

**COUNCIL FOR THIRD AGE – PUBLIC EDUCATION FOR ACTIVE
AGEING (PEA) PARTNERSHIP PROGRAMME**

(CALL FOR FUNDING PROPOSALS)

The Public Education for Ageing (PEA) Partnership Programme is a fund administered by Council for Third Age (C3A) that supports the active ageing-related public education and outreach activities of 3rd parties through grant-making.

C3A is now soliciting funding proposals for the above.

VWOs, IPCs, non-profit organizations or non-governmental organizations – or at the discretion of the Selection Panel – commercial organizations, are eligible to receive a grant.

Applications are to be submitted online at: <http://www.c3a.org.sg/page/pea.html>

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1 FUNDING OPPORTUNITY DESCRIPTION

1.1 Purpose and Scope of Programme

The purpose of the PEA Partnership Programme is to carry out public education and outreach on ageing issues by providing grants to relevant activities organized or carried out by 3rd parties. The partnership programme supports grants for educational outreach, demonstration and service delivery projects and programmes that inform the public about active ageing, promote the benefits of active ageing, and enable seniors to achieve active ageing.

1.2 Goals and Objectives

The goals of the PEA Partnership Programme are to:

- Through outreach and education efforts, increase awareness among seniors of what active ageing is and the part they play in ensuring their own quality of life in their later years
- Through funding service delivery activities focused on at least one of the 6 dimensions of wellness, increase seniors' participation in activities that facilitate active ageing
- Through funding demonstration/ pilot projects, encourage 3rd parties to develop effective and novel ways to raise seniors' awareness and understanding of active ageing, and engage them in activities that enhance their wellness

1.3 Funding Priorities

Projects that have as their primary aim supporting the adoption of one or more of the following behaviours/ mindsets will be given preference for funding:

- Step out of the house/ try new things
- Active ageing is for everyone – even I can become an active ager
- Look better, feel better, live better

2 ACTIVITY INFORMATION

2.1 Type of Activities Supported

The activities that may be funded through this partnership programme include (but are not limited to):

- Outreach projects/ programmes
- Public education projects/ programmes
- Demonstration/ pilot projects
- Service delivery projects/ programmes

Examples include:

- Lecture/ seminar/ workshop series on active ageing, wellness etc
- Sporting competitions with a veterans category
- Sustained programmes that engage seniors and encourage intergenerational bonding
- Activities that coincide with Active Ageing Festival – Active Ageing Carnival, Active Ageing Roadshows, Active Agers Award, Grandparents Day

3 FUNDING INFORMATION

3.1 Amount of Funding Available

3.1.1 As a rule of thumb, C3A anticipates funding 60% of the total cost of the proposed project/ programme, up to a maximum of \$60,000. However, the quantum of funding awarded will be determined at the sole discretion of C3A.

3.1.2 C3A also reserves the right to partially fund applications by funding discrete activities, portions or phases of proposed projects at its absolute discretion, or to award no grant.

3.1.3 An existing grantee may apply for a continuation grant in the next financial year to further develop/ supplement/ pursue the same activity, but under no circumstances should a grantee assume that a continuation grant will be automatically given.

3.2 Matching Funds

Applicants are encouraged to match at least 40% of the total cost of the project/ programme.

3.3 Start Date/ Project Duration

Funded projects can start at any time during C3A's financial year i.e. from 1 April to 31 Mar of the following year, but must be completed within the same financial year.

3.4 **Funding Components**

3.4.1 The PEA Partnership Programme will fund only direct project/ programme costs incurred by grantees.

3.4.2 “Direct costs” refer to those expenses incurred by the grantee as a direct result of it undertaking the activity. Examples of expense items eligible for funding include:

- Advertising and promotions specifically for the funded activity (e.g. marketing brochures/ posters/ banners, media ads, promotional roadshows)
- Educational/ resource materials (in any media) developed/ acquired specifically for the funded activity (e.g. course workbooks/ handouts, presentation slides, props used to facilitate learning activities)
- Salaries, fees and reimbursements (e.g. external trainer/ speaker’s fee, volunteer’s reimbursement for food and transport, salaries of staff working directly on funded activity)
- Logistics associated with organizing the activity (e.g. rental of venue/ AV equipment, cost of refreshments, cost of transporting goods and equipment, reimbursements paid to volunteers)
- Equipment/ facilities purchased/ leased for the sole purpose and use of conducting the activity

