

Digital for Life Fund Briefing Session on 16 April 2025

Fund Eligibility: Non-profit Organisations only



https://go.gov.sg/dfl-fund-applicat

Agenda

1 Introduction to the IMDA Digital Readiness Cluster and DfL Fund

Digital for Life Fund Themes

Archetypes • Overview of Themes • Call-To-Action (CTA)

03 Digital for Life Fund

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Digital for Life Fund Application

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About IMDA Digital Readiness Cluster

The IMDA Digital Readiness Cluster is the Architect of Singapore's digital society. We are driven by a united purpose to dream, design and deliver digital readiness initiatives for Singaporeans to embrace Digital for Life, and to live life enriched by digital.











Offering digital access to needy households.

Empowering the community to be digitally connected, upskilled and engaged.

the digital future
with computational
thinking and coding
experiences.

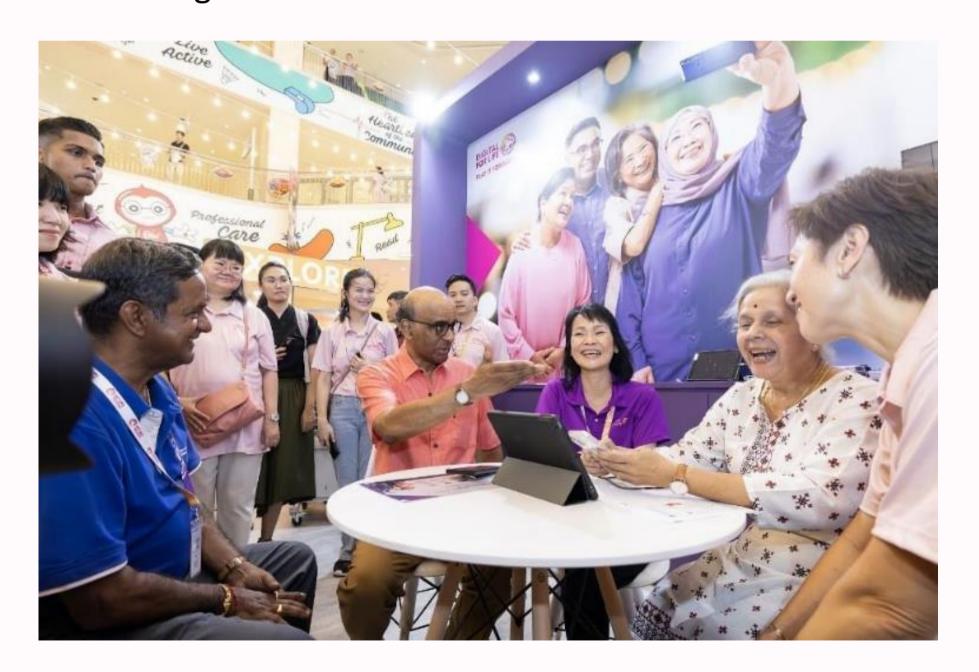
Strengthening the digital well-being of families.

Galvanising partners and community to help Singaporeans embrace digital for life.



Singapore takes a collaborative approach through the Digital for Life (DfL) movement – Rallying the people, private and public (3P) sectors

- Dual dimensions of DfL: People learn digital for life; and People use digital to enrich their daily lives
- Harnessing the collective expertise to enhance our digital society through a 2-sided movement for both givers and beneficiaries.
- The flagship DfL Fund was launched to support projects and activities promoting digital inclusion, digital literacy and digital wellness.





The movement is not just hardware or software. It is giving people, particularly the elderly, confidence with digital technologies to live life fully.



