



**Tabung Amal Aidilfitri Trust Fund**  
**Annual Report 2018 - 2019**



## **TAA TRUST FUND**

**(TABUNG AMAL AIDILFITRI)**

**Unique Entity Number  
Officially Registered on  
Trust Deed**

T06CC1974E  
30 June 2006  
4 April 2007

**Institutions of  
A Public Character  
(IPC)**

No. 000602  
Registered on 1 August 2007  
Status 1 November 2016 to 30 April 2019

**Registered Address**

845 Geylang Road,  
Tanjong Katong Complex, #04-16  
Singapore 400845

**Contact Info**

Telephone: 6748 8177  
Email: [info@taa.org.sg](mailto:info@taa.org.sg)  
Website: [www.taa.org.sg](http://www.taa.org.sg)

**Finance Info**

Development Bank of Singapore (DBS)  
MayBank Singapore Limited

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# CHAIRMAN'S FOREWARD

In charting our journey through the coming years, TAATF will continue to broaden its outreach to the community at large so as to better understand the needs and hardships faced by our beneficiaries.

Despite the increasing number of beneficiaries in recent years, TAATF's financial status remains stable. This has enabled the Executive Committee to widen and intensify its commitment to our beneficiaries.

During the FY2018/19, TAATF partnered with Health Promotion Board (HPB) to implement health-related activities. Such collaboration provides a relevant and much needed support for our beneficiaries.

We have taken steps to strengthen our governance in compliance with the Charities Act. Our annual report now includes details of attendees for the Executive Committee Meetings as well as compliance with the code of governance.

In 2018, TAATF moved to a bigger office premises located within the same building in preparation for its future expansion. At the same time, TAATF has extended its service to the public by having a new satellite office at Wisma Geylang Serai.

TAATF's endeavour is ongoing and endless. We look forward to achieving more meaningful milestones in the years ahead.

Thank you.



**Zulkifli Mohammed**  
Chairman  
Board of Trustees

# HEAD OF EXCO'S MESSAGE

Assalamu'alaikum wrh wbr

2018 was a momentous year for Tabung Amal Aidilfitri Trust Fund (TAATF) in its efforts and achievements in fundraising.

Besides the usual Ramadan Campaign, TAATF had embarked on the inaugural Sinaran Hati Campaign, launched on 1st October 2018 and lasted till 31st December 2018. The campaign was timed to coincide with the annual Sinaran Hati charity concert in November. With the formulation of a campaign for Sinaran Hati, and also the new drive of online donating platforms, we were able to achieve a milestone in the funds collected by breaking the 1-million-dollar mark for Sinaran Hati. This campaign served as the culmination of the year's fundraising efforts by staff, Exco members and volunteers, whose contributions ensure the continuation of the good work done by TAATF over its 27-year history.



**Muhd Harmizan  
Abdul Hamid**  
*Head of Executive  
Committee*

In retrospect, over the last few years, TAATF has succeeded in charting a different path in its objective to be more than just an agency that gives annual financial disbursement in Ramadan to its beneficiaries. Keeping to the strategic thrust of "Projek Gerak Masyarakat" (PGM), it has evolved to be an agency that is able to render more holistic assistance for its beneficiaries throughout the year by establishing a working partnership with other Social Service Agencies, Statutory Boards, Grassroots and corporate organisations. Through these partnerships, TAATF is able to broaden the assistance rendered such as giving health advice and healthy cooking options during health fiestas, providing skills upgrading and career opportunities through Work Skills futures events and providing simple home renovation needs through TAATF's house visits with staff and volunteers.

These efforts laid the foundation for TAATF to embark on social media platforms with its 3 new initiatives, namely, #MusicForGoodTAA, #FoodForGoodTAA and #HomeRepairForGoodTAA. A way for us to bring joy to our beneficiaries and enabling volunteers to be involved. Sometimes, the joy in life is about touching their lives and uplifting the spirit amidst the challenges they faced.

Although it has been a lot of hard work for the TAATF family these past 5 years, the rewards are definitely worth it. We can see that the camaraderie among our volunteers is strengthened. The relationship with our beneficiaries is closer and the trust with the community is heightened. Most importantly, the spirit of giving is always instilled within us. My sincere appreciation to all donors, volunteers and staffs, who have constantly supported TAATF and its efforts to assist those in need among us. Your contribution has enabled many lives.

As we look forward to the future, I hope that TAATF will continue to be of invaluable service to the community in the years to come.

With that, my sincere gratitude to all of you who have supported and built TAATF to what it is today, an icon of our community.

