



# BURSA BULL CHARGE GUIDANCE FOR FUNDING APPLICATION

## 1. Background

Bursa Bull Charge (“**BBC**”) is an annual charity fund-raising run organised by Bursa Malaysia. It aims to raise awareness and promote financial literacy and entrepreneurship, while at the same time aggregating support from the Malaysian capital market to help improve the lives of the underprivileged communities. It is also a chance for captains of Malaysia’s leading companies and friends to come together and have a fantastic time, all in the spirit of inclusiveness.

Since 2014, BBC has raised and disbursed over RM9.7 million, benefitting 142 deserving beneficiaries, and touching the lives of many people in the society. Women, men, girls, boys, indigenous communities, the physically/mentally challenged and many others were given a chance to lead a better life through education, guidance, and financial aid.

In order to maximise the impact of BBC on the wellbeing of our beneficiaries and increase accountability for the utilisation of BBC funds, the requirements as regards the focus areas, target groups of BBC funds as well as the responsibilities of beneficiaries to measure and report outcomes of their projects, have been clarified (“**BBC Beneficiary Framework**”).

In this regard, this guidance is provided to help organisations assess their suitability to apply for funding based on the BBC Beneficiary Framework, help prepare their beneficiary application form, and understand their obligations as a BBC beneficiary, if selected. We welcome proposals that are aligned with the BBC Beneficiary Framework and comprehensive enough (e.g. clearly sets out intended outcomes and measurable targets) for us to make a meaningful assessment. Proposals will be subjected to a robust assessment process by Yayasan Bursa Malaysia (“**YBM**”). If you have any question, please contact YBM at [yayasan@bursamalaysia.com](mailto:yayasan@bursamalaysia.com) or +603-2034 7437 (Pn. Rusnah Mohyiddin).

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## 2. Overview of BBC Beneficiary Framework

Key guiding principles for selection of beneficiaries for BBC are set out below:

### a) Focus Areas, Priorities, and Objectives

Focus areas	Priorities	Objectives
1. Education	1.1. Financial literacy	<ul style="list-style-type: none"> <li>To equip Malaysians with the understanding, tools and skills required to manage and make informed decisions with their personal finance such as saving, investing, budgeting, etc</li> <li>To facilitate access of the underbanked communities to mainstream financial services and products such as banking and investing in capital market</li> </ul>
	1.2 Entrepreneurship	<ul style="list-style-type: none"> <li>To equip Malaysians with the understanding, tools and skills required to conceptualise, start up, manage and grow a profitable business or businesses</li> <li>To foster a culture of innovation and sustainability among the Malaysians who run a business venture (e.g. social enterprises)</li> </ul>
2. Community Investment & Preservation of Environment & Wildlife	2.1 Finance assistance for the relief of helpless and needy individuals	<ul style="list-style-type: none"> <li>To help beneficiaries cope with their day-to-day operating expenses or capital expenses (e.g. facility renovation)</li> </ul>
	2.2 Climate change mitigation and adaptation	<ul style="list-style-type: none"> <li>To help local communities shift towards a low-carbon and climate-resilient lifestyle and/or promote sustainable development through environmental projects such as installation of renewable energy-powered equipment, rehabilitation of environmentally sensitive areas, etc</li> <li>To contribute to achieving Malaysia's climate change target in line with the Paris Agreement</li> </ul>

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## b) Types of Beneficiaries

Only the following types of organisations are allowed to apply for funding from BBC (“Eligible Entities”):

- voluntary organizations, associations and societies registered under the Societies Act 1966;
- companies limited by guarantee registered under the Companies Commission of Malaysia Act 2001; and
- private limited companies (e.g. social enterprises) registered under the Companies Commission of Malaysia Act 2001 (note: this category is eligible to apply for funding for educational projects only).

## c) Target Groups

All funds collected from BBC will be channeled through YBM into Eligible Entities preferably with projects that are focused on addressing the economic, environmental, and/or social needs of the following Malaysian communities: -

- Orang Asli;
- Women (including single mothers);
- Children; and
- Persons with disabilities.

Notwithstanding the preference above, we encourage Eligible Entities which target other segments (e.g. senior citizens, flora and fauna) to also submit your proposal for due consideration.

## d) General Obligations of Beneficiaries

- Successful beneficiaries (excluding those who receive financial assistance for their operating expenses) are required to report their progress towards intended outcomes and measurable targets to YBM from time to time.
- Disbursements will be made progressively based on successful achievement of major milestones/intended outcomes/targets by the beneficiaries or where necessary, upon submission of evidence of outcomes/supporting documents to YBM.

## e) Other Principles/Requirements

- Preference will be given to those Eligible Entities that do not have access or have limited access to funding similar to the BBC.
- Funding opportunity is limited to one per Eligible Entity.
- BBC will generally not provide partial funding for any proposed projects.

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### 3. Key Considerations for Educational Projects Relating to Financial Literacy or Entrepreneurship

Given the importance of financial literacy and entrepreneurship as two key footholds of BBC in the ascent to a more sustainable marketplace, specific guidance is further provided below to assist Eligible Entities in framing and developing a suitable proposal. BBC is calling for educational projects that:

- (a) Seek to advance the level of financial literacy or entrepreneurial skills for a particular population segment (e.g. children) where tremendous opportunity exists

*Note: Eligible Entities are strongly encouraged to provide some background data and information to justify the selection of a population segment and explain the identified gaps and opportunities in the proposal.*

- (b) Have a broad geographic spread across Malaysia

*Note: Proposals that have a wide geographical coverage or target on states or locations which have been underserved in the past, will be viewed favourably.*

- (c) Are unique, innovative, experiential, engaging and interesting (e.g. leverage technology and gamification to aid teaching-learning process)

*Note: Proposals that offer distinctive strategies (i.e. strategies that have yet to be applied by other organisations), supported by evidence and/or research which demonstrates that the proposed strategies will contribute to the financial literacy and entrepreneurship of participants will be viewed favourably.*

- (d) Demonstrate a high degree of support and collaboration with key partners and government authorities

*Note: Eligible Entities are strongly encouraged to set out their key partners (e.g. schools/universities, local businesses, media outlets) in the proposal and provide some form of assurance (e.g. letter of support from the Ministry of Education) that their project, if selected by BBC, will be supported from relevant authorities to ensure successful delivery.*

- (e) Clearly describe a continuous process of gathering and analysing data to determine effectiveness of the project toward meeting its objectives

*Note: Proposals should contain detailed information on project objectives, intended outcomes and measurable targets as well as mechanisms to monitor changes/improvements in participants (e.g. knowledge, skills, attitudes, perceptions or behaviours).*

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- (f) Are sustainable, cost effective and scalable to achieve greater impact over time

*Note: Eligible Entities should set out the actual commitments of funds and/or other resources required to implement their project in the proposal. Proposals that contain forward-looking plan (e.g. future expansion to cover more locations/schools, integration, or collaboration with more agencies) will be viewed favourably.*

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