention practices to drive sustainable income. We understand that every charity has its unique set of strengths and challenges, and therefore needs solutions which meet its needs and circumstances.

*One size does not fit all.*

Over the past year, we have been setting the foundations to ensure our solutions are timely, responsive and adapted to a variety of needs. We are integrated with more third-party platforms than ever before and continue to identify partnerships which will deliver long-term value to our charity partners. We unveiled a bigger, more advanced Data Share format to facilitate more insightful data-driven conversations with and among our charity partners. Finally, we introduced several new products into the SG-verse which enhance our digital acquisition capability, providing scalability and flexibility to charities and recruiters, no matter big or small.

2023 will see many of our fundraising solutions enter new markets, provide more acquisition channels or enhance charities' existing fundraising strategies. At the same time, we will continue to listen and engage with our charity partners, deliver timely data-driven insights and continue to build the future of fundraising, together.

# Who We Are

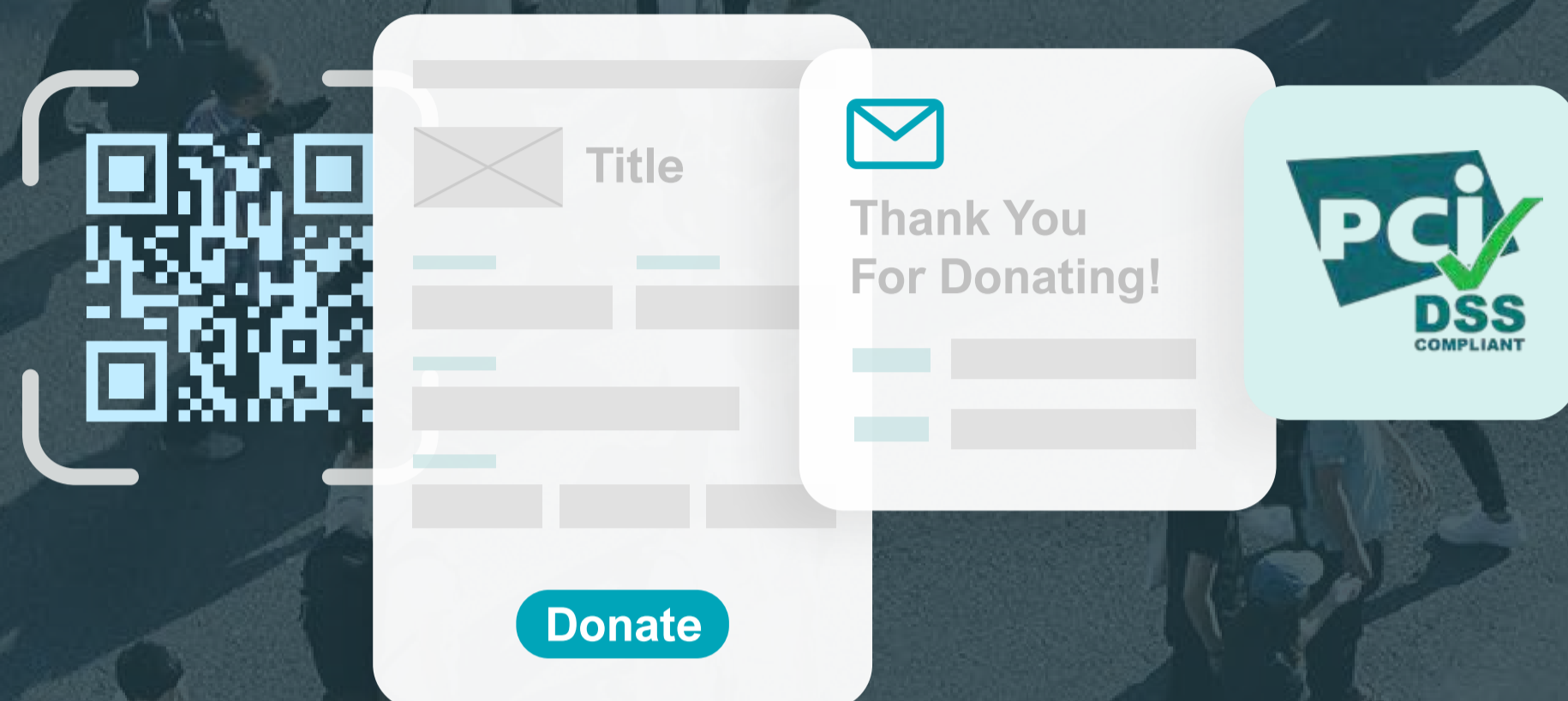
*We exist to make fundraising easy for charities*

**Retention | Consulting | Analytics | Acquisition**

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This annual report illustrates how we have driven positive outcomes and delivered value to our non-profit partners across four key areas - diversifying acquisition channels, driving donor retention, generating data insights to support decision-making and investing in systems and infrastructure – what we see as pillars to growing regular giving donor bases while building resilience into an ever-evolving fundraising landscape.

In doing this, our people have always been critical towards accomplishing our goals; this report also explores how we have continued to build our culture as an organisation, hired and retained talent, and worked to foster a positive and inclusive environment.



# signUP Powers Digital Data Capture in Multiple Markets

In the last year, our digital data capture tool, signUP, was used by over a hundred fundraisers to recruit over 36,000 new donors for 13 non-profits across Malaysia, Korea and Taiwan. With the capability to support local languages in any market, signUP is currently deployed in English, Korean, Traditional Chinese and Spanish-speaking markets.

In addition, we introduced the Form Builder tool which allows fundraisers to have better control over data capture forms to

suit its intended purpose and regulatory requirements in their markets. Combined with point-of-sale (POS) payment capabilities, location-assigning capability, real-time sales performance dashboards, and a prepaid credit-based subscription, signUP is a PCI-compliant and complete sales management solution within a single application, offering borderless flexibility and scalability to face-to-face acquisition teams.

simplygiving

# Asia's crowdfunding platform for social impact

Malaysia, Singapore, Hong Kong, Philippines, Thailand, Indonesia and Cambodia

## Extending Our Donor Acquisition Solutions with **SimplyGiving**

We are delighted to partner with SimplyGiving, Asia's crowdfunding platform for social impact, to add an exciting new dimension to our charity and non-profit partners' fundraising strategies through peer-to-peer (P2P) crowdfunding.

With an existing presence in seven markets (Malaysia, Singapore, Indonesia, Thailand, Philippines, Cambodia, Hong Kong), and over 1,200 partner organisations registered on the platform, SimplyGiving will create new touchpoints to engage

with charities' active donors, reach out to new ones, quickly set up emergency response appeals, and work with corporates and private individuals to amplify their causes across social and peer networks.

Moreover, the website's level 1 PCI-DSS certified payment gateways and capability to accept cross-border donations in 17 currencies mean charities can accept international donations in a safe and secured manner.

IFC 2022

Join us in exploring

# Digital Fundraising as a Vehicle to Drive Regular Giving

**19 October, 2022**7am - 8am BST  
2pm - 3pm MYT

Speaker

**Rachael Ward**  
Head of Digital

Speaker

**Seema Nair**  
Head of Product  
Development

## Digital Acquisition as a Vehicle to Drive Regular Giving

We had the pleasure of hosting a session at IFC Online, where we delved into the opportunities, challenges and trends of digital acquisition in Asia. Specifically, we talked about our 2-step approach, which combines digital ad targeting with telemarketing, to drive quality leads and convert them to regular give donors.

Through case studies of campaigns we have run for our non-profit partners, we shared recommendations about the use of effective copy and images, managing budgets, and the importance of taking a long-term view to facilitate proper testing and learning to optimise campaign returns.

The Q&A session which followed showed there is keen interest in digital as an acquisition channel among Asia-based non-profits. In the past year, we have grown our Digital team to support the scaling up of our campaign pipeline by bringing on a Creative Strategist, and we will be testing new campaigns and tactics to drive regular-give donor acquisition for our charity partners.

# 2022 at a Glance

**\$ 147,766,083**  
*Donations Collected*

**8,580,487**  
*Transactions Processed*

**227,790**  
*New Recurring Donors*



## Collections Breakdown

### MALAYSIA

**\$48.7M**  
Donations Collected

**3.8M**  
Transactions

### SOUTH KOREA

**\$37.1M**  
Donations Collected

**2.1M**  
Transactions

### SINGAPORE

**\$23.7M**  
Donations Collected

**418K**  
Transactions

### THAILAND

**\$12.9M**  
Donations Collected

**660K**  
Transactions

### TAIWAN

**\$8.2M**  
Donations Collected

**362K**  
Transactions

### INDONESIA

**\$7.7M**  
Donations Collected

**701K**  
Transactions

### PHILIPPINES

**\$5.9M**  
Donations Collected

**369K**  
Transactions

### LATIN AMERICA

**\$914K**  
Donations Collected

**64K**  
Transactions

# Our People Drive Our Business

When it comes to People, our goal is to create a culture that fosters inclusivity, collaboration and growth, whilst being results-driven.

To put it quite simply, we want our people to enjoy coming to work, and for their time at SG to be as rewarding and fulfilling as it can be.