President Tharman Shanmugaratnam Patron, Digital for Life movement November 2023



Creating an ecosystem of >300 partners, benefitting >400K persons and

~S\$14mil to support digital inclusion efforts







DONATE TO DFL FUND

All donations will be matched dollar-for-dollar by the Government



Lend channels and resources to support DfL outreach and programmes



OUTREACH AND AMPLIFY

Share and promote DfL initiatives and content



START A PROJECT

Start a DfL Project in Digital Access, Literacy, Wellness & Tech for Good



VOLUNTEER

Play it forward. Lend DfL partners a hand in their projects



SHARE YOUR DIGITAL SKILLS AND KNOWLEDGE

Create content, engage beneficiaries and train volunteers





Digital for Life movement partners help outreach to different segments of society across digital society needs

• Children

Youths

Parents

Seniors

PwDs

Lower Income families



DIGITAL ACCESS

Everyone has access to affordable and fit-for-purpose device with access to high-speed connectivity



DIGITAL ADOPTION & FUTURE READINESS

Everyone adopts essential digital skills in their everyday life, and is motivated to take charge of their own learning and equip themselves with future-ready skills throughout their life



DIGITAL WELLBEING

Everyone is empowered with the skills and tools to be mindful, civil, and informed participants in a digital society, building positive relationships with their devices, other users, and information.



SAFETY AND SECURITY

Everyone has good awareness of digital security and can adopt good practices to keep themselves safe and secure



Digital for Life Fund Themes



https://go.gov.sg/dfl-fund-themes-and-call-to-action-2025

Themes for various archetypes



All

- Be equipped with skills to safe against online misinformation
- Be empowered to take on personal responsibility for their online safety
- Learn how to use GenAl safely and responsibly, and its risk



Parents

 Adopt actionable harms-agnostic skills to protect their children online



Children & Youth

- Pick up online safety actionable skills that are harms-agnostic
- Be equipped with knowledge and skills against cyberbullying
- Address digital access needs (from lower-income families)
- Learn healthy online habits and/or how to be safe, discerning and responsible online



Seniors

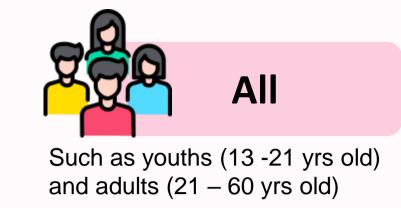
- Address digital access needs of lower-income seniors
- Support inter-generational learning by carers & family members



PWDs

- Gain digital skills
- Promote inclusive design of digital services amongst developers

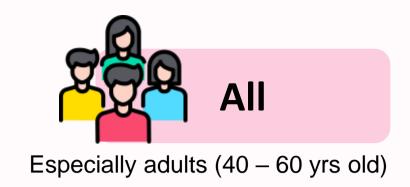
Supporting Singaporeans in staying safe against misinformation and deepfakes



Call-to-action (CTA)

- 1. Equip Singaporeans to better detect and stay safe against online misinformation and deepfakes, including Al-generated deepfakes, such as privacy setting, sharing of personal information (including pictures), knowing the recovery actions to take.
- 2. Empower Singaporeans to take on personal responsibility for their online safety.

Providing opportunities for Singaporeans to learn Gen Al



Call-to-action (CTA)

1. Teach Singaporeans, especially adults aged 40-60 years old, to learn Gen AI to allow them to benefit from new technologies in their daily living needs.

Educating children and youths with skills to protect themselves online and be responsible online users



Call-to-action (CTA)

1. Help children and/or youths pick up skills and behaviours to protect themselves and their peers against online harms.

Key skills* include:

- a) how to identify common types of online harms children and youths experience;
- b) how to safeguard personal online identity,
- c) how to have healthy device use and screen time;
- d) how to report and block online harms, or not be a bystander or inadvertently encourage its proliferation; and
- e) how to seek help if one encounters online harms.

Programmes should be designed and delivered in a format most engaging to target audience, e.g. gamification, trends.

^{*}These skills are referenced from MOE's Parenting for Wellness Toolbox.

