

Survey findings and Refinements to the Cultural Matching Fund

Background

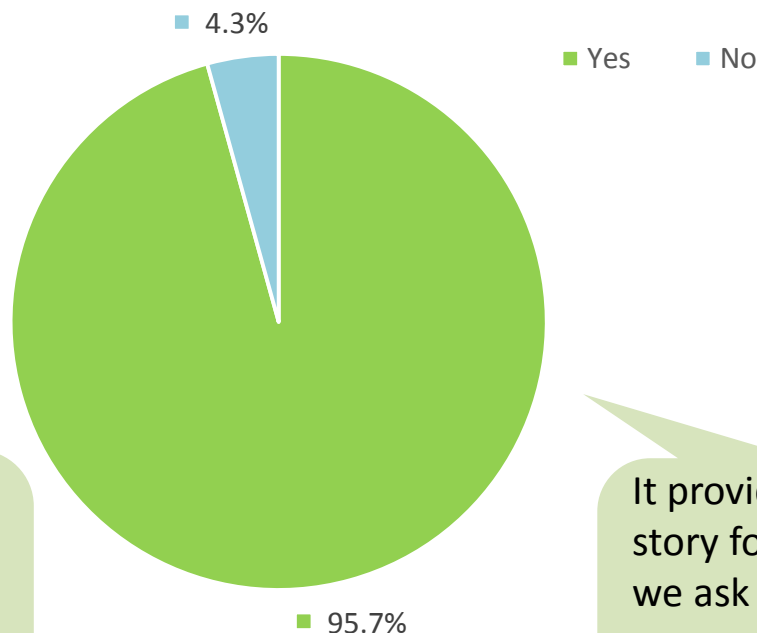
- Online survey conducted from 9 to 23 Jun 2017
- Invitation sent to **126 current and potential CMF applicants**
- 60 responses received, with **47 complete sets of responses**

Positive Impact of CMF

Has the CMF made a positive difference to your fundraising?

It has had a very positive impact both to our programmes as well as our organisational and strategic vision.

it is good for CMF to encourage or set a **percentage for using funds for long-term sustainability** purposes because **it sets organisations thinking about their long-term goals and prudence.**



It provided a very good story for us to tell when we ask donors for money - that **their \$1 is worth \$2 to us just because of CMF.**

