

Visibility Guide for Charities the PARENT framework



This guide is a framework for charities to effectively communicate impact, governance and accountability to their donors. By adopting it, charities can help to build trust in our giving sector, by promoting transparency and responsible practices.



Commissioner of Charities
Ang Hak Seng



Purpose



Be clear on your purpose and state it.

Having a clear purpose drives strategic direction and intended impact for your beneficiaries.

Alignment



Show alignment of activities with your purpose.

Your charity may conduct various activities catered to your beneficiaries' needs. Show that these activities achieve your charitable purpose.

Results



State results to account for effective use of resources.

Statistical information on outreach efforts, funds raised and donations received are possible examples. Your charity can go beyond to show Inputs, Process and Outputs KPIs.

Evidence



Provide evidence through testimonials.

Your charity's positive impact can be demonstrated through testimonials from beneficiaries and their family members. Videos and pictures are also viable options.

Navigate



Ensure ease of navigation within the annual report.

Allow readers to have a quick overview of the good work done by starting the report with an infographic on key information.

Transparent



Be transparent.

Let your stakeholders know your charity's areas for improvement and plans for the year ahead.