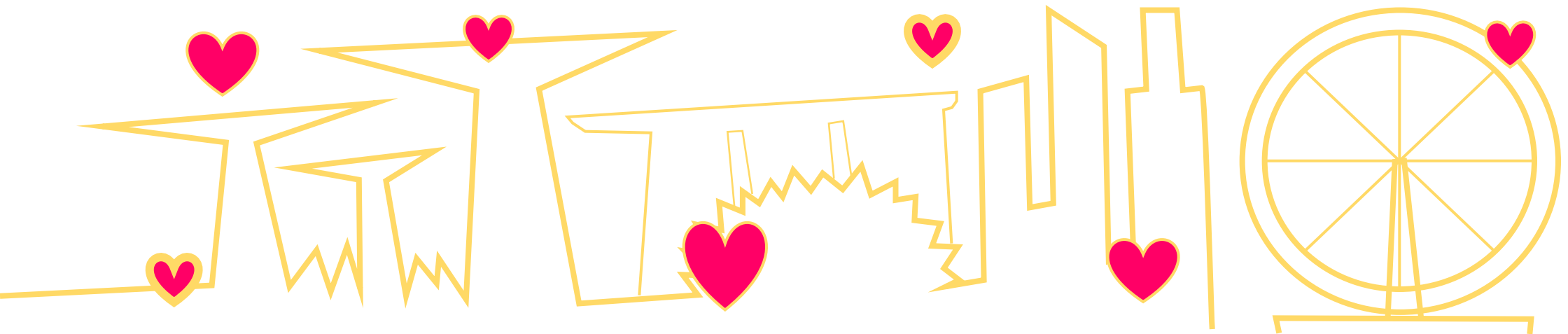


# ENHANCED FUND-RAISING PROGRAMME (EFR)



# SUPPORT CHARITIES' DIGITAL FUND-RAISING PROJECTS

## TO HELP CHARITIES GALVANISE COMMUNITY GIVING DURING COVID-19

On 17 April 2020, Tote Board announced that we would **enhance our support to charities' Digital Fund-Raising Projects** held in FY2020 (1 April 2020-31 March 2021) via the following crowdfunding platforms\*:

- Giving.Sg
- RayofHope.Sg
- Give.Asia
- Simplygiving.com
- Charities' Corporate Websites

These platforms have signed a Memorandum of Understanding with the Commissioner of Charities to adhere with the Code of Practice for Charitable Online Fund-raising

\* Payment options can include credit card and e-payment options (e.g. Paynow, Paylah!)

# DOUBLE OUR FINANCIAL CONTRIBUTIONS FOR ELIGIBLE FUND-RAISING PROJECTS

## TO BUILD A RESILIENT NON-PROFIT ECOSYSTEM

Tote Board will **DOUBLE** our contributions, from 20% to 40%, for each charity's fund-raising project as follows:

40% of actual total sum raised (excluding Tote Board's contributions), capped at \$100,000 per project, on condition the Expenditure/Income (E/I) Ratio of the project is  $\leq 35\%$

This will apply to all supported fund-raising projects from **1 April 2020 to 31 March 2021**.

# NEW: ADDITIONAL GOVERNMENT SUPPORT FOR CHARITIES THROUGH EFR

On 26 May 20, Deputy Prime Minister, Mr Heng Swee Keat, announced that the Government will increase the EFR matching amount, to provide successful EFR applicants with a dollar-for-dollar matching, capped at \$250,000 per applicant\*.

The additional Government support translates to:

60% of actual total sum raised (excluding Tote Board contributions and Government's additional EFR matching), capped at \$150,000 per applicant, on condition the Expenditure/Income (E/I) Ratio of the project is  $\leq 35\%$

This will apply to all supported fund-raising projects from **1 April 2020 to 31 March 2021**