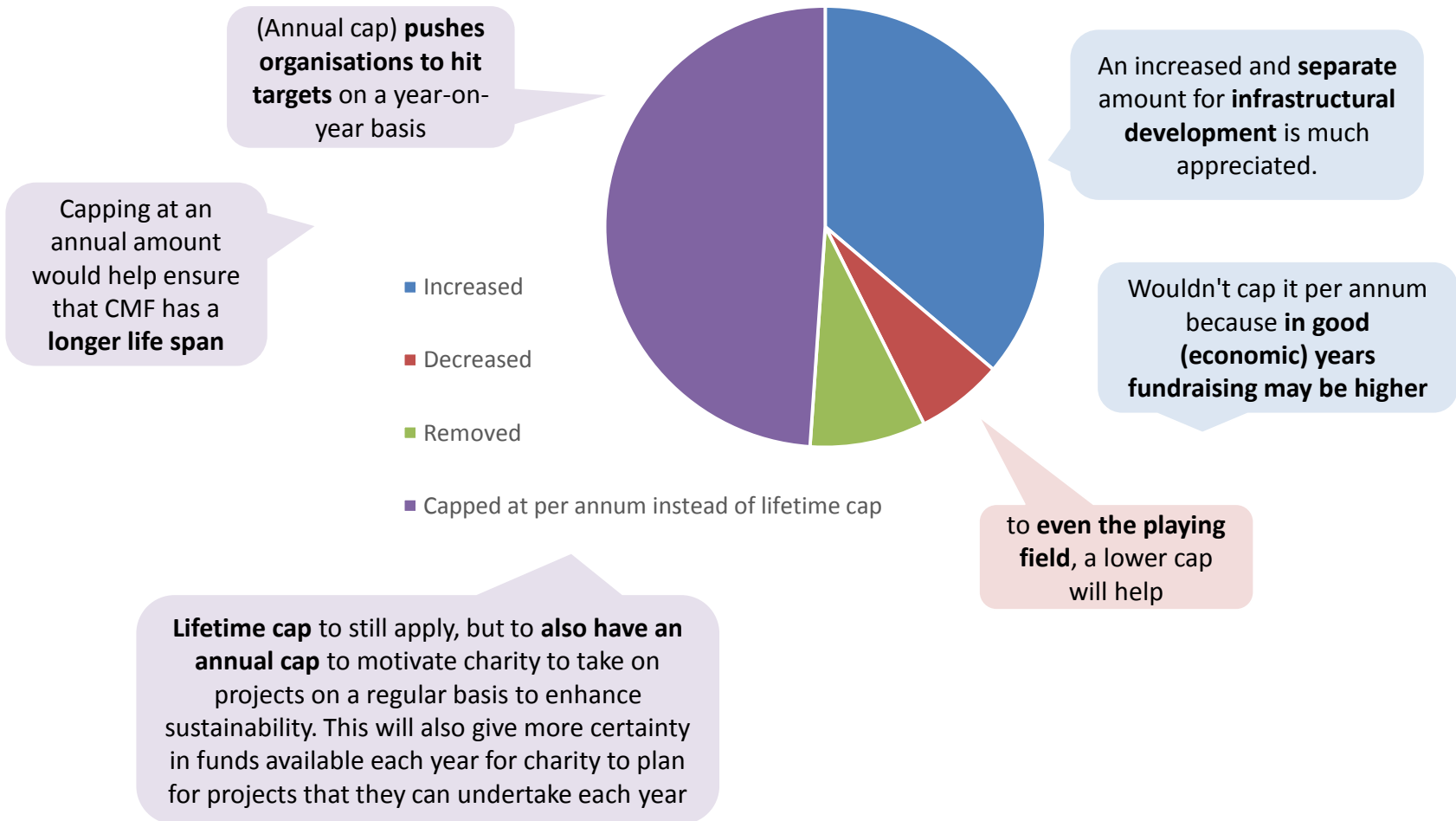
Positive Impact of CMF

How as CMF made a difference to your fundraising?



