

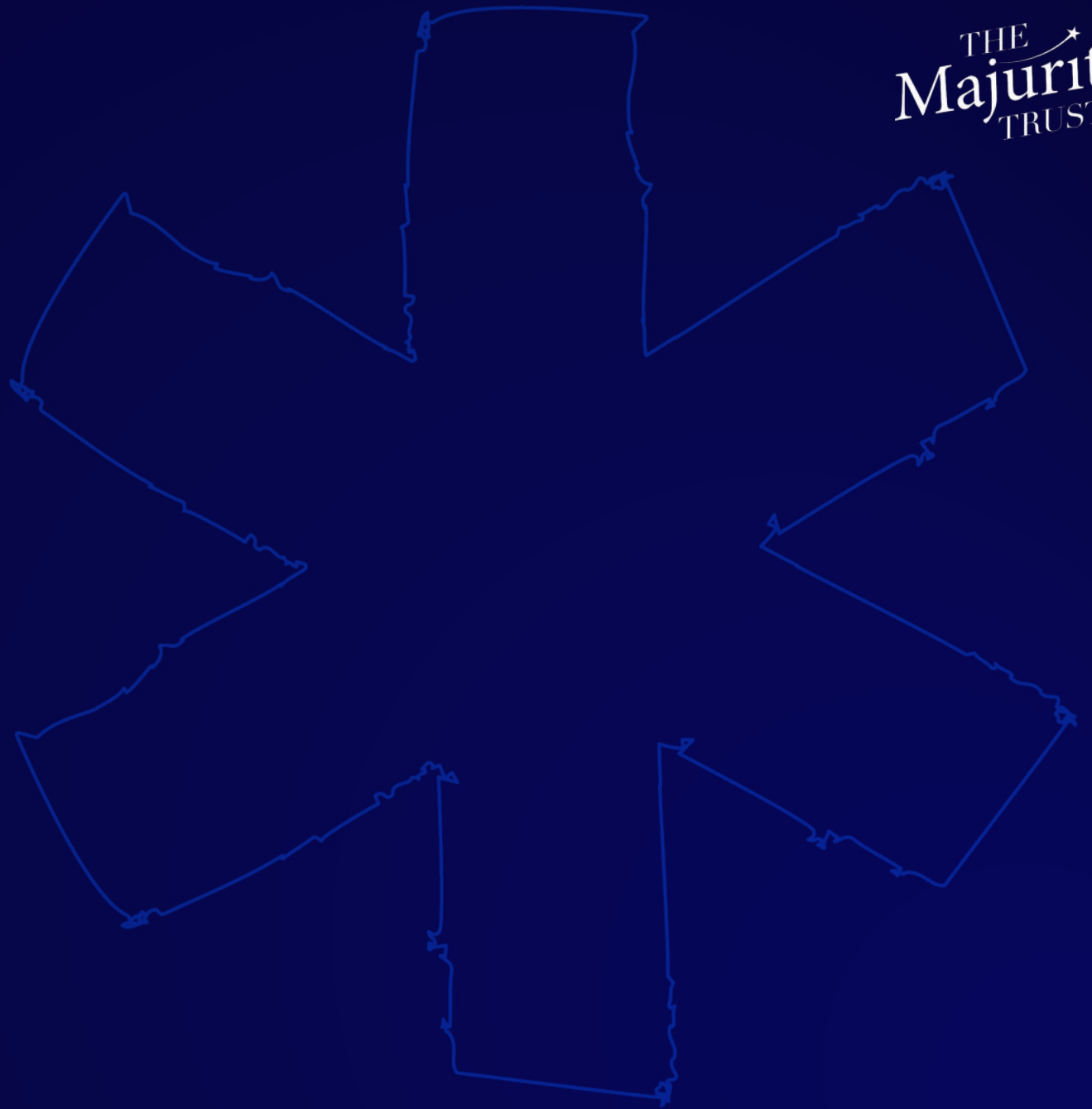
TMT GRANTS. 

THE
Majority
TRUST

MUSIM MAS
BLUESTAR*
FUND

GRANT ADVISORY
PANEL MEETING #1

12 NOV 2020 | 4PM



AGENDA

CONTEXT

- * Background
- * Fund strategy and guiding principles
- * Evaluation matrix
- * Grant call response
- * Impact measurement framework
- * Grant management and fund disbursement process

FOR PANEL APPROVAL

- * For Youth Mental Health Research - \$100,000
- * For 8 shortlisted proposals - \$550,000

NEXT STEPS



MUSIM MAS
BLUESTAR*
FUND

OVERVIEW

The BlueStar* Fund supports non-profit organisations delivering effective and innovative mental health programmes and services for school-going children and youth battling depression and anxiety.

Goal: Build a sustainable ecosystem

Integrating research, awareness and intervention initiatives across individuals, families and communities to support youth facing mental health challenges.

The Fund supports up to 80% of project costs, capped at \$100K.

BACKGROUND

KEY ISSUE

- * **1 in 7 people in Singapore has experienced at least one mental disorder in their lifetime.**