Educating children and youths with skills to protect themselves online and be responsible online users



Call-to-action (CTA)

2. Equip children and/or youths to know what cyberbullying is and the avenues of help.

Examples include:

- a) supporting peers affected by cyberbullying
- b) remedial measures one can take if s/he encounters cyberbullying.
- 3. Help children and/or youths from lower-income households to gain digital access, through localised solutions that are designed and delivered by community groups.

Supporting parents to raise their child in a digital age



Call-to-action (CTA)

1. Support parents to move beyond awareness and adopt actionable skills to protect their children from online harms.

Key skills for parents include:

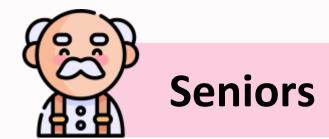
- a) setting parental controls
- b) adjusting screen time of children/youths
- c) flagging and reporting harmful online content
- d) encouraging their child/youth to ask for help,
- e) reminding their child/youth not to respond to and spread harmful content

Applicants can refer to these harm areas for their projects:

- 1. Screen addiction
- 2. Inappropriate content
- 3. Interaction with strangers
- 4. Cyberbullying
- 5. Mis/disinformation

Beyond equipping parents with skills, projects should focus on motivating parents to take action in playing an active role.

Supporting seniors to gain digital access



Call-to-action (CTA)

1. Help lower-income seniors, such as those living in 1- and 2-room HDB rental flats, gain digital access*, through localized solutions that are designed and delivered by community groups.

These solutions can cover barriers, such as

- a) addressing any psychological concerns these lower-income seniors may have towards digital access and
- b) assisting them in application for subsidised digital access schemes Government provides.

2. Equip and teach carers and family members to teach seniors in their families how to use technology.

The project can

- a) use existing resources such as digital skills for life content on Digital for Life (DfL) Portal; or
- b) develop fun resources that carers and family members can use to teach.



Digital access is defined as having access to the internet and/or digital devices (i.e. smartphones and/or computers which are defined as desktops, laptops or tablets).

Supporting Persons with Disabilities (PwDs) with skills to use digital services



Call-to-action (CTA)

- 1. Teach more PwDs on how to use specialised software (e.g. Job Access With Speech, Braille equipment, Smartphone Training and Learning Support Resource Toolkit) to navigate everyday digital platforms and services.
- 2. Facilitate adoption of inclusive digital design principles amongst industry developers so that essential services are more user-friendly for PwDs.

Digital for Life Fund

Parameters of the Fund



Eligibility Criteria – Non-profit Organisations

- Company Limited by Guarantee registered with ACRA
- Society registered with ROS
- Charity or Charitable Trust registered with CoC
- Co-Operative registered with Registry of Co-operative Societies
- Trade Union registered with Registry of Trade Unions



Project Duration

• Up to 24 months



Funding Support

- Up to 95% of qualifying costs, capped at \$500,000 per year
- Projects will be reimbursed based on the actual costs incurred
- Supportable cost items include manpower, professional services, equipment, materials and consumables etc.



Disbursement Schedule (Project less than 18 months)

FIRST DISBURSEMENT:

30% of approved project costs will be disbursed as advance

SECOND DISBURSEMENT:

Up to 70% of approved project costs

will be disbursed based on:

- 1) the project meeting all deliverables in the Letter of Offer
- 2) Actual costs incurred; and
- 3) Supporting documents submitted

Acceptance of Letter of Offer

Project Duration (less than 18 months)

End of Project



Disbursement Schedule (Project 18 – 24 months)

Projects that are 18 – 24 months would usually have a mid-term milestone (i.e., total of 3 milestones)

FIRST DISBURSEMENT

15% of approved project costs will be disbursed as advance

THIRD DISBURSEMENT

Remaining approved project costs will be disbursed based on the standard requirements

Acceptance of Letter of Offer

Project Duration (18 – 24 months)

End of Project

SECOND DISBURSEMENT (MID-TERM MILESTONE)

15% of approved project costs (advance) and up to 50% of approved project costs (including first disbursement) and will be disbursed based on the standard requirements*