3.4.3 The following items are not eligible for funding:

- Operating expense items e.g. rental of office premises, utilities, salaries of staff not directly working on funded activity
- Capital expense items
- Expenses incurred as a result of preparing and submitting a grant proposal for PEA grants

3.5 Grants will be disbursed to successful applicants in one of the following ways, at the discretion of C3A:

- On reimbursement basis, upon submission of receipts by the grantee
- One-off lump sum payment before, during or after a project
- Staggered lump-sum payments disbursed on a pre-determined schedule

4 **ELIGIBILITY**

4.1 **Eligible Applicants**

To be eligible to receive a grant, an entity will be a VWO, IPC, non-profit organization or non-governmental organization, or at the discretion of the selection panel, a for-profit organisation.

Organizations that serve a particular religious or racial group, or any other sectarian interests, will not be eligible for funding unless the organization is able to demonstrate that:

- The activity for which the grant is intended is non-sectarian in nature and that reasonable efforts will be made to encourage participation from the general public, OR
- The nature of the activity is such that it needs to be targeted at a particular sectarian grouping in order to achieve its objectives

4.2 **Threshold Eligibility**

In order to be considered for funding, proposals need to meet all the threshold eligibility criteria, namely:

- a. Proposal substantially comply with submission instructions (**ANNEX 2**)
- b. Applicant must be an eligible organization (**Section 4.1**)
- c. Applicant must propose to perform an eligible activity (**Section 2.1**)
- d. Applicant must meet at least one of the funding priorities (**Section 1.3**)

Projects that do not fall within the purpose, scope and funding priorities of the PEA Partnership Programme, no matter how worthy, will not be considered for selection.

5 **APPLICATION AND SUBMISSION**

5.1 **Format and Contents of Proposals**

5.1.1 The proposal must contain the following information:

- a. Project summary
- b. Assessment of need
- c. Project description
- d. Project objectives and desired performance outcomes
- e. Project evaluation plan
- f. Detailed budget
- g. Timeline
- h. Description of clientele served
- i. Description and contact details of organization
- j. Description of personnel
- k. Letters of commitment (from partner organizations)

Applicants are advised to follow the format contained in **ANNEX 1** when submitting proposals, and to refrain from submitting unnecessary information, attachments etc.

5.1.2 The proposal must explicitly describe the applicant's proposed project or programme, and specifically address each of the selection criteria described **ANNEX 2**.

5.1.3 Applicants are advised to limit their proposal to one (1) page for the Project Summary and up to 6 pages for the Project Description and Project Evaluation. Budget information and appendices are not included in the page limit. Please number every page, with the Project Summary being Page 1.

5.1.4 “One page” refers to one side of an A4 page, single-spaced and typed in no smaller print than Times 11 point (or equivalent).

5.1.5 The Executive Director (or equivalent) should sign on the Project Summary page; failing which the Director of Development (or equivalent) should sign in his/ her stead.

5.2 **Submission Method**

Applications are to be submitted online.

5.3 **Submission Date**

There is no closing date. Applications are accepted throughout the year. However, projects must run within the period of C3A’s financial year, i.e. from 1 April to 31 March.

5.4 **Submission Assistance and Communications**

C3A can respond to requests from potential applicants for the following:

- Clarify the prospectus
- Clarify whether the organization or proposed activity meets threshold criteria
- Clarify/ explain administrative details pertaining to the submission of applications

However, C3A will not respond to requests for the following:

- Discuss draft proposals
- Provide informal comments on or vet draft proposals
- Provide advice on how to respond to evaluation criteria

Applicants are responsible for the contents of their applications.

6 APPLICATION REVIEW

6.1 Selection Process

6.1.1 All proposals will be reviewed for threshold eligibility by the PE Manager. Each proposal that meets threshold eligibility requirements will then be evaluated by a Selection Panel comprising C3A staff and headed by the Chairman, C3A, based on the selection criteria set out in **ANNEX 2**.