Depression is the most prevalent

- * **Youth are most at risk of developing depression.**

Global studies highlight lifetime prevalence rate of up to 25%

Local studies estimate 2.5% to 18% among our children and youth

- * **Depression is a high-risk factor for suicide.**

Suicide is the leading cause of death for those aged 10-29 in Singapore

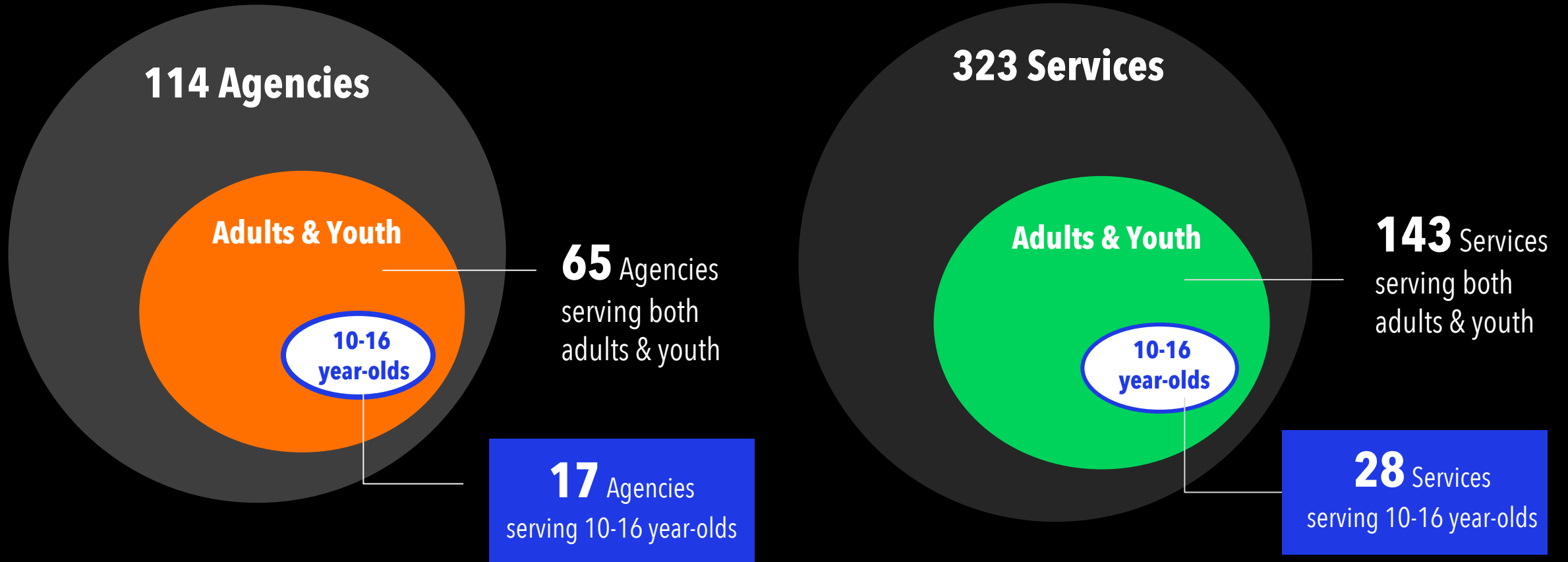
BACKGROUND

KEY NEEDS AND GAPS

- * **To address misconceptions and negative attitudes** towards mental illness
- * **Families and peers are often ill-equipped** to support youth facing mental health issues
- * Majority of targeted **mental health services** are **catered to older youth or adults**
- * **Lack of research:** little clarity on where and how to focus community and 'upstream' efforts

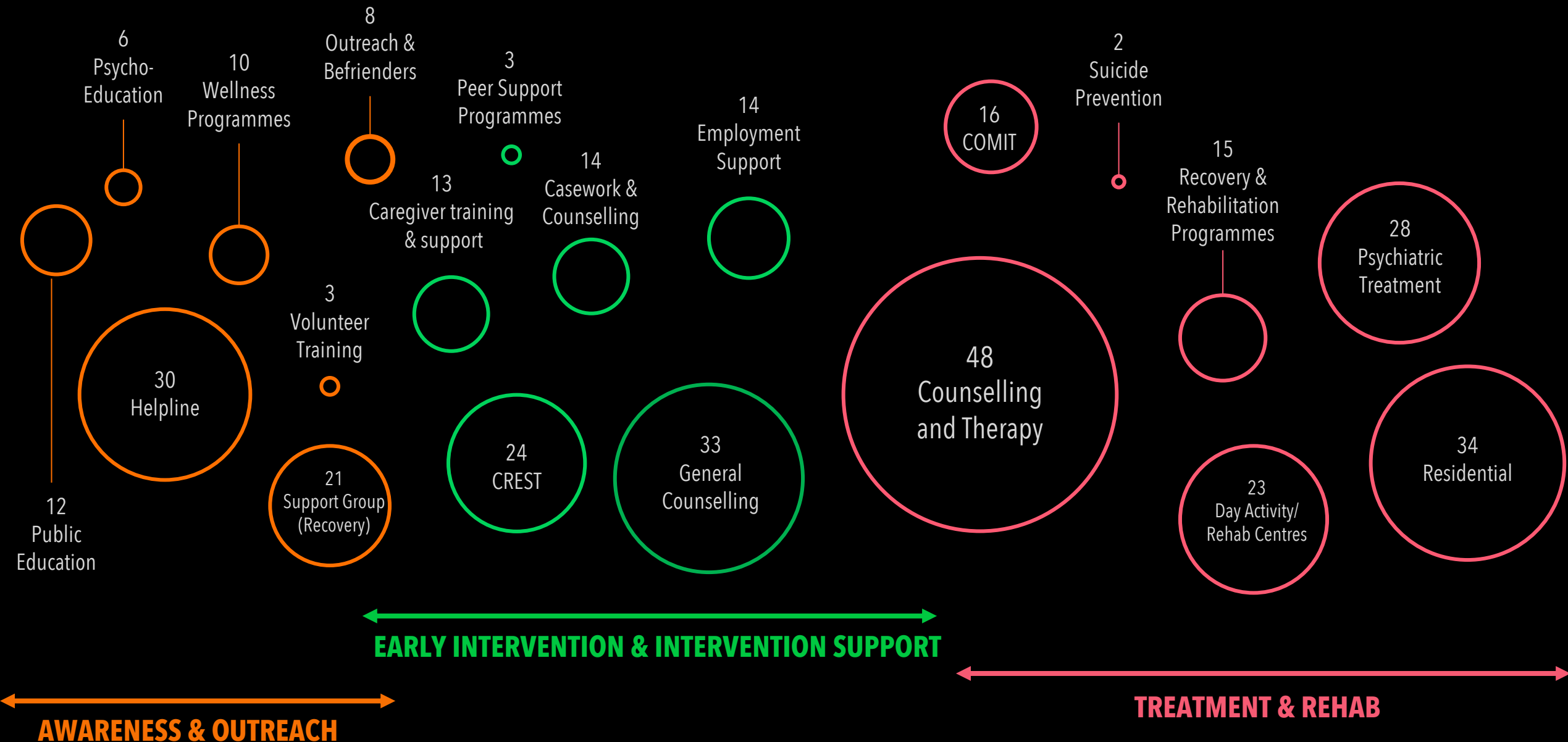
CURRENT LANDSCAPE: MENTAL HEALTH AGENCIES AND SERVICES

ONLY ~10% TARGET 10-16 YEAR OLDS, MAJORITY CATER TO NEEDS OF ADULTS AND SENIORS



THERE IS A NEED TO STRENGTHEN EARLY INTERVENTION & INTERVENTION SUPPORT

MOST OF THE MENTAL HEALTH SERVICES ARE TREATMENT AND REHAB FOCUSED





BLUESTAR*FUND STRATEGY

**BUILD A MULTI-YEAR
FUND THAT GENERATES
LONG-TERM IMPACT**

- 
- * Research is critical to defining and tracking impact.

