

PROGRAMME PROPOSAL & FUNDING SUPPORT REQUEST FORM FOR THE SPEAK GOOD ENGLISH MOVEMENT

Guidelines for Applicants:

The Speak Good English Movement (“the Movement”) promotes the use of good English among Singaporeans. Therefore, programmes should raise awareness on the importance of using good English and encourage the use of Standard English in Singapore. Programmes may also focus on language appreciation and the use of creative expressions in the English language.

All registered Singaporean non-profit distributing and legally constituted group (company limited by guarantee/registered society), individual Singaporeans or Singapore Permanent Residents and informal groups passionate towards the English language landscape in Singapore may apply.

The programmes will be assessed on the following criteria:

- (a) Effectiveness in encouraging the use of standard English
- (b) Reach and engagement of audience
- (c) Credentials of organisation/individual (including demonstration of good planning and sound budgeting)
- (d) Sustainability of programme

Types of projects **not** eligible for funding, include:

- (a) Events for the sole purpose of fund-raising, charity show, anniversary celebrations
- (b) Training & study tours
- (c) Publishing, research and translation projects
- (d) Capital or technological research & development projects
- (e) International touring
- (f) Religious activities for the promotion of a certain religion
- (g) Political activities for the promotion of a certain political ideology or party

Please complete and return this Programme Proposal & Funding Support Request Form via email to NHB_SpeakGoodEnglishMovement@nhb.gov.sg.

All proposals received will be evaluated and applicants may be contacted for further clarification. Successful/unsuccessful applicants will be notified via email.

Both virtual and physical programmes are accepted. However, applicants who choose to submit a physical programme will be required to submit a contingency plan.

Note: The Movement reserves the right of discretion and non-disclosure of reasons for unsuccessful applications. Decisions made by the Movement are final and appeals will not be entertained.

Funding Disbursement (for approved programmes only):

- 1) All approved programmes will receive the funding amount after (a) the completion of the programme, (b) fulfilment of other conditions which may be stated in the funding support confirmation email and (c) submission of the Post-programme Report, unless otherwise stated.
- 2) Approved programme organisers may request to receive upfront partial funding support before the commencement of the programme. This request will be evaluated on a case by case basis.
- 3) All approved programmes are to acknowledge support by the “Speak Good English Movement” within all publicity collateral of the programme. Programmes are to include the Movement’s logo in all their publicity material.
- 4) In the event of any cancellation of programme and/or alteration of programme design, the Movement reserves the right to adjust or withdraw any offer of funding support.
 - a. Approved programme organisers must inform the Movement immediately of the cancellation or planned cancellation of the programme and/or alteration of programme design.
 - b. Should a programme be postponed or delayed, continued funding support will be re-evaluated by the Movement, on a case-by-case basis.
- 5) Unless specified, no part of the Movement’s contribution can be used for other purposes such as debt/loan repayments, professional fees unrelated to the programme, speculative transactions as well as political activities.
- 6) Approved programme organisers must inform and declare to the Movement, if they receive any other income (in cash or kind) which has contributed to the overall income for the programme. The Movement reserves the right to assess and determine a revised funding amount should a programme’s overall income exceeds its expenditure.
- 7) The Movement reserves the right to limit funding support to a maximum of two approved programmes per programme organiser, per calendar year.
- 8) The Movement reserves the right to audit receipts and statements for expenses declared by approved programme organisers.
- 9) The Movement has the right to amend terms and conditions of any funding support at any time. Before any amendment under this clause, the Movement shall notify the funding support applicant regarding its intention to amend the terms and conditions of the funding support at least fourteen (14) days before any amendment is made.

Submission of this form denotes (a) consent to being contacted for further clarification on the proposal, and (b) consent to the release of all details provided to third parties (e.g. funding agencies, media organisations etc.) interested in obtaining more information on the programme.

Part 1: General Information of Applicant

(1A) DETAILS OF ORGANISATION	
NAME OF ORGANISATION	
MAILING ADDRESS	
BUSINESS REGISTRATION	<input type="checkbox"/> Singapore registered <input type="checkbox"/> Overseas (Please specify Country: _____)
NATURE OF BUSINESS	<input type="checkbox"/> Non-Profit <input type="checkbox"/> Commercial Entity <input type="checkbox"/> Government/ Statutory Board <input type="checkbox"/> Grant Disbursing Body
INSTITUTION OF A PUBLIC CHARACTER (IPC) STATUS	<input type="checkbox"/> Yes <input type="checkbox"/> No
WEBSITE	
SOCIAL MEDIA PLATFORMS	
(1B) DETAILS OF CONTACT PERSON	
By providing your contact details, you hereby consent to being contacted for further clarification on the proposal.	
NAME	
DESIGNATION	
TELEPHONE NUMBER	(O) _____ (M) _____
EMAIL ADDRESS	

Part 2: Summary of Programme Proposal

(2A) DETAILS OF PROGRAMME	
TITLE OF PROGRAMME	
FREQUENCY OF PROGRAMME	<input type="checkbox"/> Single <input type="checkbox"/> Series; number of sessions: _____
PROPOSED DATE(S) & TIME(S) OF PROGRAMME <i>(Please indicate if the event will take place on more than one date)</i>	
FORMAT OF PROGRAMME	<input type="checkbox"/> Virtual Please specify platform: _____ <i>For virtual programmes, please complete parts 3 and 4; parts 5 & 6 can be omitted.</i> <input type="checkbox"/> Physical Please specify venue: _____ <i>For physical programmes, please complete parts 3, 4, 5 and 6.</i> <i>If your programme is to be implemented as a physical programme with an additional online streaming or participation element, you may tick both boxes and complete parts 3, 4, 5 and 6.</i>
TYPE OF PROGRAMME <i>(Tick wherever applicable)</i>	<input type="checkbox"/> (i) Performance / Theatre Production <input type="checkbox"/> (ii) Seminar <input type="checkbox"/> (iii) Exhibition <input type="checkbox"/> (iv) Workshops <input type="checkbox"/> (v) Forum <input type="checkbox"/> (vi) Contest / Competition <input type="checkbox"/> Others (please specify): _____ <i>For programmes with format (i) – (iii), please fill in target <u>audience</u> size. For (iv) – (v), fill in target number of <u>participants</u>. For (vi), please fill in both <u>participants</u> and <u>audience</u> (if applicable) in section (2B).</i>