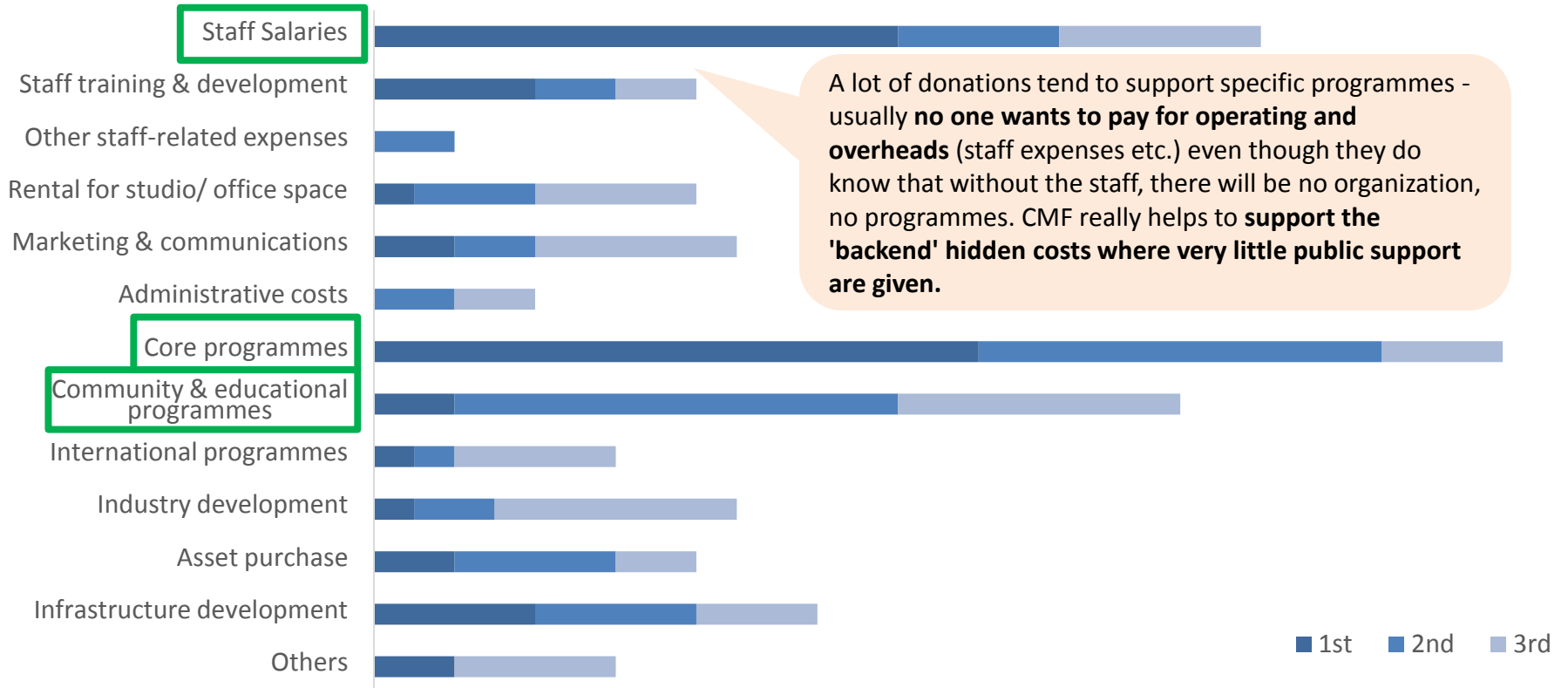
CMF Cap

Given the limited funds in the CMF,
should the \$15 million cap be...



Use of CMF Grants

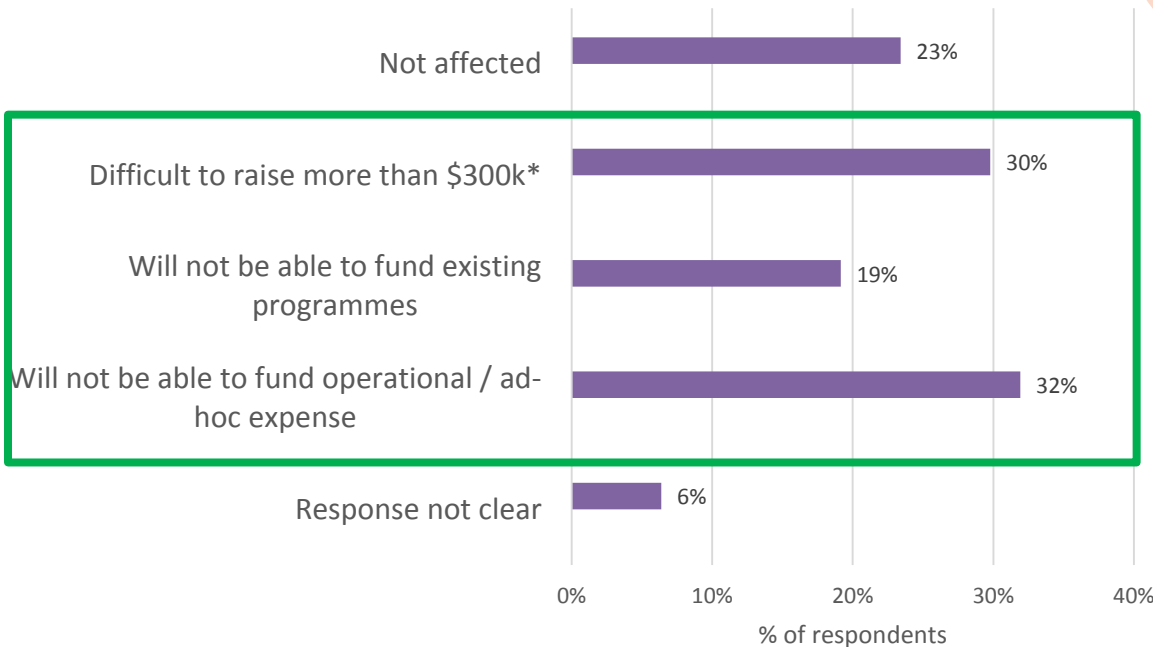
From your organisation's perspective, which have been the 3 most critical uses of CMF grants? (ranked)



