

ANNUAL REPORT
2014-2015



TAA
TRUST FUND



TAA LOGO RATIONALE

A rice stalk with 19 grains signifies the formation of TAA Trust Fund by 19 institutional founding members.

The rice stalk follows the shape of a crescent, suggesting the symbol of the Islamic faith and values of charity displayed especially during the month of Ramadan preceding Aidilfitri.

Rice is also a symbol of livelihood and bountiful charity for the needy, a metaphor for communal growth and harvesting.

The combination of mature earthly colours supported with solemn typography reflects compassion, trust and prudence.

TAA TRUST FUND

(TABUNG AMAL AIDILFITRI)

Unique Entity No. : T06CC1974E
Registration Date : 30 June 2006

IPC No. : 000602
IPC Registration Date : 1 August 2007
IPC Status : 29 October 2014 to 31 October 2016

Registered Office : 845 Geylang Road
Tanjong Katong Complex #04-10
Singapore 400845

Main Line : 6748 8177
Fax Line : 6842 7014

Email Address : tabungamal@singnet.com.sg

Website : www.taa.org.sg

Bankers : Development Bank of Singapore (DBS)
Maybank

Auditor : Attia K Z & Co



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FOUNDING MEMBER ORGANISATIONS

The Executive Committee of TAA Trust Fund is made up of the following organisations whose representatives serve in TAA for a two-year term:

| | |
|--|--------------|
| Association of Muslim Professionals | AMP |
| Federation of Indian Muslims | FIM |
| Islamic Fellowship Association | IFA |
| Islamic Theological Association of Singapore | Pertapis |
| Majlis Pusat Singapore | Majlis Pusat |
| Malay Youth Literary Association | 4PM |
| Muhammadiyah Association of Singapore | Muhammadiyah |
| Muslim Missionary Society Singapore | Jamiyah |
| PMBM Scholarship Fund Board | LBKM |
| Singapore Malay Chamber of Commerce and Industry | DPPMS |
| Singapore Malay Teachers' Union | KGMS |
| Singapore Malay Teachers' Co-operative Ltd | SGM |
| The Muslim Converts' Association of Singapore | Darul Arqam |
| The Muslimin Trust Fund Association | MTFA |
| United Indian Muslim Association | UIMA |
| Yayasan Mendaki | YM |
| Young Women Muslim Association | PPIS |

CHAIRMAN'S MESSAGE

Tabung Amal Aidilfitri Trust Fund, better known as TAA Trust Fund (TAATF) is now in its 22nd year of existence. The fundamental roles of TAATF remain unchanged.

It has completed another year that yielded encouraging achievements. This Annual Report highlights the major happenings and achievements for the year under review:

- TAATF has committed a total sum of \$700,000 to help the poor and needy. The cash was disbursed during the annual disbursement exercise in the month of Ramadan.
- The 4th Term of Office of TAATF Executive Committee ended on 31st March 2014. The Board of Trustees would like to record its invaluable thanks to the former Head of Executive Committee, Haji Nasir Aman for his dedication and strong commitment to raise funds. The new Head of Executive Committee is Mr Muhd Harmizan Abdul Hamid. He took office on 1st August 2014 after being Acting Head from 1st April to 31 July 2014.
- TAATF constantly review and improve the way we operate as an organisation, in particular, in the area of policies, governance and operations. Thus, TAATF organised a Strategic Retreat at Novotel Hotel, Batam, in January 2015. More details can be found in this Annual Report.
- The four Standing Committees that supported the work of the Executive Committee were also being reviewed; it is now known as 'Volunteers' Focus Group which helps to provide better planning and to achieve better co-ordination. More details are reported in the Annual Report.

Finally, I wish to record my appreciation for all the hard work and untiring efforts put in by the Executive Committee, Standing Committee, staff and volunteers who have sacrificed much of their precious time in making TAATF an institution all of us can be proud of.