GUIDING PRINCIPLES

The fund aims to prioritise:

Early intervention programmes over broad awareness initiatives

Initiatives that have a **focused and targeted client profile group**

Initiatives that involve **family, peers and community**

GRANT EVALUATION MATRIX

FACTOR & WEIGHT		SCORING RUBRIC (RATED ON A 5PT SCALE)
Innovation (30%)	5pt	<ul style="list-style-type: none"> Proposal is innovative and inspiring; an original idea that has not been tested before
	1pt	<ul style="list-style-type: none"> The proposal is not innovative; other service providers are delivering similar approaches
Organisation & Team Quality (30%)	5pt	<ul style="list-style-type: none"> Seasoned, expert leaders have achieved remarkable results, knowledgeable and passionate about the community they serve
	1pt	<ul style="list-style-type: none"> Does not show commitment or connection to the work and may have fundamental challenges managing operations
Implementation Feasibility (20%)	5pt	<ul style="list-style-type: none"> Implementation plan is clear; have comprehensively considered contingencies/challenges
	1pt	<ul style="list-style-type: none"> Only broad implementation details are provided; major info gaps
Potential to Scale (20%)	5pt	<ul style="list-style-type: none"> Approach could clearly be dramatically scaled
	1pt	<ul style="list-style-type: none"> Current approach is limited in its capacity to grow, expand, influence, or be replicated

GRANT CALL OUTREACH

- ★ Grant call held from 17 August to 21 September 2020
- ★ TMT conducted targeted outreach to 15 non-profits and charities
- ★ Our website included the grant info for other non-profits to apply

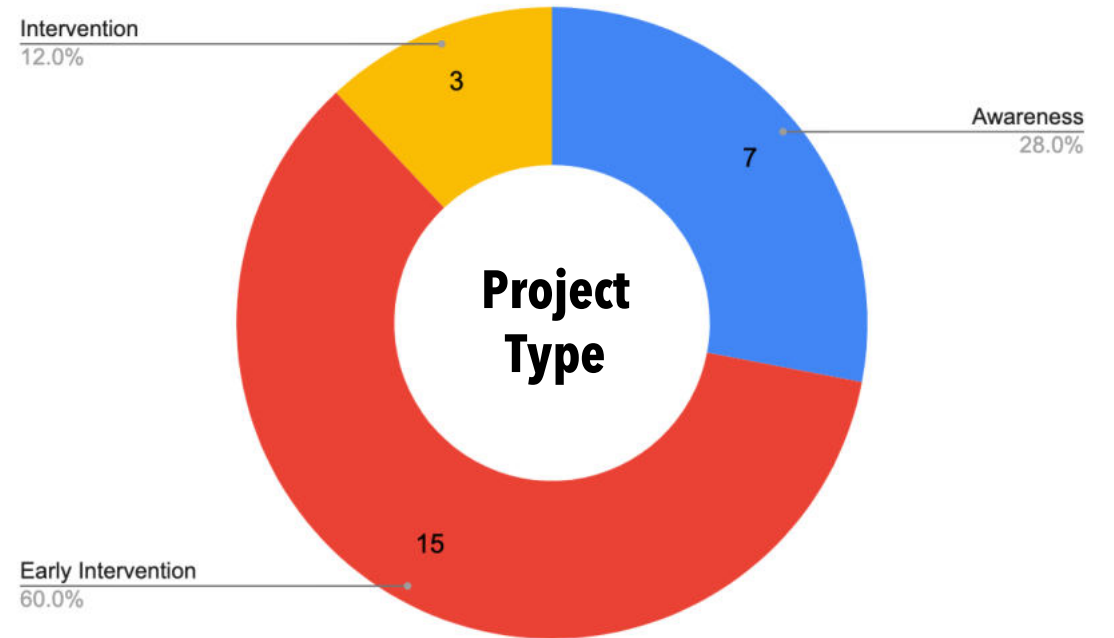
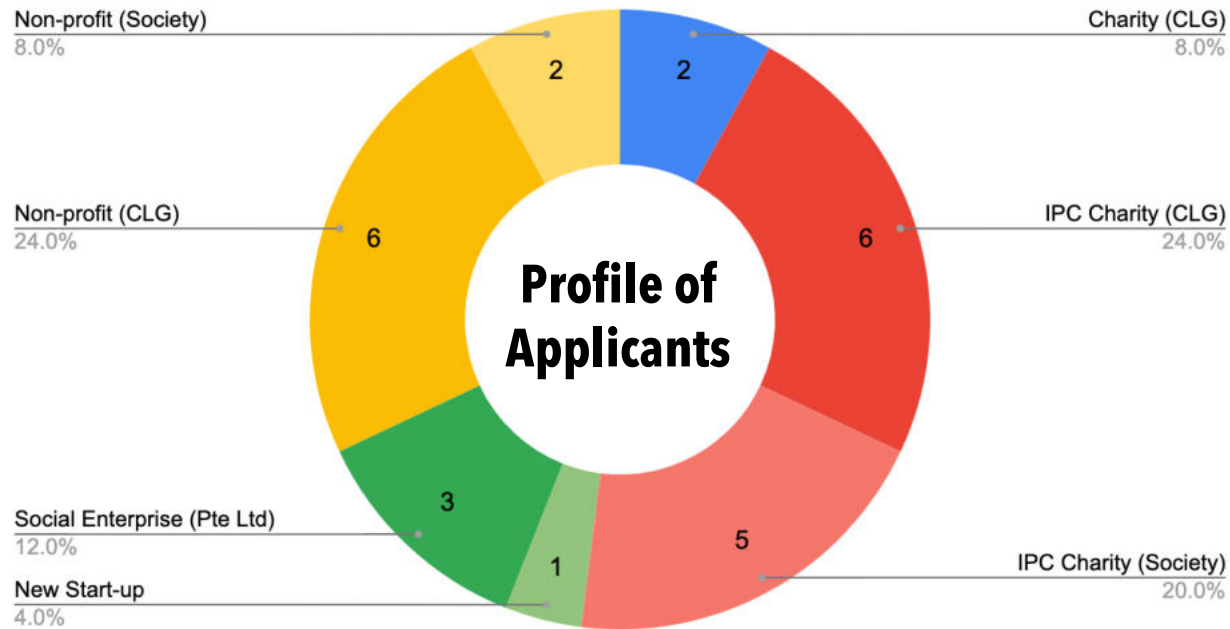
The screenshot displays the website for the Musim Mas BlueStar Fund. At the top, the URL 'BLUESTAR.SG' is visible. The main header features the logo for 'THE MAJORITY TRUST' and navigation links for 'ABOUT', 'WHAT WE DO', 'FUNDS & GRANTS', 'SOAP AWARDS', and 'DONATE'. The central banner highlights the 'MUSIM MAS BLUESTAR FUND' with the text: 'Suicide is the Number 1 cause of death among those aged 10-29. One Life Lost Is One Too Many. You Can Make A Difference.' Below this, there are two buttons: 'GRANT CALL' (Application is now open. Apply today.) and 'I'm applying as an Organisation' (Application is now closed). A third button, 'I'm applying as a Youth', indicates that applications open on 24th Sep 2020. A video player shows a woman speaking, with a quote: 'Learn to accept that what people say is not who you are.' - Nur Fatima. To the right, the 'Musim Mas BlueStar Fund' is described as a fund supported by a corporate philanthropist, aimed at seeding new ideas and approaches for preventive mental health intervention, research, and public education. A 'DOWNLOAD PROSPECTUS' button is provided. The 'What is BlueStar?' section explains that blue is associated with calm and sadness, while a star evokes positivity and hope. The 'Application Process' section lists four steps: 1. Submit a grant enquiry below (Application window is open from 17 AUG to 21 SEP); 2. Complete the BlueStar Fund Application Form to provide key information on the initiative; 3. The BlueStar Fund panel made up of experts in the mental health sector will evaluate the grant proposals; 4. If approved, applicants will receive up to 80% of project costs, capped at \$100,000. The 'Eligibility Criteria' section lists two requirements: 1. A Not-for-Profit entity registered in Singapore as a Society, C.O., Charitable Trust or Co-operative; 2. The proposed initiative addresses the mental health needs of children and youth (aged 10-18) in Singapore. A 'Download Grant Fact Sheet' button is also present. A 'GRANT ENQUIRY' button is located at the bottom.



