

# Proposal Application

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## GUIDANCE FOR APPLICANTS

This Note is intended to provide organisations and individuals wishing to submit an application for support to Yayasan Sime Darby (YSD) with guidance as to the information required by YSD when evaluating project proposals.

We strongly encourage applicants to read the Guidance Note carefully before filling in the Proposal Application. Doing so will help you understand the mission and objectives of YSD, and to appreciate what kind of information our evaluators need to assess the nature and scope of your initiative as well as its potential impact.

**Note:** Please submit your application electronically, **both in MS Word and pdf format**. If you cannot provide a pdf version, please send a hard copy of the application in addition to the MS Word version.

**To help us streamline the assessment process, please complete this proposal application.**

Select the key area most relevant to the project you are proposing.  
*Please select one only. Use a separate form should 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 outcome 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 could, 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.

**Community Development Program**

Under this program, YSD seeks to promote the well-being of disadvantaged people irrespective of race, culture or creed. It will do this through capacity enhancement programs designed to assist such people to overcome poverty and destitution, and to build and maintain better lives and futures. Thus, project proposals which are aimed at

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providing those less fortunate with the means to develop their potential would come within this category.

## Education Development

YSD is committed to promote educational achievement at various levels and to advance research and study in areas related to Sime Darby's core businesses. This program comprises five types of assistance, namely:

**a. School-based Achiever's Scholarship Program**

This program would cover projects which encourage schools to create and maintain cultures of high academic achievement. YSD also provides scholarship support to talented disadvantaged students to further their education.

**b. University Scholars' Doctoral Program**

Under this program, YSD provides full scholarships to qualified graduates, particularly in science and technology, to pursue doctoral courses at world class universities.

**c. University Scholar Post Doctoral Program**

YSD supports the research activities of scholars from at home or abroad in areas pertaining to the core businesses of Sime Darby.

**d. Intellectual Discourse Program**

This program features seminars, conferences and workshops to encourage intellectual discourse among eminent scholars of various persuasions. It is intended to stimulate interdisciplinary discussions on matters of current interest, and to propagate knowledge and promote goodwill and international understanding.

**e. Research and Academic Papers**

YSD supports research activities where the paper or study informs and improves existing practices and/or knowledge and understanding of Sime Darby's core businesses.

## Youth, Sports and Recreation

Appreciating the fact that youths of today are the leaders of tomorrow, YSD sponsors programs that promote the allround development of youths to enable them to become trustworthy, conscientious and productive members of society. This would include project proposals which promote recreational and sporting activities to enable youths to actualize their full potential.

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## Arts and Culture Development

Under this program, YSD seeks to support and promote the development of arts and culture with a view to encouraging creativity amongst the diverse multicultural society of Malaysia, and to instil awareness and appreciation of the richness of the cultural heritage and legacy that is uniquely Malaysian. YSD does so by fostering artistic talents among the young and old alike. Initiatives to strengthen art institutions, develop cultural knowledge and resources, and to encourage contributions of artists to the quality of live in a multicultural society would fall within this category.

## Conservation of the Environment and Protection of Ecosystems

In harmony with Sime Darby Group's vision of developing sustainable futures. YSD dedicates itself to the protection and preservation of the environment from degradation and the conservation of ecosystems. Towards this end, it promotes initiatives to protect and restore rivers to their natural state, conserve forests and animal habitats, and to restore their flora and fauna.

### **PROPOSAL SUBMISSION**

Submit your completed application form online.  
There are no specific deadlines to submit the application.

Please allow FOUR WEEKS for review of your proposal before we get back to you. You should note that the information provided in your application will be used for our preliminary evaluation of the proposal. You will be informed of the status of your proposal after this period.

*Note: The Foundation does not provide grants to or fund the activities of industry-associations, unions and political organisations. Fund disbursement is expected to take place from 2008 onwards.*

**Please complete the following fields.**

**(A) Describe your organisation:**

Name of Organisation/Division:	
Address:	
City:	
State:	
Postcode:	
Establishment Date:	
Type of Organisation/Division:	

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	<input type="checkbox"/> Non Government Organisation <input type="checkbox"/> Government Organisation <input type="checkbox"/> Community Based Organisation <input type="checkbox"/> Charity Organisation <input type="checkbox"/> Division - ..... <input type="checkbox"/> Other - .....  <p>Please tick the box which best describes your organisation.</p> <p>Applicants who submit a proposal in their individual capacity should tick "Other" and provide a brief explanation in the space provided.</p>
<p>Briefly describe the structure of your organisation/division:</p>	<p>The information you provide here should enable YSD to understand the set-up and functioning of your organisation in general, and more specifically, in relation to the proposed project.</p>
Project Title:	
Project Manager:	
Position of Project Manager:	
Direct Line Number:	
Mobile Phone Number:	
Fax:	
Email:	
Project Assistant Manager (if applicable):	
Direct Line Number:	
Mobile Phone Number:	
Fax:	
Email:	

*YSD will **may** require CV, references, reports of key persons involved in the above-mentioned project. YSD reserves the right to independently monitor, assess a project and that our officers would be given access to information both financial and operational in nature.*

YSD will contact you as and when CVs, references and/or other reports are required. It is not a general requirement for applicants to furnish such materials when submitting the Proposal Application

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## (B) Describe your 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.

1. What are you trying to achieve?	<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>
2. How do you plan to achieve it?	<p>Please describe what you will do to implement the project and how you expect to do it. You should provide details as to any activities, programmes, projects etc. envisaged, 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>
3. How will you sustain the project?	<p>In response to this question, please outline how your organisation is planning to ensure the implementation of the project, both financially and in terms of the human (and/or any other) resources required.</p>
4. Describe the benefits of this	<p>The information provided here should provide YSD</p>

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<p>project to the environment/community.</p>	<p>with a good idea of how the proposed project will be useful for its 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. Here, too, the purpose of your description should be to enable our evaluators to envisage the impact of your project. 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. How is your project in line with SD Foundation's objectives?</p>	<p>Please take note of YSD's objectives as described under each of the Foundation's key areas listed in Part (A) of this Guidance Note. You should explain how and why, in your view, the project proposal is in line with the objectives under the appropriate area.</p>
<p>6. YSD will expected to be furnished with written reports and updates on the status of the proposal. Please give details of how these will be communicated to YSD.</p>	<p>Reporting requirements may differ depending on the nature and scope of a given project.</p> <p>For each project, YSD will need to receive a detailed written report upon completion. The timeframe for submitting the report will be set by YSD in consultation with your organisation, as appropriate to the nature and scope of the project.</p> <p>For short projects, a final report will generally be sufficient. For other projects, YSD would normally require periodic interim reports to take stock of progress in implementation and record any relevant developments.</p> <p>Please note who in your organisation will be responsible for ensuring that these reports will be submitted within the required timeframe, and how the reports will be made available to YSD.</p>



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**(D) Access to information and monitoring**

YSD may require CV, references, reports of key persons involved in the above-mentioned project. Such information may be necessary when evaluating the project on the basis of the project as proposed in this application, and/or at a later stage, depending on the nature of the project and its implementation. YSD also 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.

Please confirm with your signature that 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.

Signature: .....

Date: .....