



Tap & Give Information Kit - HCSA's Digital Giving Terminal

Updated as of 14 April 2022

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Background

THE OBJECTIVES OF THIS PARTNERSHIP

Background & Objectives

The most common reason why corporate social responsibility (CSR) efforts fail is because they are seen as a peripheral function unlinked to the business and often one-off, reactive activities devoid of a larger intent.

Hence, we develop this corporate partnership proposal that allows corporate giving to leverage the core of your business' purpose and operations for a more sustainable approach.

The objectives for this partnership are:

1. To introduce a **sustainable and strategic CSR effort** of corporate giving towards HCSA Community Services
2. To facilitate an active and long-term partnership with HCSA Community Services for **greater mutual social and economic outcomes**

The business case

WHAT CSR MEANS FOR YOUR BUSINESS



The business case for CSR



Employee Retention

- Win the battle for talent
- Connect people to purpose
- Demonstrating commitment to values



Better Brand Reputation

- Do good and look good
- Tell a powerful story
- Differentiate your brand from the rest



Increase Sales & Profit

- Meeting customers' trends of being more socially responsible
- Today's customers don't mind paying more for social conscious

"Besides driving economic stability, businesses can catalyse social change through their influence, partnerships and business models"

Melissa Kwee, CEO

National Volunteer and Philanthropy Centre
(NVPC)



The social case

WHAT HCSA NEEDS AND OUR CHALLENGES

Our marginalised and vulnerable groups affected by the pandemic

theAsianparent

TAP Awards 2021 Becoming A Parent Parenting Ages & Stages Feeding & Nutrition Educa

Real Stories

Single Mum Struggles To Make Ends Meet After Losing Her Job Amid Pandemic

5 min read



RICE

TOPICS EDITORIALS SERIES VIDEO PHOTO READ FOLLOW US Q

Ex-Offenders and Employment: How The Pandemic Increased Their Barriers To Entry

By Edwina Latta November 25, 2020



THE STRAITS TIMES

SINGAPORE

LOG IN

Parliament: Do not leave vulnerable groups behind as economy transforms amid Covid-19, say MPs



A job fair at Chong Pang Community Club on Aug 20, 2020. ST PHOTO: ONG WEE JIN PHOTO 11