Thank you.

# Board of Trustees



**Mr Zulkifli  
Mohammed**  
Chairman



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



**Mr Izzuddin  
Taherally**  
JP, BBM



**Ms Fatimah  
Azimullah**  
JP, PBM



**Mr Hamsani  
Raoh**

**Mr Zulkifli Mohammed**, is a founder member of Tabung Amal Aidilfitri back in 1992 and currently serving TAATF Board of Trustees and holding a chairmanship position since 2008 to date.

He was a Member of Parliament from 1984 to 1996 and a Political Secretary until 2001. He was also the President of Majlis Pusat Singapore from 1983 to 2012, a Vice-President of Singapore Anti-Narcotics Association (SANA) from 1998 to 2011 and a member of Changi General Hospital MediFund Committee from 2008 to date.

**Mr Ameerali Abdeali**, is one of the 5 Trustees on the Board of TAA Trust Fund and acts as its Secretary since 2006.

He is a Justice of the Peace since 2008. He has been involved in social, community and charitable work for more than 45 years. He serves as the President of the Muslim Kidney Action Association (MKAC) and as Honorary President of the National Safety Council of Singapore (NSCS).

**Mr Izzuddin Taherally**, is a founder member of Tabung Amal Aidilfitri back in 1992 and currently serving TAATF Board of Trustees since 2006 to date.

He is the president of the Malay Youth Literary Association (4PM) for the past 29 years. He received Bintang Bakti Masyarakat (BBM) in 2008 and was appointed as Justice of the Peace (JP). He received the Islamic Religious Council of Singapore (Muis) Jasa Cemerlang (Excellent Service) Award for his lifelong achievements and contributions to the community.

**Ms Fatimah Azimullah**, is a founder member of Tabung Amal Aidilfitri (TAA) and served in the TAATF Executive Committee in 2006. In 2012, she was elected as a member of the Board of Trustees till today.

She joined PPIS in 1971 as its Honorary Secretary, and became the Association's President from 1975 to 1977, and again from 1986 to 2008. She was the former member of the Com-Care Supervisory Committee and the Mendaki Board of Directors. Ms. Fatimah was conferred the Pingat Bakti Masyarakat (The Public Service Medal) and Justice of the Peace for her outstanding services.

**Mr Hamsani Raoh**, is one of the 5 Trustees on the Board of TAA Trust Fund since 2006.

He is currently a Board Member of Singapore Malay Teachers' Co-operative Limited since 1997. He was a former Chairman of Assyakirin Mosque Management Board from 1988 to 2000 and Singapore Malay Teachers' Co-operative Limited from 2005 to 2008. He was also a Former Board Member of Yayasan Mendaki from 2005 to 2007.

# Institutional members



Association of Muslim Professionals



Darul Arqam



Federation of Indian Muslims



Jamiyah



KGMS



LBKM



Majlis Pusat



Muslim Kidney Action Association



MTFA



Muhammadiyah



Persatuan 4PM



Pertapis



PPIS



SGM Cooperative



Singapore Malay Chamber of Commerce and Industry



United Indian Muslim Association



Yayasan Mendaki

# 8th Term of TAATF Executive Committee

(From 1<sup>st</sup> April 2018 to 3<sup>1st</sup> March 2020)

<i>TAATF Executive Committee</i>	<i>Representative</i>	<i>Appointment</i>	<i>No. Of Meetings Attended</i>
Mr Muhd Harmizan Abdul Hamid	LBKM	Head of Executive Committee & Lead of Fundraising Committee	6
Hj Farihullah s/o Abdul Wahab S	UIMA	Deputy Head of Executive Committee & Lead of Finance and Human Resource Committee	6
Mr Mohd Najjib Jasin Amin Sahib	Muhammadiyah	Lead of Governance Committee	5
Ms Hasnah Hassan	KGMS	Lead of Communications & Media Committee	6
Ms Nur Amalina Abdul Gani	PPIS	Lead of Disbursement Committee	4
Ms Siti Zulriah Mohd Rahmat	Persatuan 4PM	Member	2
Dr Md Badrun Nafis Saion	AMP	Member	3
Hj Dr K.M Deen (Jainlavudin)	FIM	Member	1
Mr Ahmad Firdaus Daud	Mendaki	Member	5
Mr Kashif Ali Shah	MTFA	Member	1
Mr Ahmad Ishak Ismail	Pertapis	Member	4
Mr Iskandar Yuen Abdullah	Darul Arqam	Member	3
Mr Abdul Halim Aliman	Jamiyah	Member	4
Mr Abdul Rahman Ibrahim	SGM	Member	1
Mr Haron Sikin	Majlis Pusat	Member	2
Mr Norizam Baharon (Joined on 1 July 2018)	MKAC	Member	1
Mr Faizal Basheer	SMCCI	Member	0

# About us

TAA Trust Fund (Tabung Amal Aidilfitri Trust Fund) was founded in 1992 with a mission to help the poor, needy and the less fortunate.

