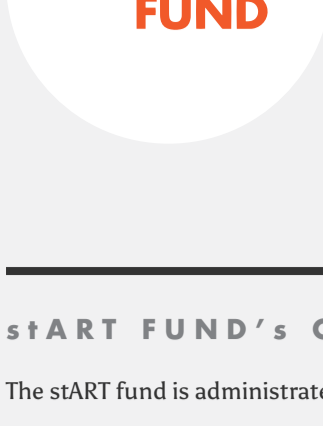


NATIONAL ARTS COUNCIL stART FUND



ABOUT THE stART FUND



The Sustain the Arts (stART) Fund is a joint initiative by the National Arts Council (NAC) and the private sector that aims to boost the long-term sustainability of small arts groups, and nurture a culture of giving towards the arts.

While small arts groups bring diversity and vibrancy to the local arts scene, they may need more help to build up their capabilities and establish robust governance structures, in order to ensure that they are better equipped to sustain their practice in the longer-term.

The importance of the stART Fund is especially significant as the COVID-19 pandemic has dealt a heavy financial blow to the local arts scene. Through supporting our local arts groups, the stART Fund will help to ensure that the arts live on to create and present quality programmes that contribute to the vibrancy of Singapore's arts and culture ecosystem.

stART FUND'S OBJECTIVES

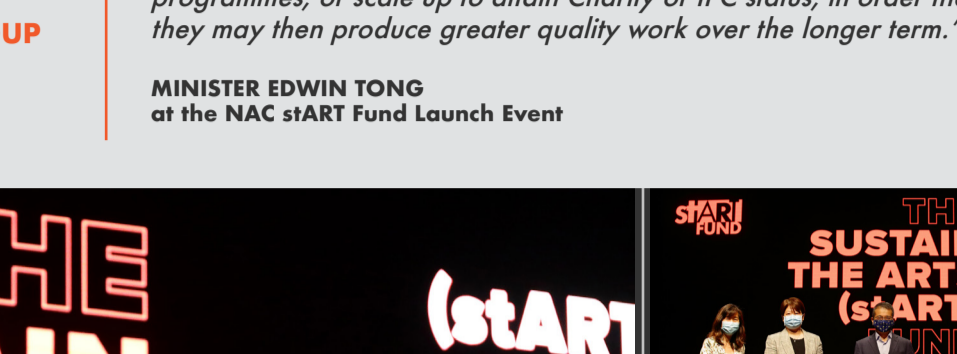
The stART Fund is administered by NAC, and is set-up with the 2 key objectives:

1 To fund programmes with community impact that enable more people to enjoy the arts, including digitally enhanced arts experiences, and programmes that encourage reflection of Singapore's cultural identity

FUND PROGRAMMES WITH COMMUNITY IMPACT



2 To assist small arts groups to establish robust governance structures by scaling up to obtain Charity or Institute of Public Character (IPC) status



20 ARTS GROUPS

HAVE BENEFITTED FROM THE FUND, WITH EACH ARTS GROUP RECEIVING A QUANTUM OF BETWEEN S\$20,000 AND S\$50,000.

"The diversity of ideas that smaller arts groups can bring to the table, are vital to maintaining the vibrancy, and indeed the diversity, of our arts and culture ecosystem. But these smaller or emerging arts organisations may sometimes need more help in fund-raising for their programmes, or scale up to attain Charity or IPC status, in order that they may then produce greater quality work over the longer term."

MINISTER EDWIN TONG
at the NAC stART Fund Launch Event



THE stART FUND LAUNCH EVENT

The stART Fund was officially launched on 13 January 2021 by Minister Edwin Tong, Minister for Culture, Community and Youth & Second Minister for Law.

The launch was held at Victoria Theatre with an audience of 50 on-site, while an online audience of over 300 live-streamed the event concurrently on Facebook and YouTube. The event also served as a platform to introduce beneficiaries to media partners and generate wider donor interest. Founding/Major Donors were invited to a ceremonial cheque presentation onstage at this event.