Choo Yim Ting

PUBLISHED SEP 2, 2020, 4:07 PM SGT



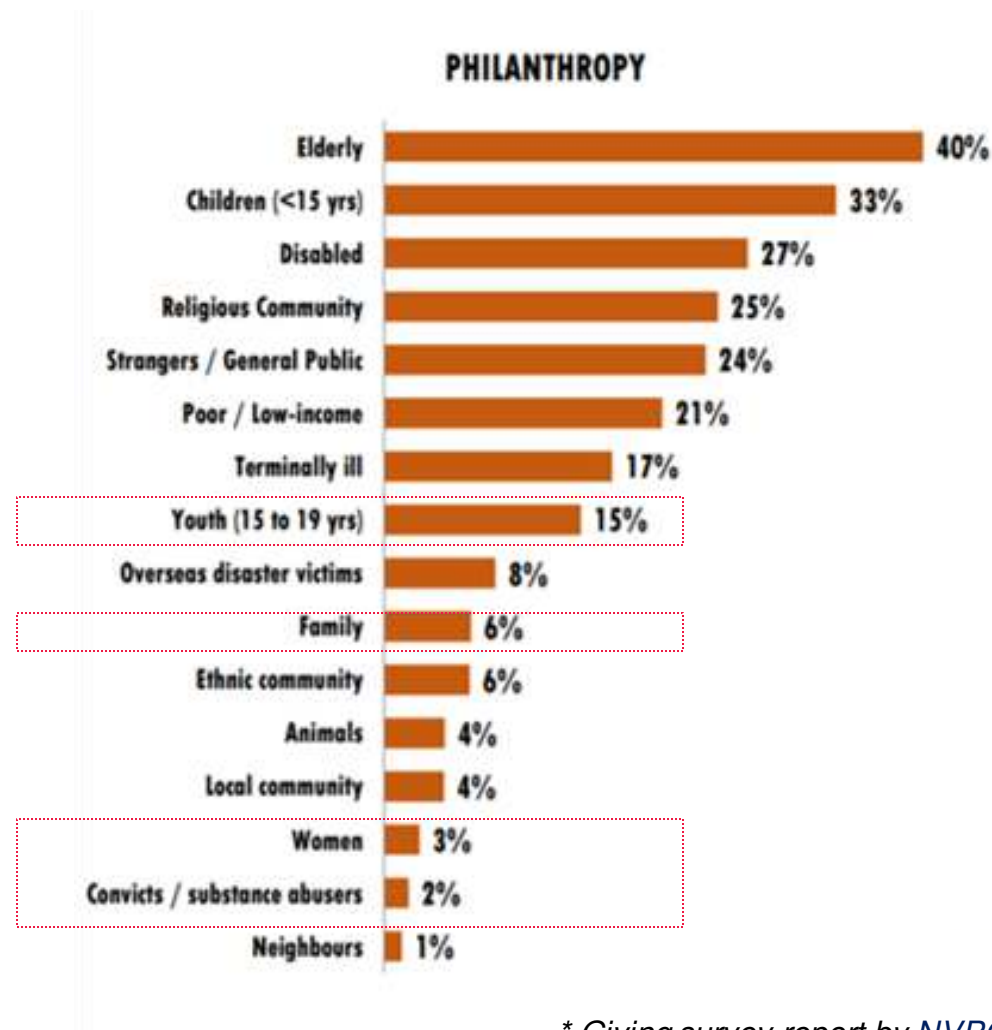
SINGAPORE - Singapore's economic transformation amid the coronavirus pandemic and economic downturn cannot come at the expense of its people, especially the more vulnerable in the community.

Speaking during the debate on the President's Address in Parliament on Wednesday (Sept 2), several MPs highlighted groups that must not be left behind as the Republic progresses, such as those with physical or mental disabilities, seniors, low-income families and displaced workers.

Mr Sharael Taha (Pasir Ris-Punggol GRC) said businesses must do their part to provide fair opportunities for workers.

Less support towards ex-offenders, family and youths

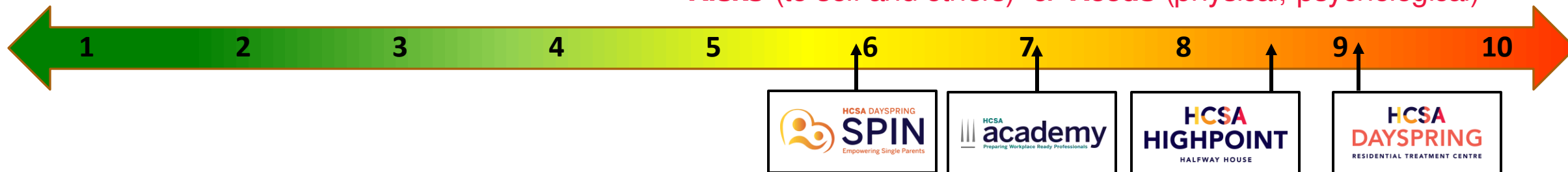
- Elderly, Children and Disabled are the Top 3 causes for donation
- **HCSA need support from corporates** and individuals to fund its programmes that serves our vulnerable population



* Giving survey report by NVPC

HCSA serves the vulnerable population in Singapore with high risks and high needs

Risks (to self and others) & **Needs** (physical, psychological)