* Standard requirements:

- 1) Project has met all deliverables of the associated milestone in the Letter of Offer;
- 2) Actual costs incurred; and
- 3) Submission of required documents

For example, a project awarded a grant of \$100,000 will have the following disbursement schedule:

First Disbursement:

• 15% advance - \$15,000

Second Disbursement:

- Reimbursement of up to \$50,000 based on actual qualifying expenses incurred, on a cumulative basis
- 15% advance \$15,000

Third Disbursement:

 Reimbursement of up to \$100,000 based on actual qualifying expenses incurred, on a cumulative basis



Digital for Life Fund Application form

QR code to download application form:



https://go.gov.sg/dfl-fund-applicati

Project Start / End Date / Duration

Start Date (dd/mm/yyyy)*	End Date (dd/mm/yyyy)*	Project Duration (in months)* Maximum project duration is 24 months.

- This is known as the "qualifying period" of the project.
- Funding will only cover costs incurred during this period. For example, if the project start date is 1 Jan 2025, costs incurred in Dec 2024 will not be covered.
- Recommend projects to start from January 2026 onwards.



Project Details

Description

- Overview, including project objectives.
- Target audience and expected reach.
- Key activities and implementation approach.
- Distinctive features and innovative elements.

Scope

- Project objectives, target segment and geographical coverage.
- Outline digital/technological elements, delivery methods and benefits to service users.
- List measurable outcomes, success metrics and outreach plans.

Objective

- Identify the digital gaps in Singapore's current landscape.
- Describe how your project aligns with Digital for Life's objectives to address these gaps.

Remarks

 Provide additional context or information such as any potential challenges or mitigation strategies.



Project Key Performance Indicators (KPI)

Name of KPI	Target Type	Value
KPI example: Number of youths attending workshop on misinformation and disinformation.	Number	500
Tracking indicator example: Percentage of respondents score at least 80% in a quiz on misinformation and disinformation.	Percentage	80

- This section refers to **Key Performance Indicators and Tracking Indicators**, i.e. proposed targets for fund reimbursement.
- Provide at least 1 KPI on number of beneficiaries reached and 1 tracking indicator to measure project's impact.
- Tracking Indicator e.g. pre- and post-workshop surveys or quizzes to determine if participants have acquired digital skills or knowledge.
- Indicate the corresponding Target Type (e.g. Number/Percentage) and Target Value.



Project Deliverable

Project Deliverable*

	Deliverable Name	Due Date (dd/mm/yyyy)
1	Sign and return the Acceptance of Letter of Offer to IMDA	Click to select a date.
2	Example: Achieving KPI 1 or part thereof: 1) 500 youths attending workshop on misinformation and disinformation ("KPI 1")	Click to select a date.
3	Example: Achieving KPI 2 or part thereof: 1) 1,000 youths attending workshop on misinformation and disinformation cumulatively ("KPI 2")	Click to select a date.
4	Leave blank if not applicable	Click to select a date.

- First and final deliverables are required e.g. deliverable #1 and #3.
- For projects with duration
 ≥18 months, include a
 mid-term deliverable e.g.
 deliverable #2.
- Ensure that the project deliverables align with the KPIs listed in the KPI table and are phrased as cumulative targets e.g. deliverable #3.
- Tracking indicators should be excluded from this section.



Target Segment / Number of Beneficiaries

Proposal		
Target Segment You may select more than one, if applicable.		Number of Beneficiaries Total number should tally with the total number of beneficiaries stated under Project KPIs (excluding tracking indicators).
Children (below 13 years)		
Youths (13-25 years)		
Adults (26-59 years)		
Seniors (60 years and above)		
Persons with disabilities (state the age range)		
Others Please specify:		

- Specify the target number of beneficiaries per segment, as applicable.
- Total number of beneficiaries should tally with total number stated under Project KPI section.



