

Media Factsheet

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(A) Update on Key Programmes under each M³ Focus Area

Focus Area 1 - Support for Marriage, Parenthood and Early Childhood Development

Headed by Minister of State for Home Affairs and National Development Assoc Prof Muhammad Faishal Ibrahim, this Focus Area aims to provide a continuum of care for young Malay/Muslim families at each phase of their journey - from preparing for marriage, to forming a family, and ensuring that their children receive a good start in life.

Key Programmes:

a) *Bersamamu*

1. Even before couples get married, they will be guided through the **Bersamamu** programme, up to two years of their marriage. Through Bersamamu, the Naib Kadi/Kadi (marriage solemnisers) will meet and befriend the couples they solemnise and provide advice, tips and where necessary, refer them to national-level programmes and services for enhanced support. The 3-year-old programme has benefitted **more than 19,000 couples** from the support offered by the Kadi and Naib Kadi.
2. A programme evaluation study conducted by the Registry of Muslim Marriages (ROMM), involving more than 500 individuals, yielded positive feedback on Bersamamu and the programme's effectiveness. The preliminary findings presented during the Consortium of Institutes on Family in the Asian Region (CIFA) Regional Symposium & MSF Asian Family Conference 2022 noted that couples generally were very highly satisfied by Bersamamu (4.63 out of 5) and recognised the benefits of the guidance and support rendered in the early years of their marriage which helped them build a strong foundation for their new families.
3. ROMM, Muis and MSF developed a training framework in January 2021, to equip the Kadi and Naib Kadi with relevant skills and knowledge to better support the couples in their marriage journey. In addition to other training sessions, the Kadi and Naib Kadi co-organised and facilitated six Bersamamu Community of Practice sessions since its launch. In terms of upskilling, five Naib Kadi are currently undergoing various courses to sharpen and broaden their skillset in family counselling.

b) *Temasek Foundation – Project ARIF*

1. A collaboration between Temasek Foundation, KK Women's and Children's Hospital (KKH) and Muis, this programme is targeted towards couples who may require

additional support in maternal health and child development. It was piloted at nine mosques in the North and East Districts.

2. To date, 708 couples have signed up for Project ARIF. In addition, we have reached out to more than 1,000 individuals through programmes including nine SaturDATE¹ webinars and the dissemination of the Project ARIF resource booklets.

c) KelasMateMatika (KMM)@CC

1. KMM@CC is a 10-week educational programme under M³, aims to strengthen pre-schoolers' numeracy skills, parents' confidence in preparing their children for Primary 1, and strengthening bonds between them.
2. The KMM@CC programme has shown promising results. Preliminary findings from MENDAKI's Programme Evaluation Office evaluation study conducted in April 2022, showed that **almost 9 in 10 of Primary 1 2021 KMM@CC students did not need the Learning Support Programme (Maths)** in primary school. MENDAKI will be reviewing the KMM@CC curriculum in 2023 and explore possible new assessment tools to leverage on Mediated Learning Experience (MLE) skills in the programme which relied on strong parent-child bonds and parenting competencies. This would provide better alignment with FA1 and retain the aim of KMM@CC to support the child to be school-ready.
3. Updates on KMM@CC's participation among families:
 - In 2022, **a total of 837 families have successfully enrolled in eKelasMateMatika (eKMM) programme between January 2022 and December 2022.** Intensive efforts were put into outreach to re-engage and build rapport with 3,200 families through the support of partners, in promoting the benefits in enrolling in the programme.
 - KMM@CC participants has increased significantly over the years, **from about 100 children in 2018 to close to 4,000 children as of December 2022.**
4. We are **building the competency of at least 100 volunteers as KMM@CC Facilitators to outreach and enrol 2,500 4- and 6-years old children from targeted families** to benefit from the programme.
 - In 2022, we adopted new strategies to reach out and engage the target families such as:
 - Telemarketing services from February 2022 to establish contact with families and encourage registration.