TAA Trust Fund became a Charity Trust under the Charities Act in 2006. TAATF was accorded the status of an Institution of a Public Character (IPC) in 2007, ensuring that TAATF operates with full transparency in compliance with good governance. TAATF Executive Committee comprises of representatives from our 17 institutional members.

TAATF is recognised as part of the SG Cares movement and a member of the National Council of Social Service (NCSS).

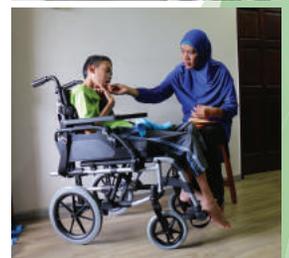
## *Our Vision*

***To be the platform for the Community to foster the spirit of giving.***

## *Our Mission*

***To provide assistance to the disadvantaged in the Community.***

## Our Beneficiaries



TAATF is known as an iconic organisation that offers financial assistance to low-income families. Among them are the elderly and those suffering from chronic diseases and illnesses such as kidney failure, stroke, cancer and diabetes.

Stories of our beneficiaries are featured on [www.taa.org.sg/media](http://www.taa.org.sg/media)

# Disbursement Exercise



TAA Trust Fund disbursed \$833,400 to 2778 beneficiaries in the month of Ramadan 2018.

Our beneficiaries' monthly household income does not exceed \$1,500 and/or per capita income not exceeding \$500. The age criteria for the application is 29 years and above.

The TAATF Disbursement Ceremony was held at Eunos Community Club on 2nd June 2018. The Ceremony was graced by Mr Chan Chun Sing, Minister for Trade and Industry. In his speech, Mr Chan emphasized the importance of the role of the community in assisting those in need.

TAATF will continue the journey with our community to provide holistic support for the underprivileged



# Disbursement by Figures

Amount Disbursed

**\$833,400**

Number of Beneficiaries

**2,778**

Amount Disbursed

**\$20,000**

*Towards Madrasah Aljunied  
AL-Islamiah Student Welfare Fund  
(In aid for our Friday Mosque Collection)*

