



## **--GUIDANCE FOR APPLICANTS--**

This document is intended to provide guidance to individuals and organisations who wish to seek sponsorship from Yayasan Sime Darby (YSD) to fund their philanthropic endeavours.

We strongly encourage applicants to read this Guidance Note carefully before filling in the 'Project Proposal' form. This will help applicants to fully understand the nature of information that is needed by YSD in processing your application.

The 'Project Proposal' application form comprises three main sections:

- A. Details of the Proposed Project
- B. Cost Structure
- C. Past Project Portfolios



# Proposal Guide

Thank you for your kind interest in applying for Yayasan Sime Darby Sponsorship. To facilitate the processing of your application, please complete this form.

Proposed Project Name:

Select ONE of the key areas below that best represents the project you are proposing. (Please use a separate form if you have more than one proposal)

YSD is committed to promote and sponsor initiatives in five key areas. In order to qualify for support from the foundation, project proposals must fall within one of these areas, and their aims and intended outcomes must be in line with YSD’s objectives in that particular area.

A brief description of the five key areas and the corresponding objectives is provided below, together with some additional information about the types of projects which would, or would not, fit YSD’s requirements.

Please consider this information carefully and tick the box which corresponds to your proposed project. If you feel that your project falls within two or more of the key areas listed below, please select the one that is most relevant.

<p><b>Education Development</b>  <i>Initiatives that help improve access to basic education and support research and advocacy works in order to reduce 'access to quality education' gaps between urban and rural students.</i></p> <p>YSD supports initiatives that reduce gaps in access to quality education between urban and rural societies, and those that improve access to basic education for the marginalised.</p>	
<p><b>Environment</b>  <i>Initiatives that protect and preserve the environment and conserve animals in their natural habitat.</i></p> <p>YSD dedicates itself to the protection and preservation of the environment and the conservation of biodiversity, while preserving landscape and selectively, seascape. This includes support for, and the promotion of, initiatives to protect and conserve forests and the sea; species and their biodiversity; and ensure that high conservation value ecosystems are protected. Priority is given to vulnerable and/or endangered species and the preservation of the forest reserves, including areas in and around Sime Darby’s operations.</p>	
<p><b>Community &amp; Health</b>  <i>Initiatives that promote the well-being and increase awareness of the rights of individuals, women, and children from disadvantaged backgrounds.</i></p> <p>YSD supports community-based programmes and sustainable initiatives intended to promote the wellbeing and health of disadvantaged people, reduce socio-economic disparities and enhance the welfare of neglected children and senior citizens, vulnerable women, people with disabilities and other marginalised groups. YSD assists advocacy efforts that promote national policy changes to protect basic rights and improve the quality of life of the disadvantaged. YSD also encourages research efforts towards improved community health.</p>	
<p><b>Sports</b>  <i>Initiatives that promote the development of sport activities in building up the capacity of our national sports talents.</i></p> <p>YSD supports programmes that promote the all-round development of sports to enable people to become trustworthy, conscientious and productive members of society. To this end, YSD makes available the resources at its disposal to promote sporting activities to help the people realise their full potential; develop sports; cultivate sportsmanship within the community and raise the standards of sports.</p>	

**Arts & Culture**

*Initiatives that promote the development and create better awareness and appreciation of local traditions, arts, and culture.*

YSD supports the development of a vibrant arts community in Malaysia's multi-cultural society which includes projects and activities in the performing arts and traditional heritage preservation. YSD sponsors initiatives that encourage the arts and culture, develop the demand for the arts whilst empowering the industry with knowledge and skills that contribute to the richness of a cultural heritage that is uniquely Malaysian, and promote local arts and artistes towards achieving international recognition.

Note: YSD is also open for Collaborative scholarship and bursary programmes to assist deserving and needy individuals to pursue tertiary education at recognised higher learning institutions. If you are interested to collaborate with us, please email us at [scholarships@simedarby.com](mailto:scholarships@simedarby.com). YSD dedicates itself to promoting the human quest for learning, knowledge, meaning, goodwill and understanding. The Foundation endeavours to offer wisdom, expertise and assistance at all levels of education, where these can promote and advance what people believe they can achieve, especially the underprivileged.