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**243**

*Employees*

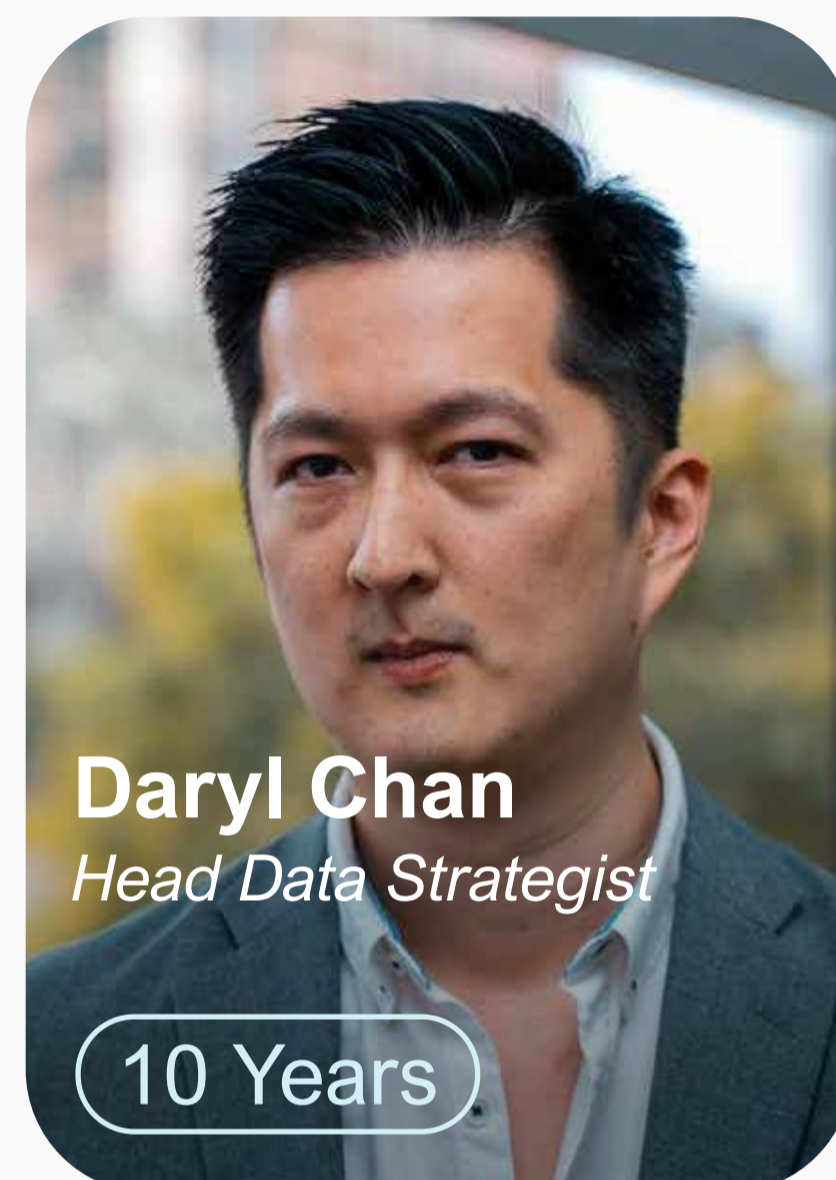
**30**

*New Joiners*

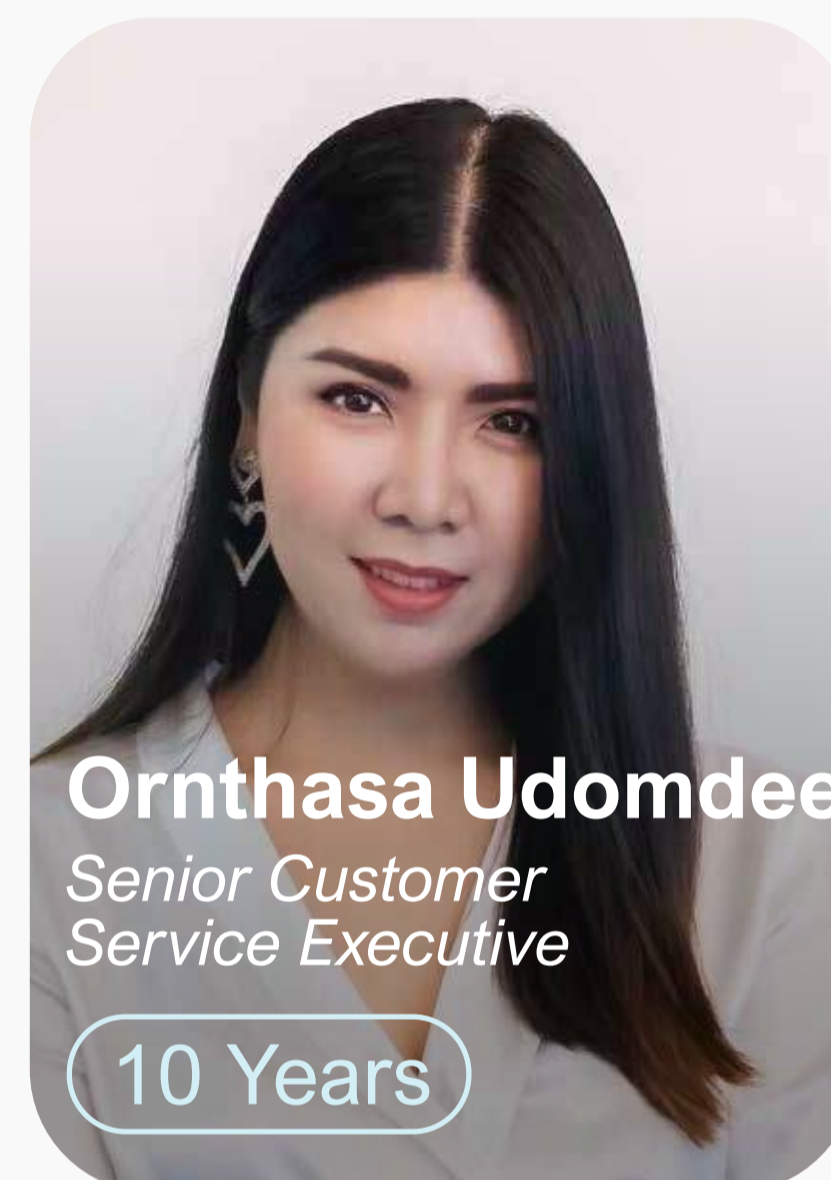


# Long Service Scheme

In 2022, we formalised changes to our Long Service Scheme which provided more flexibility on how people utilised the benefit. And we were proud to see a number of highly-valued team members reaching significant milestones.



**Daryl Chan**  
*Head Data Strategist*



**Ornthasa Udomdee**  
*Senior Customer Service Executive*



**Teng Sok Yun**  
*Procurement & Supply Chain Manager*



**Mae Wong**  
*Assistant to Head of Finance*

## *Progress over perfection.*

People and Culture will continue to be a priority for us in 2023, and we have many initiatives in the pipeline. As always, our goal is to facilitate the best workplace experience that we can for all employees by ensuring that they are given the tools to function as a high performing team, they are rewarded well, there are opportunities for growth, and that their health and wellbeing are prioritised and protected.

We strive to improve in this area each year and will stay true to our approach of “progress over perfection” – not being afraid to try new things, and also not being afraid to pivot towards something better.

# Looking Ahead

Our focus in 2023 will be to continue to improve our core business processes and evolve our fundraising solutions to meet the changing and diverse needs of our charity partners. We look forward to bringing our solutions to new markets, namely Australia, the UK and the US, and to forging strong and value-driven partnerships with recruiters and non-profits, with the aim of making fundraising easy for all.

In getting there, we are as always in awe of and inspired by the work that our non-profit partners do, in all corners of the world, in driving social change and alleviating problems for those who need it most.



# MALAYSIA



## 2022 Summary

2022 saw a steady and consistent uptrend in face-to-face acquisition, especially in the later part of the year, with recruiters regaining momentum after the starts and stops brought about by COVID lockdowns in the previous two years. We also welcomed a new charity partnership in the form of Maaedicare Charitable Foundation.

On the flipside, stricter card brands' transaction rules around recurring debit payments and processing issues with certain bank cards caused a spike in rejects towards the end of the year. However, strong acquisition offset attrition volumes, delivering overall positive donor base growth for the year.

# Payment Success Rates

## First Debit Approval Rate

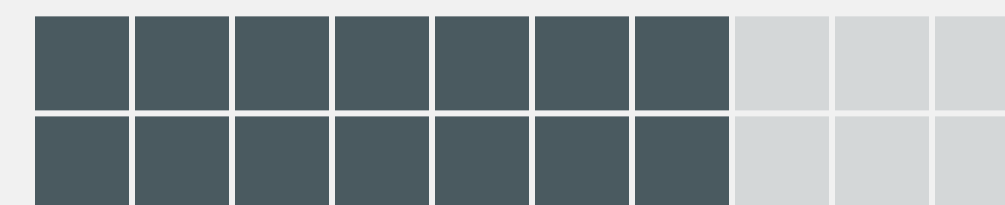
Percentage of donors successfully transacted on their first debit