Zulkifli Mohammed
Chairman
TAA Trust Fund

BOARD OF TRUSTEES



Mr Zulkifli Mohammed
Chairman



Mr Ameerali Abdeali
JP, PPA (G), PBM
Secretary



Mr Izzuddin Taherally
JP, BBM



Mr Hamsani Raoh



Ms Fatimah Azimullah
JP, PBM

EXECUTIVE COMMITTEE

Term of Office: 1 April 2014 to 31 March 2016



Mr Muhd
Harmizan Abdul
Hamid
Head



Ms Hasnah
Hassan
Deputy Head



Mr Farihullah s/o
Abdul Wahab
Treasurer



Mr Mohd Yahya
Zakaria, BBM
Senior Manager
(Secretariat)

MEMBERS



Mr Mohd Hasni
Bin Mohd



Ms Nur Amalina
Abdul Ghani



Mr Syed Abu
Bakar Aljunied



Mr Abdul
Rahman Bin
Mohd Hanipah



Haji Dr. K. M.
Deen



Mr Khalid Hassan



Mr Mohd Ali
Marican



Mr Khalid Saleh B
Basharahil



Mr Mohd Najiib
Jasin Amin Sahib

Not in picture

Ustaz Suri Abu

Mr Abdul Jalil
Muhd Tahir

Mr Abdul Rahim
Abdul Khan

Mr Kamat
Mahmood

ABOUT TAATF

FLASH BACK & SIGNIFICANT MILESTONE

Tabung Amal Aidilfitri (TAA) was first launched in 1992. It became an ad-hoc organisation that is being supported by 19 affiliated organisations. As TAA grew from year to year, its leaders envisioned the need to make TAA a legal entity that must be administered by a proper Code of Governance. Hence, in 2006 it was converted into a Trust and is known as TAA Trust Fund (TAATF). A year later, TAATF received an Institute of Public Character (IPC) status from the Commissioner of Charities (COC).

INSTITUTE OF PUBLIC CHARACTER (IPC)

TAATF previous IPC status expired on 28 October 2014 and it was subsequently renewed by the COC for another 2 years expiring on 31 October 2016.

All donors will continue to enjoy tax deductible of 2.5 times of their taxes for this financial year.

BOARD OF TRUSTEES

Five members of the Board provide counsel and advice to the Executive Committee on policy and governance matters. The five Trustees are non-executive members and receive no remuneration from TAATF. All Board Members are volunteers and do not receive or are not entitled to receive any remuneration. Throughout its 2-year term, the Board met 3 times.

EXECUTIVE COMMITTEE

Our 16 Executive Committee members oversee the operations of TAATF and are made up of volunteers, who were nominated from TAATF affiliated organisations. They will serve a two-year term which will end on 31 March 2016 and can be re-nominated. All EXCO members are not paid any remuneration and they are not employees of TAATF.

ABOUT TAA

STAFF

The TAATF employed two full time staff. During the disbursement period covering a time frame of 4 months, TAATF employed an additional 3 temporary staff and a social worker to support the increased work load.

The Senior Manager attends both the Board of Trustees and Executive Committee meetings, as a resource person, in the capacity of ex-officio member. None of the senior staff receive more than \$60,000 in annual remuneration.

BENEFICIARIES AND DISBURSEMENT

TAATF has received a total of 3,679 applications seeking financial assistance.

For the first time, the Disbursement Committee has agreed to increase the initial amount disbursed to the poor and needy from \$200 to \$250 per beneficiary.

A total of 2,782 beneficiaries benefited the newly increased amount of \$250 each which brings the total amount disbursed in FY2014/2015 to \$695,500.

A Disbursement Ceremony was held at Eunus Community Club on 19 July 2014. The event was graced by Dr Yaacob Ibrahim, Minister for Communications & Information and Minister-in-Charge of Muslim Affairs.



CHARITY DRIVE CAMPAIGN 2014

Tanjong Katong Complex was the venue for TAATF's official launch which was held on 21 June 2014. Ms Grace Fu, Minister in Prime Minister's Office and Second Minister for The Environment and Water Resources was present to grace the event.

The Guest of Honour unveiled the slogan for the year:

"Kukuhkan Amal, Tingkatkan Ihsan"

For the fifth year running, Mr A.B. Shaik who is a popular radio personality was chosen to be TAATF's Charity Ambassador.

To initiate the launch of the Charity Drive Campaign, the Trustees and Executive Committee members together with the merchants of Tanjong Katong Complex made their inaugural donations on stage. Two telepoll lines were also launched on the same event.

The launch of the Charity Box was also done in Joo Chiat Complex on 22 June 2014.

FUND RAISING

In the year under review, TAATF raised \$1.53 million through donation appeals, donation boxes, corporate partnerships, events, telepoll lines and online credit cards & e-debit donations.

A total of 500 volunteers comprising employees of corporate partners, grassroots organisations, students and individuals offered their support to TAATF in the areas of fund raising.

