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CHARITY GOVERNANCE CONFERENCE AND WORKSHOPS 2021

# FROM CRISIS TO OPPORTUNITY HOW TO BE RESILIENT AND SUSTAINABLE IN ANY SITUATION

**Mr Seah Chin Siong**  
Chairman  
National Volunteer & Philanthropy Centre



# We are living in the crisis of a generation...

Commentary  
*The fight to live with Covid-19 continues, pause or no pause*

 Joyce Teo  
Senior Health Correspondent



**today**

Singapore | World | Big Read | Gen Y Speaks | Adulting 101 | Commentary | Voices | Videos | Brand Spotlight | 8 DAYS  
**Covid-19 home recovery system 'much strained': MOH issues FAQ guide, urges people to avoid jamming hotlines**

By KENNETH CHENG



Home-based learning for primary schools until Oct 7; tuition to move online under new Covid-19 rules



The task force said the extension is to protect younger children who are not yet medically eligible for vaccinations. PHOTO: ST FILE

**Singapore migrant workers are still living in Covid lockdown**

By Nick Marsh  
Singapore  
🕒 2 days ago

Coronavirus pandemic



# Honouring our exemplary givers



Record high of **236 nominations** received for PVPA 2020 Special Edition

# Becoming the City of Good

Record \$102m donated on Giving.sg in a year amid Covid-19 pandemic



Donations from the \$600 Solidarity Payment given to each adult Singaporean in April last year contributed to the increase. ST PHOTO: JASON QUAH

Record high of **\$20.4M** after individuals gave their Solidarity Payment in Apr 2020

**\$93.4M** between Jan - Dec 2020

Over **\$102M** for FY20/21 (Apr20 – Mar21)

# Becoming the City of Good

#StayUnitedSG

**we  
may be  
a p a r t  
but  
we are in  
this  
together**

Who would have thought that we would all come to this. A world where staying away from each other has become necessary. It's a time where we are all in this together. It's the time for us to be apart, now more than ever.

On our own in ways, Singtel has raised \$2 million to support vulnerable groups in the community and our courageous healthcare heroes.

During this uncertain period, we will also do all we can to ensure your life remains as connected as ever, by putting a care package of complimentary services.

**Stay Home. Entertained.**  
From over 20 channels across Singtel CAST, pass for everyone in Singapore, and 30 channels on Singtel TV for Singtel TV customers. Singtel TV is also offering free news and easily to entertainment.

**Stay in Touch**  
Use our app or log on WhatsApp® for all Singtel mobile customers.

**Stay Protected**  
Our nation has overcome many challenges, and we are stronger for it. Let's stay united, strong and get through this one too. Because together, we can.

Visit [singtel.com/stay-united-singapore](https://singtel.com/stay-united-singapore) for more about Singtel's complete care package.

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**Singtel**

Organisations such as **Singtel** ramped up CSR efforts in response to Covid-19

# Becoming the City of Good



Community leaders and other diverse stakeholders came together to improve the quality of life for migrant workers through **Colabs**

“

**The purpose of corporations should be  
to produce profitable solutions to the  
problems of people and planet, and not  
to profit from producing problems for  
people or planet.**

”

-- Saïd Business School, University of Oxford

# Why now?



- Trust deficit in businesses
- Sustainability because of climate change
- Social inequality
- Diminishing brand control due to the rise of social media
- Demand for longer-term thinking
- Digitisation's threats and opportunities

# Case Study: Speco (SME)



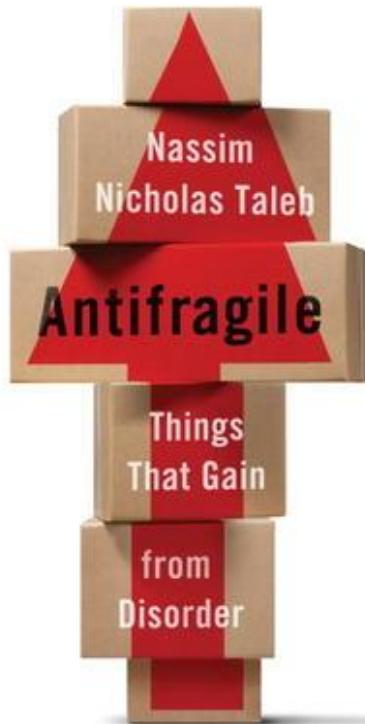
## Case Study: Unilever (MNC)



# Together, we are stronger and more resilient

Through the **Alliance for Action on Corporate Purpose** (AfA-CP), NVPC's Company of Good (COG) intends to bring business leaders together to co-design and co-develop the first iteration of the National Blueprint and Framework on Corporate Purpose.

NEW YORK TIMES BESTSELLING AUTHOR OF  
THE BLACK SWAN



Some things benefit from shocks; they thrive and grow when exposed to volatility, randomness, disorder, and stressors and love adventure , risk, and uncertainty.

**Antifragility** is beyond resilience or robustness. The resilient resists shocks and stays the same; the antifragile gets better.



Together, let us become  
the City of Good

[cityofgood.sg](http://cityofgood.sg)