GRANT CALL RESPONSE

25 applications were received*
Majority are **IPC Charities** seeking support for **Early Intervention** projects

*Includes the proposal from Character & Leadership Academy which received \$250K donor-designated funding



IMPACT MEASUREMENT OVERVIEW

- * TMT will be measuring the impact of BlueStar* initiatives to understand how it has helped youth facing depression
- * To do so, we aim to work with grantees to collect data on both Outputs and Outcomes

Outputs are the direct results of the grantee's efforts. Outcomes describe the grantee's impacts on the lives of its beneficiaries.

IMPACT MEASUREMENT

METRICS & MEASURES



Outputs	Metrics/Measures
Awareness campaigns, public education activities etc.	<ul style="list-style-type: none"> a. Number of runs/programmes b. Attendance/participant numbers c. Number of individual beneficiaries
Interventions, outreach, and other activities	
	<ul style="list-style-type: none"> d. Number of beneficiary households e. Number of volunteers

Outcomes	Metrics/Measures	Description
Reduction in Negative Attitudes toward YWDs	Depression Stigma Scale (DSS)1	<ul style="list-style-type: none"> - Self-administered - 18 items, each scored with 5-point Likert scale.
Improvement of Quality of Life of YWDs	EQ-5D-3L	<ul style="list-style-type: none"> - Self-administered / - 6 items in total: 5 items each scored on 3- point scale; 1 item: mark on a scale running from 0 to 100.
Reduction in Depression Severity in YWDs	Patient Health Questionnaire-8 (PHQ-8)	<ul style="list-style-type: none"> - Self-administered - 8 items, each scored on 4-point scale.

GRANT MANAGEMENT FRAMEWORK

APPLICATION

- Grant call
- Proposal clarification and evaluation

APPROVAL

- Seek approval for projects
- Follow up with grant agreement documents

EXECUTION

- Initiate project
- Measure impact
- Grantee to submit outcome data and interim report
- Disbursement of funds

FINISH

- Grantee to submit outcome data and final report
- Final grant disbursement
- TMT to analyse fund impact

GRANT MANAGEMENT

FUND DISBURSEMENT

Upon submission of Grant Agreement Form

- TMT to provide **30%** of the approved grant amount

6 - 12 months after approval

- Grantees to submit interim report
- TMT to disburse **50%** of the grant if milestones are achieved

End of funding period (~24 months)

- Grantees to submit final report and certified statement of expenditure
- TMT to disburse **remaining** grant (adjusted to actual expenditure)

*For grants \$50,000 and under, TMT will disburse in 2 tranches

BLUESTAR* FUND ALLOCATION
TMT STRIVES FOR
100% FUND UTILISATION

Item	\$
Funds to be allocated	\$1,000,000
1. Youth-led Projects	\$100,000
2. Donor-designated: Character and Leadership Academy Ltd	\$100,000 (Tranche 1) \$150,000 (Tranche 2)
3. Proposal for a TMT-facilitated Youth Mental Health Research Study	\$100,000
Funds remaining	\$550,000

THE NEED FOR RESEARCH

MPs propose agency for needy kids, networks for vulnerable people

They say resources can help ensure such groups get support they need amid Covid-19 crisis and beyond

Justin Ong
Political Correspondent

A specialised children's agency and beefed-up counselling resources were among the proposals raised by MPs yesterday to help vulnerable individuals and ensure that they get the support they need amid the current crisis and beyond.

Mr Don Wee (Chua Chu Kang GRC) called for an equivalent of the Agency for Integrated Care – which supports seniors and their care-

givers – to supervise, mentor and foster underprivileged children.

Ms Joan Pereira (Tanjong Pagar GRC) suggested the Government support vulnerable families by channelling more resources into counselling services and mutual support networks backed by experienced professionals and other community partners.

Both MPs were speaking during the debate on the Government's strategy to emerge stronger from the Covid-19 pandemic, which was outlined by Deputy Prime Minister

Heng Swee Keat in his ministerial statement in Parliament on Oct 5.

Mr Wee, a first-term MP, noted that children in Singapore already have a right to living necessities, education and healthcare.

"What we need is effective oversight for children in low-income families to ensure that they are receiving these essentials," he said.

"In a knowledge-intensive future, these children will not stand a chance if they live in overcrowded flats with access to borrowed equipment, limited or slow connectivity, and minimal adult supervision and guidance."

The state must be prepared to intervene more, and the earlier the better, added Mr Wee.

"For example, if the adults in the families pass away or are imprisoned, the state must step in to protect and provide for these kids. Children unaccounted for must be traced. Schools should alert relevant agencies when children do not seem to cope well," he said.

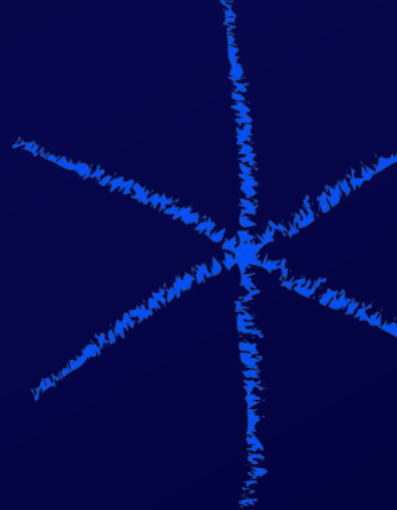
"Protecting them, helping them, lifting them up will prevent a future group of potential permanent underclass. We should watch over our children as zealously as we would over our reserves."