TELEPOLL

One of the prominent features of TAATF efforts in fund raising is an appeal made by the combined efforts of the TAATF's Executive Committee members, radio deejays and big-hearted individuals who pledged their support through the telepoll lines, TAATF raised more than \$297,410 in total during the month-long TAA-Ramadan Campaign.



FRIDAY COLLECTION @MOSQUE

With the kind permission of the Islamic Religious Council of Singapore (MUIS), TAATF was allowed to collect donations at 68 mosques throughout Singapore on Friday, 18 July 2014. The Madrasah Aljunied Islamiah deployed 150 students to support this effort. The students were ferried to various mosques with the help of the taxi group volunteers known as “PADI”.

The Muslim community has donated generously raising to a total sum of \$93,992.

DONATION BOXES

Over the years, the collections from the donation boxes achieved the target of \$400,000 and this reflects a higher support level from the members of public given to TAATF.

Record of Past Collections:

| 2013 | 2014 | 2015 |
|-----------|-----------|-----------|
| \$404,583 | \$445,788 | \$403,263 |

There were 60 donation boxes placed at various places with the traditional focal points still at Geylang Serai vicinity.

DONATION VISITS

During the campaign period, TAATF was privileged to have the presence of some Members of Parliament and their grassroots members at the TAA donation booths to make their donations.





SINARAN HATI CHARITY CONCERT

Sinaran Hati Charity Concert continue to be an appealing concert that makes an impact on the lives of the less privileged in our society showcasing the spirit of “gotong royong” by the community. The concert was held on 8 November 2014 at MediaCorp TV Theatre. The Guest- of- Honour was Dr Muhd Faishal Ibrahim, Parliamentary Secretary to the Ministries of Health and Transport.

The concert also featured real-life cases in which the beneficiaries shared the daily hardship they faced which tugged the hearts of many among the studio audience and home viewers. The programme also featured video clips of TAATF disbursement exercises during the month of Ramadan.

By the end of the Sinaran Hati concert, TAATF managed to raise a commendable amount of \$686,688.



COLLABORATIONS AND SUPPORTS

Many helping hands approach has always been our belief. In previous years, TAATF have been working hand-in-hand with many corporate organisations to raise funds for the less fortunate community.

During the month of Ramadan, Singtel Mio TV organised weekly events at Joo Chiat Complex to raise funds for TAATF.

TAATF also participated in a 4-day event at Singapore Expo, organised by MegaXpress International Pte. Ltd. TAATF managed to raise a significant amount of money.

CORPORATE COMMUNICATION

Especially during the month of Ramadan, the awareness of TAATF could be felt more widely in both the print media, (in particular Berita Harian and Berita Minggu) and broadcast media (MediaCorp). In addition, the Radio trailers and its 2-hour talk show through Warna 94.2FM also help to increase the awareness of TAATF which simultaneously helped to generate more funds.

APPRECIATION FOR VOLUNTEERS

As a show of good gesture and appreciation, TAATF organised a gathering at Mamanda Restaurant on 1st November 2014 to thank the volunteers and donors. TAATF too shared its 2014/15 Goals.



GOVERNANCE STATEMENTS

TAATF was audited by KPMG who was appointed by the Ministry of Family Social Development. TAATF provided its full co-operation throughout the audit period and had started working with our stakeholders in the developing of governance practices and accountability based on the recommendations found in the audit findings.

RESERVED POLICY

TAATF has continued to adopt a pragmatic approach for its reserve fund. For the seventh consecutive year, TAATF has placed \$50,000 in Fixed Deposit as part of the TAATF's Reserved Policy. TAATF had adequate reserves to fulfill our continuing obligations.

The clause 6.13: "TAATF shall set aside a reserve sum of \$50,000 per year, from its annual collection, for a period of 10 years. This reserve sum shall be placed in a safe and growth deposit instruments and can be drawn down, if and when necessary, to be used to support TAATF in its operations and disbursement."

30 PER CENT LIMIT

The 30% cap as stipulated in Regulation 15(1) of the Charities Act and Charities (Approved IPC) (Amendment) Regulations has always been complied with.

CONFLICT OF INTEREST

All Trustees, Executive Committee, Volunteers' Focus Group members, staff and volunteers have made their declarations on the Disclosure Statement and potential conflict of interest with regards to their association with TAATF. Where a conflict of interest arises, the person concerned will be excluded from making the approval of transactions to which they have an interest in.