¹ SaturDATE webinar series is an initiative under the TF Project ARIF organised by KKH. The sessions, held in both physical and hybrid format are conducted in English by healthcare experts from KKH, together with various community partners. The sessions which cover various topics related to maternal and child healthcare as well as couple's relationships (eg. communications) aim to provide better support to Muslim couples in preparation for marriage, family life, maternal and child health, with the intended outcome to maximise the potential of the next generation of Muslim children.

- Conducted School Ready Campaign 2022 to further promote the importance of early learning years and encourage families to register for eKMM@CC.
- Conducted home visits to target families with children aged 6 years old as part of follow-up after sending the outreach letter and doing the telemarketing exercise. This was done in collaboration with M³@Marsiling-Yew Tee in September 2022.

Focus Area 2 - Support for Vulnerable Individuals and their Families

Led by Minister of State for Home Affairs and National Development Assoc Prof Muhammad Faishal Ibrahim, this Focus Area looks into providing holistic support to inmates, ex-offenders and their family during incarceration and upon release.

Key Programmes:

a) FITRAH

1. FITRAH (Family and Inmates Through-care Assistance Haven), conducts a structured in-care religious programme and delivers Friday sermons that are contextualised to the rehabilitation needs of Malay/Muslim inmates. FITRAH also supports offenders and their family by providing referral services and community befriending.
2. To date, **more than 300 families have benefitted** from services offered by FITRAH, which include befriending, referrals for financial assistance, Islamic classes at mosques, referrals to MENDAKI for employment and education support. There are also **more than 600 FITRAH volunteers**.
3. FITRAH also works closely with various agencies and community partners including the Singapore Prison Service, Social Service Offices and Family Service Centres to improve their service delivery and enhance their curriculum to better prepare inmates and their families for life after incarceration. FITRAH continues to collaborate with other MMOs to provide better support to their beneficiaries.
 - i. FITRAH partnered with PERGAS to develop the **Insan Mukmin (IM) Programme**, an intensive five-month long religious programme, to provide inmates with knowledge and skillsets to be a better Muslim (Insan Mukmin, or “Pious Individual”). IM is conducted for Muslim inmates and continues when they are emplaced on Community-Based Programmes (CBP) or after prison release. This ensures that participants continue to receive support as they reintegrate into the community upon release. **Since 2021, more than 50 inmates have benefitted from IM.**
 - ii. All mosques are also providing support to inmates, ex-offenders, and their family beyond zakat assistances. The mosque is a place for refuge - a place that will accept all, no matter their background. Mosques have also partnered FITRAH to conduct in-care religious programmes and deliver Friday sermons in Prison.
4. **Partnership with MMOs through the Malay/Muslim Organisation (MMO) Rehabilitation Network** - MHA, SPS and CNB work closely with various MMOs to prevent offending and to provide support to inmates, ex-offenders, and their family.
 - i. At the end of 2021, we formalised the efforts of the various MMOs under the MMO Rehabilitation Network to provide a more coordinated and holistic support.
 - ii. The network is young, but progress has been encouraging with members organising seminars, sharing sessions and outreach events.

- iii. Members have also connected with one another to learn from each other and to expand their programmes and services.
- 5. Our efforts are contributing to positive outcomes - the 2-year recidivism rate for Malay inmates continued to decrease from 33.5% in 2015's release cohort to 26.0% in 2019's release cohort.

Focus Area 3 - Empowering and Mentoring our Youths

Led by Senior Parliamentary Secretary for Health and Law Rahayu Mahzam, this Focus Area supports our youth in realising their full potential and become contributing members of the Malay/Muslim community and Singapore.

Through empowerment and mentoring programmes, this Focus Area aims to:

- a) Bridge youths to opportunities for career-related and personal development;
- b) Connect youth to other youth who can be role models; and
- c) Empower youth to pay it forward to other youth, and to the wider community.

Youth Mentoring Office

Mentors play a key role in guiding our youths to be future-ready as they prepare for their working life. YMO is focusing its efforts on building mentors' capabilities in Gift-Centred Mentoring (GCM) philosophy and provides programme guidance to partners. Between January and December 2022, **YMO has trained and deployed more than 300 mentors who were matched to over 1,600 mentees across the FA3 programmes.** Since 2019, YMO has trained and deployed more than 1,300 mentors and benefitted more than 4,250 mentees.