"Within 10 to 20 years, we will be able to see the fruits of our efforts... We can boost literacy and education levels, reduce crime and recidivism rates, and improve health outcomes," Mr Wee concluded.

Speaking after him, Ms Pereira emphasised the importance of the Government letting vulnerable families know that they are not alone

- * Accurate and timely data on depression and suicide trends are needed, so donation dollars can better plug the gaps and more urgent needs
- * It is not possible nor desirable to fund everything, especially as efforts intensify to grow awareness and develop solutions

THE NEED FOR RESEARCH



 **Research helps us translate principles into action**

AIM

Identify how and where to direct support for 'upstream' efforts within the community to help youth most at risk of suicide.

RESEARCH QUESTIONS

- * Who among youth is most at-risk of suicide?
- * Which protective and risk factors are the most important in Singapore's context?
- * Where/When are the most promising places to intervene to prevent suicide?

FOR APPROVAL

For BlueStar* to set aside \$100,000 to create research collaborations with agencies that have rich but untapped data (e.g. Samaritans of Singapore).

PROJECT RECOMMENDATION

Proposals have been organised into 3 categories:

Group	Group A	Group B	Group C
Description	Projects recommended for funding	Projects for further consideration	Projects not recommended for funding
No. of proposals	8	2	14
Recommended Funding	Total for the 8 projects: \$550,000	NA	NA

*Refer to slides 21 - 43 for the summary of the projects and our recommendation

*Refer to the attached excel sheet more details



TOUCH Community Services Limited

IPC Charity (CLG)

TOUCH started in 1986 as a service for latch-key children and has grown to become a multi-service organisation with an integrated network of services

<https://www.touch.org.sg/>

PROJECT NAME

ENRICH

(ENabling Resilience Intervention for CHildren)

PROJECT TYPE



Intervention

ABOUT PROJECT

To develop a mental health intervention programme for children from upper primary school who exhibit emotional issues, including depressive and anxiety symptoms

TIMELINE 1 year (Jan 2021 – Jan 2022)

PROJECT DETAILS

Building resilience in children through individual therapy sessions with child and family therapy sessions

ENRICH will be using Triple P - an evidence-based parenting programme that equips parents with positive parenting skills.

SERVICE USERS

30 Upper Primary School children aged 10-12

KEY OUTCOMES

Improved resilience of children through building social, emotional & coping strengths

Improved family relationships through strengthening parenting skills and interaction patterns within the family



TOUCH Community Services Limited

IPC Charity (CLG)

To develop a mental health intervention programme for children from upper primary school who exhibit emotional issues, including depressive and anxiety symptoms

PROJECT NAME

ENRICH

(ENabling Resilience Intervention for CHildren)

PROJECT TYPE



Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

The proposal addresses a mental health service gap for the 10-12 age group. Most progs target older youths > 13yo. Team has strong expertise in youth mental health and this programme adds to their existing suite of youth mental wellness initiatives.

ASSESSMENT SCORE

80%

RECOMMENDED FUNDING

\$100,000

PROJECTED COST

\$125,103

Social worker cost (\$99,403)
Transport for staff and clients (\$21,000)
Programme and logistic cost (\$4,700)



Limitless

Charity (CLG)

Limitless is a non-profit organization founded with the desire to see every youth given the opportunity to live out their potential

<https://www.limitless.sg/about>

PROJECT NAME

Community Building and Intervention for youths who need mental health support

PROJECT TYPE



Early Intervention

ABOUT PROJECT

To conduct outreach and awareness using social media channels (podcasts, TikTok), and create an online Discord server that enables youth to receive help from trained mental health professionals. Peer support specialists will be involved in the project team

TIMELINE 2 years (Nov 2020 – Dec 2022)

PROJECT DETAILS

Weekly online content releases via social media channels (TikTok, podcasts)

Daily 24hr (or 16hr if manpower is short) moderation and therapeutic support via Discord

*Discord is an online chat platform that is very popular with youth: <https://discord.com/>

SERVICE USERS

150 youths

KEY OUTCOMES

Users will be referred out to counselling or other professional services

Increased in number of users engaged and active for more than a month (>100 within the first year of service)

Improvement of conditions of users engaged on the server



Limitless

Charity (CLG)

To conduct outreach and awareness using social media channels (podcasts, TikTok), and create an online Discord server that enables youth to receive help from trained mental health professionals. Peer support specialists will be involved in the project team

PROJECT NAME

Community Building and Intervention for youths who need mental health support

PROJECT TYPE



Early Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

An innovative proposal that involves hiring of peer support specialists to provide basic counselling and referral support to youth on Discord (an online server popular among young people). The team will also create engagement content on TikTok and Instagram.

ASSESSMENT SCORE

74%

RECOMMENDED FUNDING

\$100,000

PROJECTED COST

\$176,000

1 Social worker (\$100,000)
1 Peer Support Specialist (\$70,000)
Marketing (\$6,000)



WholeTree Foundation (OTR)

Non-profit (CLG)

Launched in 2010, the mission of the WholeTree Foundation is to identify, initiate, partner worthwhile charity and social innovation projects to effect positive transformations

<http://overtherainbow.sg/>

PROJECT NAME

OTR Listens

PROJECT TYPE



Early Intervention

ABOUT PROJECT

To develop OTR Listens an online mental health support platform and community for youth featuring realtime one-to-one text-based chat support

TIMELINE 2 years (Jan 2021 – Dec 2022)

SERVICE USERS

500 to 10000 youth
(From 13 years onwards)

KEY OUTCOMES

Increased help-seeking and self-help behaviours

PROJECT DETAILS

Realtime chat-based service reaching out to youth

A community site allowing seekers to anonymously share their emotions

Self-help and referral resources



WholeTree Foundation (OTR)

Non-profit (CLG)

To develop OTR Listens an online mental health support platform and community for youth featuring realtime one-to-one text-based chat support

PROJECT NAME

OTR Listens

PROJECT TYPE



Early Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

Team has strong mental health and tech expertise. Also, the agency has proven ability to engage and involve volunteers to sustain the service.