Empowering Work

10%
Little/No
Resources
Needed

Developmental Work

50-60%
Low
Resources
Needed

Preventive Work

20-30%
Mid-Range
Resources
Needed

Remedial & Preventive work

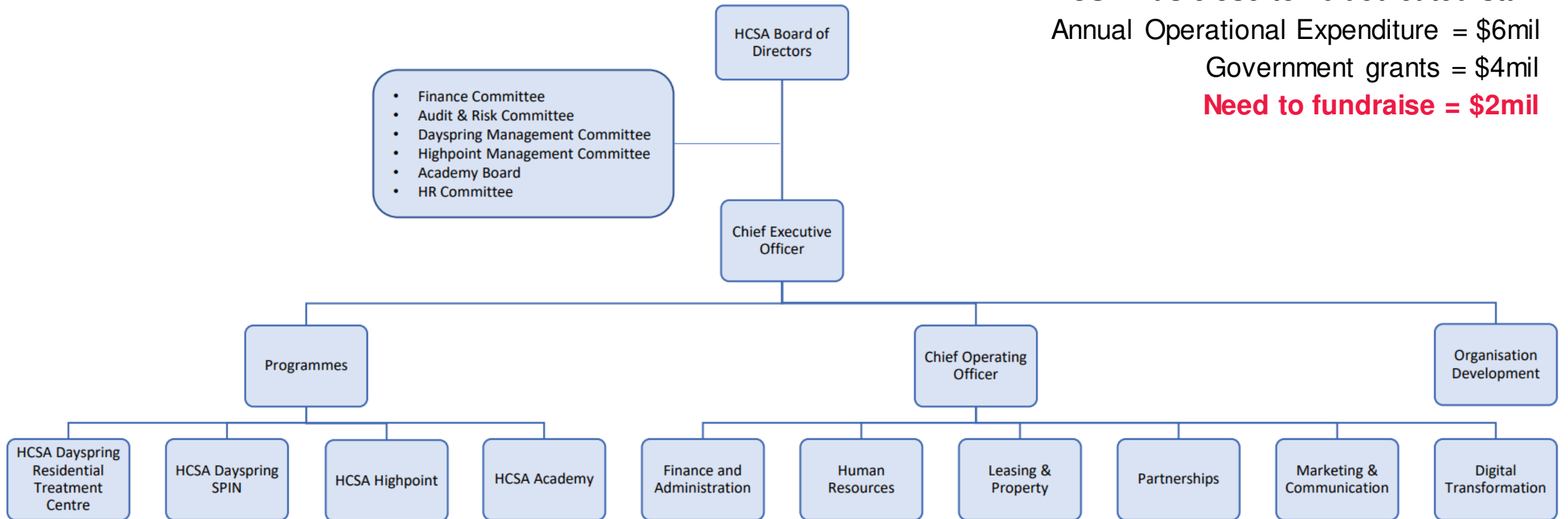
8-10%
High
Resources
Needed

Remedial Work

2-5%
Highest
Resources
Needed

The high risks and high needs of the vulnerable requires high resources and treatment

HCSA has close to 70 dedicated staff
Annual Operational Expenditure = \$6mil
Government grants = \$4mil
Need to fundraise = \$2mil