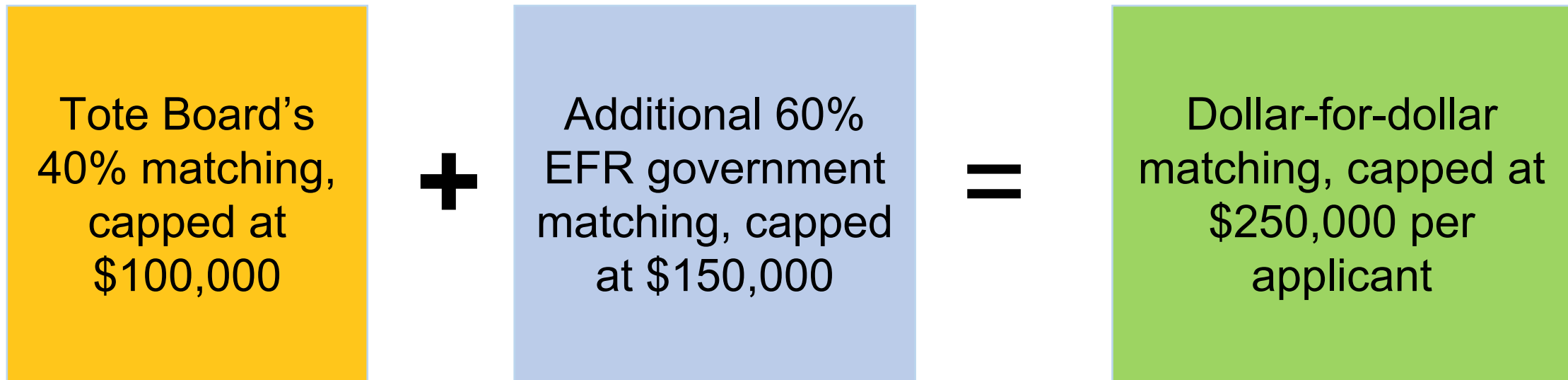
\*Charities or Corporations/Community Organisations fund-raising for charities. If you are an informal group fund-raising for a charity, we recommend that you approach the charity to apply to us.



Giving Hope  
Improving Lives

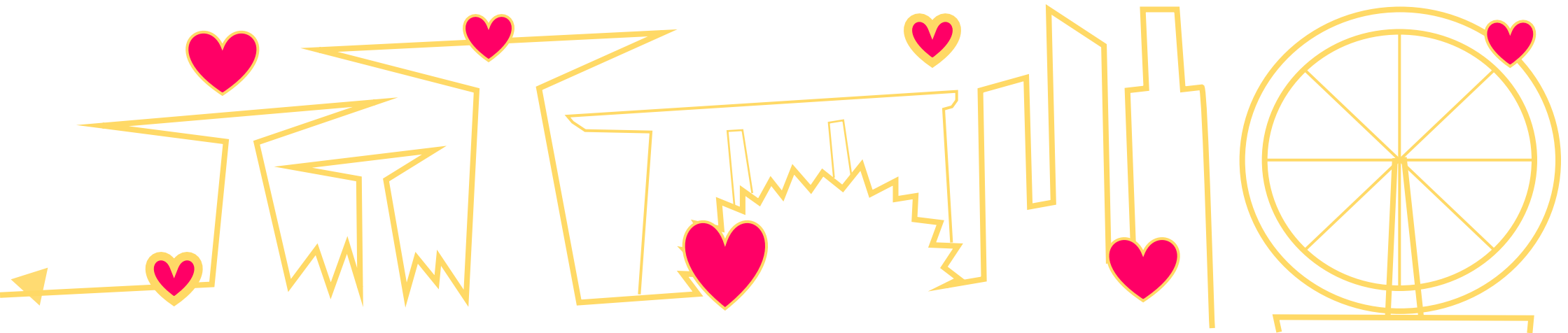
# WHAT DOES THIS MEAN FOR SUCCESSFUL EFR APPLICANTS?

Successful EFR applicants will enjoy the following matching:



EFR applicants that have fully utilised their \$250,000 dollar-for-dollar matching cap can continue to qualify for Tote Board's 40% matching, capped at \$100,000 per project, for eligible fund-raising projects during the qualifying period.