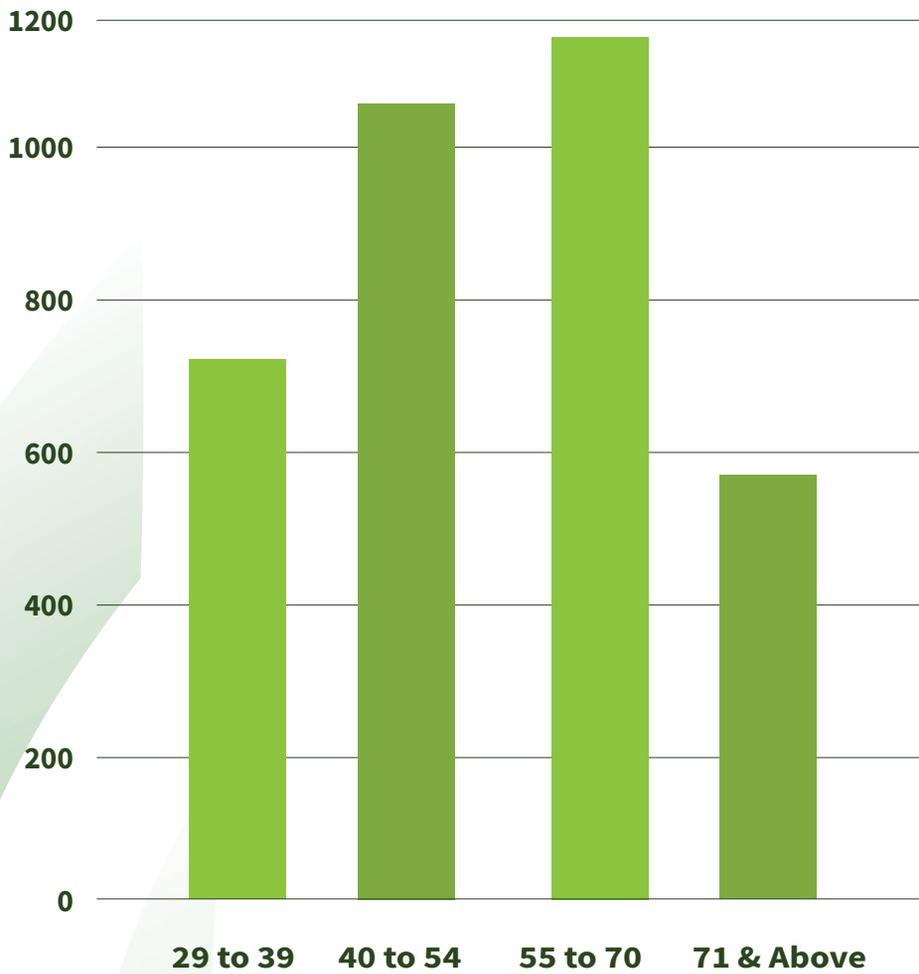


Total Disbursed

**\$853,400**

# Applicant by Statistics

## No Of Applicants



## APPLICANTS BY AGE



Staying in 1, 2 Rooms  
& Studio Apartment:

**2227**



Unemployed,  
Housewife & Jobseekers

**2424**



Pioneer Generation

**942**

# TAATF Ramadan Charity Campaign 2018

The TAATF Ramadan Charity Campaign from 4th May to 30th June aimed to raise \$850,000 in donations to support our beneficiaries. Donations were raised through appeal letters, telepoll numbers, donation boxes, digital platforms and fundraising events.

## Launch of TAA-Ramadan Charity Campaign 2018



The launch of the TAA-Ramadan Charity Campaign was held at Orange Ballroom in Tanjong Katong Complex on 4 May 2018.

The event was graced by Assoc Prof Dr Muhammad Faishal Ibrahim, Senior Parliamentary Secretary, Ministry of Social and Family Development & Ministry of Education.

The official Campaign poster was unveiled during the event. The poster with tagline 'Mensyukuri Nikmat Menadah Rahmat' featured Mr Zahid and his appeal to the community to assist the less fortunate. Mr Zahid was born with spina bifida. Despite his physical constraints, he remains positive and volunteers his time to help others in need.

***The two Telepoll numbers for the campaign were launched during the event:***

***1900-112-9010 - \$10***

***1900-112-9050 - \$50***

# Launch of TAATF Donation Boxes and ENETS QR Code

The event held at Joo Chiat Complex appealed to the community to journey with TAATF in providing sustainable assistance for the underprivileged.

The Campaign in 2018 explored online and digital platforms to support TAATF's fundraising efforts, in addition to the donation boxes placed at selected venues. TAATF's ENETS and Giving.sg platforms were introduced to the community during the event.

The event was graced by Ms Sim Ann, Senior Minister of State, Ministry of Communications and Information & Ministry of Culture, Community and Youth.

Malaysian celebrity Zara Zya headlined the performance segment along with local singer Alias Kadir.

TAATF had 50 donation boxes placed at multiple venues during the Ramadan Charity Campaign 2018. The main donation boxes within Geylang Serai area were placed at Joo Chiat Complex, Tanjong Katong Complex, Geylang Serai Market and Wisma Geylang Serai.



## Indoor Bazar @ Changi Airport Terminal 3



TAATF was the official beneficiary for the Indoor Bazar at Changi Airport Terminal 3, organised by Rosevalley. It gave TAATF the opportunity to reach out to our multiracial community at the venue.

The donation box at Changi Airport Terminal 3 was officially launched by Mr Saktiandi Supaat, Member of Parliament for Bishan-Toa Payoh GRC.

# Bikers' Charity Ride



350 bikers participated in the charity event by Ridershood SG. The event was organised to promote integration and social cohesion as well as to further inspire the spirit of giving in support of TAATF beneficiaries. Representatives from 20 biker groups presented their group donations on stage.

The convoy of bikers was flagged off at Bedok Indoor Stadium car park and the charity ride ended at Muhammadiyah Welfare Home. The convoy was joined by Guest of Honour Assoc Prof Dr Muhammad Faishal Ibrahim, Senior Parliamentary Secretary, Ministry of Social and Family Development & Ministry of Education.

# Celebfest Ramadan @ Suntec City Convention Centre



TAA Trust Fund was the adopted charity for Celebfest Ramadan 2018 organised by RoseValley. The 3-day event from 18th to 20th May 2018 was held at Suntec City Convention Centre.

