



FREQUENTLY ASKED QUESTIONS ON THE BUSINESSES for FAMILIES GRANT

1. What is the Businesses for Families Grant?

The Businesses for Families Grant is a \$2 million fund, spread over three years, to assist and encourage businesses to adopt and implement pro-family business practices. The Grant is offered by Ministry of Community Development, Youth and Sports (MCYS).

2. Why was the Businesses for Families Grant set up?

The Grant was established to provide immediate impetus for businesses to cater to the needs of families. Since the release of the 2005 survey on local pro-family business practices, MCYS has been working closely with the Making Business Pro-Family Workgroup to see how best Singapore can nurture a pro-family business environment. A key challenge identified through industry feedback, especially among SMEs, was a lack of know-how in areas such as pro-family business strategies and infrastructure, as well as measuring tangible outcomes of pro-family practices. The Grant was set up to encourage more businesses to overcome these challenges by helping them defray some of the costs involved.

3. What are the items that are applicable to the Businesses for Families Grant?

The Businesses for Families Grant can be used to implement projects that welcome families as customers, and to defray the cost of:

- Business consultancy
- Infrastructure costs
- Training, development and implementation costs

Please refer to [Annex A](#) for the list of fundable items.



4. Is it necessary to engage a consultant?

It is not compulsory, but beneficial to engage an external consultant to help the organisation prepare itself for assessment. Do contact Ms Joyce Chua or Mr Ivan Ng of the Singapore Productivity Association (the appointed Businesses for Families Grant Administrator) at 6278-3344 for the pool of approved consultants.

5. Who is eligible to apply for the Businesses for Families Grant?

Any organization or business qualifies as long as:-

- Your company is registered or incorporated in Singapore (Cooperatives are also eligible to apply)
- You have at least 1 outlet
- Targets (or plans to target) families as customers

6. What are the items that should be included for the Businesses for Families Grant application?

Grant applications should be accompanied with the following documents:

Soft Copies:

- Application Form
- ACRA Business Profile
- Grant Proposal – Project timeline, suppliers' quotation and list of item for claim purposes
- Consultant Proposal (if applicable)
- Consultant resume (if applicable)
- Latest Audited Financial Statements
- Other supporting documents (i.e. quotations, drawings or blueprints etc)

Hard Copies:

- Application Form with company stamp and signature
- The items that were mentioned in previous section



7. Is the grant application a one-time application or it can be multiple applications as long as it adds up to a cap of \$50,000 or \$80,000?

Organizations may apply for the grant multiple times, up to a maximum cap of \$50,000 for businesses with single business outlet, or \$80,000 for businesses with multiple business outlets. Approved project(s) must be completed within one year upon the approval of the grant application.

8. Can I submit for approval, an application that is less than \$50,000 or \$80,000? How will I be reimbursed?

The grant would fund up to 70% of the costs incurred for approved projects, subject to a cap of \$50,000 for businesses with single business outlet and \$80,000 for businesses with multiple business outlets. If the organization has a total spending of \$12,000 on the approved project(s), the disbursement would be \$8,400, contingent on the organisation meeting all the requirements stipulated in the Terms and Conditions.

9. How will the grant be disbursed to us?

As all payments will be made via GIRO, a duly completed application form for Inter-bank GIRO must be submitted.

10. How much of the grant is each organization entitled to? What happens if an organization has more than one subsidiary?

Businesses with single business outlet are entitled to a cap of S\$50,000. Businesses with multiple business outlets are entitled to a cap of S\$80,000. Do contact Ms Joyce Chua or Mr Ivan Ng of Singapore Productivity Association (the appointed Businesses for Families Grant Administrator) at 6278-3344 for clarifications.



11. Are businesses which have received the grant previously under the 'Pro-Family Business Grant' still eligible for further funding under the revised grant structure?

Those who have received the 'Pro-Family Business Grant' previously are eligible for the remaining amount under the revised grant structure. This is to offer further incentives to businesses that have supported the initiative.

12. When is the closing date for the Businesses for Families Grant application?

There is no closing date. Applications are accepted throughout the year.

13. How long does it take for MCYS to approve the grant application?

The announcement of the outcome of application will generally take about 2 to 3 weeks. Applicants will be notified via mail and email through Singapore Productivity Association.