Risk Identification & Mitigation Plans

S/N	Foreseeable Risks and Challenges	Mitigation Plans
i.		
ii.		
iii.		
iv.		

- Identify potential risks and challenges to project delivery, along with corresponding mitigation strategies.
- E.g., if an important partner withdraws from the project, how will the team continue to meet the project deliverables? Or how will the team ensure that the project is able to recruit the target number of participants or volunteers?



Long-Term Plans and Company / Project Team Experience

Long Term Plans

- Outline strategies for ensuring project sustainability and scalability beyond the funding period.
- Explain how your organisation will maintain/continue the project after the initial funding period ends.

Company / Project Team Experience

- Highlight company's relevant experience, providing recent examples of similar work or projects.
- List key team members, their roles in the project, and relevant experience.



Partnerships and Collaborations

List of partners, sponsors and their specific roles or contributions

S/N	Name of Partner(s) / Sponsor(s)	Involvement in Project and/or sponsorship amount	Status
i.			Planning/ Contacted / Confirmed
ii.			Planning/ Contacted / Confirmed
iii.			Planning/ Contacted / Confirmed
iv.			Planning/ Contacted / Confirmed
V.			Planning/ Contacted / Confirmed

- List partners that the project team will collaborate with and specify their roles in the project (e.g., SSAs to reach out to xxx participants, xx Community Centre to provide classrooms for workshops) and their Status.
- Project owners should preferably establish relevant partnerships for the project before applying for the fund (e.g., xx Community Centres providing classrooms).



Digital for Life Fund Budget Form

QR code to download application form containing budget form:



General Notes on Project Budget

Budget

Include all necessary project costs in the budget.
Only approved items are eligible for reimbursement.

Quotation Source & Validity

Include quotations, invoices, receipts, and published rates to support project budget. Quotations should have **6-month validity** to allow sufficient time for funding approval.

GST

All costs listed in the budget form should exclude GST as it is not supportable.



S/No.	Name •	Designation	NRIC	Nationality	Role in the Project	New / Existing Employees	Monthly Salary (SGD)	Project Involvement (In months)	Total Submitted Cost (SGD)	Applicant Remarks
1									-	
									-	
3									-	
4									-	
						,		Total	-	
12) MA	NPOWER (FOREIG	Oesignation	Work Permit No.	Nationality	Role in the Project	New / Existing Employees	Monthly Salary (SGD)*	Project Involvement	Total Submitted Cost (SGD)*	Applicant Remarks
			Work Permit No.	Nationality	Role in the Project	New / Existing Employees	Monthly Salary (SGD)		Cost (SGD)*	
INo.			Work Permit No.	Nationality				Involvement	Cost (SGD)*	
1 2			Work Permit No.	Nationality				Involvement	Cost (SGD)*	
INo.			Work Permit No.	Nationality				Involvement	Cost (SGD)*	

Manpower Costs

Manpower costs should only cover the man-months spent on the project and must be justified by the staff's work scope. Only basic salary and employer's CPF can be funded.

<u>Not supported</u>: Bonuses, increments, or indirect manpower costs (e.g., founder, senior management, stakeholder, clerical staff, ex-gratia, retrenchment, termination salary).



(c) FOLLIPMENT (HARDWARE & SOFTWARE)

S/No.	Description*	No. of Units/Quantity*	Unit Cost (SGD)* (2 decimal places only)	No. of Month(s) used for the Project	Total Submitted Cost (SGD)*	Applicant Remarks State purpose of cost item, ownership post- project, and unit/quantity type here.	Has a vendor been identifed?* If yes is selected, please update Supplier's Details, Related Party Transaction and Internal Cost
1				NA	-		
2				NA	-		
3				NA	-		
4				NA	-		
				Total	_		

Equipment

(Hardware & Software)

This covers purchase or rental of equipment such as laptops, mobile phones, software licenses, etc.

Not supported: Organisation's assets and capital expenditure, including company registration and start-up cost are not supported.