2022



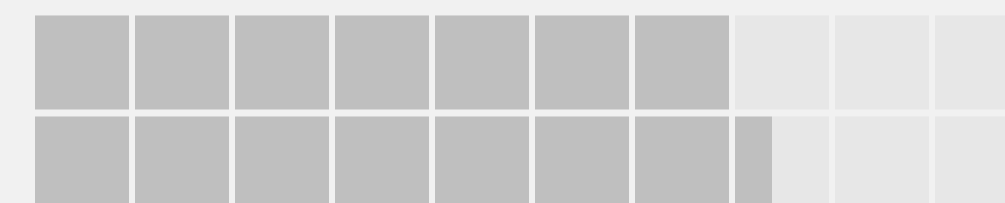
75%

2021



70%

2020



72%

## Anniversary Approval Rate

Percentage of donors successfully transacted on their recurring debits

2022



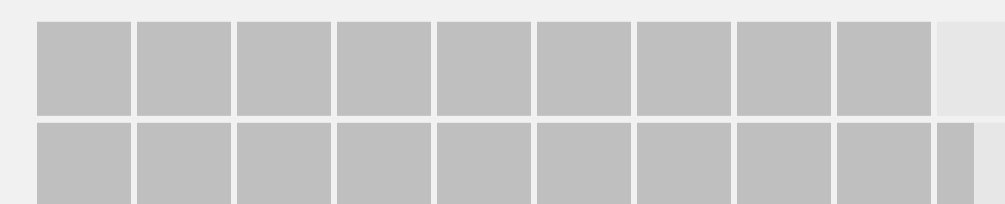
87%

2021



92%

2020



92%

# Donations Processed



2022

**MYR 214,572,723**

USD 48,710,501

2021

**MYR 216,434,284**

USD 51,952,020

2020

**MYR 204,515,478**

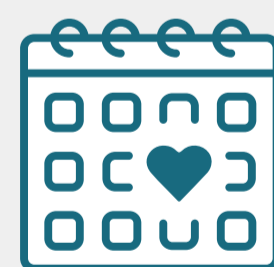
USD 50,671,368



*New Donors*

**75,464**

*Number of new recurring  
donors acquired in the year*



*Average Lifespan*

**36 months**

*Average number of months  
a donor will give to a cause*



*Average Gift*

**MYR 60**

USD 14

*Average monthly  
contribution per donor*



*Lifetime Value (LTV)*

**MYR 1,855**

USD 421

*Estimated total contribution of  
a donor to their chosen cause*

# 2023 Outlook

We expect 2023 to be another strong acquisition year in Malaysia, further assisted by the rolling out of point-of-sale payment capability powered by SG's signUP.

In addition, reject rates should normalise as the sector gets more clarity around card brand transaction rules.



# SOUTH KOREA



## 2022 Summary

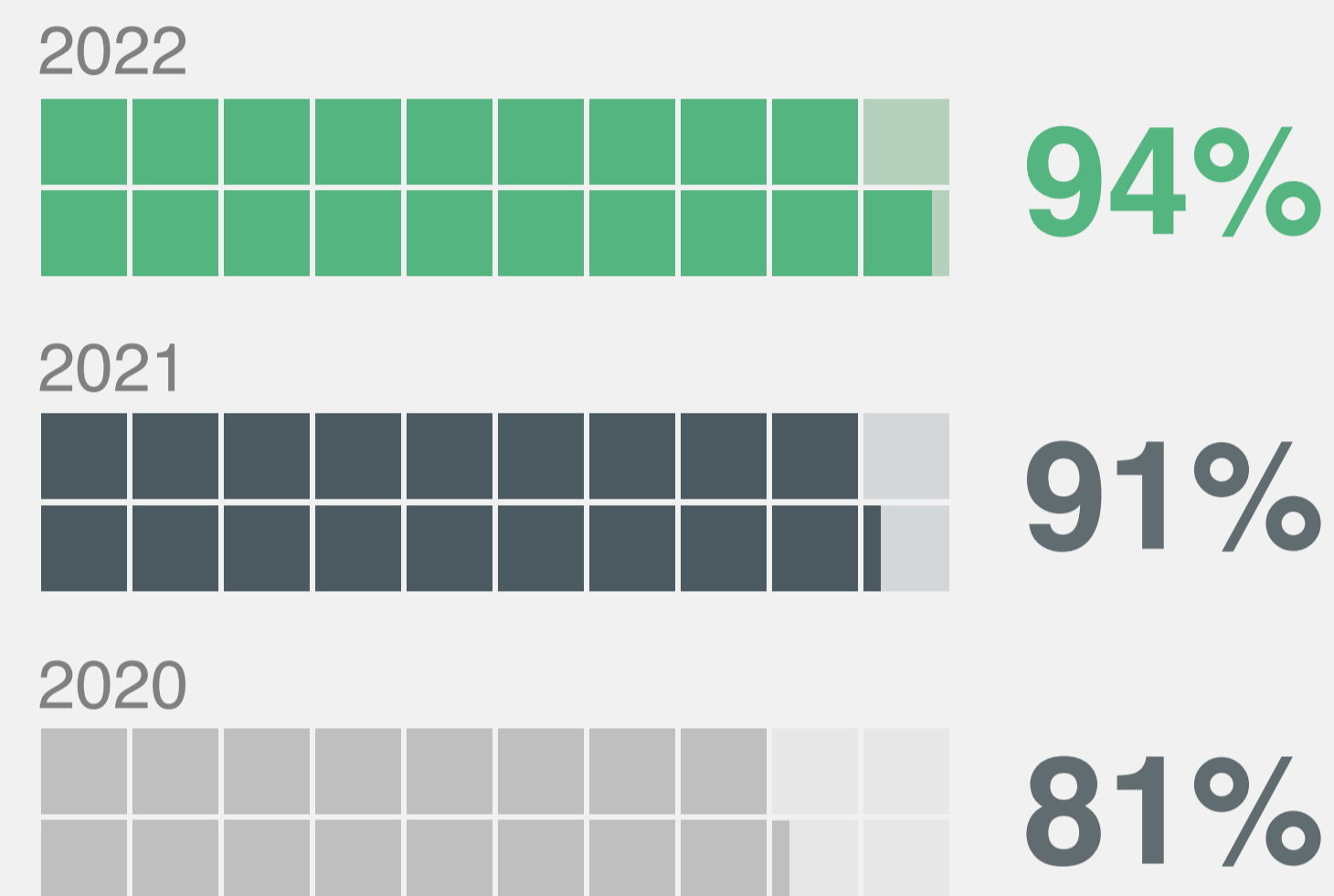
SG launched signUP, our digital data capture tool enhanced with point-of-sale payment capability, in Korea in 2022 and the response has been positive so far with over 3,000 new donors recruited using the QR code-based application.

We also welcomed two new charity partners, IFCJ and the International Rescue Committee into the SG fold. Additionally, payment success rates for Korea, for both first debit and recurring transactions, remained strong.

# Payment Success Rates

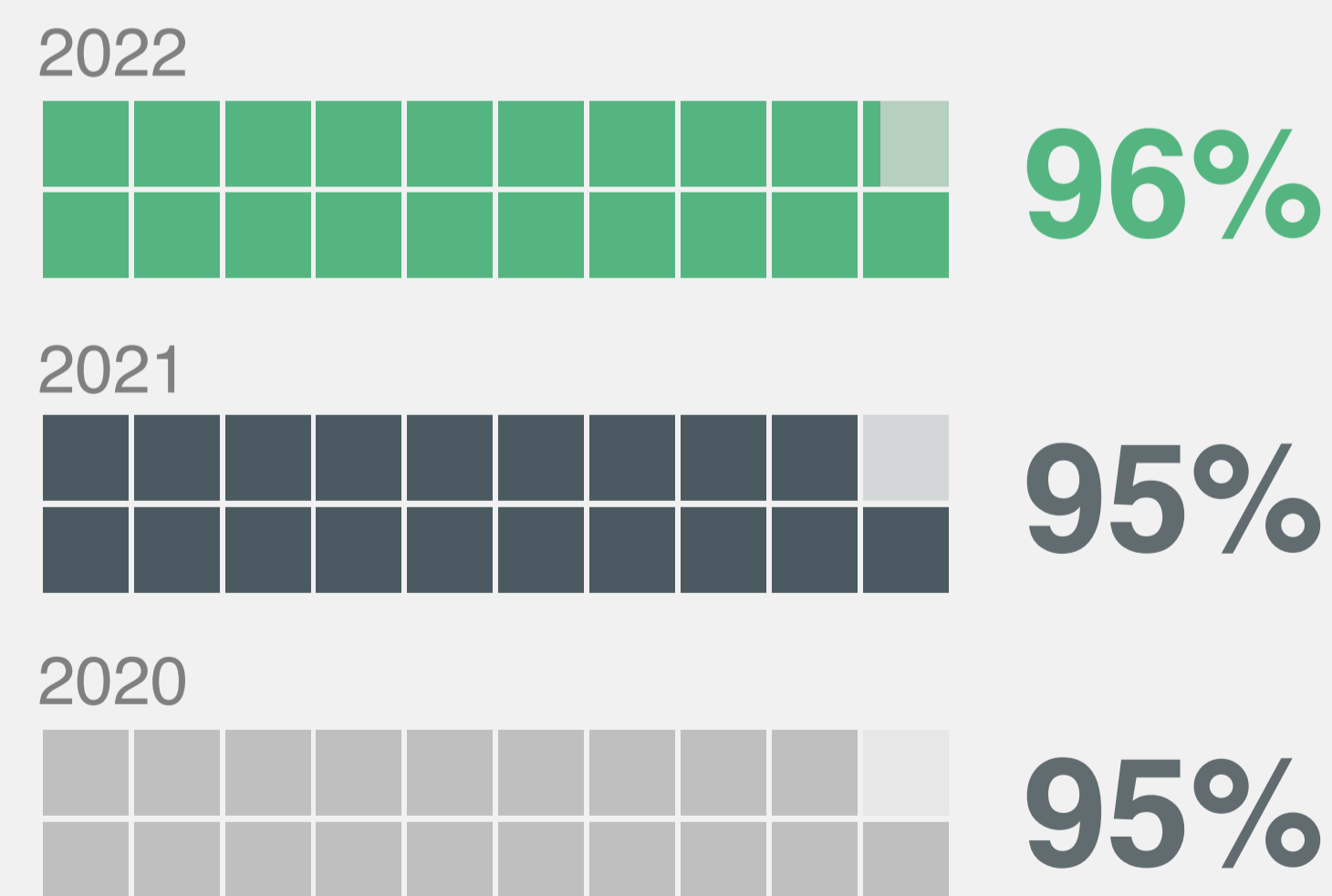
## First Debit Approval Rate

Percentage of donors successfully transacted on their first debit



## Anniversary Approval Rate

Percentage of donors successfully transacted on their recurring debits



# Donations Processed



2022

**KRW 47,197,577,591**

USD 37,060,147

2021

**KRW 28,691,382,866**

USD 24,100,762

2020

**KRW 25,906,568,130**

USD 23,626,790

*New Donors***52,797***Number of new recurring  
donors acquired in the year**Average Lifespan***29 months***Average number of months  
a donor will give to a cause**Average Gift***KRW 22,722**

USD 18

*Average monthly  
contribution per donor**Lifetime Value (LTV)***KRW 579,558**

USD 455

*Estimated total contribution of  
a donor to their chosen cause*

# 2023 Outlook

In 2023, we forecast new donor acquisition will come from diversified channels, including face-to-face, telemarketing, online, digital and DRTV. New contact centre infrastructure is also expected to drive efficiency and results in the coming year, impacting activities such as upgrades and reactivations.