1. Greater adoption of Gift-Centred Mentoring (GCM): In 2022, four Community Leaders Forum partners such as Majulah Community, AMP, T-North and Youth Inc adopted GCM in their programmes. We are working closely with more CLF partners to adopt GCM in their existing programmes or to adopt MENDAKI's #amPowered programme at the ITE, MTS or M³Towns.
2. YMO is also leveraging on Mentoring SG to roll out a mentoring campaign in the first quarter of 2023. The campaign aims to create greater awareness of mentoring in the Malay/Muslim community and encourage more youths and young professionals to sign up as mentors for FA3 mentoring programmes.

These are the FA3 mentoring programmes that are available throughout a student's education journey:

- a. **#amPowered@MTS** caters to Secondary 3 and 4 students in the Normal (Academic) and Normal (Technical) streams who are enrolled in the MENDAKI Tuition Scheme (MTS). As part of the programme, students benefit from community-building activities and are linked up with professionals to help them envision their post-secondary pathways.
- b. **#amPowered@M³Towns** targets secondary school students at the various M³@Towns. Mentoring serves as the first level of intervention to identify students' needs. Following which, students and their families are bridged to community resources and support network to attend to their last-mile service delivery needs, and to equip them with self-reliance.
- c. **#amPowered@ITE** is a 9-month programme that targets full-time Muslim students across the three ITE colleges. Through mentoring and community-building initiatives such as teambuilding, motivational talks, sharing sessions and developmental workshops, the programme motivates students to stay in school and graduate with at least a NITEC qualification.

- d. **PEER (Positive Experiences, Engaging Relationships) Community Programme** targets secondary school students from M³@Tampines and M³@Woodlands. The 6-month mentoring programme incorporates elements of experiential learning and developmental relationships, facilitated by mentors.
- e. **Project Pathfinder** is a ground-up volunteer-led initiative targeting students from ITE College East. Students are matched with mentors who will inculcate positive values such as discipline and resilience. They will also participate in volunteer-based activities and community building initiatives that aim to promote values such as service to the community and instil leadership qualities.
- f. **MARA Mentoring** is catered for undergraduates who are keen to be mentored by professionals in growth industries such as finance and consulting, marketing, technology, sales, and operations industries, among others.

Focus Area 4 – Employment & Employability

Headed by Mayor Fahmi Aliman, this Focus Area is dedicated towards connecting workers to open job opportunities, providing skills upgrading and promoting lifelong learning, and preparing the workforce for the post-COVID era. To thrive and remain relevant in today's economy, workers would need to be adaptable, equip ourselves with industry-relevant skills and seek out opportunities to continually upskill.

1. We have focused our efforts on the following groups of Malay/Muslim workers:
 - a) **Platform workers:** Encouraging Malay/Muslim workers to take up various national initiatives available to upskill and work towards emplacement in growth industries
 - b) **Women:** Providing support and encouragement for them to return to the workforce and supplement their family income.
 - c) **Mature workers (40 years old and above):** Recommend relevant courses and provide guidance for transition to growth industries
 - d) **Youth:** Leveraging on existing youth programmes to raise awareness and provide guidance on career opportunities in growth industries

FA4 Partnerships

1. **MENDAKI-NTUC MOU:** expand partnerships with emerging industries to better support our Malay/Muslim workers.
2. FA4 also works closely with industry partners such as the Singapore Malay Chamber of Commerce and Industry (SMCCI), and Workforce Singapore (WSG) who have also been part of the FA4 ecosystem and have stepped forward to contribute with the common aim of uplifting our Malay/Muslim workers.
3. Through these partnerships:
 - a) Established a framework and workflow to better assist our Malay/Muslim workers and job seekers with their employment needs across the different agencies such NTUC e2i, NTUC Learning Hub, WSG, and SkillsFuture Singapore (SSG) to make it easier for our MM workers to tap on nationwide resources.
 - b) Since establishing the referral workflow across the agencies, FA4 have managed to **outreach to close to 2,000 MM workers for career advisory and guidance.**
 - c) Leveraging the strengths of our Union Leaders (ULs), we piloted an initiative where our **Malay/Muslim Union Leaders (ULs) conduct house visits to vulnerable workers/jobseekers at M³@Towns in 2022.** They aim to connect with the jobseekers directly and understand their challenges so as to better address their unique concerns and needs.
 - d) Strengthen coordination and collaboration in M³ networks and other agencies in curating employment and employability-related programmes. For example, the NTUC U Women and Family (WAF) and MENDAKI worked together to