6.1.2 After evaluation by the Selection Panel, applicants may be required to submit detailed work plans, targets and budgets, and undergo pre-award administrative/ organisational capability reviews conducted by person/s appointed by C3A. In the event that an applicant does not satisfy C3A's requirements during this process, C3A may decide not to award the grant to the applicant.

6.2 Selection Criteria

In assessing the merits of a proposal, the Selection Panel will use the criteria contained in **ANNEX 2**.

Applicants are advised to refer to the selection criteria when crafting their proposals to ensure that all the criteria are addressed.

7 AWARD ADMINISTRATION

7.1 Award Decisions

Award decisions for both successful and unsuccessful applications will be made known in writing to applicants by the PEA Manager.

- For applicants that do not meet the threshold criteria – 14 working days from the date of receipt of application by C3A
- For applicants evaluated by the Selection Panel – 7 working days from the date of the Selection Panels' decision

7.2 Administrative and National Policy Requirements

7.2.1 Once a proposal is selected, applicants may be required to satisfy C3A on its administrative capabilities, especially with regard to procurement and use of funds, before an award is made. As such, C3A reserves the right to seek such assurance as is reasonable from the applicant that procurement will be conducted in a competitive and aboveboard manner, such as obtaining from the applicant a copy of its written procurement procedures for review.

7.2.2 If such assurance is not forthcoming, C3A may decide not to fund the selected applicant.

7.2.3 Once an award is made, C3A also reserves the right to audit the procurement practices of the grantee insofar as they pertain to the funded activity.

7.3 Reporting

7.3.1 The grantee is responsible for satisfying C3A that the funded activity has met the pre-determined performance outcomes.

- 7.3.2 For projects with duration of more than 3 months, the grantee will be required to submit a progress report every 3 months from the start date the activity, and then a final report within 30 days of the end date of the activity.
- 7.3.3 For projects with duration of up to 3 months, the grantee will be required to submit a final report within 30 days of the end date of the activity. Progress reports are not required.
- 7.3.4 Reports should include at least the following information (though not necessarily categorised in the same way):
- Status of each work plan goal, task, outcome and/or deliverable, including reasons for underperformance
 - Status of expenditure for the reporting period
 - Summary of accomplishments
 - Discussion of problems and delays that affected or are expected to affect performance, and lessons learnt
 - Revisions to timeline and budget
 - Any other information that will provide the PE Manager with information about programme status and performance
- 7.3.5 The formats of progress and final reports should be consistent to enable the PE Manager to compare the progress of projects and programmes over the life of the project.
- 7.3.6 C3A also reserves the right to audit grantees at random to ensure that the PE grant is used appropriately.

7.4 **Performance of Funded Activity**

- 7.4.1 C3A will use the progress and final reports, and relevant correspondence with the grantees to assist in funding decisions, such as whether to continue funding the activity.
- 7.4.2 Where C3A is not satisfied on the progress of the funded activity, C3A reserves the right to request that the grantee put in place remedial actions.
- 7.4.3 If C3A deems that performance outcomes will not be (for activities in progress) or have not been satisfactorily met (for completed activities), C3A can at its sole discretion reduce or terminate funding to the grantee.

7.5 **Other Terms and Conditions**

7.5.1 Grantees may be required to comply with other terms and conditions. These will be communicated at the time of awarding of the grant.

7.5.2 Grantees who wish to alter the funded project/ programme in a material manner after an award has been made must notify C3A in writing and obtain C3A's written consent prior to making the alterations.

In the event the grantee proceeds with the alterations without informing C3A and/ or without C3A's express consent, C3A reserves the right to terminate the grantee's funding and request for the return of any grant already disbursed.

7.5.3 These conditions include (but are not limited to):

- Name recognition for C3A e.g. incorporating C3A's logo and/ or other sanctioned logos and/ or slogans and taglines in A&P materials and educational/ resource materials funded by the grant
- Media coverage for C3A e.g. C3A and its role in the funded activity to be mentioned appropriately in all media releases, conferences and interviews, as well as any publicity related to the funded activity
- Ownership or use by C3A of Intellectual Property generated by the grantee through the funded activity

PROPOSAL FORMAT AND CONTENTS

Applicants are advised to format their proposal in the order listed below to prevent information from being overlooked.