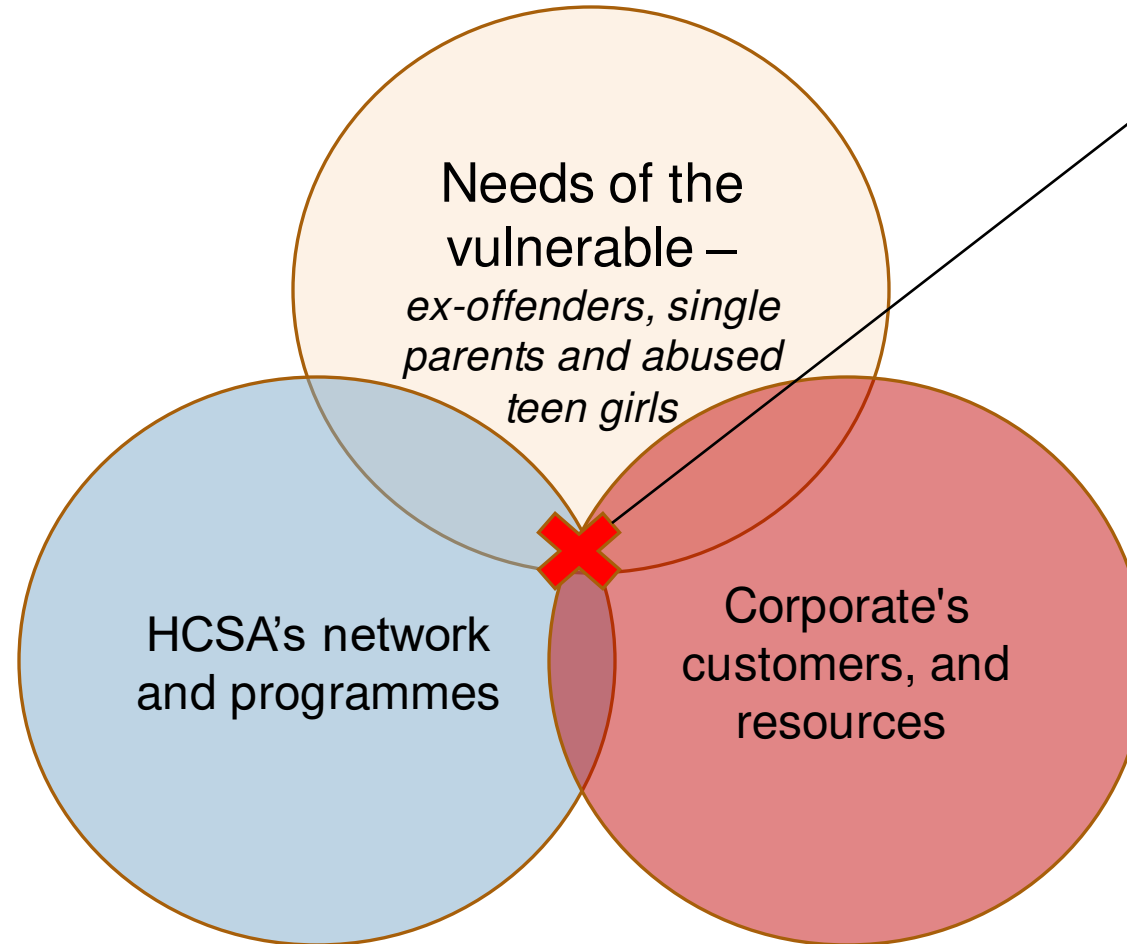
Partner with us

COLLABORATING FOR MUTUAL BENEFITS

Key considerations of our partnership

The approach focuses on the needs of our vulnerable as that's the WHY of our partnership.

It leverages both HCSA (e.g. tested outreach programmes, knowledge and network of the sector) and your business (e.g. your customers, and resources)



What is this sweet spot?

Tap & Give
Digital Giving Terminal



Desired Outcomes



Increasing awareness to garner support for HCSA towards serving the needs of the vulnerable – ex-offenders, single parent families, and abused teenage girls by improving their social mobility



Adopting a strategic and sustainable CSR effort that will not only do good for the community, but for the business as well



Forging a deeper partnership to galvanise the public in caring for our vulnerable with their giving

CSR with Digital Giving

LEVERAGING TECHNOLOGY TO DRIVE DONATIONS



About the Digital Giving Terminal

In collaboration with Giveplease, a leading payment technology company specialising in seamless giving, HCSA is introducing this digital giving technology platform to donors to make giving secured and convenient, especially with our new norm in this pandemic.

Utilising "Tap & Go" technology, human interactions is minimised through kiosk-enabled payment installations for accepting donation payments and onboarding donors.

Securely connected with SingPass (QR Code Scan) for instant donor enrolment at kiosk with automated email and SMS tax receipts.



Unique digital platform to increase generosity and engagement by holistically transforming the experience of giving.