# SINGAPORE



## 2022 Summary

August 2022 marked the return of face-to-face fundraising in Singapore and what a comeback story it was. By year end, acquisition volumes were back to the thousands, with high average piece rates and average gift amounts as well as controlled anniversary approval and attrition rates.

However, while some non-profits achieved their annual fundraising targets within a few months, others have delayed a return to face-to-face acquisition, either taking a "wait-and-see" stance or due to a lack of funding. There also seems to be increased scrutiny of non-profits leading to higher regulatory costs.

# Payment Success Rates

## First Debit Approval Rate

Percentage of donors successfully transacted on their first debit

2022



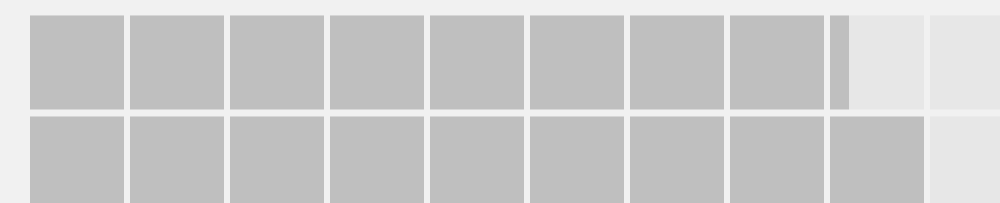
95%

2021



97%

2020



86%

## Anniversary Approval Rate

Percentage of donors successfully transacted on their recurring debits

2022



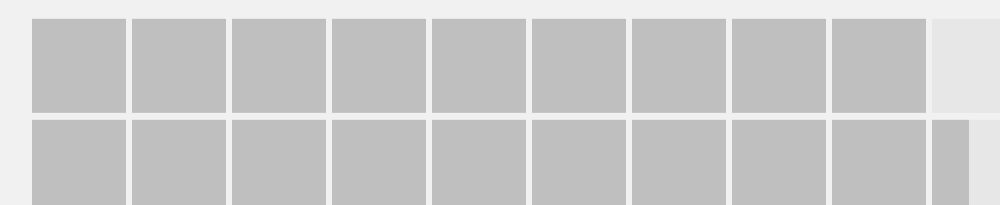
94%

2021



94%

2020



92%

# Donations Processed



2022

**SGD 31,724,783**

USD 23,651,587

2021

**SGD 31,214,639**

USD 23,146,466

2020

**SGD 37,777,031**

USD 28,490,757



*New Donors*

**9,418**

*Number of new recurring  
donors acquired in the year*



*Average Lifespan*

**41 months**

*Average number of months  
a donor will give to a cause*



*Average Gift*

**SGD 65**

USD 49

*Average monthly  
contribution per donor*



*Lifetime Value (LTV)*

**SGD 2,795**

USD 2,083

*Estimated total contribution of  
a donor to their chosen cause*

# 2023 Outlook

We are optimistic about the prospects of face-to-face acquisition in Singapore in 2023. Rising average donation amounts coupled with more charities reactivating their face-to-face campaigns indicate another year of strong acquisition volumes and stable attrition.



# THAILAND



## 2022 Summary

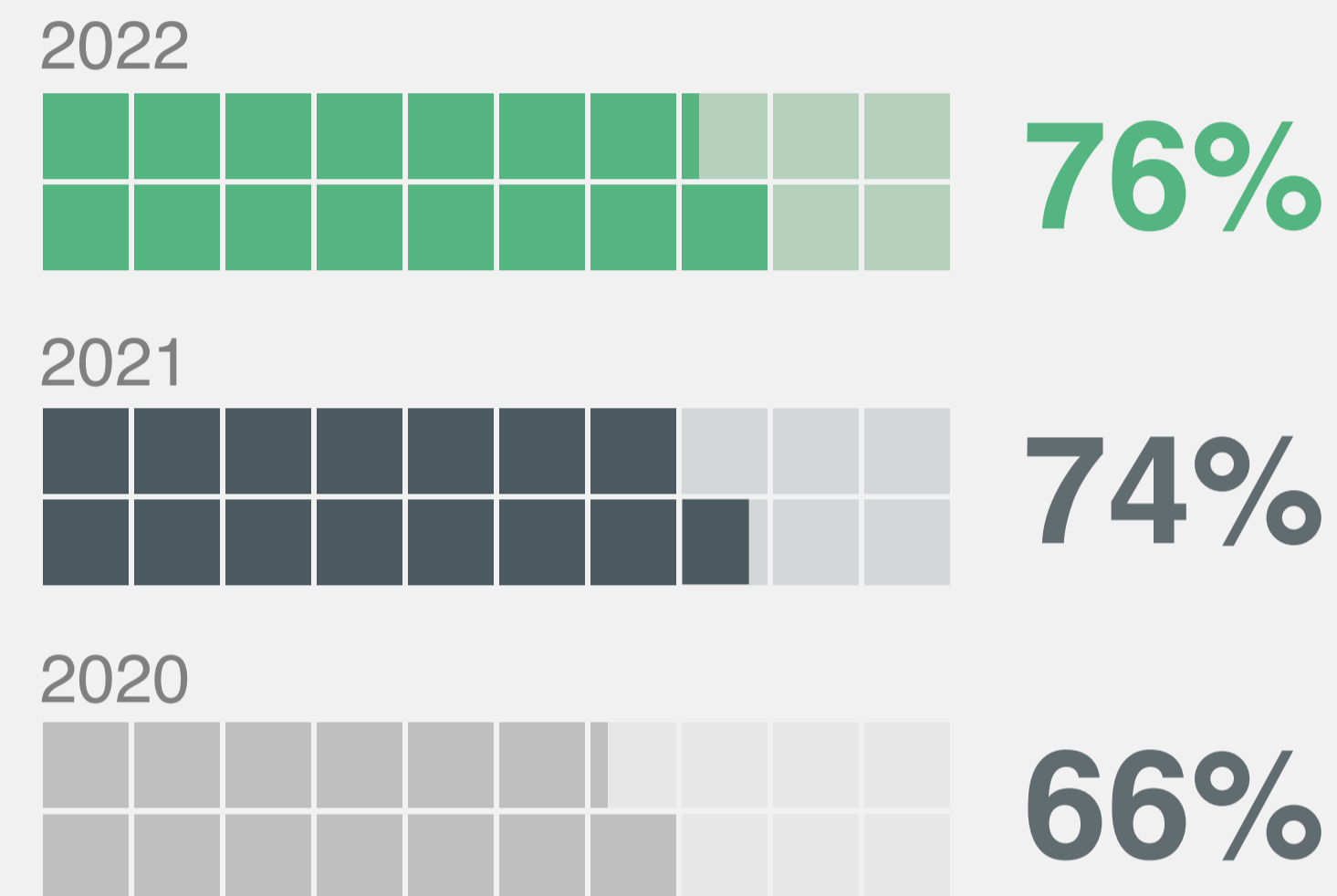
In 2022, Thailand's biggest challenge was sustaining face-to-face acquisition volumes in the face of an economy that had not fully recovered from the effects of the pandemic. At the same time, new donor recruitment was limited to credit card sign ups because of ongoing reject issues with debit cards (that were caused by the switching off of the auto-debit feature by banks in late 2021).

On the upside, first debit success rates recorded an uptrend and new donors were recruited at higher average gifts, although LTV remained under pressure as an effect of high attrition and lower giving life spans.

