THE 2024 MAJURITY CONVERSATIONS

PROGRAMME HIGHLIGHTS

WELCOME ADDRESS

"Over the past 7 years, we've found ourselves at an interesting intersection between partners across the private, people, and public sectors.

The way forward in navigating the complex societal challenges we all face in Singapore is to build a thriving ecosystem that engenders conversations and collaboration."

MARTIN TAN

CEO, The Majurity Trust

WELCOME ADDRESS

“For us, ecosystem cannot be just another buzzword. It has to be the operating norm.

In short, we truly can no longer do things alone. When we think about sustainability in our sector, we see it through the lens of the ecosystem we are building.

That at every step of the way, we have **partners to count on, donors to rely on, and grantee partners to walk with so that no one ever walks alone in doing good.”**

MARTIN TAN

CEO, The Majurity Trust

THE 2024 MAJURITY CONVERSATIONS

View Photos

GUEST-OF-HONOUR ADDRESS

“In community building parlance, there is a saying that “communities are built at the speed of trust”..

Trust is the currency that brings together communities, and is what keeps them resilient.

Trust is a key ingredient for the sustainability of impact organisations, the theme of today’s conversation.

There is no one silver bullet to any single societal issue. And we all need to know that we can't do this alone.

Increasingly, that has been the case. But in the future, that will be even more so. And we need to come together with a mindset and mindshare that we need to come together to work together and level up so that we are all stronger and better together."

MR EDWIN TONG

Minister for Culture, Community and Youth & Second Minister for Law

GUEST-OF-HONOUR ADDRESS

Foundry is not just about the physical space.. but it is what it represents. That is the most important.

It is the physical representation of what we believe ought to be the philosophy and ethos of building community together in Singapore.

Everyone coming in to play a part sharing criss crossing, exchanging ideas, being generous into the experience and together focusing on the common good in Singapore.

"The partnership to set up Foundry is exactly what we want to continue doing as part of our effort and commitment to partner diverse stakeholders and widening the share of the giving space.

THE Majurity TRUST

Donors and partners who have made possible Foundry's journey to becoming a reality

FOUNDRY.

SCAN FOR A PEEK AT WHAT'S TO COME AT FOUNDRY.

FOUNDRY.SG

PANEL 1
SUSTAINABILITY IN COMMUNITY BUILDING
THE Majurity TRUST
THE 2024 MAJURITY CONVERSATIONS
OR

PANEL 1 – SUSTAINABILITY IN COMMUNITY BUILDING

THE 2024 MAJURITY CONVERSATIONS

“A Singapore that is less about ‘I, me and mine’, and more about ‘we, us and ours’.”

“A good and sustainable community is one that **feels connected**. The government is moving from traditional consultation to **co-creation and collaboration**. This will take time, but we are committed to making concerted efforts to curate platforms for citizens to meaningfully contribute.”

DAWN YIP

Coordinating Director, Singapore Government Partnerships Office, MCCY

PANEL 1 – SUSTAINABILITY IN COMMUNITY BUILDING

THE 2024 MAJURITY CONVERSATIONS

“The 3 main things we do for families to be a part of the solution is to have ownership, relationships and contribution.”

“We learnt that the families are not only happy that **they can contribute to each other’s goals**, but they wanted to do more. We gave them a platform to be a **part of the decision making process** and they started contributing to future batches of families as mentors and co-facilitators.”

SITI ADRIANA BINTE MUHAMAD RASIP

Co-Founder,
Empowered Families Initiative

PANEL 1 – SUSTAINABILITY IN COMMUNITY BUILDING

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“The role of community building is to galvanize collective wisdom, and imagine how to tap on different expertise to give back.”

“There is a need to **build trust** before addressing problems. No one single organisation has the full suite of solutions, and the way we did this was through play.”

YVONNE SIOW

Head, OneSight EssilorLuxottica Foundation and Co-Founder, PlayPan

PANEL 1

SUSTAINABILITY IN COMMUNITY BUILDING

THE 2024 MAJURITY CONVERSATIONS

1 SHIFT IN COMMUNITY BUILDING APPROACH

The discussion highlighted a shift from traditional consultation towards **co-creation and collaboration** with citizens and stakeholders.

This entails creating **connected communities** where individuals **feel empowered to contribute** their voices and actively participate in shaping solutions.

2 REDEFINING SCALE AND SUCCESS METRICS

The panel advocated for a shift in viewing scalability as **proliferation rather than uniform scaling**, while also urging for a **redefinition of success metrics** for a more holistic view of the impact of community building initiatives.

KEY TAKEAWAYS

3 EMPOWERMENT AND SUSTAINABILITY

Sustainable community building involves **empowering citizens**. Peer support networks not only **foster ownership and relationships** but also enable **contribution and sustainability** within communities.

PANEL 2
SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS
THE Majurity TRUST
visit menti.com
and key in code
1999 0545
OR
Scan QR Code
to watch the clip
“Everyone deserves a fair slice.
What if pizza shops were funded like nonprofits?”

PANEL 2 – SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS

THE 2024 MAJURITY CONVERSATIONS

“We (Firetree) want grantee partners to learn, experiment, fail, and improve before they approach other donors.”