Payment technology by:



Secured and approved by:



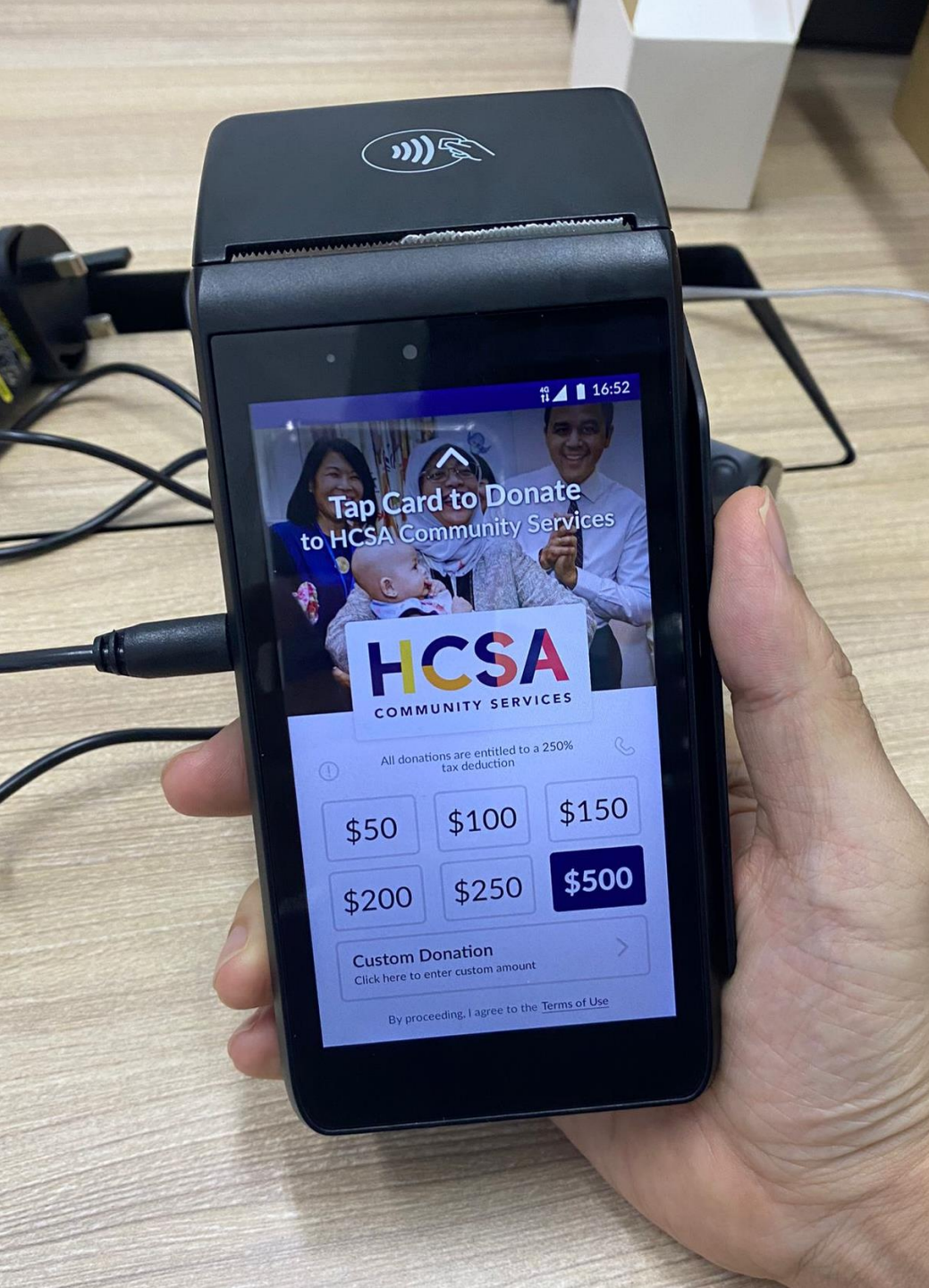
Requirements for Corporate Partner

Here are the list of requirements for a corporate partner to commit towards this CSR partnership in adapting the digital giving kiosk(s):

- Zero cost investment
- Regular power point for donation terminal and charging dock. Donation terminal timing for **auto turn-on/turn-off** based on operational hours or remotely set. And donation terminal to be **on-charge** during outlet's operational timing
- Prominent display area preferable at cashier counter for **(1)** donation terminal and **(2)** acrylic stand of HCSA info. Refer to image for illustration
- Onboard employees about HCSA and its social cause, and to support in proactively inviting customers to donate when payment is made at the cashier counter
- Announcement of partnership with HCSA on business' platforms such as website and social media



One of HCSA's donation terminal and acrylic poster at a merchant's outlet prominently displayed.