# Payment Success Rates

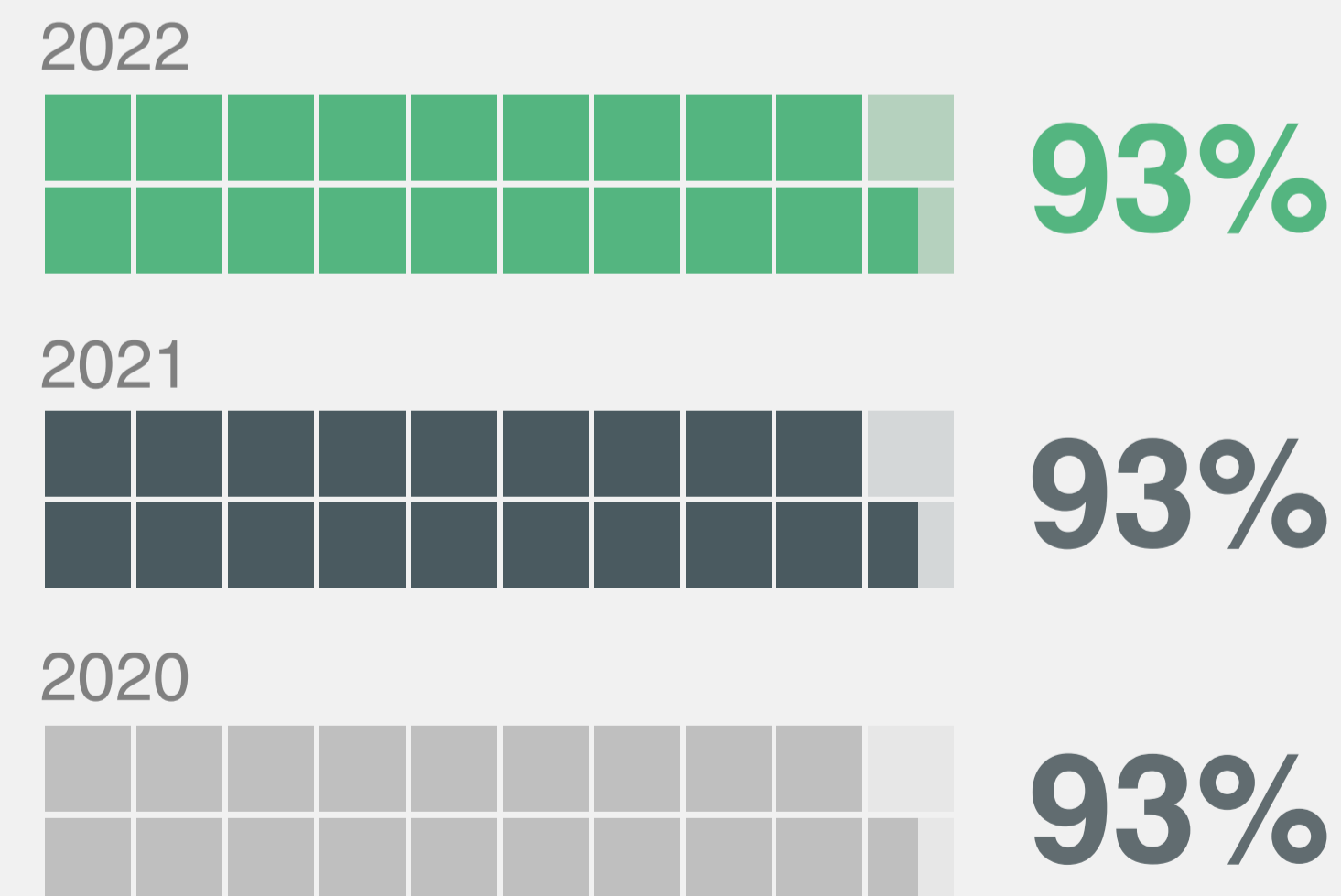
## First Debit Approval Rate

Percentage of donors successfully transacted on their first debit



## Anniversary Approval Rate

Percentage of donors successfully transacted on their recurring debits



# Donations Processed



2022

**THB 442,424,815**

USD 12,922,140

2021

**THB 449,053,086**

USD 13,527,275

2020

**THB 577,295,297**

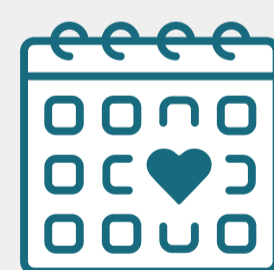
USD 19,237,788



*New Donors*

**20,457**

*Number of new recurring  
donors acquired in the year*



*Average Lifespan*

**22 months**

*Average number of months  
a donor will give to a cause*



*Average Gift*

**THB 622**

USD 18

*Average monthly  
contribution per donor*



*Lifetime Value (LTV)*

**THB 11,853**

USD 346

*Estimated total contribution of  
a donor to their chosen cause*

# 2023 Outlook

The return of tourism to Thailand is expected to positively impact the economy and generate momentum which could influence better acquisition volumes as well as lower attrition.

Our operational teams are also geared to support our charity partners with the planning and implementation of third-party platform integrations with some of our key charity partners in the market.



# TAIWAN



## 2022 Summary

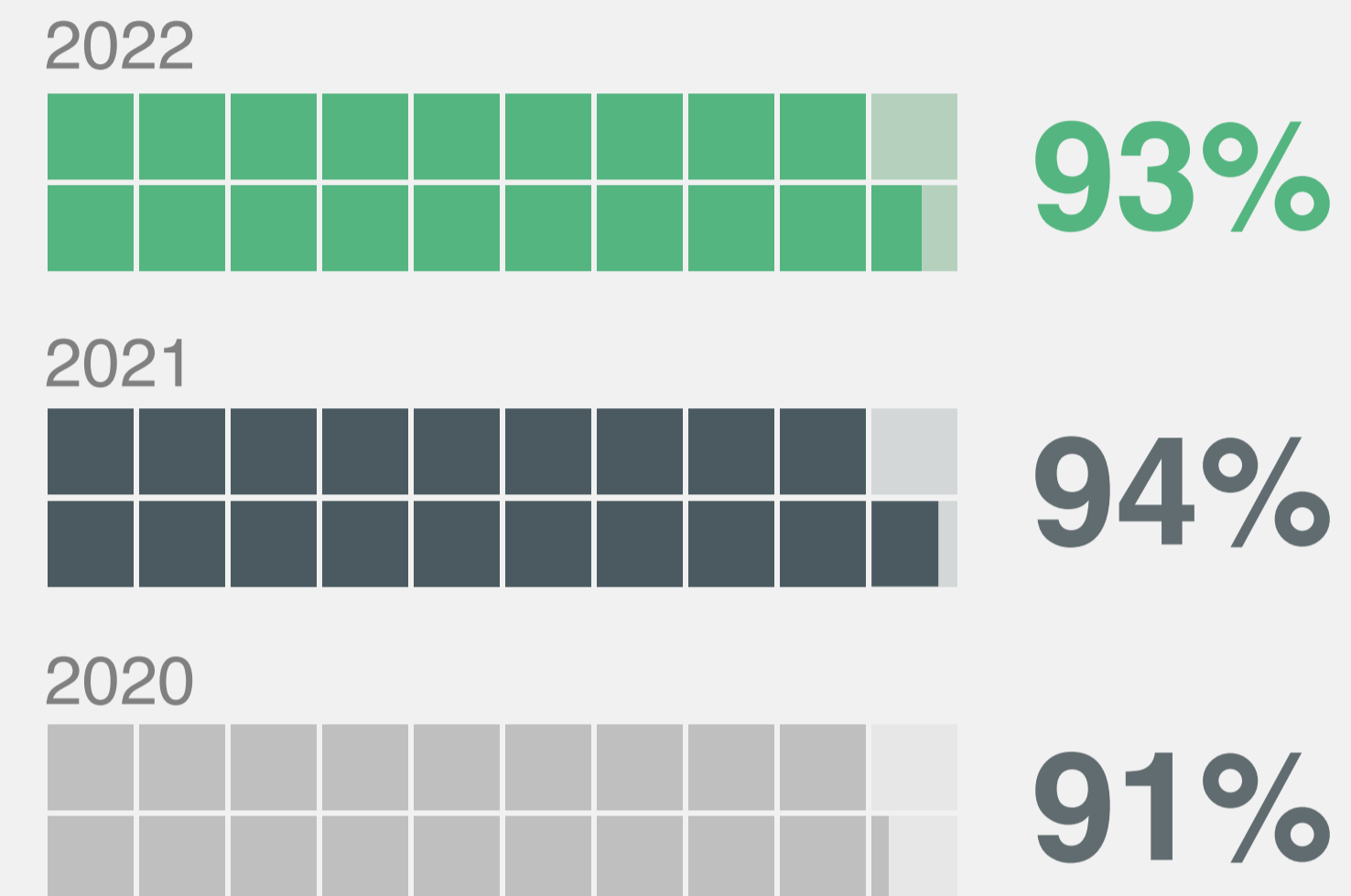
2022 marked several firsts for Taiwan – SG held our first Data Share workshop for non-profit partners in the market, our digital acquisition tool signUP was launched, and we deployed new contact centre infrastructure to drive better performance on our outbound call services. In addition, higher approval rates and a change in the average ask amount resulted in better LTV and lifespan among regular-give donors.

On the other hand, challenges in recruiting face-to-face and telemarketing agents resulted in a slower rebound of new donor acquisition volumes post-COVID. However, with attrition remaining controlled, the overall active donor base showed positive growth in the year.