(d) MATERIALS & CONSUMABLES

\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	TERIALO & CONCO					
S/No.	Description*	No. of Units/Quantity*	Unit Cost (SGD)* (2 decimal places only)	Total Submitted Cost (SGD)*	Applicant Remarks State purpose of cost item and unit/quantity type here.	Has a vendor been identifed?* If yes is selected, please update Supplier's Details, Related Party Transaction and Internal Cost
1				-		
2				-		
3				-		
4				-		
			Total	-		

Materials & Consumables

Workshop materials, advertising or publicity collaterals, training materials

(e) ICT SERVICES

S/No.	Description*	No. of Units/Quantity*	Unit Cost (SGD)* (2 decimal places only)	Total Submitted Cost (SGD)*	Applicant Remarks State purpose of cost item and unit/quantity type here.	0
1				-		
2				-		
3				-		
4				-		
			Total	-		

ICT Services

Fee-based charges for data storage and internet connectivity e.g., website hosting, data/connectivity subscription fee.



(f) PRO	PROFESSIONAL SERVICES										
S/No.	Description*	Unit of Measurement*	Units of Time (Applicable only if Unit of Time is selected)*	Quantity*	Unit Cost (SGD)* (2 decimal places only)	Total Submitted Cost (SGD)*	Applicant Remarks State purpose of cost item for project here.	niesce linaste			
1		Unit of Time	Man-days			-					
2		Unit of Time	Man-months			-					
3		Unit of Service	Select			-					
4		Select	Select			-					
					Total						

Professional Services

Services provided by **third parties**, e.g. events company, advertising, production, editorial, web designers

Unit of Measurement – Unit of Time or Unit of Service



(h) OTHERS												
S/No	o. Category Name*	Description*	Duration (In unit of time)	Units of Time	No. of Units/Quantity*	Unit Cost (SGD)* (2 decimal places only)	Total Submitted Cost (SGD)*	Applicant Remarks State purpose of cost item and unit/quantity type here.	Has a vendor been identifed?* If yes is selected, please update Supplier's Details, Related Party Transaction and Internal Cost			
1	Others			Leave blank			-					
2	Others (Month)			Leave blank			•					
3	Others (Day)			Leave blank			-					
4	Intellectual Properties			Leave blank			-					
						Total	-					

Others

e.g. Venue rental, transport and logistics costs, volunteer stipends

Select the relevant Category Name from the Dropdown list:

Select "Others (Month/Day)" if there is a duration involved for the cost item, otherwise select "Others"

<u>Not supported</u>: Operational costs e.g. office rental, utilities charges of office space, bank charges, legal fees; cash prizes; entertainment costs; travel and accommodation costs; expenses incurred for fund-raising activities; GST

Others -Intellectual Properties

e.g. Public
entertainment
license, copyright
license, trade fair
permits



	Supplier's Details					Related Party Transaction			Internal Cost	
Has a vendor been identifed?* If yes is selected, please update Supplier's Details, Related Party Transaction and Internal Cost	Supplier Name	Local/Foreign*	Entity /Individual*	UEN/Registration No.	NRIC/FIN/Passport	Relation to Recipient	Basis for deriving Transaction amount	Rationale for using related supplier	Basis for deriving the amount	Rationale for charging internal costs to the Project (instead of outsourcing)

Related Party Transaction

(Refer to p.g. 2 of Application Form)

Related parties include (but are not limited to) subsidiaries, associated companies, joint ventures, key management staff and their close family members.

Internal Costs

Costs from other departments within the same company (e.g. paying your company's marketing team for publicity efforts)



Documents Required

What is considered a complete submission?

Documents Required for a Complete Submission

- 1. Completed Digital for Life Fund Application Form in Word format with relevant declarations in Section E endorsed, and budget form attached.
- **2. Entity registration** with the respective regulatory bodies, dated no older than 6 months from the application date.
- 3. Latest audited financial statements
- 4. CV of each member of the project team
- 5. Supporting documents for project costs (quotations, pricelists)
- 6. Any other supporting documents (e.g. research materials, presentation slides, etc.)

