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MEDIA RELEASE

AMP Singapore Partners Fintech Firm, GivePlease, to offer Contactless Islamic Giving

1. AMP Singapore has collaborated with fintech firm, GivePlease, to launch its digital contactless donation terminals for Islamic Giving, where donors can make their Zakat on Wealth payment to AMP, making it the first Malay/Muslim organisation to offer a digital Islamic giving option via this innovative payment infrastructure. As a start, eight of these terminals will be placed in AMP offices as well as retail and food & beverage (F&B) establishments that AMP has partnered with, including Wardah Bookstore in Bussorah Street and Yumen Hut food outlets in Downtown East. A total of ten terminals will be made available around Singapore.
2. GivePlease and AMP Singapore share a mission to enrich the lives of Malay/Muslims in Singapore by fostering a culture of giving and making donating a part of their daily lives. Through the rollout of terminals at F&B and retail outlets, more opportunities and incentives for giving are created. With GivePlease's innovative digital donation platform, donors are able to make donations or zakat payments seamlessly with a single tap of their debit or credit card at participating outlets.
3. The partnership AMP Singapore has entered into with GivePlease will allow it to holistically transform the zakat payment process for the Malay/Muslim community in line with the shift to digital payments and reduction in usage of cash. Zakat collection and giving can be challenging and time-consuming, especially in times of pandemic where the ability to give in-person has been severely limited. Furthermore, GivePlease's technology autonomously blocks any credit card when making zakat payments, as interest bearing payments are not accepted for zakat contributions.
4. Apart from Zakat on Wealth payments, these donation terminals will also allow donors to donate using any payWave-enabled debit or credit card for a one-time or recurring donation to AMP.
5. A core focus of the partnership between AMP Singapore and GivePlease is the utilisation of GovTech's Singpass. The terminals tap on Singpass to verify the donors' identities for tax exemption purposes. Singpass app users can simply scan a QR code, consent to share their information, and the form will be auto-populated. This secured and convenient method of giving aims to encourage generosity and foster the culture of giving.

6. By seamlessly capturing donor information through a consent-based mechanism, AMP Singapore can better communicate with donors in real-time and help raise awareness of its activities. This helps to align giving with the purpose and mission of AMP Singapore.
7. “We are delighted to be the first Malay/Muslim organisation in Singapore to harness this new digital giving technology and offer convenience to our givers. Partnering with GivePlease will further strengthen our efforts at encouraging contactless donations in view of the current pandemic. This initiative complements our recently launched fund raising portal, ampdonate.sg, at the beginning of this year. We hope these platforms will cultivate an ecosystem of giving not only amongst individuals, but also businesses,” said Ms Zarina Yusof, Acting Executive Director of AMP.
8. “I think this is a good initiative. More people are making contactless payments, so it makes sense that pathways for donation should also be contactless and frictionless,” said Mr Ibrahim Tahir, founder of Wardah Books.
9. Echoing Mr Ibrahim’s sentiments is Mr Laurence Sew, Managing Director of Yumen Hut, who said, “With these new terminals, the public can easily make donations and I foresee many will donate through this platform.”
10. “It is an honour for us to partner with AMP Singapore as we are able to support their incredible cause and work with the Malay/Muslim community. The adoption of our innovative technology for frictionless collection of Islamic donations at outlets islandwide is encouraging and represents the first steps in our mission to holistically transform the giving landscape for both charitable and religious organisations. We are very aligned with AMP Singapore’s mission to make giving a part of daily life activities and foster a culture of generosity,” said Mr Adam Lindsay, Managing Director of GivePlease.
11. “As our society becomes more digitally savvy, we hope to help organisations in the social service sector digitally transform their operations and accelerate their social impact. In our collaboration with GivePlease, Singpass offers a quick and fuss-free way for donors to verify their identities for tax exemption purposes.

We will continue to work with the social service sector to leverage Singpass features to better engage their beneficiaries and donors,” said Kwok Quek Sin, Senior Director of National Digital Identity, GovTech Singapore.

About GivePlease

GivePlease is a leading fintech firm based in Singapore, which specialises in enabling seamless digital giving. Its innovative on-demand donation platform is transforming the experience of giving through digital and physical infrastructure, which provides access points for donations to be embedded with people’s daily lives. GivePlease partners charities and religious organisations to offer trust and transparency through transforming engagements with their donors by modernising the donation experience to increase generosity.

For more information, visit www.giveplease.sg

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