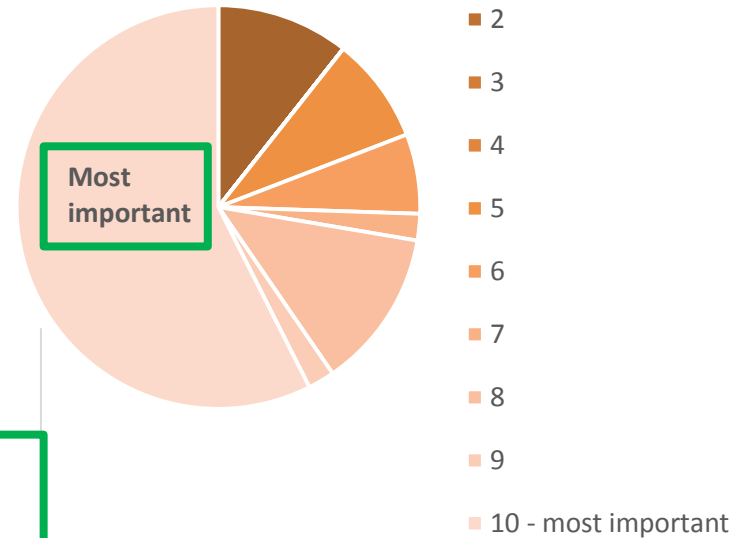
First \$300k Category

About 50 – 77% appreciate the lack of restriction on the use of the first \$300k and will be **negatively affected** if the category is removed

How organisations would be affected if CMF were only allowed for long-term sustainability purposes (i.e. above \$300k category)



How important has the first \$300K category been for your applications to CMF?



Please give us more freedom to **spend the CMF funds as and where the company needs it** rather than where CMF feels we should spend it. We know our business and our needs best.

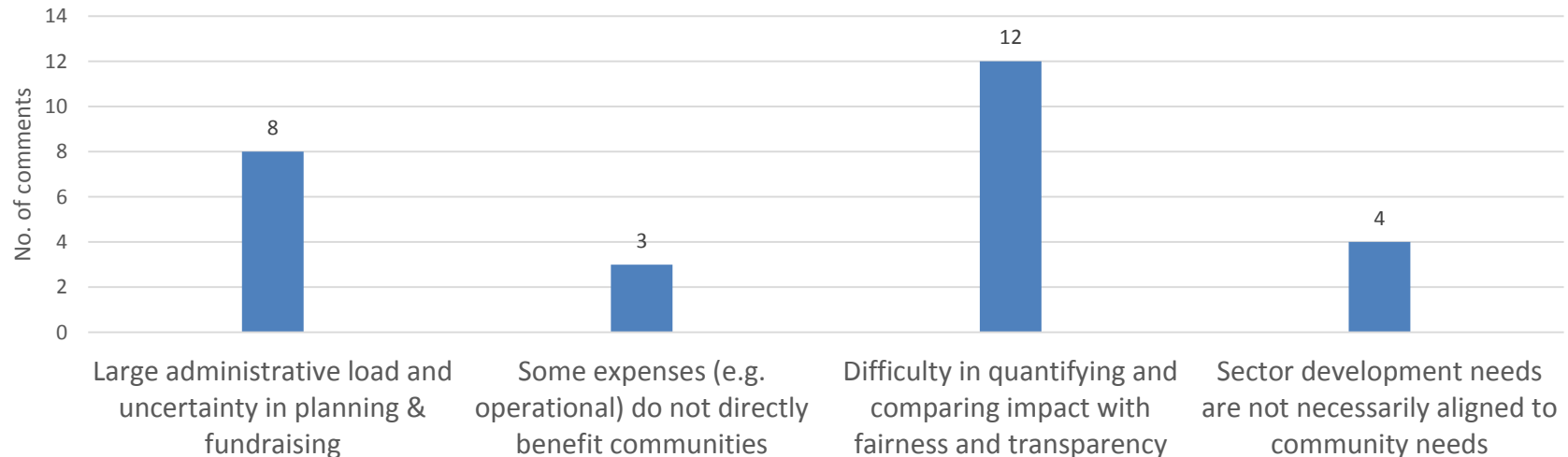
The first \$300k category has been vital to the development of our organisation due to the **flexibility** that it yields. The funds have indeed allowed us to fulfil our vision and mission in establishing a strong presence in the arts and culture community.