# Payment Success Rates

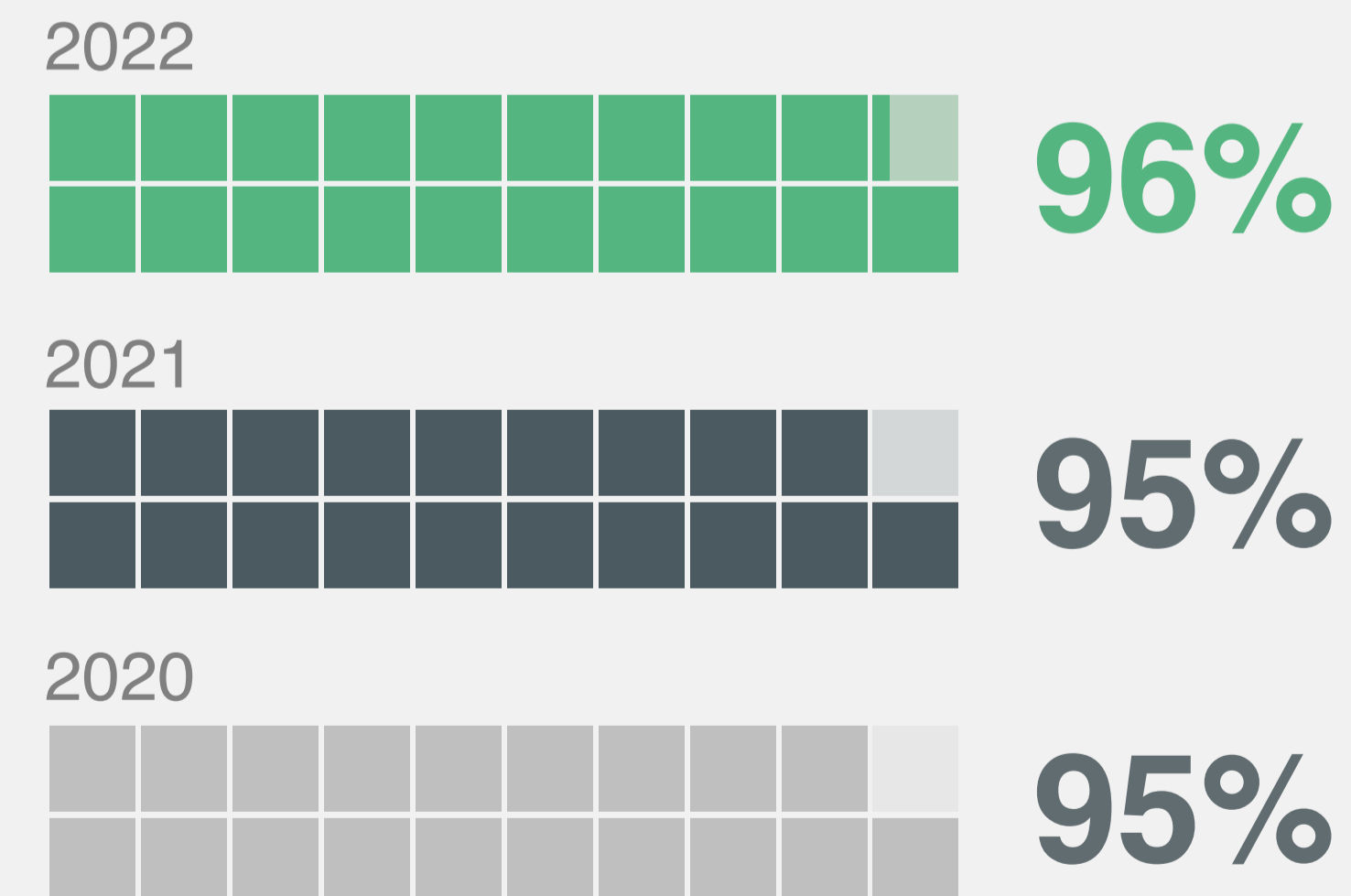
## First Debit Approval Rate

Percentage of donors successfully transacted on their first debit



## Anniversary Approval Rate

Percentage of donors successfully transacted on their recurring debits



# Donations Processed



2022

**TWD 251,502,237**

USD 8,191,621

2021

**TWD 274,980,851**

USD 9,921,584

2020

**TWD 234,331,901**

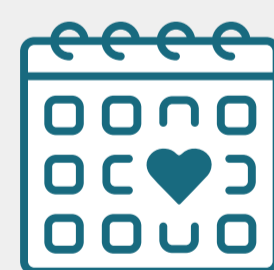
USD 8,363,306



*New Donors*

**12,327**

*Number of new recurring  
donors acquired in the year*



*Average Lifespan*

**32 months**

*Average number of months  
a donor will give to a cause*



*Average Gift*

**TWD 629**

USD 20

*Average monthly  
contribution per donor*



*Lifetime Value (LTV)*

**TWD 19,546**

USD 637

*Estimated total contribution of  
a donor to their chosen cause*

# 2023 Outlook

In 2023, we forecast the acquisition momentum to pick up as we see new donor volumes slowly bouncing back. Coupled with strong approval rates and a high average gift, it should be a positive year ahead for non-profits in Taiwan.



# INDONESIA



## 2022 Summary

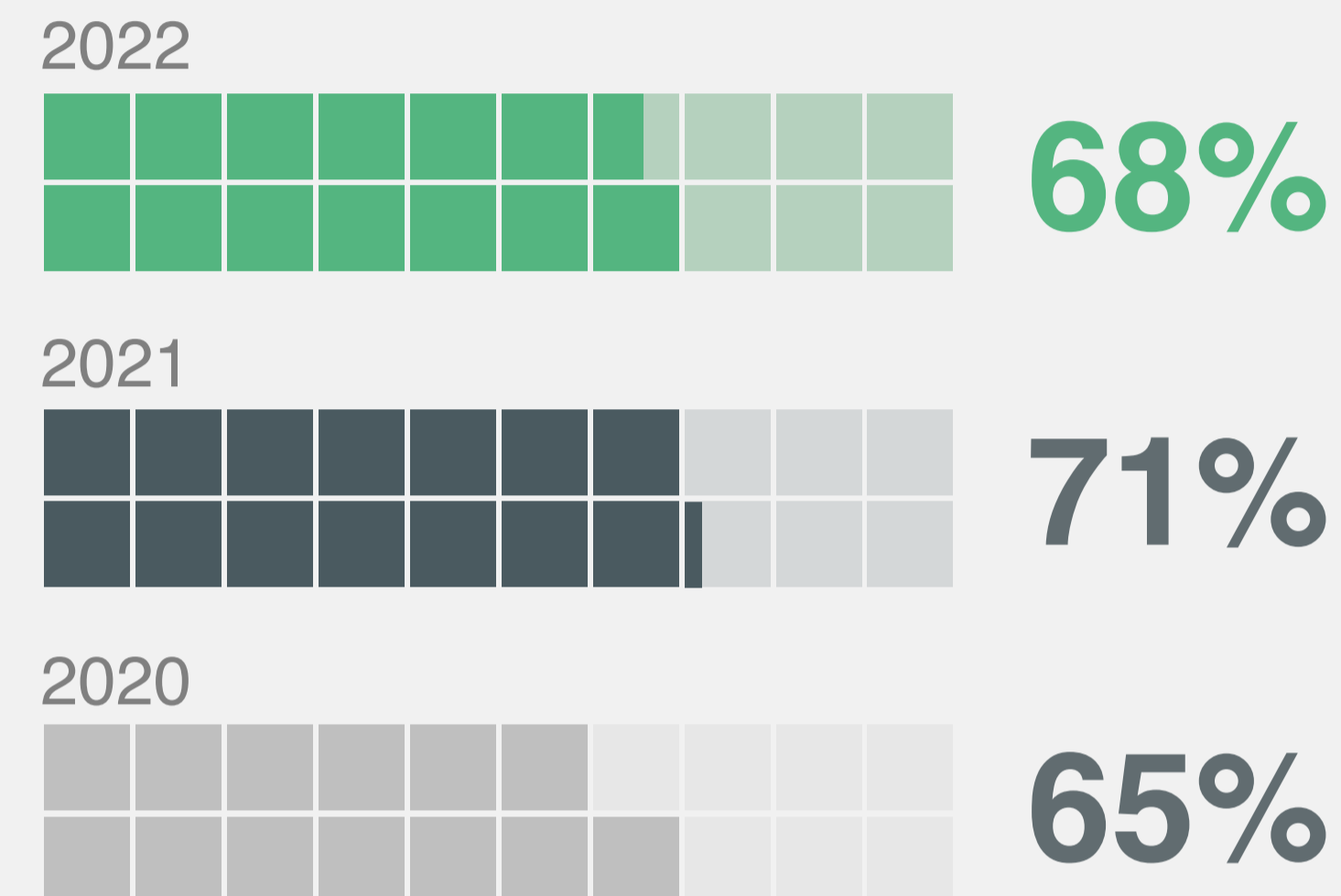
2022 saw the ramp up of face-to-face acquisition in Indonesia. Acquisition volume outpaced that of 2021 as new recruiters entered the market and non-profits scaled up in-house face-to-face teams. In addition, anniversary approval rates held steady while operational improvements resulted in lower donor cancellations.

High early attrition is a challenge, potentially an effect of inexperienced face-to-face teams and the overall giving lifespan not bouncing back to pre-COVID levels. Interestingly, the donor profile shows a slight shift with new donors in 2022 skewing younger and overwhelmingly (87%) choosing to donate via bank account (in 2019, 67% of new donors donated via credit cards).

