EXECUTIVE SUMMARY

MAJURITY IMPACT REPORT 2024

THE NUTS & BOLTS OF SOCIAL IMPACT

AT MAJURITY, OUR MISSION IS TO BRING US CLOSER TO A SINGAPORE WHERE EVERYONE CAN THRIVE.

We work closely with donors, social impact partners and communities to build a thriving Singapore for all.

Social issues are becoming increasingly complex, and new needs emerge with time. No single actor can address these on their own, and there is a need for collaboration, partnerships, and platforms to test innovative solutions.

The nuts and bolts of social impact is often unseen and lies beyond numbers. Creating social impact requires intentionality and commitment to listen and learn.

We achieve this by building relationships and deepening networks, relying on research and data to inform our work, and by continuously reimagining what philanthropy can look like. These are Majurity's nuts and bolts of social impact – the many facets that help build better organisations, a stronger ecosystem, and thriving beneficiaries.

Over the past 8 years, we have built a philanthropic ecosystem that brings people together to build thriving communities for all in Singapore.

THE Majurity TRUST

2024 HIGHLIGHTS

NUMBERS AT A GLANCE

Funds Raised	$23.4M
No. of Donors	156
Beneficiaries Reached	154,642
Active Grants	162
Funds Raised: Operating Costs [Net Foundry]	4.17:1
No. of Philanthropic Funds	12

SINCE 2017

NUMBERS AT A GLANCE

Figures as at 31 December 2024

Total Funds Raised	$60.6M
Total Lifetime Donors	571
Total Grantee Partners	296

MAJURITY OUTCOMES

Over the past year, Majurity has funded programmes that contributed to the following outcomes:

THRIVING BENEFICIARIES

42.9% of surveyed participants demonstrated **reductions in the severity of the symptoms** of their mental health problems after participating in our funded programmes.

71.7% of surveyed participants **experienced improvements to their mental wellbeing*** after participating in our funded programmes.

72% of surveyed participants who were members of vulnerable populations **experienced improvements to their employability** after participating in our funded programmes.

55.7% of surveyed participants **showed improvements in their knowledge and attitudes** towards mental health.

95.8% of surveyed participants from vulnerable communities either **improved their financial literacy or savings skills** after participating in our funded programmes.

BETTER ORGANISATIONS

19 OUT OF 26 grantee partners that were supported by us **strengthened their fundraising abilities.**

80% of surveyed grantee partners felt that Majurity made a large **positive impact** on their organisation.

STRONGER ECOSYSTEM

MAJURITY FUNDED

20 **collaborative partnerships** between organisations working with vulnerable groups such as Persons With Intellectual Disabilities, incarcerated parents, and children and youth.

*Mental wellbeing here refers to measures of both hedonic and eudaimonic wellbeing. This figure integrates responses from grantee partners who measured the impact of their programmes with the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), Visual Analog Mood Scale (VAMS), State Mindful Attention Awareness Scale (State-MAAS)

OUR 2024 COLLECTIVE SOCIAL IMPACT

STRONGER ECOSYSTEM

We have built a stronger impact ecosystem by convening donors, impact organisations, and partners to spark ideas, and facilitate conversations to elevate the sector through various Majurity flagship initiatives and events.

1 *The Foundry Launched*

A HOME BASE FOR COLLECTIVE IMPACT

from the community, by the community, for the community

As a landmark social impact hub, The Foundry is the place that **inspires action, enables collaboration,** and encourages residents to **co-create solutions.**

Officially opened by President Tharman Shanmugaratnam, the ambitious vision was brought to life in under 8 months with the incredible support from our donors, the build team, government, grantee partners, and corporations.

Total Funds Raised (Since 2023) **$11.67M**

Home to	*Hosted*	*Registered*	*Visited by*
14	**13**	**223**	**829**
social impact organisations	**events & partnerships**	**visitors**	**event attendees**

Figures as at 31 December 2024

> *"What we are spawning here (at The Foundry) is not just people who are like-minded in wanting to do good for society, but people who are wanting to do it in unlike ways...*
>
> ***Never lose that founder's spirit, never try to be the same as what everyone else is doing."***
>
> **President Tharman Shanmugaratnam Address at The Majurity Night 2024**

2 *Global Networks*

In deepening our impact, we remain committed to honing our craft by referencing international best practices, learning from world-class charities, and drawing on their experience to adapt and introduce new models of philanthropy and grant-making to the Singapore context.

At Majurity, we envision a philanthropic ecosystem that transcends geographical boundaries.

3 *Expanding Our Philanthropy Advisory Practice*

We have expanded our philanthopy advisory practice to provide emerging philanthropists and those seeking to refine their giving portfolios with clearer giving strategies.

We strive to help donors move from intent to impact with greater confidence and clarity to build a more sustainable and strategic philanthropic ecosystem.