ASSESSMENT SCORE

70%

RECOMMENDED FUNDING

\$100,000

PROJECTED COST

\$200,000

1 Full-time Staff (\$72,000)
1 Part-time Staff (\$72,000)
Platform Development & Launch (\$47,000)
Hosting & Maintenance (\$6,000)
Zoom License (\$3,000)



Samaritans of Singapore

IPC Charity (Society)

Samaritans of Singapore (SOS) is a charity dedicated to providing confidential emotional support to individuals facing a crisis, thinking about or affected by suicide.

<https://www.sos.org.sg/>

PROJECT NAME

SOS Care Text Messaging Service (TMS)

PROJECT TYPE



Early Intervention

ABOUT PROJECT

To operate a 24 hr Text-Messaging Service that provides emotional support for young clients at risk of suicide

TIMELINE 2.3 years (Oct 2020 – Dec 2022)

PROJECT DETAILS

Round the clock Text-Messaging service provides emotional support for young clients at risk of suicide.

Utilises text analysis to assess a texter's suicidal risks based on their messages.

Integrated IT system for management of volunteer and client database

SERVICE USERS

2300 youth (10-19yo)

KEY OUTCOMES

Service users have reduced emotional distress or suicide risk and are connected with community resources.

Service users express greater confidence in seeking further help.

Volunteers increased in their knowledge about mental health issues and play an active gatekeeper role in their own sphere of influence.



Samaritans of Singapore

IPC Charity (Society)

To operate a 24 hr Text-Messaging Service that provides emotional support for young clients at risk of suicide

PROJECT NAME

SOS Care Text Messaging Service (TMS)

PROJECT TYPE



Early Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

SOS piloted the text service during the CB period. Demand has been high and is increasing. Most of the help seekers are new to SOS. The funding will enable SOS to enhance the IT system to better cope with the demand.

ASSESSMENT SCORE

66%

RECOMMENDED FUNDING

\$100,000

PROJECTED COST

\$1,037,000

IT Development (\$136,000)
Manpower to operate the helpline (\$901,000)

*SOS is seeking funding specifically to support the IT development costs



The Tapestry Project Ltd

Non-profit (CLG)

Founded in 2014, The Tapestry Project SG is an independent, not-for-profit online publication that empowers mental health recovery through first-person stories

<https://thetapestryproject.sg/>

PROJECT NAME

The re:story programme

PROJECT TYPE



Early Intervention

ABOUT PROJECT

To develop an early intervention, strengths based programme that utilises expressive writing to help youth facing stress and anxiety develop identity and resilience

TIMELINE 1 year (Jan 2021 – Dec 2021)

PROJECT DETAILS

Weekly online writing workshops based on narrative therapy principles to develop youths' emotional literacy, sense of agency, identity and resilience.

SERVICE USERS

200 youth (15-17 yo)

KEY OUTCOMES

Increased help seeking behaviours in the youths

Improved self-efficacy and building resilience in youth



The Tapestry Project Ltd

Non-profit (CLG)

Founded in 2014, The Tapestry Project SG is an independent, not-for-profit online publication that empowers mental health recovery through first-person stories

<https://thetapestryproject.sg/>

PROJECT NAME

The re:story programme

PROJECT TYPE



Early Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

Nicole is a WSQ-certified ACTA trainer and a trained peer support specialist. Initiative has potential to reach out to our key target group. Narrative Therapy is a useful strengths-based approach that helps youths with mental health struggles externalise and articulate their thoughts and emotions. Team has strong referral links with mental health agencies.

ASSESSMENT SCORE

66%

RECOMMENDED FUNDING

\$14,800

(80% of projected cost)

PROJECTED COST

\$18,500

1 Main facilitator (\$7200)
2 trainees (\$7200)
Curriculum development and design (\$3500)
Website and Zoom subscription (\$300)
Publicity (\$300)



Strengthening Youths in a Network of Care (SYNC) Limited

Non-profit (CLG)

SYNC was started by a group of passionate individuals who want to make a difference by working with children and youths, improving their mental health by teaching positive coping skills and promoting awareness through advocacy and outreach efforts.

www.instagram.com/hello.sync

PROJECT NAME

Project Metanoia

PROJECT TYPE



Intervention

ABOUT PROJECT

To provide outreach and therapeutic casework for children and adolescents who require mental health intervention

TIMELINE 1 year (Jan 2021 – Dec 2021)

PROJECT DETAILS

Weekly individual casework intervention at least twice a month using Dialectical Behavioural Therapy, counselling and equipping of practical coping skills to enable youths to exhibit self-efficacy through reliance on self-soothing and self-assistance.

SERVICE USERS

24 youth (10-18 yo)

KEY OUTCOMES

Improvement of youth's
Quality of Life

Reduced depression
severity in the youths

Improved coping behaviors



Strengthening Youths in a Network of Care (SYNC) Limited

Non-profit (CLG)

To provide outreach and therapeutic casework for children and adolescents who require mental health intervention

PROJECT NAME

Project Metanoia

PROJECT TYPE



Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

The programme primarily serves high risk youth from low income and vulnerable backgrounds. There is a crisis support component which addresses a current service gap. Organisation is new but team has strong experience service youth with mental health challenges. Useful blend of evidence based approach (Dialectical Behavioral Therapy) and outreach. As the organisation is new, we are proposing \$50K (half of their requested) at this stage to help them build foundations to scale up.

ASSESSMENT SCORE

64%

RECOMMENDED FUNDING

\$50,000

(half of requested funding)

PROJECTED COST

\$125,340

2 Caseworkers (\$48,000)
2-Way Transportation (\$39,840)
1 Senior Case Worker (\$30,000)
Training programmes (\$3,000)
Group Supervision sessions (\$2,100)
Client Engagement Activities (\$1,200)
Handbooks (\$1,200)



Trybe Limited

IPC Charity (CLG)

Established in 1995, Trybe is a social service agency that specialises in working with youth facing adversities.

<https://www.trybe.org/>

PROJECT NAME

Project Anchor

PROJECT TYPE



Intervention

ABOUT PROJECT

To implement a choice theory reality therapy programme for youth experiencing mental health symptoms

TIMELINE 1 year (Jan - Dec 2021)

PROJECT DETAILS

This project uses Choice Theory Reality Therapy to provide psychoeducation and counselling sessions fortnightly/monthly for each client (15 cases), aiming to improve parent-child relationships and interaction and improving mental/emotional well-being.

SERVICE USERS

15 Youths (13-19 yo)

KEY OUTCOMES

Improved mental and emotional well-being of youth

Improved parent-child relationship



Trybe Limited

IPC Charity (CLG)

To implement a choice theory reality therapy programme for youth experiencing mental health symptoms

PROJECT NAME

Project Anchor

PROJECT TYPE



Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

Trybe has strong experience working with higher risk youths, along with a current pool of clients and it's model uses Choice Reality Therapy which has shown to be helpful with addressing youth mental health issues. Involves family but not wider community to support youth. May have some challenges to scale as it is worker-intensive. We are recommending an initial funding of \$50k (half of their requested) to enable Trybe to pilot and tweak the model.