# ILLUSTRATIONS

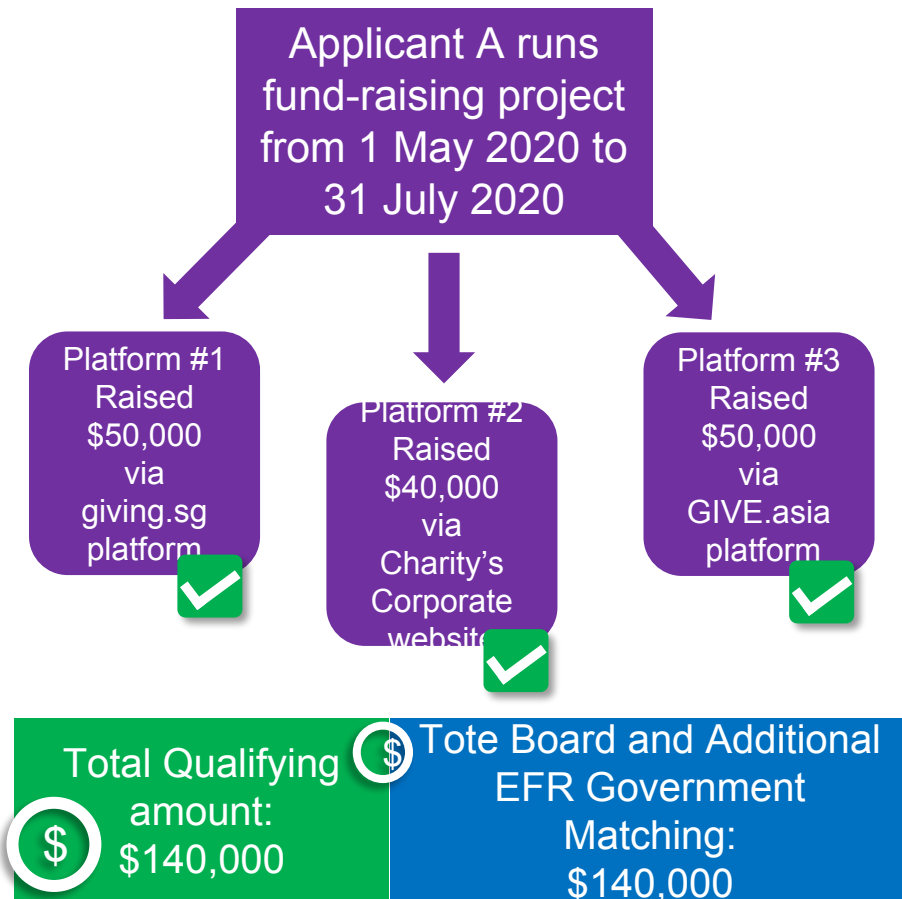


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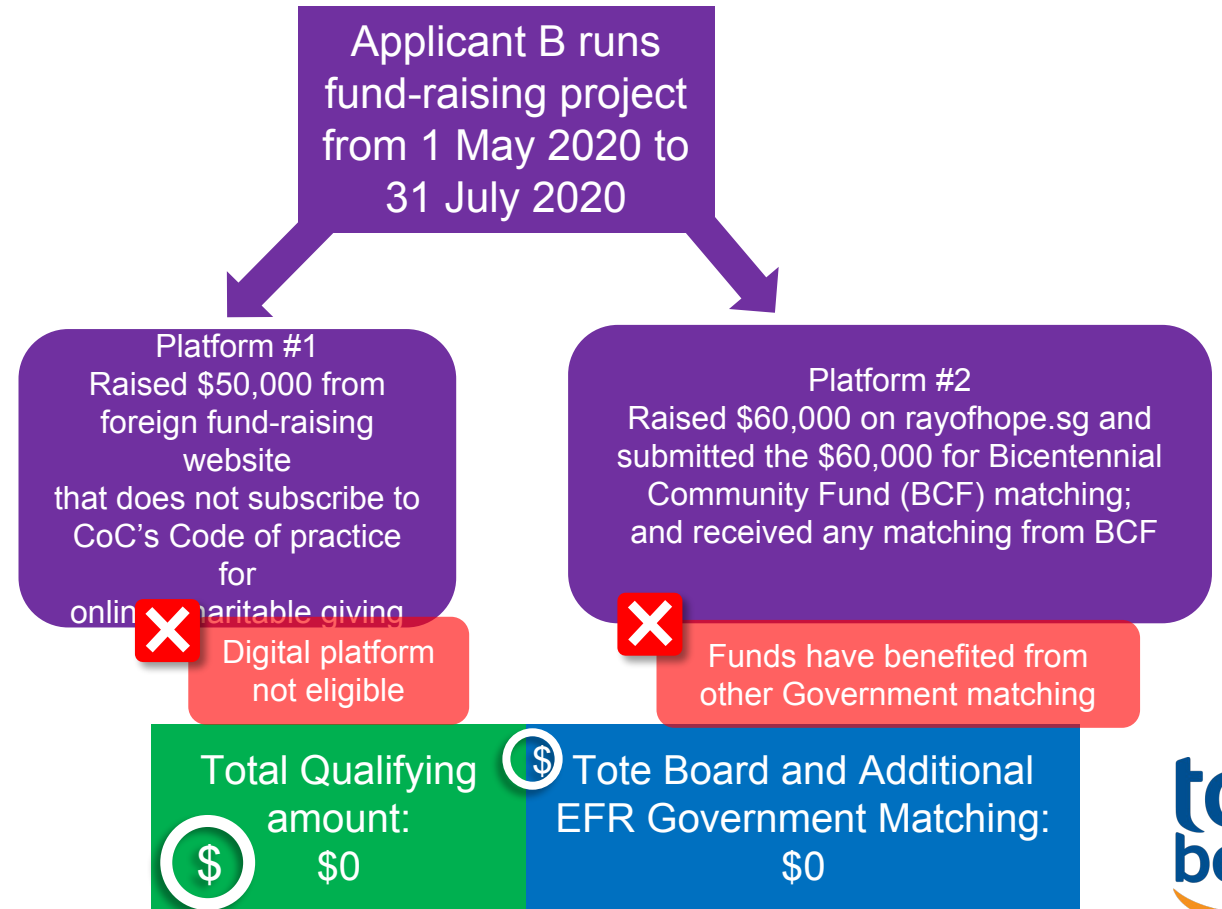
# ILLUSTRATION

