



## FREQUENTLY ASKED QUESTIONS ON THE PRO-FAMILY BUSINESS<sup>1</sup> (PFB) GRANT

### 1. What are the items that are applicable to the PFB Grant?

The Grant can be used to implement Pro-Family Business projects and to defray the cost of:-

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

### Fundable Items

#### 1. Business Consultancy

- a) To advise on initial submission of project proposal, filling up application and progress report.
- b) Funding to the engagement of consultant is only applicable to MCYS registered consultant
- c) If businesses do not require an external consultant, they can use the grant for the other remaining items

#### 2. Training & Development

- a) Staff training (external) on how to offer better service to parents with young children, seniors and the disabled.
- b) Training curriculum development (internal / external) on how to offer better service to parents with young children, seniors and the disabled.

#### 3. Infrastructure

- a) Furniture (e.g. baby chairs, sofas, etc)
- b) Signboards
- c) Cutlery for children
- d) Toys, etc. for children

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<sup>1</sup> The PFB initiative is supported by MCYS ([www.mbp.org.sg](http://www.mbp.org.sg)) and is administered by Singapore Productivity Association ([www.spa.org.sg](http://www.spa.org.sg)).



#### **4. Marketing**

- a) Publicity materials (e.g. flyers, coupons, collaterals) to promote your business as pro-family
- b) Below-the-line activities aimed at making families feel welcomed & enhancing the family experience at business

#### **Non-fundable items**

1. Above-the-line advertising, particularly advertising costs (e.g., airtime, radio spots, advertisement space)
2. Staff salaries & related manpower costs (e.g. childcare, cleaning services)

*NB: Do contact the PFB Mark Secretariat for more details.*

#### **2. 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 the PFB Secretariat for the pool of approved consultants. Should the organisation decide to use in-house resources to instead, the nominated person should exhibit good knowledge of the organization's business strategy, its Pro-Family Business initiatives, and proposed project(s) well.

#### **3. Can the grant be used to support part of the cost of above-the-line advertising, such as production costs pertaining to creation of a TV commercial?**

The Grant may be used to support part of the cost of producing a TV Commercial. However, approval is base on a case-by-case basis.

#### **4. Who is eligible to apply for the PFB 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



**5. Can PFB markers who have attained the mark apply for the Grant too?**

Businesses that have attained the Pro-Family Business Mark before 1 April 2007 may still apply for the grant. The said terms and conditions stipulated in this document shall similarly apply to such applications.

**6. What are the items that should be included for the PFB 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 any)
- Consultant resume (if applicable)
- 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 done in several phases as long as it adds up to a cap of \$20,000?**

Organizations may apply for the grant in several phases, up to a maximum cap of \$20,000. 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 \$20,000? How will I be reimbursed?**

The grant would fund up to 50% of the costs incurred for approved projects, subject to a cap of \$20,000 per organisation. If the organization has a total spending of \$12,000 on the approved project(s), the disbursement would be \$6,000, 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?**

Each organization is entitled \$20,000 regardless of the number of outlets the organization has. Do contact the PFB Mark Secretariat for clarifications.

**11. When is the closing date for the PFB Grant application?**

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

**12. 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 SPA.

**13. 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. 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).

**14. 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.

**15. Can the grant be used to subsidize assessment fees?**

Yes, the grant can subsidize the PFB Mark assessment fees.



#### **16. How will the grant be dispersed?**

The Grant will be dispersed in 2 phases:

- a) First 20% of budget upon approval.
- b) Remaining 80% or less upon successful completion of project, and attainment of the Pro-Family Business Mark.

Do refer to Terms & Conditions for more information.

#### **17. Where do I get the application form for grant application?**

You can download the application form [www.mbp.org.sg](http://www.mbp.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.

#### **18. Who shall I contact regarding the grant application?**

Please contact SPA who is the appointed Pro-Family Business Mark Secretariat.

(c/o Singapore Productivity Association)

2 Bukit Merah Central, #15-04

SPRING Singapore

Singapore 159835

Tel: 6278-3344

Fax: 6272-5095

Email: [pfbmark\\_secretariat@spa.org.sg](mailto:pfbmark_secretariat@spa.org.sg)

You can speak to Ms Joyce Chua or Ms Stephanie Heng of the Singapore Productivity Association.