Note: Incomplete applications may be rejected



Documents Required for a Complete Submission:

Charity / IPC Status

Save the webpage as a PDF to show the date, which should be dated no older than 6 months from the application date

https://www.charities.gov.sg/Pa ges/BasicSearch.aspx?q=

3/2020	Orga		
rganisation Profile			
Organisation Name:			
Organisation Profile	Financial Information	Annual Report	Code Compliance
Organisation Information			
Address:			
Website:	†		1
Email Address:	†		1
Telephone No.:	†		1
Fax No.:	†		1
Contact Person:	†		1
Type of Entity:	<u> </u>		1
UEN No.:	†		1
Charity Status:	†		1
Date of charity registration:	†		1
IPC Status:	†		1



Documents Required for a Complete Submission:

Registry of Societies

Save the webpage as a PDF to show the date, which should be dated no older than 6 months from the application date

https://www.ros.mha.gov.sg/egp /eservice/ROSES/FE_SocietySear ch





Documents Required for a Complete Submission: ACRA

INFORMATION RESOURCES	ACCOUNTING AND CO	ORPORATE REGULATORY AUTHORITY (ACRA)	
		DED IS UPDATED AND CORRECT. THE AUTHORITY ED AS A RESULT OF ANY ERROR OR OMISSION.	
Business Profile (Company)	of	Date: 20/05/2021	
The Following Are The Brief Partic	ulars of :		
UEN	:		
Company Name.	:		
Former Name if any	:		
Incorporation Date.	:		

Date here should be no older than 6 months from the application date

You may obtain the business profile from the ACRA site: https://www.acra.gov.sg/



Application Tips



Application Window

The grant call will be open from 1 May – 30 June 2025. Applicants are encouraged to send in their applications early to avoid missing the deadline.



Declare Other Funding Support

The Digital for Life Fund does not prohibit applicants from seeking other sources of funding, except from another government entity. Applicants **need to declare any other sources of funding (**applied for or received) and ensure that there is no double funding of project cost items.



Ensure Complete Application

Submit applications with complete set of documents by the application window closing date.



Application Results

Outcome of application will be made known roughly 4 months after the application window closes (i.e., around Oct onwards). We recommend projects to start in the following year (i.e., 2026).





What makes a good project?



Scale

Projects that have a sizable number of beneficiaries (>500)



Impact

Projects that address the themes for this grant call



1-1 Consultation Session

Request for a session by sending a draft of the application form to

DfL_Fund@imda.gov.sg by 18 May 2025

- Ensure that project idea aligns with **DfL objectives**
- Submission of budget form not required

DfL Fund will arrange for a one-time 1-1 consultation session

- Consultation sessions will be held from end May to June
- Estimated duration: 30 mins

Revise (if necessary) and submit completed application form by 30 June 2025

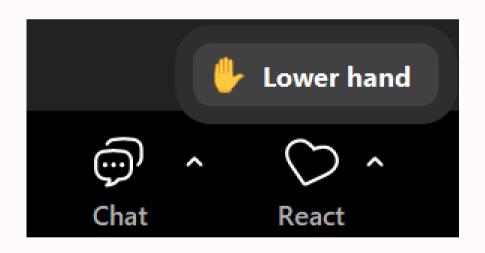
A complete submission includes:

- Application Form
- Budget Form
- All other supporting documents - declaration form, entity registration, CVs, quotations, etc.



Q&A

If you have a question, please raise your hand and wait for your turn. Alternatively, you may type your question in the chat box.



Feedback

Share your feedback here with us:

https://go.gov.sg/dfl-fund-briefing-feedback



https://go.gov.sg/dfl-fund-briefingfeedback



THANK YOU FOR JOINING THE DIGITAL FOR LIFE FUND BRIEFING SESSION