*Respondents interpreted as CMF only matching from \$300k onwards

Prioritising Community Impact

98% of respondents feel that CMF matching ratio should be 1:1 for all uses and should not vary according to the impact on the community. (Around half elaborated on their concerns)

Concerns over varying matching according to impact on communities



It will be very challenging for the charity and the disburser to quantify **whom or what qualifies** the indicators that determine **what each community gets**.

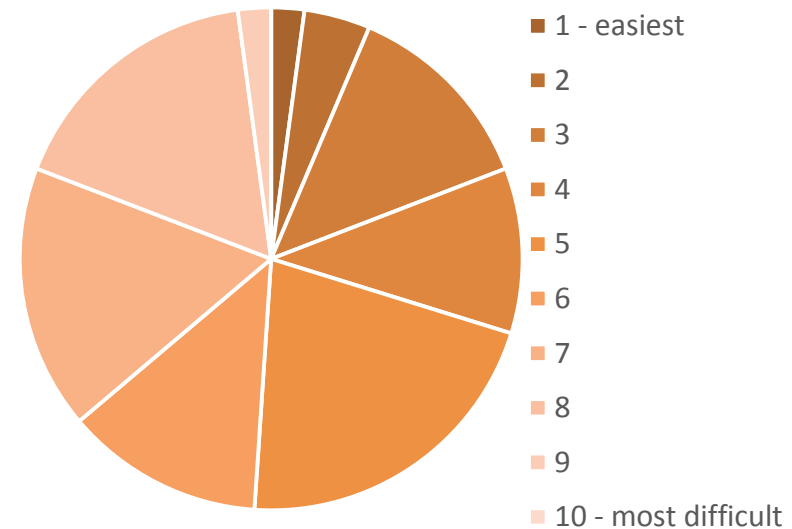
When a charity is able to **raise donations from the community**, it means **their work is being supported and valued by the community**. This in itself should be the barometer of how much matching funds, i.e. dollar to dollar matching, should be given to that organization.

Different organisations had their own core business. The **impact on the communities might varies yet they are equally important to the industry**.

Feedback on Operations

- Varying degree of difficulty experienced in the CMF application process
- Milestone reporting and audits are pain points
- Request for longer lead time for policy changes
- April application window

How difficult has the application processes been for CMF, on a scale of 1 to 10?



Average rating = 5.49

announces changes with a **long lead time** (3+ yrs) so organisations can **plan ahead**.

Please help **encourage philanthropy by reassuring donors** that there is no major change, and give that reassurance soon.

Could the **application window** timeline can **close in end April**, it will allow company to fully capture the total amount of donation receive in each financial year (Apr - Mar).

More **clarifications and directions** should be given in terms on how **milestone reports** are supposed to be filled up

audit process can be more simplified

Refinements to the Cultural Matching Fund

Refinements from next application window

1. Above \$300,000 criteria: Applications assessment of proposed uses of CMF grants will be based on culture sector priorities, which includes but is not limited to building long-term sustainability in the culture sector
2. Introduction of non-qualifying costs for proposed uses of CMF grants
3. Application will be streamlined to once a year
4. Donations of rejected applications can be used to reapply in the next application window if raised within the qualifying period

Criteria for proposed use of CMF grants

First \$300K

- Flexible use approach from current system retained
- Reset at every application

Above \$300K

- Applications will be assessed based on priorities for the sector, which includes but not limited to building long-term sustainability in the culture sector.