14. What if we cannot finish the project within the stipulated time frame of 1 year?

The disbursement of the grant may be reduced, withheld or withdrawn in the event of the failure of the applicant to carry out the approved project to the satisfaction of the Grantor – the Ministry of Community Development, Youth and Sports (MCYS). Projects must be completed within one year (effective from the date of approval). Applicants must also submit a progress report within six months of the commencement of the project or at the mid point of the project (whichever comes first).

15. We do not have an outlet at this current moment but would like to use the Grant to help startup a pro-family business establishment. Is it possible?

Yes, but approval is on a case by case basis.

16. If we have completed the project and renovation, can we apply for the Grant to offset the expenses incurred?

No. The Grant is only applicable for projects that have not commenced or items, which have not been purchased. Businesses will need the Grant approval before commencing their projects or making purchase.



17. What are the conditions of the Grant?

Successful applicants shall consent to share their knowledge and best practices. Approved Projects must be completed within one year (effective from the date of approval). Applicants must also submit a progress report within six months of the commencement of the project or at the mid point of the project (whichever comes first), as well as a Final Report upon completion of the project. MCYS reserves the right to audit successful applicants to ensure that the Pro-Family Business Grant disbursed is used appropriately.

18. How will the grant be dispersed?

The Grant will be dispersed in 2 phases:

- First 50% of budget upon approval.
- Remaining 50% or less upon successful completion of project, and attainment of the Businesses for Families Mark.

19. Where do I get the application form for grant application?

Please contact Ms Joyce Chua or Mr Ivan Ng of Singapore Productivity Association, the appointed Businesses for Families Grant Administrator for the application forms.

(c/o Singapore Productivity Association)

2 Bukit Merah Central, #04-01

SPRING Singapore

Singapore 159835

Tel: 6278-3344

Fax: 6272-5095

Email: pfbmark_secretariat@spa.org.sg

Please complete application form & submit with a detailed project proposal outlining the details of the implementation of the project, objectives and estimated expenditure for the development of the project.



20. Who shall I contact regarding the grant application?

Please contact Singapore Productivity Association who is the appointed Businesses for Families Grant Administrator.

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You can speak to Ms Joyce Chua or Mr Ivan Ng of the Singapore Productivity Association.



ANNEX A

BUSINESSES for FAMILIES GRANT

LIST OF FUNDABLE ITEMS

Developing Products & Services Mix	
Products & Services Mix	<ul style="list-style-type: none"> ▪ Costs of contents for family educational programmes ▪ Strollers, wheelchairs, baby cots ▪ Shuttle bus services ▪ Family / Parents Waiting Corner ▪ Menu / Cutleries for children or elderly ▪ Furniture, fixtures & fittings for families
Developing People & Service Touch-Points	
Greeting & Send-Off / Service Attitudes	<ul style="list-style-type: none"> ▪ Cost of contents to equip staff with relevant knowledge on families, seniors and handicap ▪ Training for staff on serving families, seniors and handicap
Delighting Customers	<ul style="list-style-type: none"> ▪ First aid training to handle families, seniors and handicap ▪ Gifts / toys / welcome kits for kids ▪ Staff rewards / recognition system for being pro-family



Developing Family-Focused Infrastructure	
Space Layout	<ul style="list-style-type: none"> ▪ Express queue lane for handicap and mothers with young children ▪ Handicapped parking lots, designated special lots for families with young children ▪ Interactive / games corner for kids ▪ Kiddy corner / play area ▪ Pram deposit area ▪ Ramps for prams and wheelchairs ▪ Rest areas / seats ▪ Sheltered walkways
Flooring / Facilities / Cleanliness	<ul style="list-style-type: none"> ▪ Non-slip flooring ▪ Diaper changing / nursing rooms ▪ Elevator & lifts for handicapped and elderly ▪ Handicap toilets ▪ Kid size toilet facilities in both male and female toilets
Access to Information	<ul style="list-style-type: none"> ▪ Training for staff to assist families, seniors and handicap ▪ Large pictorial signages ▪ Signages in multiple languages ▪ Information in multiple languages
Continuous Learning & Improvement	
Review / Result	<ul style="list-style-type: none"> ▪ System to track pro-family business performance indicators ▪ System to track visitorship by families ▪ Consultancy on pro-family business measures