# Payment Success Rates

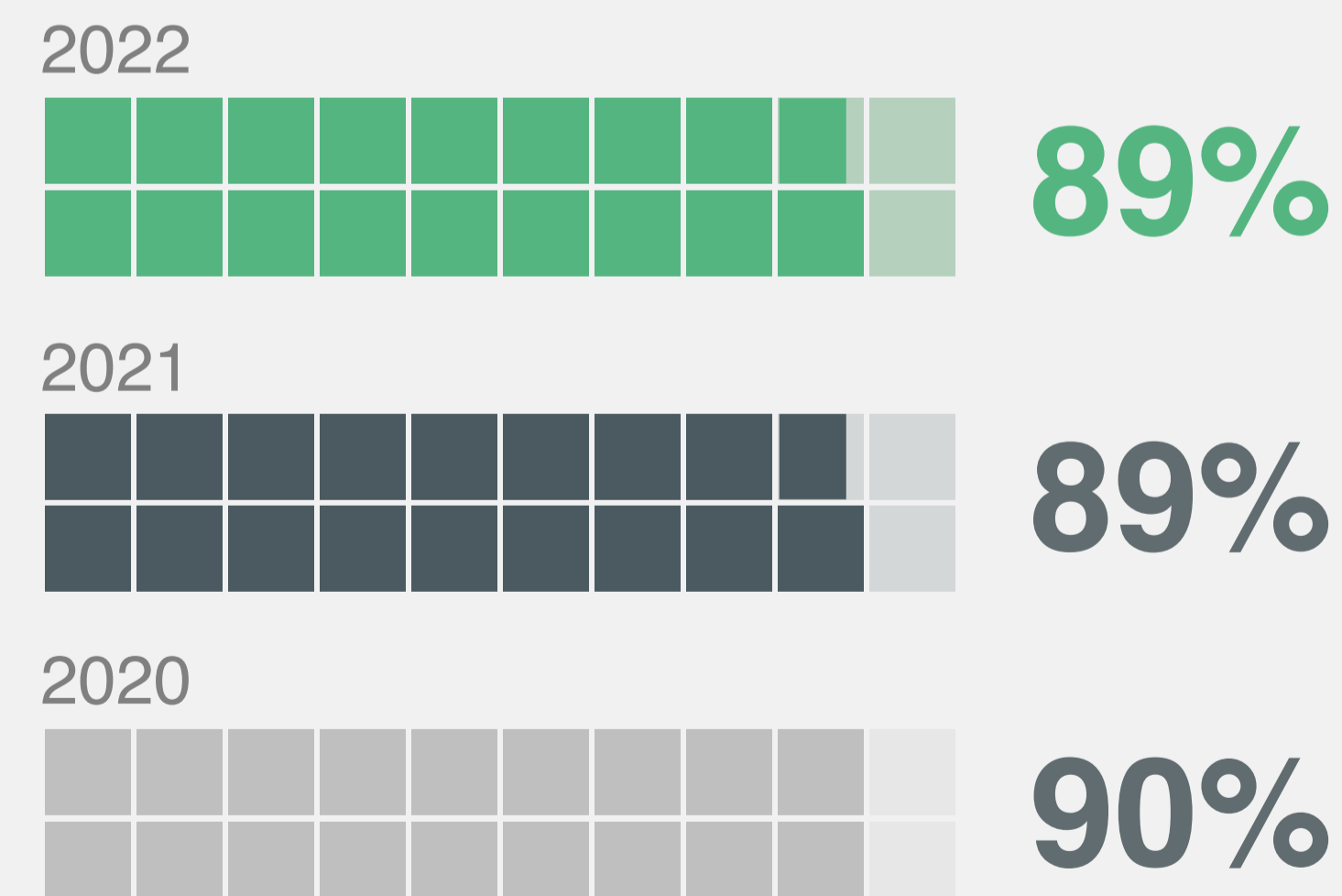
## First Debit Approval Rate

Percentage of donors successfully transacted on their first debit



## Anniversary Approval Rate

Percentage of donors successfully transacted on their recurring debits



# Donations Processed



2022

**IDR 119,632,254,268**

USD 7,660,737

2021

**IDR 143,611,884,850**

USD 10,052,832

2020

**IDR 160,579,080,085**

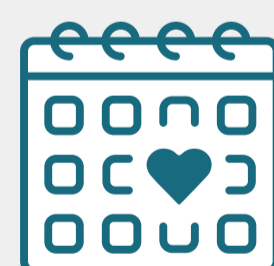
USD 11,401,115



*New Donors*

**24,768**

*Number of new recurring  
donors acquired in the year*



*Average Lifespan*

**35 months**

*Average number of months  
a donor will give to a cause*



*Average Gift*

**IDR 139,987**

USD 9

*Average monthly  
contribution per donor*



*Lifetime Value (LTV)*

**IDR 4,173,027**

USD 267

*Estimated total contribution of  
a donor to their chosen cause*

# 2023 Outlook

In 2023, we forecast a similar momentum in acquisition volumes and recommend that this be coupled with a focus on improving donor quality, and therefore early attrition.

Non-profits should also start thinking about more creative ways to engage and retain younger donors in the long-term.



# PHILIPPINES



## 2022 Summary

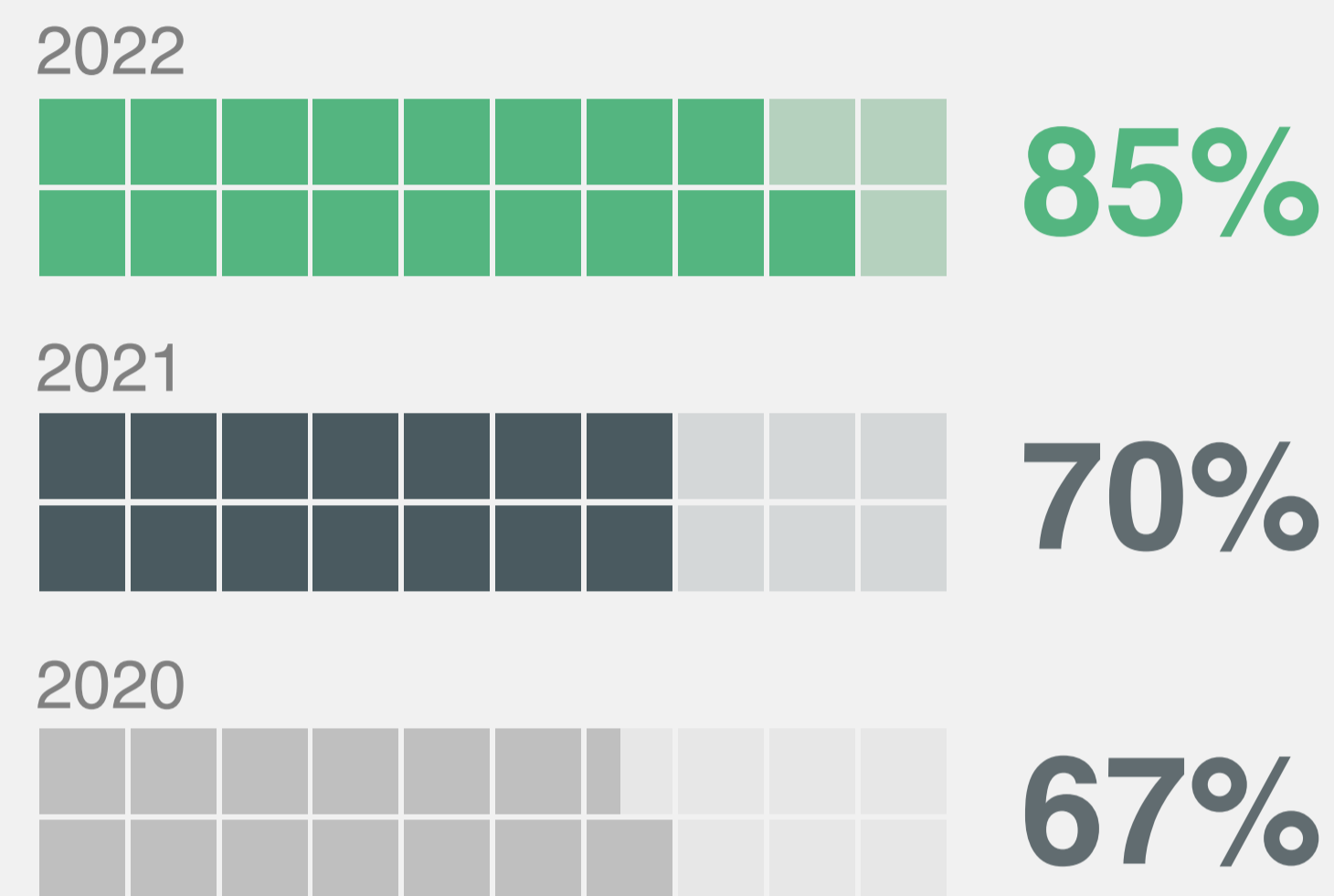
The early part of 2022 still posed difficulties for acquisition with COVID restrictions and natural disasters adversely affecting the economy and livelihoods. Fortunately, towards the later part of the year with health and safety restrictions relaxed and society opening up, face-to-face fundraising quickly came back on track. However, new donor acquisition remained limited in the Philippines with only one major recruiter in the market.

Despite this, selected large non-profits managed to grow their donor bases. Moreover, the implementation of additional retention touchpoints for some charity partners saw tangible benefits such as better segmentation and reach rates on upgrade calls. First debit approval rates improved significantly, no doubt buoyed by the decision to focus on credit cards as a payment method, while anniversary approval rates remained healthy.

