



SG50 PEOPLE'S ASSOCIATION YOUTH MOVMENT LOVES RED 2015

INFORMATION PAPER

BACKGROUND

Singapore will be celebrating her 50th birthday in 2015. The People's Association Youth Division joins all Institutes of Higher Learning (IHLs) and Institutes of Technical Education (ITEs) to celebrate National Day by initiating a '*SG50 People's Association Youth Movement (PAYM) Loves Red*' campaign, during the months of July and August 2015.

2 Special project grant and collaterals will be given to events that are organised under the '*SG50 PAYM Loves Red*' campaign. The project grant will defray part of the operating costs, and give IHLs and ITEs the opportunity to expand the outreach of their programmes and deepen the engagement with the local community. Collaterals will be given to generate greater visibility of youths coming together, united as one, on the '*SG50 PAYM Loves Red*' campaign to celebrate their love for the nation.

SUPPORT FROM YOUTH DIVISION

3 Support in the form of '*SG50 PAYM Loves Red*' project grant and collaterals shall be given to ITEs & IHLs. The objectives are to:

- (a) Act as an incentive to encourage IHLs and ITEs to organise interesting youth programmes and activities in celebration of the nation's 50th birthday;
- (b) Encourage ground-up initiatives by IHLs and ITEs to engage fellow youths and the community through meaningful programmes; and
- (c) Allow IHLs and ITEs to tap on the additional resources to expand their projects to reach out to more youths.

GRANT CRITERIA

4 The scheme is designed to encourage IHLs and ITEs to widen and deepen their outreach to the local residents and youth communities through organising meaningful community projects in celebration of the nation's 50th birthday.

5 All projects under the '*SG50 PAYM Loves Red*' campaign can receive specially-designed collaterals, which include the '*PAYM Loves Red*' event T-shirts, and '*PAYM Loves Red*' cut-outs.

6 The focus this year is for youths to embrace and actualize the values and visions from the Youth Aspirations for Singapore Campaign in their '*SG50 PAYM Loves Red*' projects (refer to Annex B for the definition of the 10 values and visions voted by Youths). As part of SG50 celebration, the campaign should involve youths and participants to reflect on our nation's success and how we have arrived here. Eg; through the hard work and determination of our founding fathers and pioneer generation and the values/beliefs that have enabled us to succeed. (Please refer to Annex B for the definition of the 10 values and visions)

7 To commemorate the extraordinary contributions of our founding Prime Minister, Mr Lee Kuan Yew, the campaign should include a segment involving youths and participants to pay their tribute to Mr Lee.

8 Hence, the programme for this year's SG50 PAYM Loves Red projects shall have to manifest three important aspects in order to be eligible for the grant – (i) a reflection component on how we arrived at the nation's success; (ii) a forward-looking element to actualize the values and visions voted by youths during the Youth Aspirations from Singapore Campaign; and (iii) an element in the programme to pay tribute to Mr Lee Kuan Yew. As the campaign period will coincide with the celebration of National Day, organisers of PAYM Loves Red projects are free to add in other components as well to remind and emphasize to youth participants certain salient messages, e.g. to guard against the rise of religious extremism, need for our society to be inclusive, importance of maintaining growth and productivity, etc.

TIERED PROJECT GRANT

9 Projects receiving the '*SG50 PAYM Loves Red*' project grant shall not be eligible to receive other PAYM grants, such as the Project PROMPT grant and the PAYM-National Youth Council (NYC) Community ChangeMakers (CCM) grant. The project grant is structured into the following tiers:

- (a) Outreach to 50 – 99 volunteers and participants
- up to \$200 and '*PAYM Loves Red*' collaterals;
- (b) Outreach to 100 – 199 volunteers and participants
- up to \$1,000 and '*PAYM Loves Red*' collaterals; and
- (c) Outreach to above 200 volunteers and participants
- up to \$1,500 and '*PAYM Loves Red*' collaterals.

10 IHLs and ITEs applying for the '*SG50 PAYM Loves Red*' project grant shall fulfil the following criteria:

- (a) All activities of the proposed project shall be based in Singapore and should benefit the local community and society at large;
- (b) All activities should be organised between 6th July and 31st August 2015;
- (c) The project must outreach to at least 50 project volunteers and participants;
- (d) Volunteers and participants shall wear the '*PAYM Loves Red*' T-shirts at the event;
- (e) The project should include elements of youths and the community coming together to celebrate National Day
- (f) The project shall have a reflection component and must manifest at least one value/vision from the Youth Aspirations for Singapore campaign as stipulated at paragraph 6; and
- (g) The project name and any relevant publicity materials such as posters, flyers and backdrop for the occasion etc, shall carry the campaign name '*SG50 PAYM Loves Red*' and logo.

GRANT APPLICATION PROCEDURE

11 The procedure to apply for the '*SG50 PAYM Loves Red*' project grant shall be as follows:

- (a) The grant application form is to be submitted to Youth Division by Sunday, 31st May 2015 (please refer to Annex C for the application form);

- (b) The project grant is based on the tiered system as mentioned in point 9 (a), (b) and (c). The project grant is subjected to the approval of the Youth Division;
- (c) Supporting documents are to be submitted to the Youth Division within two months after the completion of the project (please refer to Annex D for the post event form);
- (d) If the project is a joint effort between the Youth Chapters/YECs and IHLs, only the Youth Chapters/YECs will need to apply. The grant given shall follow the grant tiers for Youth Chapters/YECs.

CONCLUSION

12 The ‘*SG50 PAYM Loves Red*’ project grant hopes to support and encourage all the Youth Chapters and YECs to organise meaningful and interesting activities for the local residents and youth community in celebration of the nation’s 50th birthday. Through these projects, youths of the nation can connect with their peers and local residents, and together, display the vibrant energy, passion and their patriotism toward the nation in creative and unique ways.