The proposal must address the selection criteria contained in **ANNEX 2**.

1 Project Summary

This is a one (1) page overview of the entire project.

a. Project Title

b. Organisation

- Brief description of organization, with address and contact details
 - Full details of the organization and personnel will be an appendix
- Name and contact details of the person-in-charge
- List of key partners
 - Partnerships are encouraged (please refer to **ANNEX 2** – Selection Criteria)
 - A partnerships refers to the forming of a collaborative working relationship between two or more organizations e.g. VWOs, schools and/or businesses

c. Summary Statement

- b. Overview of the project that explains the concept and goals and objectives

d. Funding Priority

- c. Identification of the priority in **Section 1.3** that the proposal addresses
 - A proposal may address more than one priority, but projects with a clearly defined purpose are preferred over projects that attempt to address multiple priorities at the expense of a quality outcome

e. Delivery Method

- d. Explanation of how the project reaches the audience e.g. workshops, field trips etc

f. Audience

- Description of the demographics of the target audience, including the numbers reached and type e.g. retirees, senior singles, family members of seniors etc

g. Project Budget and Funding Request

h. Previous Funding (if applicable)

- Indicate period of assistance if project has been funded previously by MCYS

2 Project Description

This section should provide a clear description of what the project will achieve – why, who, when, how and with what.

Please label paragraphs headings clearly and address all of the following to enable the Selection Panel to better understand the proposal.

a. **Why**

- The need for the project – what issue or service gap it addresses, and how it addresses a funding priority
- Quantitative data should be included where available

b. **Who**

- Who will manage and conduct the project
- Who the target audience is, the numbers to be reached
 - Demonstrate an understanding of the relevant needs of the target audience
 - Explain how the organization will attract their participation

c. **How**

- Objectives/ outcomes and deliverables (in list form)
- Description of approach, activities, delivery methods etc to establish for the Selection Panel that effective methods will be used to achieve the desired objectives, outcomes and deliverables. Tell the Selection Panel how you intend to deliver results
 - E.g. if information on seniors' health is to be presented on a radio programme, please explain how the radio spot and the services of a credible speaker are to be obtained

d. **With What**

- The use of quality educational materials and teaching methods, facilities, equipment etc to achieve the desired outcomes
 - E.g. For a seniors' Internet literacy workshop, demonstrate the availability of broadband facilities and the adequacy of hands-on computer time. If a counseling hotline is being provided as part of an overall counseling programme, demonstrate the adequacy of service hours and qualifications of hotline personnel

3 Project Evaluation

This section should explain how the organization will ascertain that it has met the objectives and outcomes of the project.

Applicants are required to list performance measures, and for each measure, how results will be tracked and derived.

4 Budget

Applicants are required to submit a budget summary and a detailed budget.

The **Budget Summary** is the total budget for the proposed activity, broken down by the budget categories below. Funding from other sources and revenue e.g. course fees, sponsorship should be included here

The **Detailed Budget** is an itemized budget breakdown for each budget category. Where the proposed activity consists of 2 or more major sub-activities, applicants need to submit a detailed budget for each sub-activity

E.g. if a public education programme consists of a lecture and a workshop, separate detailed budgets should be submitted for the lecture and workshop

Budget Categories

Applicants should allocate expense to the following budget categories when preparing the budget summary and detailed budget.

a. **Personnel**

- All project staff who are employees of the applicant and who are working directly on the proposed project. The salaries of non-dedicated project personnel should be pro-rated based on estimated time spent on the project

b. **Equipment**

- Tangible, non-expendable items having a useful life beyond the duration of the proposed activity
- E.g. exhibition panels, knock-down exhibition booths; computers and projectors used for talks/ seminars

c. **Supplies**

- Direct materials and supplies that are consumable and expendable
- E.g. posters, media buys, direct mailers used to recruit participants for a sporting event; proprietary software and software licenses required for a course

d. **Services**

- Direct services e.g. design and copywriting, volunteer reimbursements, speaker fees

e. **Others**

- All other direct costs which are not included in the above categories
- E.g. rental of seminar rooms, computers and projectors for training, payment for exhibition space used in public outreach activities

f. **Total**

5 Appendices

a. **Timeline**

- Applicants should provide a clear project schedule indicating when key activities and milestones are expected to occur

b. **Programmatic Capability**

- **Organizational experience**

- Applicants (and key partners, if any) should describe their organizational experience, including a list of projects similar in size, scope and nature that the organization has successfully completed in the past 2 years (if any). Include the desired and actual outcomes and deliverables for these projects