incorporate the Women Supporting Women Mentoring Programme by WAF with MENDAKI's W@W programme. **MENDAKI has referred 73 participants from the Women At Work (W@W) to NTUC's e2i for job assistance from March to October 2022. Out of the 73 participants, 21 have secured a job.**

- e) From Jan to October 2022, MENDAKI has organised **six career fairs** with e2i and WSG.
- 4. MENDAKI also partnered with NTUC's e2i to conduct a sharing on SkillsFuture and lifelong learning initiatives at our programmes. As of Dec 2022, **132 participants have attended the sharing**. As a follow up, the participants are invited to sign up for SkillsFuture Advisory sessions with the SkillsFuture Ambassadors.

(B) Update on Other M³ Initiatives

M³@Towns

To build a Malay/Muslim Community of Success, we must be anchored on strong local communities, drawing on the rich networks and relationships in our neighbourhoods and workplaces. M³@Towns will mobilise people and community as well as national assets in our towns, connecting residents to a more effective last-mile service delivery.

M³@Towns creates opportunities for people, regardless of abilities, to volunteer and serve the people in their neighbourhoods. M³@Towns brings together successful individuals and professionals to help those who are less advantaged, and thus ensure that no one is left behind.

There are 11 M³@Towns located across Singapore:

1. M³@Bedok
2. M³@Chua Chu Kang
3. M³@Jurong
4. M³@Marsiling-Yew Tee
5. M³@Nee Soon
6. M³@Pasir Ris-Punggol
7. M³@Tampines
8. M³@Woodlands
9. M³@Geylang Serai
10. M³@Jalan Besar
11. M³@Bishan-Toa Payoh

M³ Engagement Coordination Office

The M³ Engagement Coordination Office (M³ECO) is established to support the work of the M³@Towns to better engage and reach out to residents.

Project DIAN@M³

1. Project Dian is an M³ initiative to showcase the community's ***Determination*** to support households in public rental flats through the ***Integration of Assets*** within the community and the instilling of values (***Nilai***).
2. It aims to improve the well-being of families in public rental flats by providing wrap-around care and empower them to achieve self-reliance and social mobility. Young families will be motivated and guided towards home ownership by leveraging on existing national schemes and community programmes such as MSF's ComLink and support provided by HDB's Housing Support Team.
3. The **Project DIAN@M³ Steering Committee** was set up, consisting of senior officers from the relevant government and community agencies, to coordinate and streamline efforts among government agencies and community partners. At the local level of the three M³@Towns, the local-ops workgroup was also formed.

4. Since 2021, **M³ECO has conducted 15 sessions of M³ House Visit Training Workshop attended by over 150 volunteers**. To streamline outreach efforts with MSF's ComLink, new volunteer befrienders are encouraged to attend the training under MSF's ComLink to equip them with the necessary skills and knowledge to effectively engage vulnerable families residing in rental flats. This will be complemented with inputs from M³ on cultural nuances and various forms of assistance.
5. As of September 2022, Project Dian has **engaged 170 families** and worked with relevant agencies and partners in providing a customised support through a 'Whole-of-Community' effort to ensure the needs of the families were met. Our trained volunteer befrienders have been engaging the families regularly with the support of the local ops' workgroup.
6. M³ECO also piloted a home-based volunteer-led intervention called the **DIAN Ambassador initiative**, for families with children aged 3-6 years old. The ambassadors provided greater support to these families - engaging the parents and interacted with the children on a fortnightly basis to create greater awareness on the importance of early childhood development.