SUGGESTED GUEST OF HONOUR <i>(If applicable)</i>	
NATURE OF PROGRAMME	<input type="checkbox"/> Free <input type="checkbox"/> Ticketed, \$ ____ per ticket
PROJECTED INCOME <i>(Please provide detailed breakdown in page 7)</i>	\$
PROJECTED EXPENDITURE <i>(Please provide detailed breakdown in page 7)</i>	\$
TOTAL AMOUNT REQUESTED	\$
(2B) TARGET GROUP	
For programmes with audience and participants, please fill in all fields in this section. For programmes with either audience or participants only, please fill in only the required fields.	
TARGET AUDIENCE SIZE <i>("Audiences" - defined as recipients of information and content without active participation)</i>	
TARGET AUDIENCE PROFILE <i>(e.g. parents, students, working adults)</i>	
TARGET NUMBER OF PARTICIPANTS <i>("Participants" - defined as those required to actively participate in the programme)</i>	
ELIGIBILITY CRITERIA TO PARTICIPATE	
(2C) PROGRAMME DESCRIPTION	
OBJECTIVES	

DESCRIPTION <i>(In no more than 500 words, please provide a brief description of the proposed programme. It should include how this programme will raise awareness on the importance of using good English.)</i>	
POST-EVENT SURVEY/FEEDBACK MECHANISM <i>(e.g. online survey)</i>	
TARGET NUMBER OF SURVEY RETURNS	
(2D) MARKETING AND PUBLICITY PLANS	
PROPOSED OUTREACH	<input type="checkbox"/> Social Media (please specify platforms): _____ <input type="checkbox"/> Print and broadcast advertisements <input type="checkbox"/> Posters and flyers <input type="checkbox"/> Others (please specify): _____
EXPECTED MEDIA COVERAGE	
LAST 3 TO 5 YEARS OF ATTENDANCE AND/OR PARTICIPATION FIGURES <i>(If applicable)</i>	

Part 3: Other Sources of Funding

DECLARATION OF OTHER SOURCES OF FUNDING	
FUNDING AGENCY	
AMOUNT OF FUNDING APPLIED	\$
OUTCOME <i>(Please indicate if it is pending, approved or not approved)</i>	

Part 4: Proposed Budget for Programme

All potential sources of funding from government and/or other organisations must be included as well. All projected budget must be as realistic and accurate as possible.

PROJECTED INCOME		
Part A	Projected Ticket Sales <i>(if applicable)</i>	
1	Cost per ticket	
2	Expected no. of ticket sales	
	Total projected income from ticket sales (S\$)	\$
Part B	Projected cash donations and sponsorships <i>(if any)</i>	
S/N	Name of Donor/Sponsor	Amount of funding applied (S\$)
1		
2		
3		
	Total projected cash donations and sponsorships	\$
Part C	Other projected revenues <i>(if any for e.g. merchandise sales)</i>	
S/N	Description of Item	Amount Earned (S\$)
1		
2		
3		
	Total projected income from other revenues	\$
Total Projected Income (Part A + Part B + Part C)		\$
PROJECTED EXPENDITURE		
S/N	Description of Expenses	Amount Spent (S\$)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
Total Projected Expenditure		\$
PROJECTED INCOME		\$

Part 5: Summary of Contingency Programme Proposal (Virtual)

Please outline a contingency plan for the proposed programme.

DETAILS OF CONTINGENCY PLAN	
DESCRIPTION <i>(In no more than 500 words, please provide a brief description of how the contingency plan is different from the original proposed programme. Please include the online platform which will be used and how the programme would still be able to raise awareness on the importance of using good English.)</i>	
TARGET AUDIENCE / PARTICIPANT SIZE	
PROJECTED INCOME <i>(Please provide detailed breakdown in page 9)</i>	\$
PROJECTED EXPENDITURE <i>(Please provide detailed breakdown in page 9)</i>	\$
TOTAL AMOUNT REQUESTED	\$

Part 6: Proposed Budget for Contingency Programme (Virtual)

All potential sources of funding from government and/or other organisations must be included as well. All projected budget must be as realistic and accurate as possible.

PROJECTED INCOME		
Part A	Projected Ticket Sales <i>(if applicable)</i>	
1	Cost per ticket	
2	Expected no. of ticket sales	
	Total projected income from ticket sales (S\$)	\$
Part B	Projected cash donations and sponsorships <i>(if any)</i>	
S/N	Name of Donor/Sponsor	Amount of funding applied (S\$)
1		
2		
3		
	Total projected cash donations and sponsorships	\$
Part C	Other projected revenues <i>(if any for e.g. merchandise sales)</i>	
S/N	Description of Item	Amount Earned (S\$)
1		
2		
3		
	Total projected income from other revenues	\$
Total Projected Income (Part A + Part B + Part C)		\$
PROJECTED EXPENDITURE		
S/N	Description of Expenses	Amount Spent (S\$)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
Total Projected Expenditure		\$
PROJECTED INCOME		\$