In 2020, a total of 8 arts groups were awarded funding under the Programme Track and another 11 arts groups were awarded under the Organisational Track.

FUND-RAISING UPDATES AND DONORS

Donations have helped the stART Fund accumulate close to S\$4 million to-date. This is inclusive of the Cultural Matching Fund's dollar-to-dollar funding of private cash donations to registered charities in the arts and heritage sector.

The stART Fund aims to build up to S\$10 million by March 2023 in order to support a greater number of arts groups in Singapore and encourage a diverse array of arts programming that serves wider community groups and audiences.



LINE-UP OF DONORS TO THE stART FUND

NAC would like to express our heartfelt appreciation to the following donors for their kind contributions to the stART Fund:

FOUNDING DONORS S\$1 MILLION AND ABOVE

TOTE BOARD

Through the stART Fund, Tote Board hopes to boost the abilities of small arts groups to raise funds, scale up operations and enhance governance.

MR DANNY YONG

Contributed to the stART Fund via Dymon Asia Emerging Artists Award and Yong Hon Kong Foundation Inclusive Arts Award.

MAJOR DONOR S\$200,000 - S\$999,999

MR PIERRE LORINET

Contributed to the stART Fund under the Pierre Lorinet Arts Award, providing support for arts groups such as Teater Ekamatra, Paper Monkey, Sculpture Society Singapore and TRDOco.

"Together with NAC, we strive to build diverse capabilities in the arts sector and strengthen the small arts organisations so that they can deliver better content and programmes to the community now and into the future. Through art, we not only enrich our lives but also shape our Singapore culture by allowing many unique Singapore stories to be told."

MR FONG YONG KIAN
Chief Executive of Tote Board,
Founding Donor of the stART Fund

"Art transcends boundaries, enabling us to speak a common language regardless of our background in Singapore. The arts play a vital role in stimulating our creativity, adding colour to our lives in subtle, yet powerful ways. This initiative will enable arts organisations and professionals to hone their craft and flourish, ensuring our arts ecosystem get the continuity it needs in years to come."

MR DANNY YONG
Founding Donor of the stART Fund

"People are united by the arts because it touches our lives, through shared language as it nourishes the soul, stimulates the intellect, and brings joys to our hearts. We've witnessed this, especially when we trudged through a challenging 2020. The arts is well-poised to be a source of comfort, and to bring people together, to continue to uplift spirits, to remind people of the community they belong to, and the larger humanity they all share."

MR PIERRE LORINET
stART Fund Committee Chairman and
Major Donor of the stART Fund

ACHIEVEMENTS UNDER THE ORGANISATIONAL TRACK

A total of 11 arts groups were awarded grants under the Organisational Track in 2020. Amongst these, 7 arts groups were supported to attain Institute of Public Character (IPC) status, where the remaining 4 arts groups were supported to achieve Charity status.

As of December 2020, 1 arts group attained IPC status, while 70% of the remaining arts groups were confident or very confident to attain Charity or IPC status in their subsequent application.

Activities conducted by arts groups in preparation for application to Charity/IPC status include:

- Procurement and engagement of specialist services including the hiring of external consultants, auditing and legal services to conduct financial audits and establish governance structures
- Hired staff to support administrative duties
- Identification and selection of appropriate individuals to form the Board of Directors

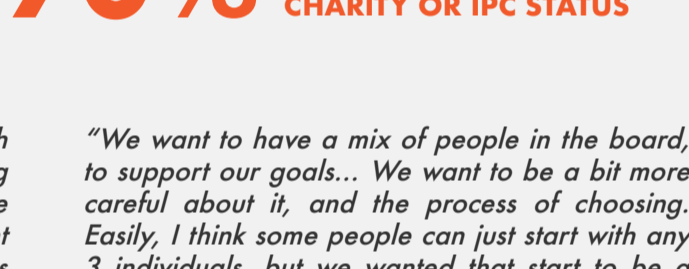
"I've hired a freelance admin assistant. She helps with administrative duties, ensuring that we've been filing properly. She's collating for the audit for FY2021, so we've started work on that, because I want to be really confident when I become an IPC that it's easy for me to do my reports and dig up information that is required."