# Payment Success Rates

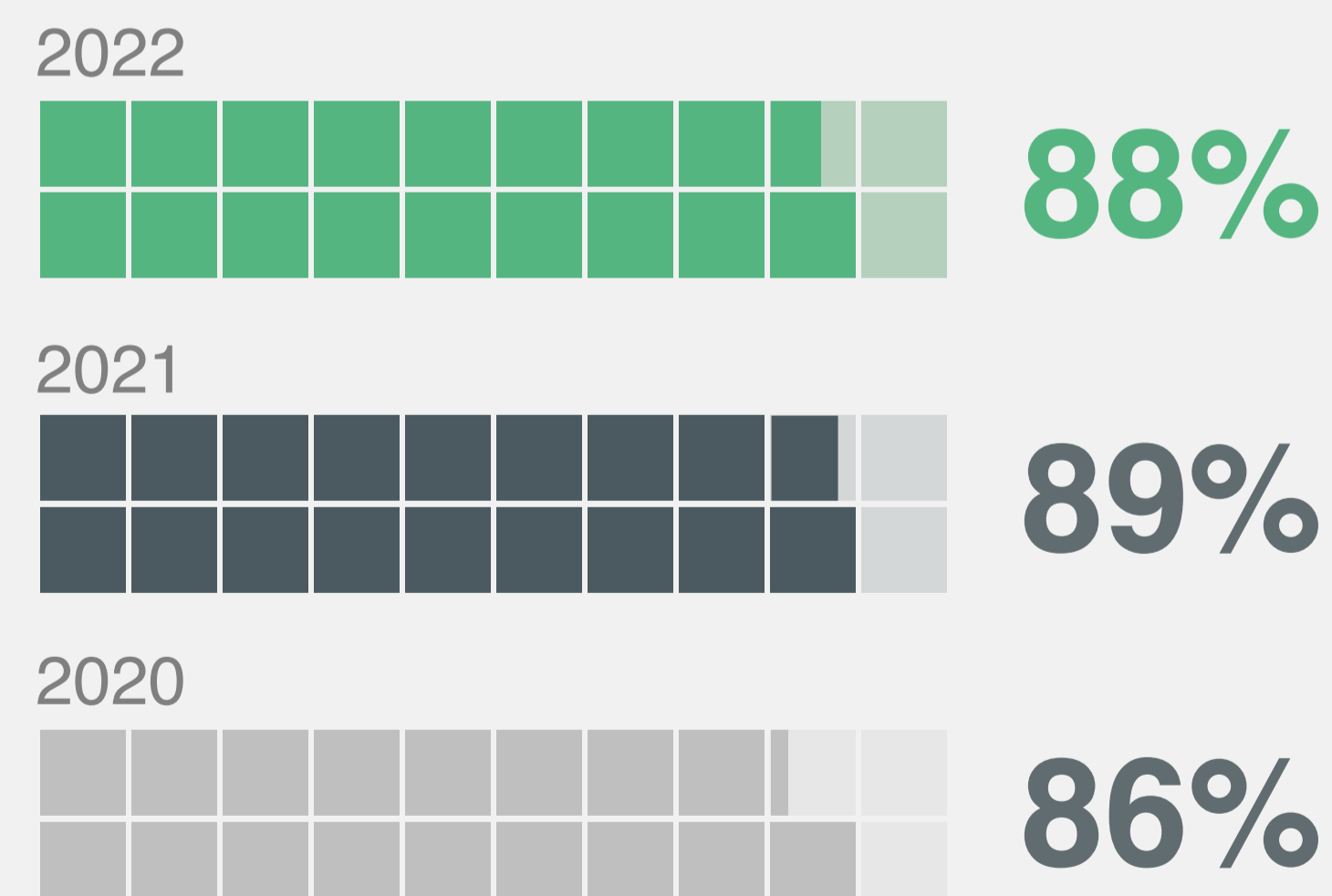
## First Debit Approval Rate

Percentage of donors successfully transacted on their first debit

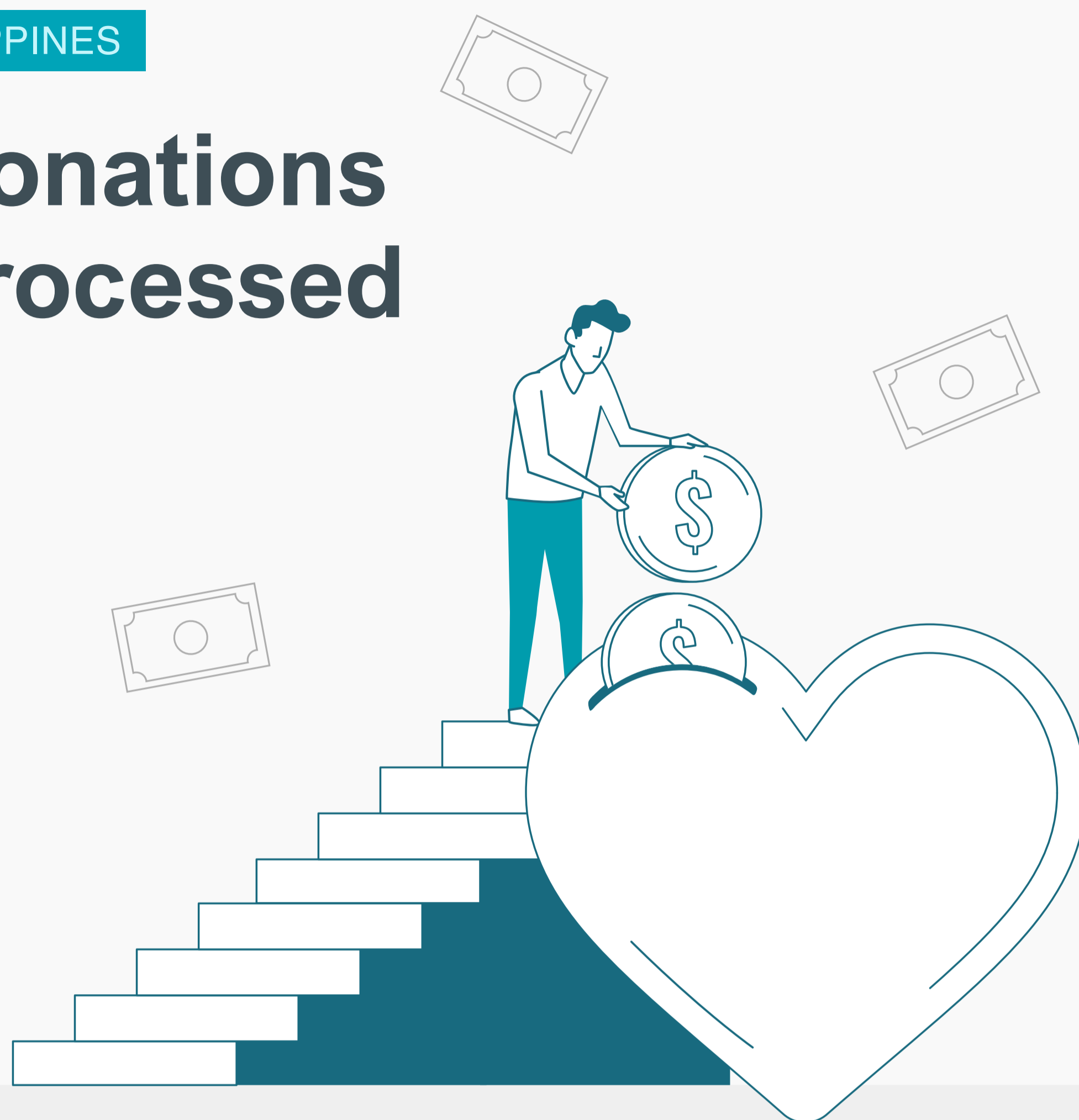


## Anniversary Approval Rate

Percentage of donors successfully transacted on their recurring debits



# Donations Processed



2022

**PHP 329,446,944**

USD 5,884,570

2021

**PHP 278,391,516**

USD 5,451,463

2020

**PHP 267,047,161**

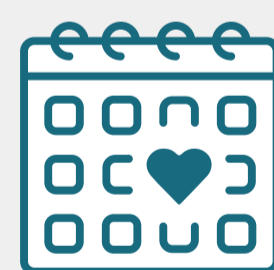
USD 5,560,723



*New Donors*

**20,627**

*Number of new recurring  
donors acquired in the year*



*Average Lifespan*

**25 months**

*Average number of months  
a donor will give to a cause*



*Average Gift*

**PHP 1,050**

USD 19

*Average monthly  
contribution per donor*



*Lifetime Value (LTV)*

**PHP 23,517**

USD 420

*Estimated total contribution of  
a donor to their chosen cause*

# 2023 Outlook

In 2023, new donor acquisition is expected to remain a challenge, requiring charities to double up on donor retention efforts in order to drive sustainable income. New recruitment teams are expected to enter the market and provide a small boost.

Non-profits are recommended to diversify their acquisition strategies, including leveraging on telemarketing, digital acquisition as well as peer-to-peer fundraising.



# LATIN AMERICA



## 2022 Summary

Our charity partners in LATAM continue to make great progress in introducing the concept of recurring gifts to the region, with successful launches of face-to-face campaigns in Guatemala and Paraguay.

Monthly donations are still a new concept, and many donors opt to make a one-off gift; however, the steady growth of the cumulative active donor base is a positive indicator for fundraising in the region.

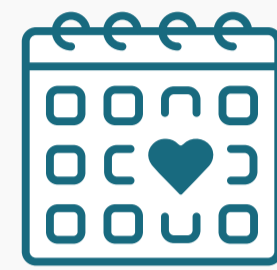
# 2022 in Numbers



*Number of new recurring donors acquired in the year*

*New Donors*

**10,962**



*Average number of months a donor will give to a cause*

*Average Lifespan*

**25 months**



*Average monthly contribution per donor*

*Average Gift*

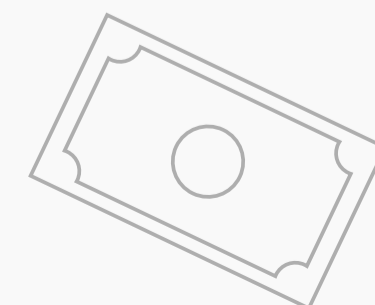
**USD 14**



*Estimated total contribution of a donor to their chosen cause*

*Lifetime Value (LTV)*

**USD 298**



# 2023 Outlook

In 2023, new donor acquisition is expected to continue on an upward trajectory, strengthened by healthy average gift amounts and approval rates in most markets.

Non-profits are expected to continue focusing their efforts on scaling up regular-give campaigns and strengthening donor engagement programs to address attrition rates in the region.





# Defining the Future of Fundraising

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