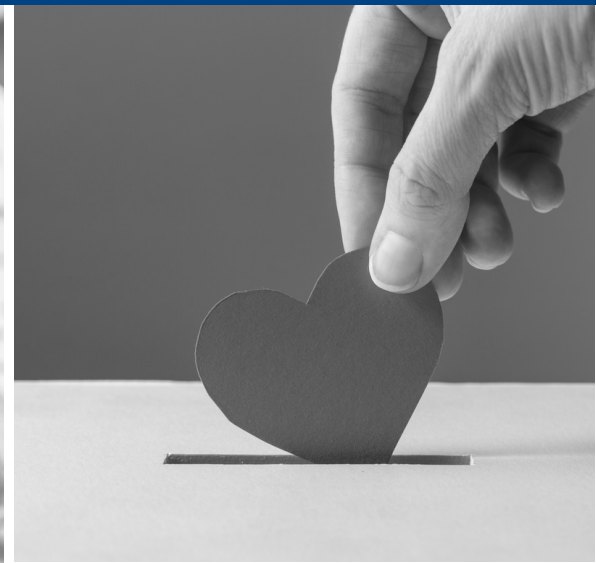


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Research Skills for Social Services Mentoring Programme

PROJECT ABSTRACTS



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Characteristics of SASCO's Brand Ambassadors

Felicia Tham, Chrystal Yeo (SASCO)

There are several factors that contribute to an effective fundraising campaign. Despite its influence on fundraising campaigns, there is a shortage of research examining how fundraisers impact potential donors' decisions to contribute, as compared to other factors. The Charitable Triad Theory suggests the importance of the identity and characteristics of fundraisers in increasing the effectiveness of fundraising campaigns. Limited research has identified several characteristics that are deemed as 'ideal' for fundraisers, but it has been argued that such ideals may vary depending on cultures and demographics such as age and gender. Therefore, this study seeks to uncover the dominant characteristics of SASCO's Brand Ambassadors and how this understanding can be applied to future fundraising strategies and fundraiser training.

Data was collected from 5 of SASCO's Brand Ambassadors through an audio recorded face to face Focus Group Discussion. Through thematic analysis, the findings were categorised into the following characteristics: Emotionally Intelligent, Achievement Oriented, Ethically Grounded, Other Centered, Mission Focused, Intellectually Adept. The findings show that the three most dominant characteristics are 1. Emotionally Intelligent, 2. Mission Focused and 3. Achievement Oriented respectively.

The findings differ slightly from previous research with Mission Focused being initially in fifth place. SASCO being a charitable cause could be why the findings differ as BAs may identify with the cause to a high degree, as they are raising funds for a vulnerable group in Singapore. The findings could also show that BAs need to be explicit with their dedication towards the cause to convince potential donors to donate. Future training could possibly include more interactions with the beneficiaries, through relational altruism, BAs can utilise their firsthand experiences in their pitches to allow potential donors to connect with the cause on a deeper level. This could potentially increase the likelihood of larger donations and long-term donors. Future research could examine findings across different causes, if dominant characteristics differ for non-charitable causes.

Challenges, Expectations and Needs of FDWs in Singapore Caring for Seniors

Usha Ratnam, Angela Koh, Jason Rodrigo (SASCO)

The relationship between seniors and caregivers is dynamic with a unique touch added to it as some find it overwhelming while others find it fulfilling. In Singapore, the caregiving role is often performed by foreign domestic workers (FDWs) and they face the corresponding physical and emotional aspects of caregiver burden. The paper aimed to explore the challenges, expectations and needs of FDWs caring for seniors among SASCO's first caregiver support group (SCGSG).

Data was collected in semi structured interviews using Zarit Burden Interview (ZBI) insights designed to capture caregiving experiences by FDWs in Singapore. A Purposeful Sampling was performed from SCGSG. Four participants (female, 23-50 years old) were recruited.

Data from the interview questions were analysed using thematic analysis. The analysis resulted in extracting 5 major themes which are Challenges, Expectations, Needs and Relationship with care recipients. Religion was also an important coping resource in the analysis, consistent with previous research on the value and benefit of religion as a way of maintaining a feeling of connectedness to one's culture. The findings have important implications for locally available interventions to enhance FDWs' psychological wellbeing and reduce burden of care.

Navigating the Emotional Terrain of Being in Debt: Struggles, Impacts, and Pathways to Resilience

Tan Kwang Eng, Dino Wong Kar Fai (Credit Counselling Singapore)

This research aims to investigate the interconnectedness of debts and the debtor's emotion, proposing interventions that address both financial practices and emotional well-being of the respondent. The study seeks to understand how enhancing financial literacy and implementing emotional well-being programs can positively impact individuals' credit scores.

This is done through in-depth qualitative interviews and surveys, the study aims to uncover patterns of success and challenges, contributing insights to the development of support systems that foster sustained financial and emotional well-being. Through qualitative interviewing and analysing the response provided by the respondent, we are able to identify themes to help us better understand the findings and provide more insights.

From the individual interviews with respondents, the research team transcribed and identified the codes that described the participant's idea or feelings expressed. These codes allow us to gain an insight and condensed overview of the main point and meanings that recur from the interviews. This research delved into the intricate relationship between financial struggles and emotional well-being, uncovering compelling themes that resonate with human experience. The thematic analysis illuminated the following key findings: Factors contributing to debt issues, Interpersonal effects causing personal struggles, Intrapersonal effects causing personal struggles and Forming social and financial resilience.

The study was able to highlight areas where CCS' programme enhancement could be further improved. This research provides a nuanced understanding of the interconnectedness of credit, emotions, debt dilemmas, and the burdens individuals carry. The themes uncovered underscore the need for holistic approaches in addressing financial challenges, recognising the profound impact on emotional well-being, and promoting narratives of breaking free from the chains that financial struggles may impose. This study serves as a call to action for comprehensive support systems that address both the financial and emotional dimensions of individuals navigating debt-related challenges.



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