SHAZA ISHAK
Managing Director, Teater Ekamatra

KEY ACHIEVEMENTS

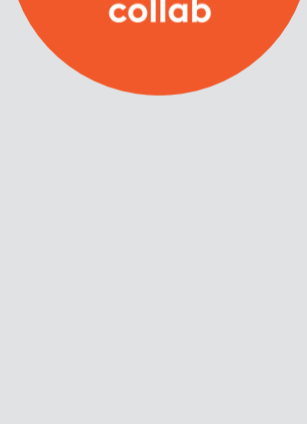


PLAN TO APPLY FOR CHARITY/IPC STATUS BY



70% RATED CONFIDENT/VERY CONFIDENT TO ATTAIN CHARITY OR IPC STATUS

SUCCESS STORY ARTSWOK ATTAINING IPC STATUS



After 6 years of attaining Charity status, ArtsWok was motivated to apply for the IPC status in recognition of the additional level of credibility the status would accord. In addition, the ability of IPCs to issue tax exemptions was a significant appeal as the organisation matured and sought alternative sources of funding.

A recipient of the stART Fund under the Organisational Track, ArtsWok applied for and successfully attained IPC status in November 2020.

ArtsWok mentioned that robust book-keeping and governance processes that they had already put in place since attaining Charity status were vital to IPC attainment. Capability development initiatives organised by the stART Fund, like the 'From Aspiration to Governance (A to G)' workshop co-organised by NAC and the Centre for Non-Profit Leadership were also useful in guiding ArtsWok through their journey.

"As we went along and matured as an organisation, and needing to increase our fundraising avenues as well, and from a governance perspective, in a way organisations with IPC status are seen as more credible, because of the extra accountability you have to go through as an organisation."

NGIAM SU-LIN
Executive Director, ArtsWok

ArtsWok perceives the stART Fund as vital in helping arts groups to attain Charity/IPC status through the provision of support across a wide spectrum of fields including auditing, hiring, and governance processes. They believe that the stART Fund would help them maintain their IPC status by supporting them to continue doing good reporting and governance.

"I can see how the stART Fund would be very helpful, because not only would it be financial resources to either hire headcount, or put certain processes in place, it also helps us get accounting software, visibility for the organisation so that donors will donate. It can be used for so many different things to help boost the governance, the visibility, public confidence, all of which would be important for IPC."

NGIAM SU-LIN
Executive Director, ArtsWok

ACHIEVEMENTS UNDER THE PROGRAMME TRACK

In 2020, a total of 8 arts groups received funding from the stART Fund under the Programme Track. The Programme Track aspires to help fund programmes with community impact. Out of these 8 arts groups, 4 groups had conducted activities up to December 2020. These activities spanned across Inclusive Arts, Capacity Building, and Community Arts.

Key achievements of these programmes, up to December 2020, are summarised in the table below:

INCLUSIVE ARTS

Activities that open up the arts sector to people who experience barriers to access

Diverse Abilities Dance Collective by Maya Dance Theatre

This project is an initiative by Diverse Abilities Dance Collective (DADC) to reach out to more people in the community through the arts on an online platform.

It empowers and enriches the lives of persons with disabilities who are part of DADC as they take on a position to give and share their experiences with other members of the community.

"It's always helpful to know there's a source of support, especially during these times. Otherwise we're just squeezing out support from different places. I think not just for the performance itself, because the training aspect was very important for us to up-keep. Because we know there's the support for this, we dare to plan out more things to come."

