# Lee Kuan Yew Fund for Bilingualism

## Application Guide for **Special Call for Proposals (Picture Books)**

*1 August – 31 August 2022*

*Updated 28 April 2022*

# APPLICATION GUIDE OVERVIEW

**1**     **Objectives of the Fund**

**2**     **Submission Criteria**

**3**     **Eligibility & Application Process**

**4**     **Funding**

**5**     **Evaluation Criteria**

**6**     **Preparing and Submitting the Application**

**7**     **Notification of Outcome & What's Next?**

## OBJECTIVES OF THE FUND

Bilingual education is a cornerstone of our education system. Learning English and the Mother Tongue languages (MTLs) helps prepare our children to navigate a globalised world and strengthen links to our Asian heritage. Our MTL, heritage and culture form an integral part of Singapore's identity and asset.

The Fund has been set up to supplement efforts by the Ministry of Education (MOE) in the teaching and learning of English and the MTLs. **The Fund supports proposals that encourage bilingualism and the learning of our MTLs as living languages and a lifelong endeavor.**

## ELIGIBILITY & APPLICATION PROCESS

- The Special Call for Proposals (Picture Books) is open to individuals (Singapore Citizens & Permanent Residents) and organisations/institutions (Singapore-based) with the relevant experience and expertise to implement the project.

- The **Application Form and Proposed Budget (Annex I)** should be completed in English language.

- Only proposals with a completed **Application Form** will be evaluated for funding consideration. The form should include information on the specific deliverables, time-line, milestones and project costing.

Refer to for a list of required application and supporting documents.

# SUBMISSION CRITERIA

- Interested applicants may submit more than one application/proposal, with each subject to the following criteria:

| Format | <ul><li>A series of picture books (3 to 5 books in a series), **or**</li><li>Wordless picture books (3 to 5 books in a series)</li></ul>Mandatory inclusion of learning guides/conversation cues for all picture books. |
|---|---|
| **Target Audience** | Young children aged:<ul><li>0 to 4 years, **or**</li><li>4 to 6 years</li></ul> |
| **Content** | <ul><li>Local context; local flavour</li><li>Original works (no translated or adapted works)</li></ul> |
| **Target Language(s)** | Any <u>one</u> of the following:<ul><li>Chinese Language,</li><li>Malay Language,</li><li>Tamil Language,</li><li>Chinese-English,</li><li>Malay-English, **or**</li><li>Tamil-English</li></ul> |

- Upscaling of proposal to include funding for the development of e-books in addition to print resources will be assessed on a case-by-case basis by the Fund.

# ELIGIBILITY & APPLICATION PROCESS

- The application window for the Special Call for Proposals (Picture Books) will be open from **1 August to 31 August 2022**.

- Applicants are advised that the Fund requires grantees to take in the Fund's input to meet the Fund's objectives and expectations.

- Applicants are encouraged to factor in additional time for the vetting and printing/production **of their print resources** before launch date.

**Note to Applicant:**

There may be a need for you to present your work to the evaluation panel.

However, a face-to-face/zoom presentation is on a case-by-case basis and will not apply to all applicants.

# ELIGIBILITY & APPLICATION PROCESS

- If you have questions for clarification, please email us at MOE_LKYFB@moe.gov.sg or contact any of our officers listed:

| Name of Officer | Contact Number |
|---|---|
| Ms Teo Hui Wen Nicholyn | 6879 6975 |
| Mrs Peter Thia | 6879 6892 |
| Mdm Murugeswathy d/o Ramasamy | 6879 6834 |
| Mdm Regina Wun Lai Ying | 6879 6946 |
| Mrs Florence Hoo | 6879 6665 |
| Ms Izzalina Mohamad Ali | 6879 6843 |

# FUNDING

- Where applicable, applicants should consider sourcing for their own language experts or consultants to ensure suitability and quality of projects. Please include the resumes of such language experts and consultants, as well as the resumes of writers and illustrators in your submission.

- The approved funding amount for each project will depend on the nature and scope of the project, as well as the availability of funds.

- Applicants are advised to keep the Fund informed if he/she intends to seek co-funding support from other organisations/agencies.

# FUNDING: NON-FUNDABLE ITEMS

| Non-fundable Items | Examples |
|---|---|
| **Manpower-related expenses** (including salaries, CPF and fringe benefits such as medical, dental, contribution to welfare fund, bonuses, incentive payments etc.) | • Salaries and compensation for existing employees on the organisation's staff payroll, including clerical and support staff<br>• Staff overtime, recruitment and related cost<br>• Staff insurance |
| **Purchase of equipment** | • General purpose IT and communication equipment (e.g. computers, printers, mobile devices)<br>• Software/software licenses<br>• Office equipment, office furniture and fittings<br>• Cost of repair/renovation, refurbishment works and general infrastructure |
| **Other operating-related expenses** | • Professional membership fees, staff retreat, fines and penalties<br>• Attending local/overseas conferences<br>• Overhead expenses – rental, utilities, telephone and internet charges |

# FUNDING: VALIDITY & DISBURSEMENTS OF GRANT AWARD

- The maximum time-validity for the funds awarded to each project will typically be up to three years, and projects should be completed within this time frame.