TAATF RETREAT

For the first time TAATF organised a 2-day Retreat in Batam Island. It was attended by Trustees, Executive Committee and volunteers.

During the Retreat, the participants deliberated and put forward 30 proposals to help improve the entire organisation's approach, especially in the areas of fund raising, disbursement exercise, communications and social media and governance matters.

The Trustees adopted the Retreat Report and recommended the formation of five committees, namely Fund Raising, Disbursements, Communications and Media, Operations and Governance. The Committees will be known as Volunteers' Focus Groups (VFG).

Fund Raising VFG

Head : Ms Hasnah Hassan

Disbursement VFG

Head : Ms Nur Amalina Abdul Gani

Communications and Media VFG

Head : Mr Mohd Hasni Mohd Hashim

Operations VFG

Head : Mr Mohd Najiib Jasin Amin Sahib

Governance & Human Resource VFG

Head : Mr Farihullah s/o Abdul Wahab

The Committees will convene their respective meetings as and when required.

CONCLUSION

TAATF has made a good progress in managing its governance and have been more transparent with its stakeholders.

We hope that TAATF will continue to be relevant for all times in achieving its mission and be more committed in helping the less fortunate in our community.

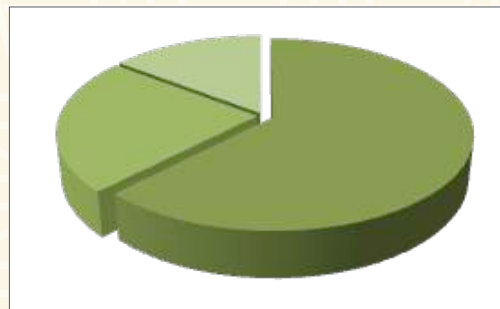
Lastly, we would like to place on record our gratitude to our generous donors, volunteers and all who have supported us in one way or another.



KEY STATISTICS

Total Resources Expended

For The Year Ended 31 March 2015

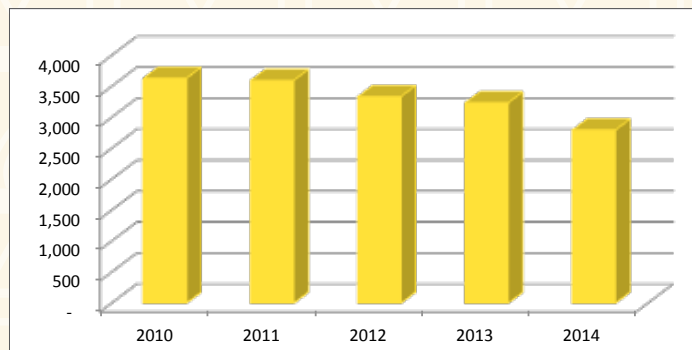


| | | |
|-----------------------|------------------|-------------|
| Charitable Activities | 727,992 | 64.0% |
| Generating Funds | 269,359 | 21.6% |
| Governance Cost | 170,694 | 14.4% |
| | 1,168,045 | 100% |

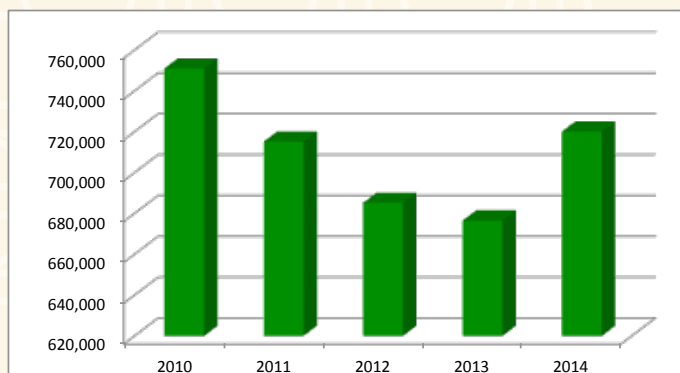


CHARITABLE DISBURSEMENT

| YEAR OF DISBURSEMENT | 2010 | 2011 | 2012 | 2013 | 2014 |
|----------------------|---------|---------|---------|---------|---------|
| No. of Beneficiaries | 3,634 | 3,598 | 3,337 | 3,236 | 2,782 |
| Amount disbursed | 750,940 | 715,145 | 685,188 | 716,570 | 727,992 |



