

# Application Form

## BRIGHT IDEAS... EXTRAORDINARY IMPACT!

Want to see your ideas make a difference in the lives of others?

Organised by Citibank and YMCA of Singapore, Citibank-YMCA Youth for Causes (YFC) offers you the platform to turn your creative ideas for the community into reality through seed funding. Mentors will be assigned to guide, support and help you so that you will not be alone. There will also be training opportunities for participants.

Teams of 4 youths between 15-35 years old are given \$1,600 to carry out a social entrepreneurship project to support a charity of their choice.

### Be A Social Entrepreneur

A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to create, organize and manage a venture to make social change. Success is measured in terms of the impact made to the community.

YFC is YOUR chance to be a social entrepreneur. DO something that benefits others. Grab this opportunity to acquire relevant skills to champion a social cause that is close to your heart.

### Reasons to Join

Participating means you get to...

- Learn and be involved in mobilising and managing resources in the community by making the most of opportunities, contacts and funds available.
- Learn management, leadership and entrepreneurial skills through mentors of YFC
- Help those in need and serve a worthy cause

There are no limitations to your creativity, so let your ideas run wild! Your ideas go into a proposal that tells us how you intend to raise funds for the cause of your choice while increasing public awareness of their need.

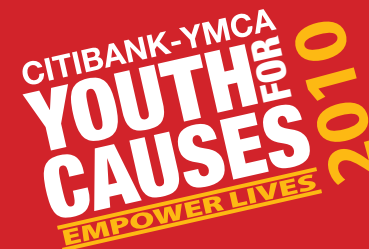
## IMPORTANT DATES

How to Write a Good Business Proposal Workshop *Free for youth who are interested to participate in YFC	15 – 19 March 2010
Closing Date for Applications	29 March 2010
Selection Interview for Shortlisted Teams	17 April 2010
Official Launch of Youth for Causes 2010	22 May 2010
Implementation of Citibank-YMCA Youth For Causes Programme	24 May – 12 Sept 2010
Awards Ceremony	20 Nov 2010

### TERMS & CONDITIONS

Participants are to adhere to the terms and conditions outlined below:

- 1) Participants are to read and adhere to the full Guidelines and Criteria available at our website: [www.youthforcauses.com](http://www.youthforcauses.com)
- 2) The Organisers reserve the right to accept or reject applications without assigning any reasons whatsoever.
- 3) Applications will be considered objectively by Citibank-YMCA Youth For Causes judging panel and decisions for acceptance and selection will be made at their discretion.
- 4) Decisions are final and no appeals will be entertained.
- 5) The Organisers reserve the right to review, suspend or terminate the assistance/funding upon a breach of guidelines, terms and conditions by participants and participating Non-Profit Organisations.
- 6) The Organisers will not be held responsible for any illegal acts committed, accidents and injury to or death of any party involved during the course of the Citibank-YMCA Youth for Causes Programme



Closing Date for Application :  
**29 March 2010**  
Complete and mail/fax this form to:  
**Ms Genevieve Chen**  
YMCA Of Singapore  
1 Orchard Road  
Singapore 238824  
Tel: 6586 2354/55 Fax: 6586 2320  
Email: [yfc@ymca.org.sg](mailto:yfc@ymca.org.sg)

### Group Particulars

Name of Group Members                      NRIC                      Age                      Contact No.

1. \_\_\_\_\_

Email: \_\_\_\_\_

2. \_\_\_\_\_

Email: \_\_\_\_\_

3. \_\_\_\_\_

Email: \_\_\_\_\_

4. \_\_\_\_\_

Email: \_\_\_\_\_

Name of School /Organisation: \_\_\_\_\_

Group Name: \_\_\_\_\_

Name of Group Leader / Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel No: \_\_\_\_\_ Hp: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Your Declaration

On behalf of my team, I hereby certify that the information given is true to the best of my knowledge. We have read, understood and agree to abide by the terms and conditions, guidelines and criteria of the Citibank-YMCA Youth for Causes programme as stipulated by the Organisers on [www.youthforcauses.com](http://www.youthforcauses.com)

\_\_\_\_\_  
Signature of Group Leader & Date

\_\_\_\_\_  
Name & Stamp of Participating Non-Profit Organisation  
(please see guidelines behind)

## PROPOSAL GUIDELINES

### Judging Criteria

Your proposal will be judged on the following criteria and it should seek to explain clearly how you intend to meet these criteria.

- ❖ Aims and benefits of project
- ❖ Creativity and Innovation of ideas
- ❖ Feasibility of project
- ❖ Planning of the implementation & execution
- ❖ How the public will be educated on social causes
- ❖ How volunteers are mobilized, recruited & involved.
- ❖ How the financial target is set and achieved

### Proposal Contents

Your project proposal must include these contents:

1. A executive summary of your team and project
2. Aims and benefits of project
3. Brief description of your partnering Non Profit Organisation (NPO)
4. Project description
  - 4.1 Details of events, activities and programme you intend to execute or products you intend to sell
  - 4.2 Project Plan/Timeline
5. Mechanics of project
  - 5.1 How seed funding will be used and other funding involved
  - 5.2 Financial budget
  - 5.3 Fund-raising target and other targets (eg. volunteer recruitment, public awareness etc.)
  - 5.4 Possible challenges anticipated and pre-identified solutions to these challenges

### Proposal Format

Please submit your proposal according to these guidelines:


- Maximum of 5 pages in A4-sized paper
- Single-sided
- Type-written in Arial font, size 11
- Accompanied with completed Application Form that is signed and stamped by your Participating NPO\*.

\* Participating NPOs will have to agree to be involved in Citibank-YMCA Youth For Causes 2010 Terms and Conditions

## HOW TO TAKE PART? – A Step-By-Step Guide

- 1) Form a group of 4 under one of the following age categories:
  - a) Below 16 years old
  - b) 17 to 21 years old
  - c) Above 21 years old
- 2) Choose a Non-Profit Organisation (NPO) from a proposed list on our website that you would like to support. The NPO must have the Institute of Public Character (IPC) status. Approach them and get them to endorse your project.
- 3) Put together your proposal and submit your application anytime from now till 29 March 2010. You can email your proposal to [yfc@ymca.org.sg](mailto:yfc@ymca.org.sg) or submit it online via [www.youthforcauses.com](http://www.youthforcauses.com)
- 4) If shortlisted, your team will be required to attend a selection interview and pitch your project to a panel of judges on 17 Apr 2010.
- 5) Groups selected for seed funding will be invited to attend the official launch of Youth for Causes along with mentors and the nominated NPO on 22 May 2010.
- 6) Your group will be given S\$1,600 in seed funding from the Citigroup Foundation to benefit the chosen cause, and assigned Project Mentors from Citibank or YMCA of Singapore.
- 7) You have 16 weeks to execute your project from 24 May to 12 September 2010.
- 8) At the end of 16 weeks, a panel of judges will award prizes to the selected top groups from each category.
- 9) The most supportive school will also receive a S\$5,000 cash donation and the most supportive Non-Profit Organisation will receive a S\$10,000 cash donation.

For more information on criteria of awards or to read about past successful projects, log on to [www.youthforcauses.com](http://www.youthforcauses.com)



**CITIBANK-YMCA  
YOUTH  
CAUSES FOR  
EMPOWER LIVES 2010**

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[www.youthforcauses.com](http://www.youthforcauses.com)



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