- Approved funds will be disbursed to successful applicants in tranches set at suitable milestones of project implementation, and subject to completion and submission of all project deliverables. In general, grants are disbursed in three tranches, as summarised in the table below:

**For Example:**

| 1st Tranche | 2nd Tranche | 3rd Tranche |
|---|---|---|
| 40% of grant quantum upon signing of Project Agreement | 30% of grant quantum at a suitable milestone. | 30% upon submission of all project deliverables and requirements, and submission of audited statement of accounts. |

# FUNDING: VALIDITY & DISBURSEMENTS OF GRANT AWARD

- In line with the Fund's mandate to provide quality Fund-supported resources to benefit the sector, the Fund will work with the applicant on the provision and distribution of such complimentary resource copies.

- Applicants must declare other sources of funding for the proposed project and related work in the **Budget Proposal Form (Annex I, Part II)**. This includes funding that has been received, as well as funding that the applicant is in the process of applying for, or is intending to apply for. **A NIL response is required if the applicant does not intend to apply to any other organisations/agencies for funding.**

# EVALUATION CRITERIA: THE SPECIAL CALL FOR PROPOSALS (PICTURE BOOKS)

| | |
|---|---|
| **Literary Merit (30%)** | a) Plot is engaging / compelling / interesting.<br>b) Characters are well-developed.<br>c) Characters are relatable / memorable.<br>d) Language is well-suited for target group (e.g. choice of vocabulary, complexity of syntax, use of dialogue etc). |
| **Visual Merit (30%)** | a) Apt illustration<br>(used appropriately and suited to the concept / theme of the book)<br>b) Good use of visual elements that enhance text<br>(e.g. create the right mood in the story)<br>c) Synergy between text and illustration<br>(well-matched, complementary with each other and helps to move the storyline forward) |
| **Impact (20%)** | a) Proposal is able to motivate young children to want to read MTL books at home.<br>b) Proposal is able to stimulate further engagement between parent and child in the learning of MTL at home, through the use of it as a resource. |
| **Originality (20%)** | a) Proposal demonstrates a novel concept / storyline.<br>b) Proposal incites curiosity.<br>c) Proposal stimulates imagination. |

## PREPARING & SUBMITTING THE APPLICATION

- Applicants would be required to submit the following application and supporting documents:
    1. **Application Form**
    2. **Budget Proposal Form (Annex I)**
    3. **Audited Financial Statements** (For organisation/institution only)
    4. **Organisation Profile** (For organisation/institution only)
    5. **Team Profile**
    6. **Sample of Work** (e.g. synopsis, sample pages, etc.)
    7. **Application Checklist**, duly checked off per applicable item

*Where can I download the application forms?*

The **Application Form, Budget Proposal Form (Annex I) and Application Checklist** can be downloaded from https://www.bilingualism.sg/whats-up/news/.

Applicants must complete all required application documents and supporting documents deemed necessary, submitted as <u>one set</u> to the Fund.

# PREPARING & SUBMITTING THE APPLICATION

- Application and supporting documents may be submitted in the following ways:

  a. **Email to:** MOE_LKYFB@moe.gov.sg
  b. **Mail or deliver in person to:**
     Ministry of Education, Singapore
     1 North Buona Vista Drive Singapore 138675
     Attention: Lee Kuan Yew Fund for Bilingualism

- **Applicants are encouraged to submit their applications via email.** Otherwise, applicants may submit their applicants to MOE @ Buona Vista's Mail Room in an envelope with the address stated in (b).

**The LKYFB Programme Office's operating hours are:**
- Mondays to Fridays from 8.30 am to 5.30 pm
- Closed on stipulated public holidays

**The Mail Room's operating hours are:**
- Mondays to Thursdays from 8.30 am to 6 pm
- Fridays from 8.30 am to 5.30 pm
- Closed on stipulated public holidays

## NOTIFICATION OF OUTCOME & WHAT'S NEXT?

*How will I be notified of the outcome of my application?*

- All applicants will be notified of the outcome of their proposals within three to six months via email.

- Successful applicants will receive a **Letter of Offer.** The grant offer will be valid for two weeks from the time the Letter of Offer is sent out.

## NOTIFICATION OF OUTCOME & WHAT'S NEXT?

*What happens after I accept the grant offer?*

- Applicants who accept the Fund's offer will proceed to sign a **Project Agreement** with the Fund, detailing the funding quantum, deliverables and terms of the contract. An Expenditure and Progress Report is to be submitted to the Fund at each tranche disbursement.

- Once the project is completed, applicant will have to submit the Final Progress Report, together with the actual expenditure and statement of accounts to the Fund's auditor for certification.