Yayasan Sime Darby (YSD) does not provide grants to or fund the activities of industry-associations, especially profitable organisations, unions, and political organisations.

**SUBMISSION OF PROPOSAL**

- The completed project proposal should be uploaded to YSD's website.
- You may include other information that may assist YSD in gaining a better understanding of your proposal.
- YSD will contact you to request further information if needed.
- Your application will be processed within 2 – 4 weeks. YSD will contact you once the status of your proposal has been confirmed.
- Successful uploads will receive notification e-mails generated by the system.

Please ensure that you have read the Personal Data Protection Act 2010 Notice on YSD's website before submitting your application.

*YSD reserves the right to independently monitor and/or assess a project which receives support from the Foundation, and that our officers would be given access to information both financial and operational in nature.*

*By submitting this proposal application, you have taken note of the above paragraph, and agree to grant YSD access to, and/or provide, information which is relevant to the project in the event the proposal submitted herewith is supported by the Foundation.*

## Project Proposal Application Checklist

Please ensure that the following documents are attached alongside your application. You can upload these documents on the 'Attachment' page of the application form.

[These documents will allow YSD to evaluate your proposal better. Please ensure that you upload these documents at YSD's website alongside this proposal. You may also upload other documents that you think may help us to understand your project better.](#)

No.	Document	Check
1	<u>Registration Certificate</u> from Registrar of Companies (ROC) or Registrar of Societies (ROS). Welfare homes must also include their registration certificate by JKM.	
2	<u>Financial Statements</u> for the last 3 years that had been audited by professional auditors.	
3	<u>Brief Background Introduction</u> of your organisation or your <u>Organisation's Profile</u> .	
4	CV of Project Manager and other key individuals involved in the project.	
5	<u>Itemised Budget Framework</u> for the sponsorship application.	
6	<u>Relevant quotations/invoices/receipts</u> to support figures stated in the itemised budget framework.	

## (A) Details of the Proposed Project

This part of the Application Form is intended to give YSD the information it needs to evaluate your project proposal.

While you may submit additional supporting documentation, it is important to ensure that all essential facts are presented in the responses to the questions below. This will allow us to appreciate the nature and scope of your project, and to assess its relevance to YSD’s purpose and objectives.

Please bear in mind that the evaluating officers at YSD may not have any detailed knowledge of your particular area. For this reason, and given the quantity of proposal applications received by YSD, we encourage concise descriptions which set out the key aspects of the project in question in clear, non-technical language (and/or providing the necessary explanations, as appropriate).

Please take note of the guidance provided for each of the questions below, as this may give you a better idea of the kinds of information we need to assess your project proposal.

Project Details	
<p>1. Main objective of the proposed project.</p> <p><i>What is the main aim of the proposed project?</i></p>	<p>Here, you should provide YSD with your vision of the intended outcome of the proposed project.</p> <p>Please keep your description concise and focused on what you intend to achieve.</p>
<p>2. Plan of action in achieving the main objective.</p> <p><i>What will be done in each quarter to achieve the main objective?</i></p> <p>Note: You may attach a project timeline table to explain this section in detail.</p>	<p>Please describe what you will do to implement the project and how you expect to do it. You should provide details of planned activities and explain how, and by whom, they will be carried out.</p> <p>Please also provide information on how you intend to monitor the implementation of the project, and to measure/assess its progress/results.</p> <p>If the project is designed to be implemented in stages, please provide an overview of the different phases, including a timeline and expected results/outcome at each stage.</p>
<p>3. Target group of the proposed project.</p> <p><i>Who will benefit from this project?</i></p>	<p>YSD puts high emphasis on the outcome of the project. Please let us know who you are targeting to benefit from the project.</p> <p>You should be as detailed as possible, including information like, but not limited to the target age group, geographical location, socioeconomic background, and species.</p>