BETTER ORGANISATIONS

We go beyond grantmaking to build the capabilities of grantee partners and bring them together to network, learn, and collaborate with one another.

4 *T-Ignite*

Established by Temasek and administered by Majurity, T-Ignite is a recoverable grant initiative aimed at catalysing the transformative growth of impact enterprises.

T-Ignite offers funding and capability building resources that focus on helping impact enterprises deliver social or environmental impact at scale and empowering them to achieve financial self-sufficiency.

5 *Strategic Consultations*

Our philanthropy team has refined our capability support, increasing the frequency of check-ins with grantee partners to provide them with closer guidance.

At Majurity, we are invested in the success of the organisation beyond the scope of the grant.

Apart from advising grantee partners on their challenges, we now leverage insights gleaned from conversations with key partners to help shape and refine their organisational and programme strategies to better position themselves in the ecosystem.

6 *Monitoring, Evaluation, and Learning (MEL) Support*

The Majurity approach to MEL focuses on learning – understanding what worked, and what could be improved, using these insights to refine programmes and strategies.

> *"The I&S team has been helpful in giving us guidance and supporting us in setting up and analysing the pre and post surveys. The team has been open to hearing what works for us and figuring out together how we can move ahead."*
>
> **Empowered Families Initiative**

Our Insights & Strategy team supports grantee partners with clinic sessions, and have expanded efforts to provide a full suite of in-depth support that is right-sized to meet the needs, capabilities, and resources of grantee partners.

TOWNHALLS AND LEARNING SESSIONS

We curate townhalls and learning sessions to address common challenges faced by our grantee partners, creating platforms for them to learn from leading experts in the field, and also cross-learn from one another.

THRIVING BENEFICIARIES

We use research and insights to deepen our understanding of the sector, and integrate that into our grantmaking strategy to guide funding to critical and unseen needs.

7 *Doing Philanthropy Differently*

Building depth in our understanding

As we work towards systemic change, we met with government agencies, key sector players, and corporates to deepen our knowledge of the wider ecosystem.

This also sharpened our grantmaking strategy, allowing us to build a larger pipeline towards systemic change.

Encouraging innovation through prototyping

As social needs evolve, there is a greater need to nurture innovative approaches to address the emerging complexities.

However, there are not enough grantmakers willing to fund and absorb the risks that come along with new ideas.

Through the Wonder Arc Fund, we have introduced prototype grants for grantee partners to pilot key ideas to establish a proof of concepts for further seed funding.

8 *Evidence-Informed Grantmaking*

We continue to rely on research to refresh our understanding of social issues and identify emerging and unseen needs.

Scan to learn more

In 2024, we published our second Scaffold Fund report, Building Better Together. The insights have directly informed our Scaffold Fund strategy.

9 *Thriving Communities Initiative*

The Thriving Communities Initiative (TCI) is a place-based philanthropic approach by Majurity to build thriving and connected communities.

Leveraging the dynamic ecosystem of donors and partners to address critical societal challenges, TCI allows us to bring our strengths in galvanising resources and capabilities directly into a local community – Chong Pang – as our first impact site.