Invited beneficiaries shared their life stories during the TAATF stage segments and gave the audience a glimpse of the challenges faced. Videos featuring behind-the-scenes interviews and footages of beneficiaries were screened on stage. Celebrities led the appeal for donations together with TAATF volunteers.

# Friday Collection @ Mosques



The annual TAATF Friday Collections was held on 25th May 2018 at 70 Mosques. 140 student volunteers from Madrasah Aljunied Al-Islamiah assisted in the collection of donations at the mosques.

Volunteer taxi group, Persatuan Amal Dan Ibadat (PADI), provided transportation for the students to the designated mosques islandwide.

# Ketupat-thon @ Wisma Geylang Serai



The inaugural Ketupat-thon charity event held on 13th June 2018 at Wisma Geylang Serai was initiated by 11 Malay MPs with the support of 600 volunteers. 4,000 pieces of Ketupat were woven during the 14-hour event which began at 6am. It set a new record for the most number of Ketupat woven in an event.

TAA Trust Fund was the official beneficiary of the charity event.

# Telepoll Donation Drive @ Warna 942FM

The 2018 Ramadan Campaign radio programmes highlighted stories of TAATF beneficiaries and their challenges. Heart-moving stories were shared by beneficiaries through recorded phone interviews and 'Live' on-air programmes. The interviews gave listeners insights into the financial and health challenges faced by our beneficiaries. Radio DJs boosted the donation appeals.



## Iftar @ The Landmark



TAATF hosted an iftar for beneficiaries, volunteers and partners on 23rd May 2018. The event was graced by Dr Yaacob Ibrahim, Member of Parliament for Jalan Besar GRC.

The Iftar was sponsored by The Landmark.

# TAATF Sinaran Hati Charity Campaign 2018



TAA Trust Fund embarked on a 3-month, multi-platform Sinaran Hati Charity Campaign for the first time in the hope of raising additional donations for our beneficiaries.

The TAATF Sinaran Hati Charity Campaign from October to December 2018 included donation appeals on social media platforms, roadshows, on-air appeals via Mediacorp radio station Warna 94.2FM as well as the annual Sinaran Hati Charity Concert in collaboration with Mediacorp Suria.

## **Online Platforms** **(1<sup>st</sup> October to 31<sup>st</sup> December)**

The Sinaran Hati Charity Campaign began with TAATF's outreach online; Facebook, Instagram, YouTube, Google Ads, TAATF Website and Giving.sg.

The online content featured heart-moving stories of the challenges faced by our beneficiaries, TAATF's on-ground activities with the community and donation appeals.

TAATF launched 3 Social Media programmes during the Sinaran Hati Charity Campaign that serves as a platform for celebrities, professionals and volunteers to contribute and enlighten the lives of our beneficiaries through the programme activities.

# #FoodForGoodTAA



In the 1st episode, Celebrity Chef Mel Dean guides Mdm Zanizah (TAATF recipient) to prepare dishes that she can incorporate into her home business selling home-cooked bento sets. Mdm Zanizah, a single mother, is currently taking care of her son who suffered from an epileptic seizure at the age of 4 and requires constant care and attention.

# #HomeRepairForGoodTAA

The programme features a glimpse into the homes of our beneficiaries and the efforts by TAATF volunteers. In the first episode, TAATF Volunteer Mr Alwi and his team from Alna Innovative Services helped to make Mdm Johanna's home a safer place for her family. Mdm Johanna (TAATF recipient) is a single mother and the sole breadwinner for her kids.



# #MusicForGoodTAA



The programme utilises music to bring joy to the hearts of TAATF beneficiaries. The 1st episode features the efforts of local artists to entertain and bring a smile to Aidil, the adopted son of TAATF beneficiary Mdm Aminah, who suffers from Cerebral Palsy.

# Radio Donation Drive @ Warna942FM

(24<sup>th</sup> October to 16<sup>th</sup> November)

TAATF embarked on a Radio Donation Drive outside of the month of Ramadan on Warna 942FM for the first time.

The message conveyed to the listeners was on how their contributions have helped our beneficiaries and the need for their continued support.

The 'Live' Radio talk shows and 5-min recorded programmes featured follow-up stories of TAATF beneficiaries, donation appeals and appreciation to donors.

## Charity Concert @ Mediacorp TV Suria

(23<sup>rd</sup> November)



The highlight of the Campaign was the Sinaran Hati Charity Concert that was telecast Live from Mediacorp Studio 1 on Friday, 23rd November 2018 at 8.30pm on Suria. The repeat telecast was on Sunday 30th December, 10.30pm.