***non-qualifying costs applies for both categories**

CMF will prioritise support for projects that

1. Are of high standards of **excellence** – impactful, able to engage audiences, fill critical gap
2. **Engage** different segments, including under-reached communities, developing audiences beyond once-off attendance
3. Encourage **sustainability**, such as instilling sense of ownership in our arts and heritage among Singaporeans, improving organisational capabilities like innovation, corporate governance, business development and so forth.
4. Promote greater sense of shared **identity** and pride, deepening understanding of our multicultural society
5. Contribute to building of a more **caring and cohesive** society such as by bridging different communities, fostering inter-cultural understanding

Non-qualifying costs

Non-qualifying costs applies for both First \$300K and Above \$300K categories

Examples of items that do not qualify for proposed uses of CMF grants:

- i. Entertainment expenses
- ii. Staff bonuses and welfare benefits
- iii. Local/overseas staff retreat
- iv. Internal charges within an organisation
- v. Debt/loan repayment
- vi. Government fines and taxes

Funding from other sources

- Donations that have been raised and used for applying to other grants such as those from NAC, NHB and Tote Board, will not qualify for matching from CMF.

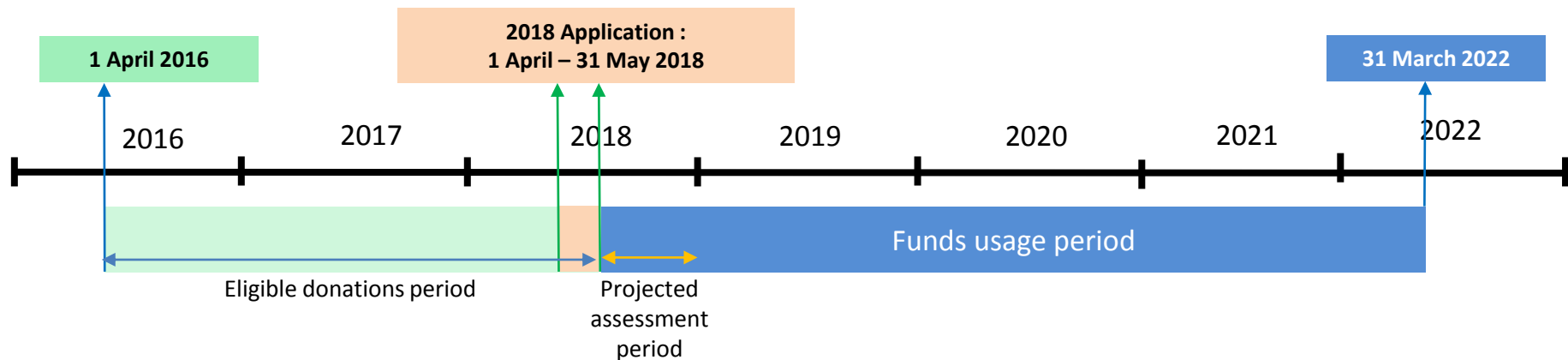
Once a year application

- Application window will now open annually from 1 April to 31 May (for 2 months)
- Next application date will begin on **1 April 2018**
- Eligibility of donations: donations from 2 previous FYs, including donations until 31 March 2018

One cycle at a glance

Using 2018's application as an example of one cycle:

- Donations from 2 previous financial years up to the close of the application window (1 April 2016 – 31 May 2018) will be eligible
- Expenditure can start retrospectively on 1 June 2018 if CMF application for the projects are approved
- Approved CMF funds must be used by 31 March 2022 (i.e.: 3 financial years)



Rejected applications

- If donations were raised during the qualifying period, you can use them for the next application window

Audit

- All CMF recipients will be audited on the use of CMF grants once a year.

Questions?