



Mohd Anuar Yusop

Executive Director
AMP

EXECUTIVE DIRECTOR'S MESSAGE

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“AMP’s yearly programme review has resulted in new programmes and services offered by AMP that meet the changing needs of the community and society.”

This year is a significant year for us in AMP and for the community; it is the year that AMP held the 3rd National Convention of Singapore Muslim Professionals, a decennial exercise that aims to bring together the Muslim professional community in Singapore to discuss challenges faced by the community and review its progress over the last ten years. After more than two years of preparation, the Convention panelists, who are notable individuals in the community, presented the fruits of their labour to those present at the Convention. Intense discussion ensued and at the end of the one-day event, everyone present was unanimous in their support of the Convention communiqué.

The Convention is a forward planning exercise designed to prepare the community for future challenges. This is the basis of all our programmes here in AMP, from the family assistance scheme that aims to strengthen the family unit so the family can achieve financial stability in the future, to the enrichment programme for youths that develops their hidden potential so they can be prepared for a brighter future, and the marriage

preparation and enrichment programme designed to prepare young couples for the trials and tribulations of marriage and parenthood.

This year saw several new programmes introduced – the first being Projek Aurora, a pilot programme supported by KK Women’s and Children’s Hospital, the Health Promotion Board and the Ministry of Community Development, Youth and Sports, aimed at helping young single mothers and mothers-to-be below the age of 21 cope with their pregnancy and parenting journey. The programme provides emotional, social and educational or vocational support to these youths through case work, counselling and developmental programmes. In the long run, the programme hopes to help these young single mothers to break away from the cycle of dysfunctionality and reduce the rate of repeated pregnancy among them. Through the outreach process, it is also hoped that there is a reduction in the number of births among youths below the age of 21. Since May 2011, a total of 36 young single mothers were assisted.

In December 2011, Young AMP launched its latest initiative, Project Windows on Work (WOW). The two-day programme was attended by students from the Institutes of Technical Education (ITE), polytechnics and private educational institutions, who were equipped with skills such as personality profiling, CV writing, personal grooming, effective communication as well as presentation skills to prepare them for their future careers. The programme also aimed to groom these students into future entrepreneurs through the business training offered, where the students were asked to critically evaluate an existing business and recommend strategies for the business to expand locally, internationally, as well as virtually. Project WOW is a good example of AMP's efforts to engage our youths and prepare them for the future by equipping them with the necessary skills. AMP is a firm believer of the Malay proverb – *melentur buluh biarlah dari rebungnya* (to bend bamboo, one should do so when it is still a shoot). Essentially the proverb encourages the teaching and cultivation of values and skills at an early age. This can also be seen in the following programme that AMP embarked on in 2011.

In August 2011, AMP partnered with the Ministry of Education (MOE) under the MOE Preschool Outreach Programme, which is an outreach programme for children of preschool age who are not attending preschool. Case officers under this programme conduct home visits to reach out to these children and their families to encourage them to attend preschool. These case officers work closely with the parents to help them understand the importance of preschool education as a preparatory step for primary school education and encourage their involvement in their children's education. The officers also assess factors that

are preventing the children from attending preschool and extend assistance to the families to alleviate these factors. So far, AMP has had a success rate of 65% where this was the proportion of students assisted who had enrolled into a preschool after they were assisted by AMP.

The world is constantly changing, bringing about new challenges. We cannot afford to maintain the status quo or we as a community will be left behind. This is the reason for AMP's programme review sessions that are done every year that have resulted in new programmes and services offered by AMP to meet the changing needs of the community and society. However, it would be impossible for AMP alone to serve the community's needs. This is where our partnerships with the various Malay/Muslim organisations, voluntary welfare organisations, national agencies, and other like-minded partners are highly valued. AMP works closely with these organisations to tap on their expertise and share resources to serve the community more effectively and efficiently. AMP is also grateful for the support it has received from its donors and sponsors who share AMP's desire to help the community.

I am certain that the continued partnership between AMP and its partner organisations, donors and sponsors will be of great benefit to the community in preparing it for future challenges.

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