<p>4. Benefits to the target group.</p> <p><i>How will the target group/area benefit from the proposed project?</i></p>	<p>The information provided here should give YSD a good idea of how the proposed project will be useful for our beneficiaries.</p> <p>Under this point, you may wish to elaborate on the information provided in response to Question 1 above and/or submit additional background information. The purpose of your description should be to allow us to understand the impact of your project.</p> <p>Please remember that we may not be familiar with your subject area and/or facts and circumstances which are relevant to its potential impact.</p>
<p>5. Method of measuring the impact to the target group.</p> <p><i>How do you measure the impact of the proposed project to the target group?</i></p>	<p>We are interested in knowing how you plan to measure the impact of your project towards the target group.</p> <p>Impacts may be measured by carrying out surveys, researches, or any other impact measurement tools suitable for your proposed project.</p>
<p>6. Sustainability of the proposed project.</p> <p><i>What is the lifespan of the project? How do you plan to fund the project in the future?</i></p>	<p>In response to this question, please outline how your organisation is planning to ensure the implementation of the project, that is financial, human, or any other resources are required in the future.</p> <p>YSD will appreciate initiatives that are sustainable and are able to be self-funded in the future, after the requested YSD's support for the project ends.</p>
<p>7. Target deliverables of the proposed project.</p> <p><i>What is the desired project outcome?</i></p>	<p>We are interested to know the project outcome. These project outcomes can be both tangible and intangible.</p> <p>For example, the project aims to produce a conservation action plan for an endangered animal species by the end of the five year project.</p> <p>OR</p> <p>A health assessment report upon completion of screening 3000 people from rural areas in Peninsular Malaysia for Diabetes.</p>
<p>8. Objective of the project in relation to YSD's objectives</p> <p><i>How is your proposed project aligned to YSD's objectives?</i></p>	<p>Please take note of YSD's objectives as described under each of the Foundation's key areas listed in Page 2 and 3 of this Project Proposal Guide.</p> <p>You should explain how and why, in your view, the project proposal is in line with the objectives under the appropriate area.</p>



# Proposal Guide

9. Method of publishing /communicating the findings to YSD.

*How will your organisation communicate/publish the findings/result of your project to YSD and to the public?*

Reporting requirements may differ depending on the nature and scope of a given project. Every quarter, YSD will need to receive a detailed written project report. YSD would require interim reports to take stock of progress in implementation and record any relevant developments. For short projects, a final report will generally be sufficient.

Please indicate the person in charge who will ensure that these reports will be submitted within the required timeframe, and how the reports will be made available to YSD.

## (B) Cost Structure

Please provide the projected cost structure of the proposed project. Cost should be calculated using relevant documents such as quotations, purchase orders, salary slips, invoices, and receipts. If this information is not available, please justify your estimation methods. Kindly note that the template given below acts as a guideline and is not exhaustive. You should ensure that the budget provided is as detailed as possible.

If you have a more thorough budget breakdown document, please attach them alongside this application form.

Category	Detailed Description	Cost (RM)	Subtotal
<b>Personnel</b>			0
<b>Travel</b>			0
<b>Supplies/Equipments</b>			0
<b>Other Direct Cost</b>			0
<b>Indirect Cost</b>			0
<b>Grand Total</b>			0

Here, YSD is interested to know the budget of the proposed project. Note that the template given above acts as a guideline and is not exhaustive. You may insert more items in the Excel Spreadsheet above so that it represents the true budget of the proposed project.

Sample of a good budget:

- Accountant: RM 3,000 x 12 months x 2 years x 2 persons = RM 144,000
- Research Assistant: RM 1,000 x 12 months x 2 years x 10 persons = RM 240,000
- Vehicle Model XX for project use: RM 100,000 x 4 units = RM 400,000
- Camera traps Model YY to install at survey sites: RM 10,000 x 100 units = RM 1,000,000
- Utilities: RM 500 x 12 months x 2 years = RM 12,000





# Proposal Guide

## (C) Past Project Portfolios (If Applicable)

Please provide the details of your organisation’s **recently completed** projects/initiatives and demonstrate how the group/community benefited from the projects/initiatives.

You may attach additional documents or reports if required

YSD is also interested in knowing other (if any) past projects that you have done that might be, but not necessarily similar to the project you are proposing.

What was the impact of the project? Did you discover any particularly interesting result? Please share with us the details of the project and include newspaper clippings, publications, etc. where possible.

PROJECT 1	
Project Name	
Start Date & Duration of Project	
Actual Project Cost	
Project Description	
Project Impact/Findings	

PROJECT 2	
Project Name	
Start Date & Duration of Project	
Actual Project Cost	
Project Description	
Project Impact/Findings	

**-End of Proposal-**