Mr Heng Swee Keat, Minister for Finance graced the event as the Guest-of-Honour.

The charity concert featured life stories of TAATF beneficiaries and showcased heart-moving performances by foreign and local celebrities. Popular personalities, Khairudin Saharom and Khairudin Samsudin hosted the show. Special guest celebrity, Aishah from Malaysia headlined the concert along with local stars Farisha Ishak, Hyrul Anuar, Syed Azmir, Khairil Yusof, Rahila Rashun and Nobat Kota Singa.



# Celebfest Y.E.S 2018

(28<sup>th</sup> to 30<sup>th</sup> December)

TAATF was the official charity for the Celebfest Y.E.S 2018 organised by RoseValley.

TAATF's 6 stage segments featured TAATF's beneficiaries, volunteers, donation appeals and TAATF programmes #FoodForGoodTAA, #HomeRepairForGoodTAA and #MusicForGoodTAA.

TAATF volunteers and celebrities participated in raising donations during the event and garnered support from the public for TAATF beneficiaries.



## House visits - TAATF Beneficiaries

(3<sup>rd</sup> November)



TAATF volunteers visited the homes of beneficiaries in MacPherson to meet them personally and to find out if they require additional support and assistance. Volunteers witnessed the challenges faced by our beneficiaries within their homes and advised them on the various assistance available within the social service sector.

## Donation Boxes

(5<sup>th</sup> October to 31<sup>st</sup> December)

TAATF Donation boxes were placed at Joo Chiat Complex, Tanjong Katong Complex and other selected venues during the 3-month Sinaran Hati Campaign. Donors were able to donate through the donation boxes, telepoll numbers, online platforms or via PayNow.

# Volunteering in TAATF

TAATF renamed its Volunteers Focus Group to Focus Group Committee. This enables the Committee to look into the designated matters and follow-up with the appropriate actions. There are 5 Committees, each led by an Executive Committee Member.

- Communications and Media Committee
- Disbursement Committee
- Finance & Human Resource Committee
- Fund Raising Committee
- Governance Committee

Ms Hasnah Hassan  
Ms Nur Amalina Abdul Gani  
Mr Hj Farihullah s/o Abdul Wahab  
Mr Muhd Harmizan Abdul Hamid  
Mr Mohd Najib Jasin Amin Sahib



# Statements and Declarations

## Funding Sources

TAATF is a self-funded social service agency that is dependent on donations from the public.

## Reserves Policy

The Reserves Policy adopted by TAA Trust Fund is as follows:

1. To build and maintain its reserves for 2 years of its annual operating expenditure and 1 year of financial disbursement for the beneficiaries.
2. The Board of Trustees reviews regularly the amount of reserves that are required to ensure sufficient funds are available to fulfil TAATF's sustainability.
3. The reserves shall not be utilized except with the recommendation from the Executive Committee and the approval of the Board of Trustees.

Note: TAATF's current reserves as at 31 March 2019 stands at \$1.45 million and will be topped up annually based on the operating and disbursement costs, until the value reaches \$1.8 million.

## Standard Operating Procedures (SOP)

The SOP includes:

- TAATF's Constitution
- Financial procedures
- Responsibilities of full-time and part-time staff, and volunteers
- Policy on Conflict of Interest
- Human Resource
- Personal Data Protection Act
- Roles and responsibilities of the Trustees and Executive Committee members

## Governance Evaluation at Charity Portal

TAATF complies with the 21-item questionnaire by the Commissioner of Charities. The questionnaire consists of governance and financial matters, trust deed, responsibilities of Council members and general administration.

## Management of Conflict of Interest

Upon the appointment, Board of Trustees, Executive Committee members, Employees and Volunteers are required to sign the declarations on the disclosure form of the Conflict of Interest.

At a meeting, where a conflict of interest arises, the member concerned will not participate in any deliberation, voting or decision making. The decision of the transaction, contract or meeting shall be recorded accordingly.

# Statements and Declarations

## **30 Percent Limit on Fundraising Expenses**

For the year under review, TAATF expenditure to income on fundraising is 23%. This is lower than the 30% cap as stipulated by the Charities Act and Charities. (Approved IPC Amendment Regulates)

## **Employees**

The secretariat team comprises of a Senior Manager, Manager and 2 Executive Officers. None of the full-time employees' earning exceeds \$100,000 per annum.

## **Personal Data Protection Act (PDPA)**

TAATF takes compliance regulations of PDPA firmly and strives to ensure that we are covered with the law. We ensure that our beneficiaries' personal data in our possession are well protected. As an organisation, TAATF documents its policies and practices in the SOP.