S

## EXAMPLE #1



## EXAMPLE #2

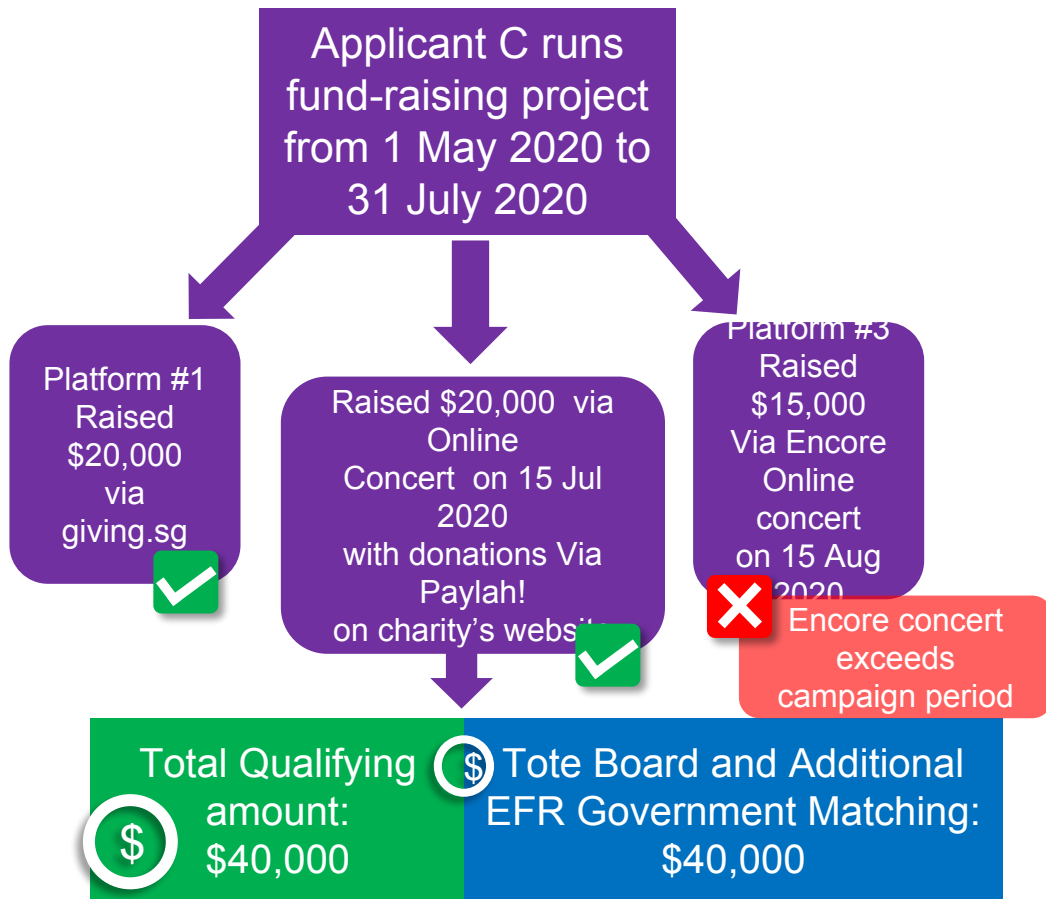


\*All examples assume that the Expenditure/Income (E/I) ratio of the fund-raising project is ≤ 35% and that the applicant has not fully utilised its \$250,000 dollar-for-dollar matching cap