ASSESSMENT SCORE

62%

RECOMMENDED FUNDING

\$50,000

(half of requested funding)

PROJECTED COST

\$142,772

Senior Social Worker (\$128,732)
2-Way Transportation for Individual sessions (\$10,800)
Engagement Activities with Client (\$3,240)



Focus on the Family Singapore Ltd

IPC Charity (CLG)

Focus on the Family Singapore Limited is a donor-supported Institution of Public Character (IPC) dedicated to helping families thrive.

<https://www.family.org.sg/>

PROJECT NAME

Alive to Thrive

PROJECT TYPE



Early Intervention

ABOUT PROJECT

Alive to Thrive is a suicide prevention initiative focussed on protecting children through preemptive parenting. It involves public outreach, equipping families and engaging multiple sectors in the community in collective partnership to curb suicide.

TIMELINE 1.3 years (Oct 2020 - Dec 2021)

PROJECT DETAILS

Public education awareness campaign

Dedicated webpage to address mental health issues

Talks/Webinars/Parent Dialogues/Workshops

Individual Parent Coaching sessions

SERVICE USERS

3,500 parents

KEY OUTCOMES

Increased competencies and confidence in building a strong parent-child connection

Resilience or growth mindset in young people



Focus on the Family Singapore Ltd

IPC Charity (CLG)

Alive to Thrive is a suicide prevention initiative focussed on protecting children through preemptive parenting. It involves public outreach, equipping families and engaging multiple sectors in the community in collective partnership to curb suicide.

PROJECT NAME

Alive to Thrive

PROJECT TYPE



Early Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

Their initiative is unique from the others as it is specifically targeted at parents. The aim is to empower them to be effective support pillars and protective factors for their youth who struggle with mental health issues. There is high potential reach. We are recommending fixed funding of \$35,200 to launch the Alive to Thrive web platform.

ASSESSMENT SCORE

60%

RECOMMENDED FUNDING

\$35,200

PROJECTED COST

\$193,000

Campaign and web design, development & maintenance (\$92,000)

Content & programme development (\$56,000)

Delivering & administering programme (\$40,000)

Research & evaluation (\$5,000)



Zonta Club of Singapore

Non-profit (Society)

Zonta Club of Singapore is part of Zonta International, a worldwide service organization of women executives in business and the professions.

<https://zontasingapore.org/>

PROJECT NAME

Zonta Says No to Violence Against Women (VAW) Virtual Forum 2020

PROJECT TYPE



Awareness

ABOUT PROJECT

To organise a virtual forum for secondary school students which focuses on mental wellness in families.

TIMELINE Nov 7th, 2020 9am to 1pm

PROJECT DETAILS

Key components of the forum:

1. Sharing by the keynote speaker, Nick Vujicic
2. Breakout rooms for ice-breaking and sharing session

SERVICE USERS

400 students from Upper Primary and Secondary Schools.

KEY OUTCOMES

Reduction in Negative Attitudes toward Mental Illness

Increased knowledge about Mental Illness

Equip participants with knowledge and handles to enhance help-seeking behaviours



Zonta Club of Singapore

Non-profit (Society)

To organise a virtual forum for secondary school students which focuses on mental wellness in families.

PROJECT NAME

Zonta Says No to Violence Against Women (VAW) Virtual Forum 2020

PROJECT TYPE



Awareness

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



ASSESSMENT SCORE

60%

RECOMMENDED FUNDING

TBC

PROJECTED COST

\$14,560

Conference Kit + delivery (\$5,000.00)
Speaker, Nick Vujicic, Fees (\$4,100.00)
Food (\$2,800.00)
Media Tech Crew for Live Telecast (\$1,500.00)
Venue rental (\$800.00)
Banners (\$360.00)

SUMMARY OF RECOMMENDATION

The forum's target group is strongly aligned to BlueStar*. Zonta is a strategic partner to engage community on youth mental health issues. However, the event has taken place on 7 Nov 2020.

-> Engage Zonta to discuss opportunities to partner in the next grant cycle.



Calvary Community Care (C3)

IPC Charity (Society)

Calvary Community Care (C3) believes in empowering those they serve, from the smallest children and youths to the pioneer generation. C3 was founded by Calvary Baptist Church in 2010.

<https://calvary.sg/>

PROJECT NAME

Counselling for Youths

PROJECT TYPE



Early Intervention

ABOUT PROJECT

To implement a standard subsidised mental health programme to help youths on FAS with mental health issues through counselling and peer-led discussion sessions.

TIMELINE 3 years (Jan 2021 – Dec 2023)

PROJECT DETAILS

Counselling sessions for youth

Publicity and outreach through social media campaign

SERVICE USERS

90 youths aged 13-25 yo facing mental and emotional challenges

KEY OUTCOMES

De-stigmatised help-seeking

Bring counselling intervention into the community, within reach of youths

To build a more inclusive community, where youths can be the advocates and champions of mental health issues for their peers



Calvary Community Care (C3)

IPC Charity (Society)

To implement a standard subsidised mental health programme to help youths on FAS with mental health issues through counselling and peer-led discussion sessions.

PROJECT NAME

Counselling for Youths

PROJECT TYPE



Early Intervention

EVALUATION

INNOVATION (30%)



POTENTIAL TO SCALE (20%)



ORGANISATION & TEAM QUALITY (30%)



FEASIBILITY & IMPLEMENTATION (20%)



SUMMARY OF RECOMMENDATION

Target group is aligned to bluestar* target group. It is a general counselling programme. Model is sound but not as innovative as other proposals. Does not involve family and community as much.