Tunas Bersama M³

1. Tunas Bersama M³ programme nurtures the next generation of Malay/Muslim Organisations (MMO) leaders, equipping them with the knowledge, skills and networks to lead the Malay/Muslim community and their organisations. By the end of the 18-month programme, we aim to establish a network of competent community leaders who exemplify the three values of the Community of Success – Character, Competency and Citizenry. 13 volunteer leaders from various MMOs currently form Tunas.
2. Through the programme, TUNAS members will gain a better understanding of competencies necessary for community leadership such as governance, social impact and fund raising. Till date, we have **conducted a total of 12 Tunas Bersama M³ sessions**.
3. In 2023, participants will also go through other modules such as change management, conflict management and communications.

Members of Tunas are:

1. Ustaz Muhammad Azri Azman, President of Muhammadiyah Association
2. Hazlina Abdul Halim, President of Persatuan Pemudi Islam Singapura (PPIS)
3. Ustaz Muhammad Tarmizi Abdul Wahid, Associate Member of Fatwa Committee in the Islamic Religious Council of Singapore (Muis)
4. D'Cruz Firdaus Lionel Wilfred, Vice President of Pertapis
5. Nassar Zain, President of 4PM
6. Dr Noorul Fatha As'art, Chairman of M³@Woodlands
7. Ahmed Basir Amir Sultan, Vice President of IM.Prof
8. Dr Syed Harun Taha Alhabsyi, President of Lembaga Biasiswa Kenangan Maulud (LBKM)
9. Fazli Mansor, Honorary Secretary of Singapore Malay Chamber of Commerce & Industry (SMCCI)
10. Ustaz Mohammad Taufiq Mohamed Ismail, Vice President of Perdaus
11. Hazni Aris Hazam Aris, Vice Chairman of Association of Muslim Professionals (AMP)

12. Ustaz Fathurrahman Dawood, Secretary of Madrasah Wak Tanjong Al-Islamiah Management Board
13. Muhammad Danial Fadzlun, Treasurer of Al-Falah Mosque Management Board

Saham Kesihatan

1. As part of its continuous efforts to encourage the Malay/Muslim community to lead healthier lifestyles, the Health Promotion Board (HPB) is collaborating with community partners, which include M³@Towns, Sport Singapore (SportSG)'s Active Health, ActiveSG and the PA to develop the Saham Kesihatan initiative.
2. Saham Kesihatan encourage more Malay/Muslim residents to keep healthy through community-led interest groups. These interest groups have the flexibility to design their own localised health promoting programmes and work with HPB to access other community partners' and the Whole-of-Government organisations' range of existing health promotion facilities and services. As part of the initiative, there is also a series of pre- and post-fitness health assessments
3. **Pilots of Saham Kesihatan have been rolled out in M³@Towns in Jurong and Tampines.**
 - a. **M³@Jurong:** A three-month fitness and health programme, completed in September 2022, targeted young parents and working adults. During the programme, participants took part in a variety of group workouts such as KPopX, kickboxing and circuit training organised by HPB, as well as virtual health workshops conducted by Active Health. They also underwent fitness and health assessments before and after the programme, to better track their progress throughout their health journey.
 - b. **M³@Tampines:** Members, about 45 years old and above, meet weekly to brisk walk and exercise together.

(C) About M³

The M³ framework is a collaborative effort between three key community institutions, namely the Islamic Religious Council of Singapore (MUIS), MENDAKI and PA MESRA.

Together, they leverage each other's strengths to better serve the Malay/Muslim community. M³ aims to empower citizens by supporting the last-mile service delivery for social programmes for families in need, rallying the community to help each other, and collaborating with Malay/Muslim organisations and Government agencies to address community's challenges.

M³ is a key effort initiated by Minister Masagos Zulkifli (Minister for Social and Family Development, Second Minister for Health and Minister-in-charge of Muslim Affairs) vision to strengthen and propel the Singapore Malay/Muslim community towards a Community of Success.

For more information on M³, you can refer to the [M³ website](#), [Facebook](#), and [Instagram](#).

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