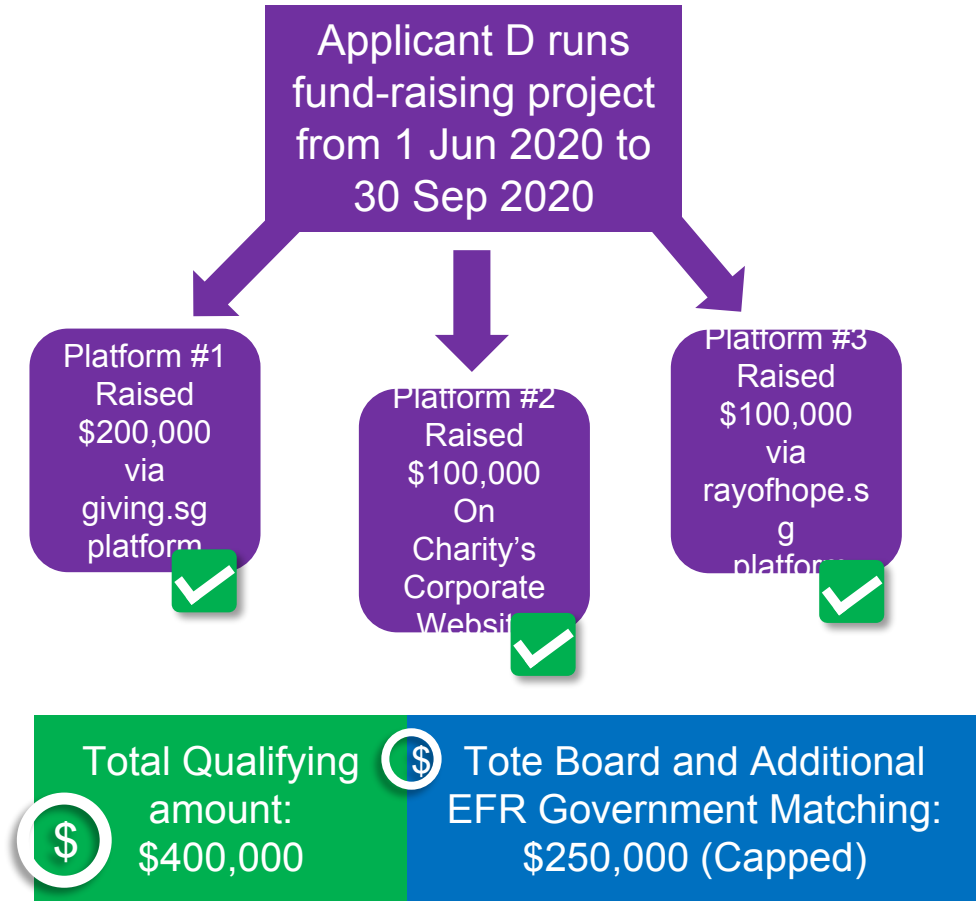
# ILLUSTRATION

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## EXAMPLE #3



## EXAMPLE #4



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\*All examples assume that the Expenditure/Income (E/I) ratio of the fund-raising project is ≤ 35% and that the applicant has not fully utilised its \$250,000 dollar-for-dollar matching cap

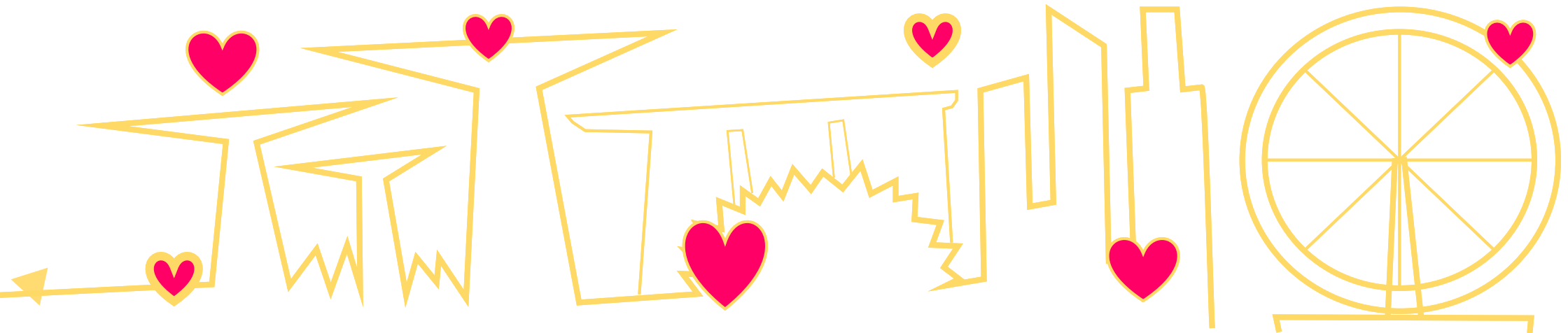




Apply today by  
scanning the QR Code

# FREQUENTLY ASKED QUESTIONS

Please refer to [www.toteboard.gov.sg](http://www.toteboard.gov.sg)  
for the latest updates



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## GENERAL

### 1. How much more would charities enjoy from the Enhanced Fund-Raising Programme (EFR)?

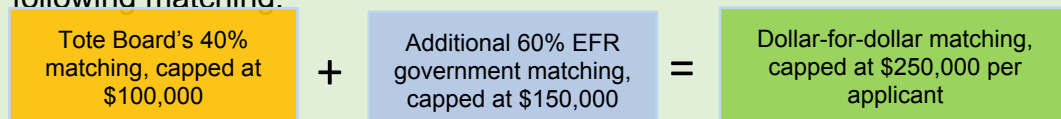
Prior to April 2020, the fund-raising formula was 20% of the actual total sum raised (excluding Tote Board's contribution), capped at \$50,000, on the condition it fulfils Expenditure/Income ratio of not more than 35%.