## **Loan Policy**

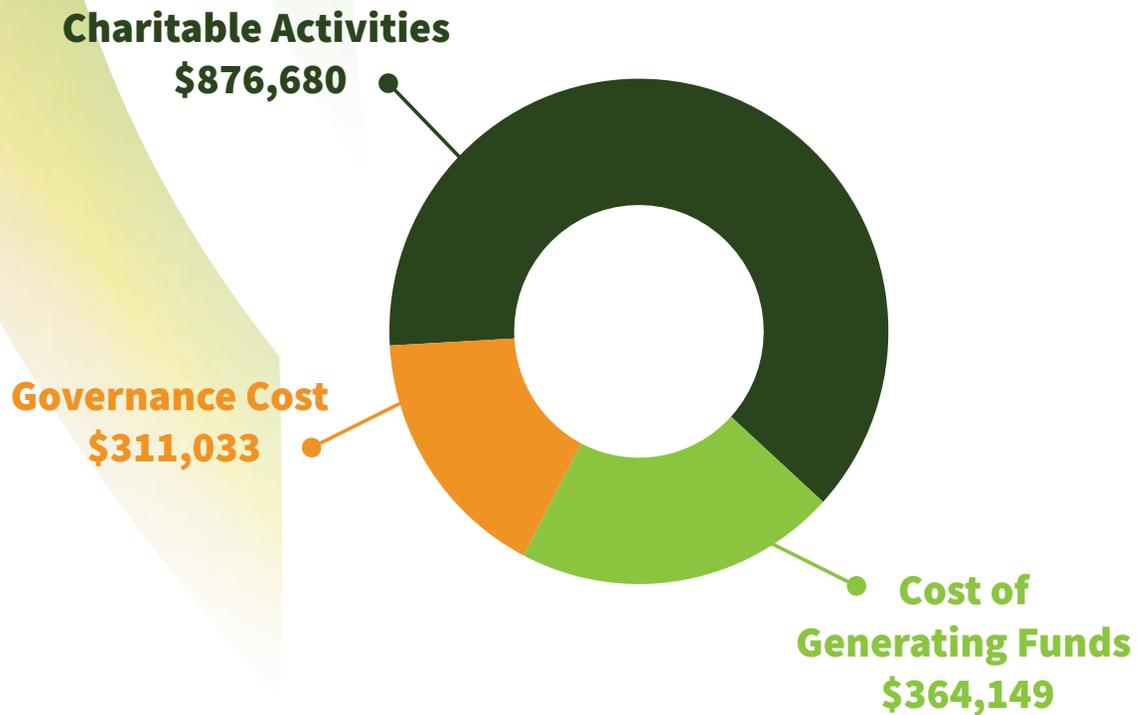
TAATF adopts a "No Loan Policy".

# Key Statistics

## Income

Financial Year	Ramadan Charity Campaign			Sinaran Hati Charity Campaign				Online Donations	Others	Total (\$)
	Talian Amal TAA	Street Collections	Corporate, Individuals and Organisations	Talian Amal TAA	Street Collections	Corporate, Individuals and Organisations	Others			
FY 2018/19	304,704	443,993	339,872	411,960	42,949	228,369	1,740	176,275	68,625	2,018,487
FY 2017/18	265,523	401,515	205,008	350,276	-	248,419	2,912	35,114	86,990	1,595,757

## Expenditure FY2018/19



## TAA sasar kutip \$850,000

► **NUR FATHIN AWALLUDIN**  
nrfathin@sph.com.sg

JAWATANKUASA Eksekutif Tabung Amal Aidilfitri (TAA) berharap dapat mengumpulkan dana sebanyak \$850,000 bagi kempen Ramadhan tahun ini.

Diadakan buat kali ke-26, TAA dilancarkan secara rasmi Jumaat lalu di Orange Ballroom, Tanjong Katong Complex.

Acara pelancaran tersebut dihadiri Setiausaha Parlimen Kanan (Pendidikan merangkap Pembangunan Sosial dan Keluarga), Profesor Madya Faishal Ibrahim, sebagai tetamu terhormat.

Kempen tahun ini bertepatan 'Mensyukuri Nikmat, Menadah Rahmat'.

Dalam ucapannya, Ketua Jawatankuasa Eksekutif Dana Amanah TAA, Encik Muhsin Hamizan Abdul Hamid, berkata:

"TAA akan terus bergiat untuk berkhidmat kepada masyarakat, memujuk semangat memberi, sekali gus membina landasan untuk masyarakat Singapura menderma dengan mudah."