- **Expertise**

- Applicants should briefly describe the relevant expertise and qualifications of all key project personnel (staff as well as volunteers), including their involvement in similar projects/ programmes

c. **Letters of commitment**

- Letter from partners e.g. other VWOs, businesses, explaining their role in the project.

SELECTION CRITERIA

In assessing the merits of a proposal, the Selection Panel will use the following criteria.

Applicants are advised to refer to these criteria when crafting their proposals to ensure that all the criteria are addressed.

1. Need for the project/ programme in the context of active ageing (max 10 pts)

- The magnitude or severity of the problem/ need to be addressed by the proposed project/ programme
- The magnitude of the need for the services to be provided or the activities to be carried out under the project/ programme
- The extent in which specific gaps or weaknesses in services, infrastructure or opportunities have been identified and will be addressed by the proposed project/ programme, including the nature and magnitude of those gaps or weaknesses

2. Significance (max 5 pts)

- The potential of the project/ programme to increase the knowledge and understanding of service providers and other relevant organizations e.g. VWOs, government agencies, on active ageing issues

3. Quality of project/ programme design (max 25 pts)

- The extent to which project/ programme goals and intended outcomes are well-defined and explained
- The extent to which the design of the project/ programme is appropriate to, and will successfully address, the needs of the target audience (or other identified needs), as well as support the desired outcomes of the project/ programme
- The extent to which specific tasks described in the proposal will lead to the successful achievement of the stated objectives, outcomes and deliverables

4. Quality of services or products delivered by the project/ programme (max 25 pts)

- The likely impact of the products/ services to be provided by the project/ programme on the intended recipients of those services
- The likelihood that the products/ services to be provided will lead to one or more of the following:
 - a. Seniors taking steps towards active ageing by enhancing one or more dimensions of wellness e.g. enrolling/ participating in activities (beyond the funded project/ programme) that have direct impact on wellness
 - b. Seniors gaining awareness and understanding of active ageing and related concepts e.g. seniors have choices, living meaningfully, 6 dimensions of wellness
 - c. Seniors having the opinion that they are able to lead meaningful and enriching lives
 - d. Members of the public (including seniors) having the opinion that seniors can play an active role in society

5. Quality of project personnel (max 10 pts)

- The extent to which the qualifications, including relevant training, experience and expertise, of key project personnel is demonstrated relative to the project/ programme
 - If more than one organization is involved in the project/ programme, the qualifications of key project personnel from all the organizations need to be submitted.

6. Adequacy of resources assigned to the project/ programme (max 10 pts)

- The extent to which the budget is adequate to support the project/ programme
- The extent to which the costs are reasonable in relation to the objectives, design and potential significance of the project/ programme
- The extent to which costs are reasonable in relations to the number of persons to be served and/ or hours of service to be delivered, and to the anticipated results and benefits
- The potential for continued support of the project/ programme after funding ends e.g. programme revenue, commitment of other parties to support the project

7. Programmatic capability of the applicant (max 10 pts)

- Past performance in successfully completing similar projects/ programmes in the past 2 years (preferably MCYS-funded projects)
- Past performance in meeting reporting requirements for similar projects/ programmes in the past 2 years (preferably MCYS-funded projects)

If more than one organization is involved in the project/ programme, the track record of all organizations needs to be submitted.

8. Utilization of additional funding resources and partnerships (max 5 pts)

- The extent to which applicants demonstrate how they will use other sources of funds or revenue to complement C3A PEA funding to carry out the project/ programme
- The extent to which applicants demonstrate how they will partner other organizations/ individuals to leverage additional resources for the project/ programme
- The extent to which a firm commitment has been made by partners to provide additional resources e.g. services, facilities or funding