Operational Support

Full operational support for the Digital Giving Kiosk will be provided:

- Remote monitoring of donation terminal's battery health
- When battery health falls below 30%, an SMS reminder will be sent to your company's contact person(s)
- In the event when donation terminal is still not charging, support will be deployed on-site
- Any faulty donation terminals (1-for-1 exchange) will be replaced when HCSA is notified
- GPS tracker included in each terminal
- No cost to be incurred for any maintenance

Process and Timeline

The total length of implementation upon acceptance of this partnership proposal is an estimate of 1 month. HCSA (together with Giveplease) will provide the technical and knowledge support for a successful CSR campaign.



Partnership with HCSA

1 week

- Aligning on objectives and scope
- Signing of MOU
- HCSA to visit location of digital giving terminal

HCSA sets up Digital Giving Kiosk

2 weeks

- HCSA delivers donation terminals and set up kiosk with tool kit
- HCSA to onboard ground staff about the social mission

Launch of Tap & Give campaign

1 year

- HCSA to support with marketing and publicity to direct donors to the kiosks' locations
- HCSA to update on donation collected every month



To Sign Up

If you are interested to find out more or would like to be part of this corporate partnership for our digital giving kiosk, please submit your expression of interest at this link:

<https://forms.office.com/r/ewNYQUNGxi>

For more information or clarification, please contact Isaiah Tan

Email: isaiah_tan@hcsa.org.sg or givehope@hcsa.org.sg

List of current merchants



- 1. Cuttour Hair Salon**
Jewel Changi Airport, 78 Airport Blvd., #04 – 237, Singapore 819666
- 2. Reimondo Seafood Congee (Food Truck)**
Timbre+ One North, 73A Ayer Rajah Crescent, #01-37, Singapore 139957
- 3. SOG – Heng Clinic for Women**
19 Joo Chiat Place, #02-08 Parkway East Medical Centre, Singapore 427989
- 4. The Caffeine Experience #theofficialtce –**
10 Hospital Boulevard #01-04, SingHealth Tower, Singapore 168582
- 5. The Closet Lover**
 - Bugis Junction, 200 Victoria St, #01-02, Singapore 188021
 - Takashimaya Shopping Centre, 391 Orchard Rd, #B2-40, Singapore 238872
 - Tampines 1, #01-49/50, Singapore 529536
- 6. The Living Well Café**
Tan Tock Seng Hospital, #01-19 Linkway, Annex 1 to Block A, Singapore 308433
- 7. Hard Rock Cafe**
 - 6 Sentosa Gateway, Resort World Singapore, #01-209, Singapore 098138
 - 50 Cuscaden Road, HPL House, #02-01, Singapore 249724

The Media

PUBLICITY OF DIGITAL GIVING KIOSK

Publicity on Digital Giving

A pick of relevant media coverages to present the positive impact that these donation terminals are providing for both charities and corporate partners.

Source:

<https://www.givepls.com/media/>



New way to do good contactless

<https://youtu.be/7xNvIY98dcM>



Testimonial by owner of Foodcoholic

<https://youtu.be/iIC7RKz2ngk>



Cashless giving increasing

<https://youtu.be/D4g4tJ92-MM>

The Straits Times

Published Mar 13, 2021

Singapore charities find creative ways to raise funds amid Covid-19

Article: <https://www.straitstimes.com/singapore/community/singapore-charities-find-creative-ways-to-raise-funds-amid-covid-19>

Author: Theresa Tan

SINGAPORE - From virtual escape rooms to tapping e-commerce sites, charities are getting more creative to raise funds amid the pandemic.