On 17 April 2020, Tote Board announced that from 1 April 2020 to 31 March 2021, under EFR, we would revise the formula to 40% of the actual total sum raised (excluding Tote Board's contribution), capped at \$100,000 per project, on condition the Expenditure/Income (E/I) ratio of the fund-raising project is  $\leq 35\%$ . This would be double of our previous contribution.

On 26 May 2020, Deputy Prime Minister, Mr Heng Swee Keat, announced that the Government will provide additional support by increasing the matching amount to provide successful EFR applicants with a dollar-for-dollar matching, capped at \$250,000 per applicant\*. The additional government contribution translates to 60% of actual total sum raised (excluding Tote Board's contribution and the additional government matching), capped at \$150,000 per applicant, on condition the Expenditure/Income (E/I) Ratio of the fund-raising project is  $\leq 35\%$ .

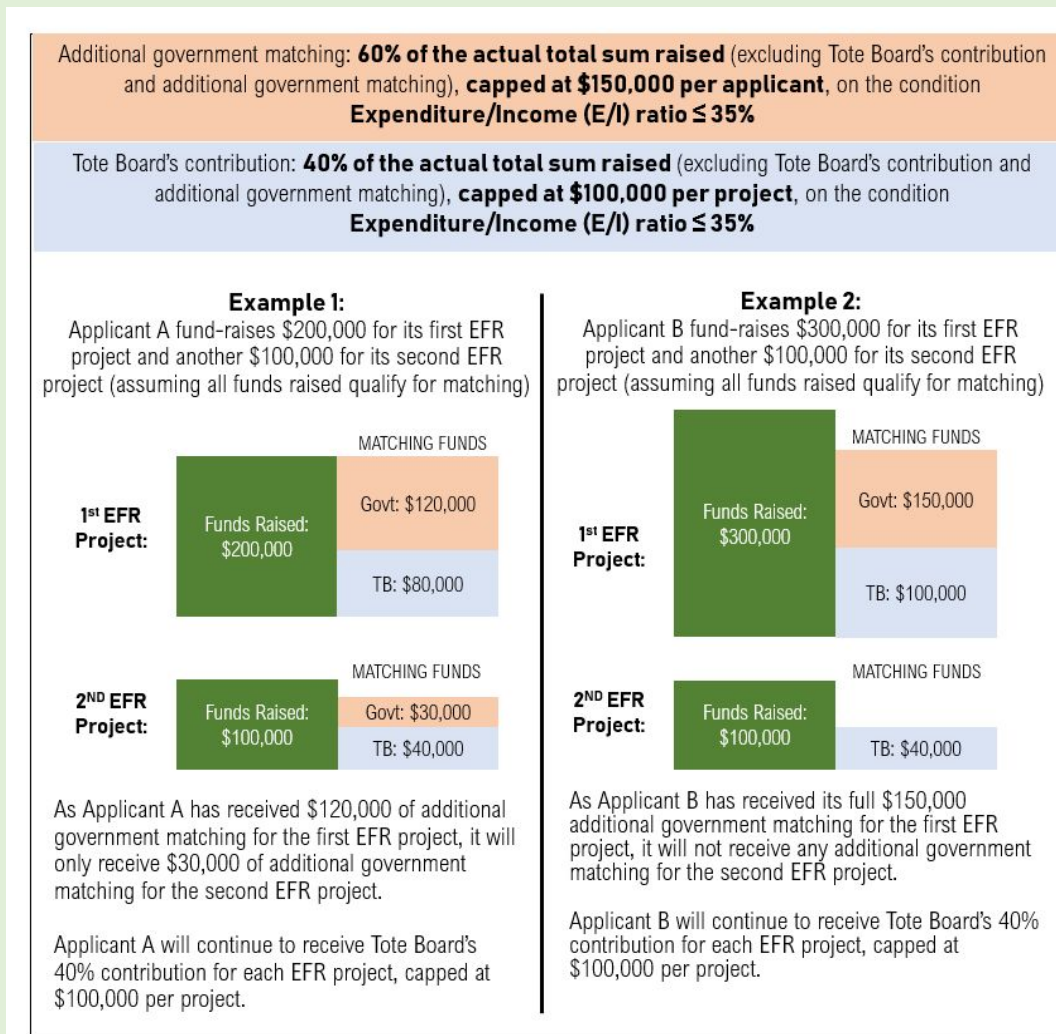
- *Charities or Corporations/Community Organisations fund-raising for charities.*

Taken together, this means that successful EFR applicants will enjoy the following matching:



EFR applicants that have fully utilised their \$250,000 dollar-for-dollar matching cap can continue to qualify for Tote Board's 40% matching, capped at \$100,000 per project, for eligible fund-raising projects, during the qualifying period.