“That is what provides them a safe space to really build stronger organisations in the long term. But if they are unable to explain where they are going, why they are going there, and what they measure then it’s impossible. **It is crucial to build trust.”**

FRANCESCO CARUSO

CEO and Trust Protector,
Firetree Group

PANEL 2 – SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS

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“Funding relationships need to be sustainable, and it starts with relationship and engagement.”

“Funders want to be helpful but they also need to learn, know, and understand how the organisations work. **Engagement on an ongoing basis helps to facilitate that.”**

TAN SU-YIN

Senior Director,
Grants, Tote Board

PANEL 2 – SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS

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“Communication is important in building trust. Go to your funders the moment there is an issue.”

“Don’t wait until reporting to inform funders of problems. Mistakes are not failures, and funders want to be helpful. **Acknowledging mistakes and challenges is something we don’t do very well, but I encourage everyone to do that.”**

JASMINE CHEW

Regional Head of Asia
Macquarie Group Foundation

PANEL 2 – SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS

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“Understand what motivates your funder’s giving and plan that into your fundraising strategy”

“Consider the long-term partners, short-term partners, and the incidentals who will be able to step up when you need a smaller amount. **Social impact is durational.** You might need the funder’s support in 3 years’ time even if not today.”

ANGELA TAN

Executive Director, ART:DIS

PANEL 2

SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS

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1 BRING FUNDERS ALONG YOUR JOURNEY

The panel expressed their organisation's desire to learn more and understand the work social impact organisations do.

Social impact organisations can involve funders in learning journeys to experience programmes that align with their interests. This is also **a great opportunity to educate funders about the challenges on the ground** and how the organisation is working alongside these challenges.

2 CULTIVATE RELATIONSHIPS WITH FUNDERS

The panel highlighted that **funders should not be engaged only at the grant application stage.** Instead, conversations and discussions should be ongoing regularly to cultivate longer-term relationships that are built on understanding, trust, and feedback.

3 RECOGNISE THE LEVERS IN EACH FUNDER

Beyond funding, there are many other forms of assets that funding organisations have. **Social impact organisations should see funders as a resource** and think about which assets they want to tap on.

KEY TAKEAWAYS

BREAKOUT SESSION 1

SUSTAINABILITY IN COMMUNITY BUILDING

THE Majurity TRUST

"Community building is more about the relationships and process of formation. Less about the accuracy of the destination and form… The quality of community comes from our quality of being."

MELISSA KWEE

Co-founder, Neighbour & Host
Queenstown Kakis, Chairman of the
Resilient Cities Network (Singapore)

BREAKOUT SESSION 1

SUSTAINABILITY IN COMMUNITY BUILDING

THE 2024 MAJURITY CONVERSATIONS

1 COLLECTIVE OWNERSHIP AND BELONGING

Community building thrives when individuals **create spaces where people feel a sense of ownership and belonging**.

Asking people about their aspirations and involving them in the process from the start fosters **a deeper sense of connection and commitment**.

2 STRENGTH IN VULNERABILITY AND INCLUSION

True community building **embraces vulnerability and inclusivity**, recognizing that everyone has something valuable to contribute.

By **inviting participation from all members**, regardless of background or perceived strengths, communities can foster meaningful connections and support networks.

3 RELATIONSHIPS OVER SERVICES

Strong relationships within communities can often address challenges more effectively than traditional services. Emphasizing **community connections** and support networks can provide solutions to various issues.

KEY TAKEAWAYS

BREAKOUT SESSION 2
SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS
THE Majurity TRUST
“We need to focus on how nonprofits may structure their opportunities so that they are sound and ready for a Big Bet, because as a nonprofit, that is really the piece that is under their control.”
XUELING LEE
Principal, The Bridgespan Group

BREAKOUT SESSION 2

SUSTAINABILITY OF SOCIAL IMPACT ORGANISATIONS

THE 2024 MAJURITY CONVERSATIONS

KEY TAKEAWAYS

1 BIG BETS

Philanthropic 'Big Bets' are donations of US$10M or more given to organizations of initiatives to drive social change.

Having analysed over 1,700 Big Bets made across 17 years, Bridgespan has extracted key insights for becoming 'big bettable'. Essentially, there are five elements to any Big Bet idea.

2 IMPORTANT PROBLEM

Why now? Articulating the present needs of a specific, underserved population. Scaling the problem to an addressable size, e.g., 'deforestation in Laos' instead of 'climate change'.

3 CLEAR POINT OF ARRIVAL

'If your organisation was wildly successful, what would you have achieved in 5-10 years?' Emphasizing an ambitious, specific, and enduring vision that underscores your unique value proposition: '***But for*** my organisation, xxxx could not be done.'

4 CREDIBLE PATH

Why do I believe in your plan? Demonstrating capability to deliver on proposed solutions through your track record, evidence, and/or field research. Closely linked to impact measurement.

5 WHY PHILANTHROPY?

Articulating the unique value of philanthropic support, especially in sustaining efforts where other funding sources may fall short.

6 STRONG LEADER & TEAM

Why you? Showing qualifications, knowledge, and commitment to the cause.

THE 2024 MAJURITY CONVERSATIONS

Sussing Out Sustainability

Scan here to catch the full event

majurity.sg @majuritysg