No of Beneficiaries



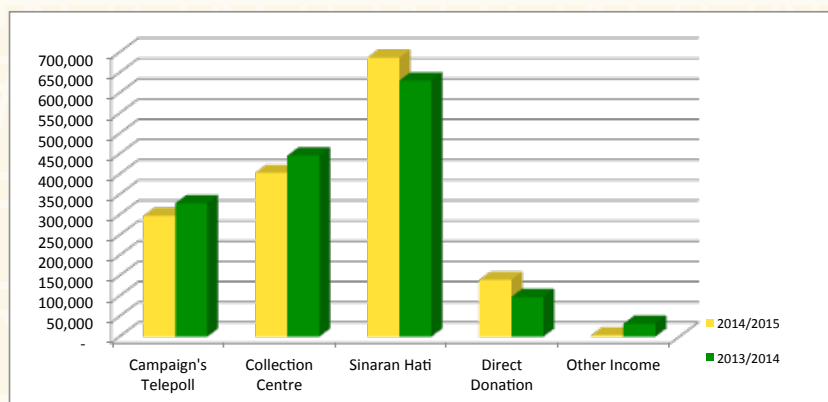
Amount Disbursed

KEY STATISTICS

TAA Revenues

For FY 2013/14 & 2014/15

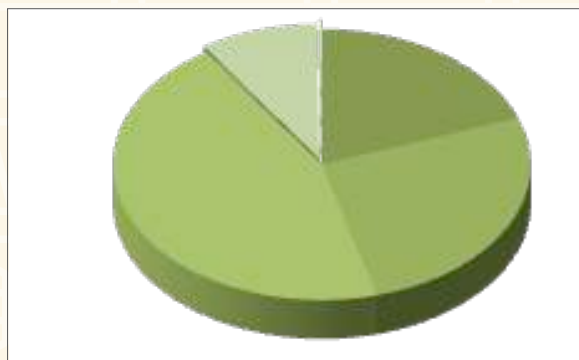
| | Campaign's Telepoll | Street Collections | Sinaran Hati | Direct Donations | Other Income | Total |
|-----------|---------------------|--------------------|--------------|------------------|--------------|-----------|
| 2014/2015 | 297,410 | 403,263 | 686,688 | 139,765 | 3,428 | 1,530,554 |
| 2013/2014 | 328,474 | 445,788 | 630,655 | 98,112 | 31,546 | 1,534,575 |



Breakdown Collections

for the Financial Year 2014/2015

| | Campaign's Telepoll | Street Collections | Sinaran Hati | Direct Donations | Other Income |
|-----------|---------------------|--------------------|--------------|------------------|--------------|
| 2014/2015 | 297,410 | 403,263 | 686,688 | 139,765 | 3,428 |



Campaign's Telepoll
 Street Collections
 Sinaran Hati
 Direct Donations
 Other Income

Campaign's Telepoll

Donations received through 1900 telepoll lines for \$50 and \$10

Street Collections

Donation boxes placed at various locations especially in Geylang Serai vicinity and Friday collections at Mosques.

Sinaran Hati Concert

A "LIVE" Charity Concert. Income include on-stage donations & Telepoll callers.

Direct Donations

Appeal Letters, walk-in donors and donation via credit cards

Other Income

Revenue from Charities Sales.

TRUSTEES & EXCO MEMBERS OF TAA TRUST FUND

WISH TO



Thank You
FOR YOUR GENEROSITY



VISION AND MISSION STATEMENTS

OUR VISION

To provide financial assistance to disadvantage families so as to enable them to celebrate Hari Raya (Aidilfitri) with dignity.

OUR MISSION

To foster the spirit of giving in our multi-racial community, especially during the month of Ramadan, through various fund raising activities and programmes for the benefit of the disadvantaged.

KUKUHKAN AMAL TINGKATKAN IHSAN

KEMPEN DANA AMAL AIDILFITRI 2014



Talian Amal

1900 - 112 9050 \$50.00

1900 - 112 9010 \$10.00

Sumbangan melalui cek ditulis atas nama
"TAA TRUST FUND" & poskan ke alamat
845 Geylang Road, #04-10,
Tg. Katong Komplex,
Singapura 400845.

Sumbangan e-debit atau
kad kredit menerusi
www.taa.org.sg tekan butang
"On-line Donation".

Derma \$50 dan ke atas akan
diberi resit, potongan cukai.



Salah Seorang
Penerima Habuan TAA