"Tema kempen tahun ini menjelaskan betapa penting usaha kita semua mencapai kenikmatan dan kesyukuran kerana mendapat peluang memberi dan menambah rahmat kepada tangan-tangan yang menadah," tambahnya.

Menurut Encik Hamizan lagi, seperti tahun-tahun lepas, tabung derma TAA akan diletakkan di pelbagai kawasan bagi memudahkan orang ramai menderma.

Selain itu, talian amal bagi menderma \$50 (1900-112-9050) dan \$10 (1900-112-9010) juga disediakan.

Media sosial akan turut digunakan untuk meningkatkan kesedaran umum tentang cabaran serta isu yang dihadapi penerima bantuan.

Kempen TAA tahun ini akan berlangsung sehingga 30 Jun.

Maklumat lanjut mengenai sumbangan dan perinciannya boleh didapati dengan melursuri laman web <http://taa.org.sg> atau Facebook / Tabung Amal Aidilfitri Trust Fund; atau dengan menghantar e-mel kepada [info@taa.org.sg](mailto:info@taa.org.sg).

Pejabat Dana Amanah TAA terletak di 845 Geylang Road, Tanjong Katong Complex, #04-10, Singapura 400845.

## Tabung derma TAA pertama dilancar di Lapangan Terbang Changi



TABUNG Amal Aidilfitri (TAA) telah meletakkan tabung derma pertamanya di Lapangan Terbang Changi bagi menjangka lebih ramai penderma dalam usahanya mencapai sasaran dana sebanyak \$850,000 untuk kempen Ramadhan tahun ini.

Tabung derma itu diletakkan di besmen 2 di Terminal 3, dekat pekarangan bazar pra-Ramadhan Celebrat3 anjuran RoseValley.

Majlis pelancaran Sabtu lalu disertai dengan kehadiran tetamu terhormat, Anggota Parlimen GRC Bishan-Toa Payoh, Encik Saktiandi Supaat.

Tabung dan bazar itu akan berada di tempat tersebut selama dua minggu sehingga 17 Mei.

Menurut Ketua Jawatankuasa Eksekutif TAA, Encik Hamizan Abdul Hamid, pihaknya telah meneliti kembali serta memperluas lagi cara mengumpul dana selepas mendapati kutipan di kawasan Geylang Serai turun sedikit tahun lalu.

"Salah satu usaha kami ialah melancarkan tabung TAA di Lapangan Terbang Changi supaya kami dapat merangkumi skop yang agak berbeza daripada yang selalu ada di Geylang Serai.

"Kami ingin memikat penderma yang agak berlainan demografinya dan juga daripada kaum bukan Melayu.

"Kami juga akan memaparkan papan cerita (*storyboard*) untuk menerangkan tentang kehidupan beneficiaries kami dan cabaran yang mereka hadapi setiap hari," kata Encik Hamizan.

Pengasas bersama dan pengarah RoseValley, Cik Dian Rasid-Heng, berkata Celebrat3 adalah bazar pertama RoseValley di Lapangan Terbang Changi.

Ini bertujuan menyediakan wadah bagi peniaga setempat mengendalikan perniagaan mereka sebelum Ramadan.

"Beberapa peniaga mahu pendedahan sebelum Ramadan jadi ini satu cara kami

menyokong mereka untuk memasuki pasaran yang bukan hanya terdiri daripada warga Singapura malah warga asing. Ia pendedahan jenama yang baik bagi peniaga kami," kata Cik Dian.

Barangan yang dijual di 14 gerai di bazar itu termasuk pakaian daripada pereka fesyen setempat seperti Adrianna Yariqa, sandal serta barangan daripada gerai dalam talian terkenal seperti Afrilla's Closet.

Kurma turut dijual.

Sementara itu, Encik Saktiandi berkata beliau gembira yang TAA meletakkan tabung derma di empat strategik di lapangan terbang di depan pusat makanan Koptiam.

"Orang ramai yang melalui tempat ini termasuk Melayu/Islam dan bukan Melayu/Islam. Mudah-mudahan kita dapat menggalak mereka menderma bagi membantu seramai beneficiaries yang mungkin," kata Encik Saktiandi.

**BERAMAL DI LAPANGAN TERBANG:** Encik Saktiandi Supaat (*berbaju batik biru*) hadir sebagai tetamu terhormat pada pelancaran kempen amal Tabung Amal Aidilfitri di Lapangan Terbang Changi Sabtu lalu. — Foto BH oleh ALVIN HO



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