THE MAJURITY TRUST FUNDS & GRANTS

	INPUT Funds raised		OUTPUT "Products" from programme inputs			OUTCOME "Benefits" resulting from the programme on beneficiaries and users.	IMPACT articulates the wider effects on society
	Total Funds Raised (Since 2020)	2024 Funds Raised	Initiatives Supported (2024)	Active Grants	Beneficiaries Reached		
SILVER IS GOLD	$2.39M	$304.3K	5	9	57,744	**Improvements** to wellbeing, mood, and workplace efficiency as well as morale of PLWDs, caregivers, and staff in dementia space **Changed attitudes** resulting in greater awareness and empathy for PLWDs and their caregivers	**Thriving Beneficiaries** | A more empathetic society towards PLWDs and their caregivers, with greater support for their wellbeing **Stronger Ecosystem** | Preliminary proof of concepts have been established for new models of care
	Total Funds Raised (Since 2020)	2024 Funds Raised	Initiatives Supported (2024)	Active Grants	Beneficiaries Reached		
MUSIM MAS BLUESTAR*	$3.36M	$925K	8	20	10,152	**Improvements** to youth mental wellbeing, attitudes towards help-seeking for youth and parents, and parental self-efficacy	**Thriving Beneficiaries** | Ongoing destigmatisation of youth mental health issues, with both parents and youths are better supported on the mental health journey
	Total Funds Raised (Since 2021)	2024 Funds Raised	Initiatives Supported (2024)	Active Grants	Beneficiaries Reached		
SCAFFOLD	$1.45M	NA	4	5	5,648	**Lowered barriers** for migrant workers to meet their needs and achieve aspirations **Changed attitudes** resulting increase in positive attitude towards migrant workers	**Thriving Beneficiaries** | A more gracious and inclusive Singapore that holds positive views and supports migrant workers in achieving their needs and aspirations
	Total Funds Raised (Since 2023)	2024 Funds Raised	Initiatives Supported (2024)	Active Grants			
WONDER ARC	$3.92M	$1.86M	3	3	Data unavailable as grants were awarded in December 2024.	**Targeting for improvements** to the foundational literacy and numeracy skills of children, and grantee partners' internal capabilities in programme design and evaluation	**Thriving Beneficiaries** | Better access to equitable learning and development opportunities for primary school-aged children from disadvantaged backgrounds **Stronger Ecosystem** | The Fund targets to build a more robust learning sector by nurturing and seeding evidence-based programmes
	Total Funds Raised (Since 2020)	2024 Funds Raised	Initiatives Supported (2024)	Active Grants	Beneficiaries Reached		
FMAS TRAMPOLINE	$3.28M	$373K	12	34	8,404	**Improvements** to participants' employment prospects, literacy and learning abilities, and overall financial and mental wellbeing	**Thriving Beneficiaries** | Our grantee partners provided support for the vulnerable and disadvantaged, empowering them to bounce back and improve their lives
	Total Funds Raised (Since 2021)	2024 Funds Raised	Organisations Supported (2024)	Active Grants	Beneficiaries Reached		
TEMASEK FOUNDATION NEW HORIZON FUND	$2.33M	$1M	2	11	24,870	**Nonprofit Startups** have strengthened their organisational foundations and achieved financial growth	**Better Organisations** | Nonprofit startups enhanced their impact potential, with strong foundations established to better prepare them for the next stage of growth
	Total Funds Raised (Since 2020)	2024 Funds Raised	Organisations Supported (2024)	Active Grants	Beneficiaries Reached		
MAYBANK MOMENTUM GRANT	$4M	Fully Raised	2	20	21,206	**Small Impact Organisations** have strengthened their fundraising abilities, and have enhanced their organisational abilities and service delivery	**Better Organisations** | Small impact organisations were able to professionalise their operations, stabilise, and transform in preparation to scale their impact
	Total Funds Raised (Since 2020)	2024 Funds Raised	Fellows Supported (2024)				
SG STRONG FELLOWSHIP	$1.2M	$11K	15			**Groundup Groups** have strengthened their organisational vision, developed deeper relationships with one another, and have embarked on collaborations together	**Stronger Ecosystem** | A collaborative community of groundup leaders that is equipped, supported, and connected
	Total Funds Raised (Since 2023)	2024 Funds Raised	Initiatives Supported (2024)	Active Grants	Beneficiaries Reached		
NCSS 4ST PARTNERSHIP FUND	$3.89M	$1.89M	15	20	3,999	**Cross-sector Collaboration** – Targeting to foster and nurture stronger sector partnerships and innovative solutions, while cultivating mindset shifts towards involving more service users in the co-design of services and solutions	**Stronger Ecosystem** | Through the collaborations fostered and innovative solutions funded, the Fund seeks to improve service-user experiences for better beneficiary outcomes
	Total Funds Raised (Since 2021)	2024 Funds Raised	Initiatives Supported (2024)	Active Grants	Beneficiaries Reached		
MOVEMENTS FOR HEALTH FUND	$3.85M	Fully Raised	3	11	15,051	**Targeting improvements** in awareness, adoption, and advocacy of behaviours in individuals to prioritise health and wellness	**Thriving Beneficiaries** | Our grantee partners target to build social networks that drive community-led movements, leading to improved population health in Singapore
	Total Funds Raised (Since 2019)	2024 Funds Raised	Organisations Supported (2024)	Active Grants	Beneficiaries Reached		
GENERAL FUND	$4.63M	$1.06M	19	28	230	**Improvements** to the wellbeing and mental health of participants	**Thriving Beneficiaries** | A society where underserved individuals are brought closer to thriving **Stronger Ecosystem** | The Majurity Trust created platforms for networking and collaborations among sector leaders

NOTE: T-IGNITE FUND The T-Ignite Fund was launched in Q4 2024 and impact data is not yet available.

MAJURITY.SG

GO FURTHER WITH MAJURITY

BE PART OF THE COLLECTIVE TODAY

Without the support of our collective of donors, the impact we have captured within wouldn't have been possible. At Majurity, we believe in the power of the collective. A collective of donors, grantee partners and partners who together, bring us closer to a Singapore that thrives.

Contact **gofurther@majurity.sg** to join The Collective today

Scan here for the full Majurity Impact Report 2024

The Majurity Trust is a philanthropic organisation recognised as an Institution of Public Character. All eligible donations will enjoy a 250% tax deduction.