-> Engage Calvary to shape up the proposal in preparation for the next grant cycle

ASSESSMENT SCORE

54%

RECOMMENDED FUNDING

TBC

PROJECTED COST

\$117,250

Counselling service (\$67,500)
Admin cost (\$18,000)
Supervision cost (\$15,000)
Publicity and Outreach (\$15,000)
Youth teams allowance (\$1,750)

ORGANISATION	PROJECT SUMMARY	OUR RECOMMENDATION	SCORE
Our Better World SG	To publish an interactive video towards the advocacy of caregivers of persons with mental illness	Video is innovative and interactive. Addresses needs of caregivers of our target group. However, the video has already launched. TMT will engage OBW on future partnership opportunities.	66%
Singapore Children's Society	To conduct online outreach to youth, use sentiment analysis to identify those that need help, and provide casework and counselling intervention	Designed as a general youth development and not youth mental health. In our chat with SCS, they shared that the number of youth facing more severe depressive symptoms are few.	58%
Eagles Mediation & Counselling Centre Ltd.	To provide individual/family counselling, training programmes for youths' support systems (teachers, peers, family members) and a one-stop online platform for youth to self assess using screening tools.	There are other existing online platforms that provide self-evaluation tools and psychoeducation resources. It is unclear how their proposed model is different. The workshops for teachers could be helpful but the need is not validated.	56%
Acceset Pte Ltd	To pilot the efficacy of Acceset, an anonymous letter based platform that meet the needs of distressed students	Model is not innovative. Some biz opportunity to partner with educational institutions but as a broad-based help platform, letter-writing may not be most effective to reach out to target group of 10-16.	54%
Youth Wing Club2care	To develop a mobile application that scans the user's social media post for suicide risk, and enables them to contact loved ones during a crisis	While the idea of a suicide prevention app is somewhat innovative, we have concerns regarding its viability given that youth may not be inclined to download such an app. Team has not done user surveys to understand feasibility of the product.	52%

GROUP **C** Projects not recommended for funding

2 OF 3

ORGANISATION	PROJECT SUMMARY	OUR RECOMMENDATION	SCORE
Social Innovation Park Ltd	To develop a nature influenced and mindfulness based to help vulnerable youth learn to build mental wellness and resilience	Mindfulness workshops are increasingly accessible. There is an interesting nature based component of 10 farming sessions. However, we are not confident that it will be received well by youth-at risk. Team has some experience working with youth but not vulnerable youth.	52%
Bethesda CARE Centre	To implement a psychoeducation group work programme to help youth with mental health issues	It is a conventional CBT-based programme involving casework and group work. Could be helpful for our target group of kids. However, the agency has limited capacity to grow or scale the programme. The pilot will only serve 10 youth per yr for 3 years.	50%
ALP Rocks	To create a mobile application that can detect depression risk among youth 13-23 and offer immediate help and resources	Takes a lot of resources to build a successful app. There are other self-assessment test platforms out there. Overlaps with MOHT's mindline.sg	46%
Hush TeaBar under Anagami Pte Ltd	To conduct workshops in experiential empathy for students that promotes mental well being and emotional resilience	Mindfulness workshops are increasingly accessible. The programme approach is unlikely to create deeper outcomes we seek in BlueStar*.	46%
Singapore Mental Health Film Festival Limited	To organise a film festival to foster greater compassion and acceptance towards those facing mental health challenges	It is a broad awareness building initiative targeted at adults and not youths.	46%

GROUP **C** Projects not recommended for funding

3 OF 3

ORGANISATION	PROJECT SUMMARY	OUR RECOMMENDATION	SCORE
YMCA of Singapore	To implement a peer-led mental wellness project to raise awareness and share useful resources on mental wellness	Main objective is to cultivate youth leadership among tertiary students. Can tap on the bluestar* youth-led fund instead.	44%
3 Pumpkins Limited	To implement an art engagement programme to build positive self image of youth from vulnerable backgrounds	It is a generic youth community engagement model that does not have much emphasis on specifically tackling youth mental health.	44%
Glyph Asia	To implement a social emotional learning programme and mental health workshops to address stigma, promote help seeking behaviours and raise general awareness about mental health wellness	Overlaps with MOE CCE. No counselling capability and not youth MH specific.	40%
FootballPlus Ltd	To conduct football training sessions to educate players about mental health issues	Not youth mental health focused. Team does not have relevant background.	24%

*REFER TO THE ATTACHED EXCEL FOR MORE DETAILS

The screenshot shows an Excel spreadsheet with the following content:

- Row 3: Overview of the project recommendation
- Row 4: Our assessment based on the evaluation matrix is reflected in this tab
- Row 4: Refer to this tab for full details on the proposals
- Row 5: Applicant Background and Due Diligence Info

Navigation arrows point from the text in rows 4 and 5 to the corresponding tabs in the bottom bar:

- Arrow from Row 3 to **Summary** tab
- Arrow from Row 4 to **Assessment Score** tab
- Arrow from Row 4 to **Full Proposals** tab
- Arrow from Row 5 to **Applicant Info** tab

The spreadsheet interface includes a menu bar (Home, Insert, Draw, Page Layout, Formulas, Data, Review, View, Tell me), a formula bar (A2, fx, 0), and a status bar (Count: 0, Sum: 0, 100%). A large blue starburst graphic is overlaid on the right side of the spreadsheet.



BLUESTAR*
NEXT STEPS

- * **Inform agencies on the outcome**
- * **Prepare grant agreement form and grant disbursement schedule for the approved projects**
- * **Work with grantees to measure impact**

TMT GRANTS. 

THE
Majority
TRUST 

MUSIM MAS
BLUESTAR*
FUND

ANNEX SLIDES



GRANT EVALUATION MATRIX

FACTOR & WEIGHT		SCORING RUBRIC (RATED ON A 5PT SCALE)
Innovation (30%)	5pt 4pt 3pt 2pt 1pt	<ul style="list-style-type: none"> • Proposal is innovative and inspiring; an original idea that has not been tested before • Proposal is innovative; may have been tested in other settings • Some elements of the proposal are innovative • The proposal is somewhat innovative but struggle to clearly describe unique proposition • The proposal is not innovative; other service providers are delivering similar approaches
Organisation and Team Quality (30%)	5pt 4pt 3pt 2pt 1pt	<ul style="list-style-type: none"> • Seasoned, expert leaders have achieved remarkable results, knowledgeable and passionate about the community they serve • Accomplished team with a record of success, credibly represent and show commitment to the work and community • Competent and qualified team that has a consistent history and commitment to the field of work • Lacks specific knowledge or skills that will be needed for success at scale • Does not show commitment or connection to the work and may have fundamental challenges in managing operations
Implementation Feasibility (20%)	5pt 4pt 3pt 2pt 1pt	<ul style="list-style-type: none"> • Implementation plan is clear; have comprehensively considered contingencies/challenges • Implementation plan is clear; have some consideration of contingencies and challenges • Implementation plan is sufficiently clear • Covers broad implementation details but there are some info gaps • Only broad implementation details are provided; major info gaps
Potential to Scale (20%)	5pt 4pt 3pt 2pt 1pt	<ul style="list-style-type: none"> • Approach could clearly be dramatically scaled • Presented a compelling vision for scaling impact that is possible within the current approach • Presented a plausible case that the approach can scale over time • Presented a plausible case for scale but only feasible through significant changes in approach • Current approach is limited in its capacity to grow, expand, influence, or be replicated