SUBASTIAN TAN
Programme Leader (DADC)
Maya Dance Theatre

KEY ACHIEVEMENTS

- 9 NO. OF DANCERS WITH DOWN SYNDROME TRAINED
- 2 NO. OF TRAINERS WHO ARE PROFESSIONAL DANCERS EMPLOYED
- 100 TICKETS SOLD
- 8 VOLUNTEERS
- 7 COLLABORATORS WHO ARE PROFESSIONAL ARTS PRACTITIONERS

Photo credits: Maya Dance Theatre

CAPACITY BUILDING

Activities that develop competencies and skills among arts practitioners in Singapore

Dance India Asia Pacific (DIAP) by Apsaras Arts Limited

Internationally renowned dance exponents and scholars from across the world were invited for DIAP2020 to share their knowledge and experience with local dance teachers and students via Zoom sessions and social media platforms.

This endeavour by Apsaras Arts aimed to enable Singapore artistes and dance teachers to upgrade their skill sets and further deepen their knowledge by learning from and interacting with the international experts.

KEY ACHIEVEMENTS

- 196K VIEWS ACROSS FACEBOOK LIVE EVENTS
- 1,371 ATTENDEES AT WEBINAR SESSIONS
- 106 MASTERCLASS PARTICIPANTS

"The stART Fund helped a lot because this year we couldn't go for sponsors, due to COVID-19, as all of the businesses were down. We were able to give bursaries to a lot of freelancers who had lost their jobs, and we were able to use the stART Fund to support these."

ARAVINTH KUMARASAMY
Artistic Director
Apsaras Arts Limited

Muara Festival by Era Dance Theatre

The Muara Festival was held online over 3 days from 30 October to 1 November 2020. There was a series of livestreams featuring different events such as masterclasses, a sharing session as well as the main event – a dance showcase.

This dance showcase featured new dance works performed by 5 local dance groups. Each dance group performed a new work based on a traditional dance, and a dance drama based on popular Malay folklore. Era Dance Theatre, as the host, performed a total of 6 dance pieces.

KEY ACHIEVEMENTS

- 10,028 VIEWS ACROSS VIDEOS POSTED ON FACEBOOK AND YOUTUBE
- 88% (ATTENDEES RATED) LIKELY/VERY LIKELY TO ATTEND OTHER EVENTS BY ERA DANCE THEATRE
- PUBLICITY ON BERITA HARIAN, WARNIA 94.2

"I think the stART Fund came in at a very important point in our preparation for Muara Festival. I cannot deny the fact that it provided us with much relief, because the cost of the digital presentation itself is additional cost. We cannot say enough how these additional funds helped get us going."

AZRIN RAHIM
Executive Director
Era Dance Theatre

All photo credits: Apsaras Arts Limited

COMMUNITY ARTS

Activities that involve and engage the community and neighbourhood through different art forms

Let's Go Play Outside! & Tak Takut Kids Club by 3Pumpkins Limited

'Tak Takut Kids Club' is a social space that is open daily to engage children and create community resilience, while 'Let's Go Play Outside!' is a programme that engages children in the playground.

KEY ACHIEVEMENTS

- 70 CHILDREN BENEFITTED FROM LET'S GO PLAY OUTSIDE!
- 70 CHILDREN BENEFITTED FROM TAK TAKUT KIDS CLUB
- 20 TAK TAKUT KIDS CLUB VOLUNTEERS
- TAK TAKUT KIDS CLUB MENTIONED ON STRAITS TIMES, ZAOBAO, CHARITREES

ANNEX

Ongoing projects awarded under the Programme Track:

| Arts Group | Programme |
|-----------------------------------|---|
| Superhero Me Ltd | One-on-one: Mentorship to Market |
| | GROW: Playlabs Artist Incubation in Schools and Captains' Programme |
| Art Photography Centre (DECK) | UNDESCRIBED |
| Chinese Opera Society (Singapore) | Yangcheng International Opera Festival - Tiger Tally |
| The Opera People Ltd | Shades of Idomeno |

NAC will be able to provide stART Fund donors with an update on these activities when they conclude.