We Care Community Services
In January, We Care Community Services organised a virtual escape room, where a team of four players donates \$2,000 to take part. The teams had to solve puzzles or answer general knowledge questions to progress to the next room, with the group that reaches the final room in the shortest time declared the winner.

The three fastest teams won prizes which included tablets, said We Care's communications and relations manager Leslie Goh. The virtual escape room was generally well-received and raised \$107,000, he added.

Singapore Children's Society
The charity set up an account on Lazada last year and anyone can donate to the charity through Lazada. Ms Teng said the charity saw the need to expand its online donation channels as Singaporeans become more tech-savvy in their giving.

The Lions Befrienders
The Lions Befrienders has partnered online merchants to enable customers to convert loyalty points into cash donations for the charity. It also partnered Give Please, a donation platform, to place terminals - similar to CashCard scanners - at the shops of its partner merchants to receive donations.

Children's Cancer Foundation
The Children's Cancer Foundation resumed its Ragship fund-raiser, Hair for Hope, in a digital format this year. The event took a hiatus last year due to the pandemic. It introduced new elements, like a live-stream broadcast which included performances and a segment where participants shaved their hair. More than 2,000 participants registered for the campaign and the foundation said it has surpassed its fund-raising target of \$1.5 million.



'Lions Befrienders partnered with Give Please, a donation platform, to place terminals - similar to CashCard scanners - at the shops of its partner merchants to receive donations.'

Singapore charities find creative ways to raise funds amid Covid-19

<https://www.straitstimes.com/singapore/community/singapore-charities-find-creative-ways-to-raise-funds-amid-covid-19>

"Out of the 4 programmes that HCSA Community Services has, HCSA Dayspring SPIN and HCSA Dayspring Residential Treatment Centre resonated the most with our team. Hence, we're grateful for the opportunity to further create awareness of these social causes, not only to our team but also with our customers."

Brianna & Bertilla Wong, Co-Founders
The Closet Lover



"Being part of the 'Tap & Give' campaign has not only been a small way we could contribute to our community, but also getting our staff involved and engaged. It was really heartening to observe how our staff were exciting about doing their part as well to encourage our patients and their families to give."

Eric Choo, CEO

SOG - Heng Clinic for Women



"We are honoured to be invited to contribute towards the social mission of HCSA Community Services through our business. The 'Tap & Give' is also a great way to engage our customers in further enhancing our café's brand and mission as a social enterprise."

Audrey Quek, Founder
The Living Well Café



About HCSA

LEARNING MORE ABOUT US

Who We Are

About HCSA Community Services

- Founded in 1996 as Highpoint Community Services Association
- Renamed as **HCSA Community Services** in 2016
- A member of the **National Council of Social Service (NCSS)**
- A **charitable organisation with the Institution of a Public Character (IPC)** status
- **Vision and mission:** To give a future and a hope by empowering the vulnerable to find purpose for a more abundant life

Strategic partners:



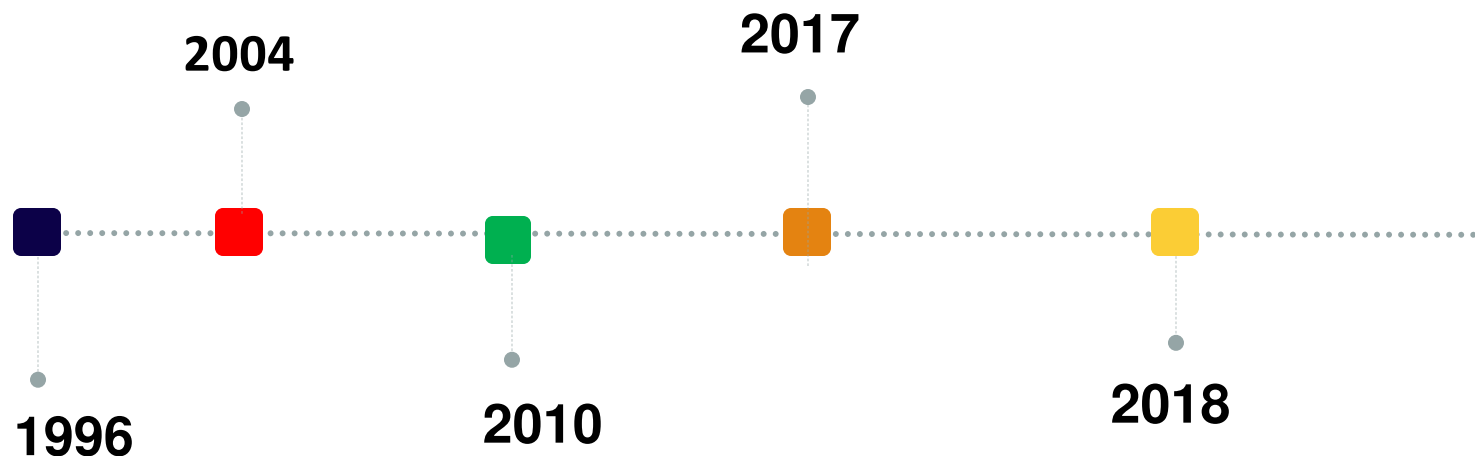


Moved to current premise in Geylang

Launch of HCSA Dayspring SPIN which empowers single parents and lone caregivers with limited support

Our Story

About HCSA Community Services



1996

Started as a halfway house for recovering drug addicts & offenders



2004

2010

Launch of DRTC to provide therapeutic treatment for sexually abused teenage girls



2017

2018

Launch of HCSA Academy Culinary Training Centre



What We Do

Our 4 Signature Programmes



Rebuilding homeless ex-offenders lives



Preparing workplace ready F&B professionals



Empowering single parent families



Giving hope to abused teenage girls

HCSA HIGHPOINT



Testimony by Matthew* (not his real name)

My discharge from HCSA Highpoint was only the first step in my recovery journey and it's been comforting to have a group of brothers with similar pasts and shared experiences who support each other and also have fun together.

I've been blessed in many ways. **When I first got my new home, Highpoint helped me to find a brand-new fridge almost immediately.** This was an encouragement as I started to see how people out there really did believe in ex-offenders like myself.



Testimony by Daniel* (not his real name)

“The course has equipped me with better knowledge of the industry, preparing me for the challenges I may encounter in the future by teaching me **patience and endurance**. I managed to graduate as the youngest trainee in my batch and was placed at Marina Mandarin Hotel upon my graduation.

I’m grateful that the sous chefs and executive chef often praise me for my excellent work. I even received the Silver Merit Winner ‘Heart of the House’ Certificate of Recognition Award!”



HCSA DAYSPRING
SPIN
Empowering Single Parents



Testimony by Margaret* (not her real name)

“I got to know other mothers with similar experiences, hear their life stories, and learn how they managed their mental health. My daughter also made new friends as she attended outings and workshops organised by SPIN.

Although I am a single mom, I do not feel like I'm in this alone because I have made very good friends from SPIN who care about me. My daughter and the SPIN family have helped me believe in myself and I look forward to a bright future ahead.”

HCSA DAYSPRING

RESIDENTIAL TREATMENT CENTRE



Testimony by Jessica* (not her real name)

“Dayspring helped me in every part of my life. Not only did the staff loved and cared for me, I was treated like family. Their actions changed my view of what a family should be like. **Because of them, I now know how it feels like to be in a family.**”

More importantly, DRTC gave me a voice and showed me how powerful my voice could be if I put it to good use to inspire people and impact the lives of others.”

Thank you!

To partner with us, please contact the Partnerships Team:

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Connect with us!

Address: 1 Lorong 23 Geylang Singapore 388352

Website: www.hcsa.org.sg

Facebook: [@hcsacommunityservices](https://www.facebook.com/hcsacommunityservices)

Instagram: [@hcsacommunityservices](https://www.instagram.com/hcsacommunityservices)