The illustrated examples are as follows:



## 2. What do we mean by “Fund-Raising Project”?

This refers to a project that seeks to fund-raise for a charity within a fixed time period.

This can come in the form of one or a series of:

- Physical event(s) where people come together to fund-raise (e.g. Charity Walk, Gala Dinners, Fun Fair, Walkathon, Charity Auction, Charity Golf, Flag Day etc); and/or
- Digital fund-raising project.

## 3. What do we mean by “Digital fund-raising project”?

A digital fund-raising project is one that takes place on a digital crowdfunding platform. For EFR, Tote Board will only support digital fund-raising on the following digital crowdfunding platforms:

- Crowdfunding platforms which have signed a Memorandum of Understanding with the Commissioner of Charities to adhere with the Code of Practice for Charitable Online Fund-raising. Currently, as of April 2020, there are only four platforms, namely, giving.sg, rayofhope.sg, give.asia and simplygiving.com. Please note that each of the platforms have differentiated charges.
- Charity’s corporate website with a digital fund-raising platform.

In addition, the digital fund-raising project should be time-bound, not longer than one year. Tote Board will not match funds raised on a perennial basis with indefinite time frames.

## MINIMUM AMOUNT RAISED

### 4. Is there a minimum amount to be raised before Tote Board would match the funds raised?

The amount raised should be at least \$2,500, Assuming the applicant has not fully utilised the \$250,000 cap, this minimum amount raised will qualify for a \$2,500 matching (\$1,000 from Tote Board’s 40% contribution; and \$1,500 from the Additional 60% EFR Government Matching).

## ELIGIBILITY CRITERIA

### 5. How can my charity’s fund-raising project or my company’s fund-raising project for a charity be eligible?

- Your fund-raising projects for local charitable causes should have well-defined outcomes that support Tote Board’s strategic outcomes:
  - Equitable Opportunities for Vulnerable Groups
  - Cohesive and Caring Community
  - Vibrant and Liveable Home
- The following will not be eligible:
  - Debt/loan repayment
  - Religious, political, and/or ideological activities
  - Commercial projects for the sole purpose of profit-making
  - Project(s) that benefit only an individual
- The fund-raising project is for one or more of the following charitable causes, namely Arts and Culture, Community Development, Community Health, Education, Social Service, Sports and Others.
- The total expenditure for your fund-raising project should be no more than 35% of the total funds raised, excluding Tote Board’s contribution and Government’s additional EFR matching.
- Only fund-raising projects that have not applied for and benefited from other Government matching grants (e.g. Bicentennial Community Fund, Community Silver Trust, Community Capability Trust, Cultural Matching Fund, One Team Singapore Fund) will be considered for EFR matching.
- In light of the COVID-19, you may also wish to consider using a digital platform to fund-raise as indicated in Question 3.

**6. My fund-raising project expenditure exceeds 35% of the funds raised. Am I still eligible for the matching from Tote Board?**

No. The Office of Commissioner of Charities recommends for all charities and Institutions of Public Character (IPC) to keep their fund-raising efficiency ratio below 30%. That is, the charities should not spend more than 30 cents to raise a dollar. This is to ensure that there is resource stewardship during the fund-raising. We have allowed up to 35% to take into consideration the fact that our contributions are not yet included.

**7. Can funds be provided on an upfront basis?**

No, this is because the intent of EFR is to help defray the cost of fund-raising after the conclusion of the project.

**WHO CAN APPLY**

**8. Who can apply?**

We will only accept EFR applications from charities\* OR a company/community organisation (with a UEN number) that is fund-raising for a charity with established charitable objectives.

\* We refer to Singapore registered charities

**9. My friends and I (an informal group) wish to fund-raise for a charity. Is our fund-raising project eligible for the matching?**

Thank you for your contribution to our community! Unfortunately, we do not accept EFR applications from informal groups. However, you may check with the charity if they have already applied to us for the cause that you are supporting. If they have not, please encourage them to apply to Tote Board for our consideration so that your fund-raising efforts can be maximised.

**SUPPORTABLE PLATFORMS**

**10. My fund-raising project has a mix of funds raised on physical platforms and digital platforms. Am I still eligible?**

Yes. Please include all funds raised on both physical and digital platforms in your application and claim forms. You should maintain proper accounting records for all the funds raised and expenses incurred as Tote Board reserves the right to audit your accounts.

**11. My charity has our own website where people can donate. If I fund raise on my own charity's corporate website, am I still eligible for Tote Board's matching?**

Yes, as long as it is project-driven (with a clear start and end date) and the relevant income and expenses are properly accounted for the specified project period.

**12. What are the digital crowdfunding platforms supported by EFR?**

Tote Board will only support the digital crowdfunding platforms as indicated in Question 3.

**13. What are the digital crowdfunding platforms NOT supported by EFR?**

If you are not using any of the four crowdfunding platforms in Question 3 or the charity's corporate website, Tote Board will not be able to support the funds raised.





## OTHER GOVERNMENT MATCHING FUNDS

**14. My fund-raising project intends to seek other government matching funds, or has already received another government matching fund, am I still eligible for further matching with Tote Board?**

No. If you are already receiving other government matching funds, your project will not qualify under our programme. There are many government matching funds such as Cultural Matching Fund (CMF), One Team Singapore Fund (OTSF), Community Silver Trust Fund (CST) etc. You may check with your sector administrators to find out more about the other government matching funds available. Many of these matching funds do not allow for double-funding.

## START AND END DATE FOR ENHANCED FR PROGRAMME

**15. I had put in an application before 1 April 2020 but the event has been delayed. If I move my fund-raising project online, will my event be eligible for the enhanced matching?**

If your project end date is between 1 Apr 2020 and 31 Mar 2021, and you have received our Letter of Approval (LOA) (i.e. your application had been previously approved by Tote Board), your project will automatically qualify for EFR. We will be sending out the revised LOA to you soon. Otherwise, please write in to us.

**16. If my fund-raising project commences only after 31 March 2021, am I still eligible for matching?**

No, your FR project must start on or before 31 March 2021.

**17. If my fund-raising project had commenced before the Additional 60% EFR Government Matching was announced on 26 May 2020, can I still submit an EFR application for the project?**

Yes, if your project had started on or after 1 Feb 2020 (i.e. the month that DORSCON Orange was announced), and your project end date is between 1 Apr 2020 and 31 Mar 2021, you can apply to us.

## CORPORATIONS / COMMUNITY ORGANISATIONS FUND-RAISING FOR CHARITIES

**18. Charity A has organised an approved fund-raising Project 1 to raise funds for itself; Project 1 has raised \$300,000. Separately, Company B has also organised an approved fund-raising Project 2 for Charity A; Project 2 has raised \$100,000. How much matching can Charity A receive for the two projects?**

Assuming neither Charity A nor Company B has exhausted their respective \$250,000 dollar-for-dollar matching caps:

### For Project 1

Charity A will receive a total matching of \$250,000, comprising Tote Board's contribution of \$100,000 (capped) and the Additional EFR Government Matching of \$150,000 (capped).

### For Project 2

Separately, Company B will receive a total matching of \$100,000, comprising Tote Board's contribution of \$40,000 and the Additional EFR Government Matching of \$60,000. And this \$100,000 monies will be distributed to Charity A.

In total, Charity A will receive a total matching of \$350,000 for the two projects.



## BEST PRACTICES FOR ONLINE FUND-RAISING

### 19. What are some of the best practices for online fund-raising that my organisation should adhere to?

The Charities Unit in Singapore has a set of best practices for online fund-raising activities:

<http://www.charities.gov.sg/Fund-Raising/Pages/Online-Fundraising.aspx>

We recommend that you adhere to their set of best practices.

## APPLICATION PROCESS

### 20. How do I submit an application for EFR?

You may apply at Tote Board's website:

<http://www.toteboard.gov.sg/grants/apply-to-us/fund-raising-programme>

The application process online may take approximately 30-45 minutes to complete.

### 21. What are the required documents for me to make a claim?

If your application is successful, we will send you a claim form along with our Letter of Approval and Terms and Conditions. Please submit your claim using the claim form provided by emailing it to [grants@toteboard.gov.sg](mailto:grants@toteboard.gov.sg).

During this COVID-19 period, for matters relating to Enhanced Fund-Raising Programmes, please email the Grant Management Division at: [grants@toteboard.gov.sg](mailto:grants@toteboard.gov.sg).

Please note that each project application is subject to Tote Board's approval and we reserve the right to reject any application at our sole discretion. To allow more charities to benefit from the EFR Programme, we may withhold approvals for multiple applications that we deem to be fund-raising solely for the same charity.

Tote Board takes a serious view of, and will take enforcement action against, any abuses of its EFR Programme.



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