

CREATING OPPORTUNITIES FOR FAMILIES

Fostering self-reliance and strengthening the family institution

501

family members
benefited from
various AFYS
programmes

2,052

individuals with
marital, relationship,
financial or youth
issues were assisted
through AMP
Helpline

56%

of young couples
attending premarital
counselling sessions
decided to delay
or cancel their
marriage

Julina Ahmad

Entrepreneur

Graduate of AMP's Adopt a Family & Youth Scheme (2013)

Mdm Julina Ahmad, 42, started taking orders for baked goods to supplement her income from being a school canteen helper since the canteen did not operate during school holidays. At the time, her husband was working as a lorry driver and his salary was not enough to provide for their family of seven. They soon incurred household arrears and were in dire need of assistance.



In an effort to improve her family's financial situation, Mdm Julina signed up for AMP's Micro Business Programme, where she was equipped with the necessary entrepreneurial skills and knowledge to enhance her home-based business. Through the programme, she was also introduced to the Adopt a Family and Youth Scheme (AFYS), which offered holistic assistance to her family. Her husband went through a skills upgrading course and secured a job as a crane crawler with a higher salary. Concurrently, their children were provided with socio-educational support in the forms of tuition, part-time madrasah and transport assistance. The family also received financial assistance for their household arrears.

After graduating from the Micro Business Programme, Mdm Julina's home-based business took off and today, she owns a catering company called Juliecious. Through her business, she has catered for many well-known companies for their events and gained positive feedback for her creations. With a successful business, Mdm Julina now gives back to the society by collaborating with a mosque on a project where she provides food for the elderly on a daily basis. She would prepare their meals for lunch and dinner, and would then personally deliver them. Mdm Julina believes that this allows her and her family to always stay rooted and be grateful for their blessings despite the adversities they faced.

PROGRAMMES & SERVICES

ADOPT A FAMILY & YOUTH SCHEME

The Adopt a Family Scheme was introduced in 1999 to provide assistance for disadvantaged families and encourage self-reliance within them. The scheme was later extended to include at-risk youths in April 2002, leading to the formation of the Adopt a Family & Youth Scheme (AFYS). In July 2007, AFYS went through a holistic restructuring to become a transitional scheme for underprivileged families to achieve self-reliance.

Families under AFYS are assisted through economic empowerment and socio-educational programmes. They undergo skills training in economically-viable areas to enable them to set up a home-based business as an alternative source of income. They are also enrolled into skills upgrading courses to increase their employability.

School-going children under AFYS are enrolled into tuition classes and enrichment programmes. Through these, it is hoped that they will complete their basic education and proceed to post-secondary and tertiary institutions. Parental education programmes and family life skills workshops are also conducted for parents under AFYS to equip them with the knowledge and skills to improve the quality of their family life. For the year in review, 501 beneficiaries from 117 families were enrolled in the scheme.



PREMARITAL COUNSELLING

Minor Muslim couples who wish to get married, where either party is aged below 21, are required to undergo a three-hour counselling session at INSPIRASI@AMP where their readiness for marriage is assessed. The couples will be assessed based on their understanding and ability to perform their roles and responsibilities as married partners and the necessary skills to sustain a marriage. The counsellors will also meet with the couples' parents to assess the level of functional support from them. A total of 155 young couples attended the premarital counselling sessions during the year in review.

CLUB INSPIRASI

Club INSPIRASI is a post-marriage enrichment programme organised for young couples who have graduated from the Marriage Guidance Course. Through marriage enrichment activities, mentoring and counselling services, as well as referrals to national assistance programmes, Club INSPIRASI aims to help the couples enhance and strengthen their relationship with their partners. A total of 494 individuals benefited from this programme during the year in review.

SPECIAL MARRIAGE LICENCE

Following the revision to the Administration of Muslim Law Act (AMLA) to raise the minimum age for marriage to 18 as of March 2009, Malay/Muslim couples below 18 years old are required to attend an assessment session at INSPIRASI@AMP. The couples, together with their parents or guardian, are assessed by a counsellor on their readiness for marriage before being recommended for the Special Marriage Licence, granted by the Registry of Muslim Marriages (ROMM). Once approved by ROMM, the couples will be enrolled into AMP's Marriage Guidance Course.

For the year in review, 28 couples who applied for the Special Marriage License underwent counselling assessment with INSPIRASI@AMP.

MARRIAGE GUIDANCE COURSE

The Marriage Guidance Course is aimed at enabling couples who wish to get married to build a strong and stable marriage, as well as become responsible parents. Problem-solving, life skills and moral values are imparted to the couples in an effort to strengthen family ties. For the year in review, 119 couples attended workshops, as well as other programmes and activities organised under the course.

PARENTS SUPPORT GROUP

Parents of young couples who attend the Marriage Guidance Course are also equipped with the skills and knowledge to help and support their newly-married children through their marital journey. A total of 140 parents participated in the programme during the year in review.

MARRIAGE COUNSELLING PROGRAMME

The Marriage Counselling Programme aims to assist married couples who are referred by Syariah Court with issues that they face in their marriage. The programme aims to strengthen marriages by providing intensive marital counselling and increase awareness of the available avenues for help. For the year in review, a total of 644 clients were assisted through the programme.

COUNSELLING SERVICES

AMP's trained counsellors and social workers provide counselling and referrals to families and individuals in need. They handled 162 walk-in and mandatory counselling cases during the year in review.

AMP HELPLINE

The AMP Helpline provides telephone counselling services as well as relevant information on the available resources and schemes to those in need. During the year in review, the Helpline received 2,052 calls of which marital and young couple issues, as well as financial and relationship issues were among the top concerns.

PROJEK AURORA

Projek Aurora is a pilot programme launched in March 2012 by INSPIRASI@AMP, together with KK Women's and Children's Hospital and the Health Promotion Board (HPB) to help single, young mothers below the age of 21 cope with their pregnancy and parenting journey. It aims to provide emotional, social and educational/vocational support for the single, young mothers, refer them and their young dependants to available national schemes, and encourage them to attend workshops and regular medical checkups at the hospital. For the year in review, 54 single, young mothers were assisted through this initiative.

HOME OWNERSHIP PLUS EDUCATION SCHEME

AMP is one of the mentoring agencies under the Home Ownership Plus Education (HOPE) Scheme, a national assistance programme spearheaded by the Ministry of Social and Family Development (MSF) to encourage young, low-income families to keep their family small. For the year in review, 127 individuals were assisted by AMP under the scheme to receive education and training grants aimed at helping their families achieve self-reliance.

CREATING OPPORTUNITIES FOR STUDENTS

Ensuring every student has a chance to realise his or her aspirations

250%

increase in the number of recipients after the enhancement of the AMP Education Bursary in 2013

Over

\$232,000

was disbursed to more than 800 students from low-income families under the Ready for School Fund to meet their educational needs

\$88,000

worth of bursaries given out by AMP and MERCU to more than 200 students from Primary 3 to tertiary levels



Muhd Khairi Nooralim

*3rd Year Student, Diploma in Bio-Technology,
Republic Polytechnic
AMP Education Bursary Recipient (2013)*

Muhd Khairi Nooralim, 20, is currently a senior student leader who is active in various co-curricular activities. He was also inducted into his school's roll of honour in April 2013 after attaining excellent academic results. However, behind his accomplishment lies a difficult past.



Khairi's parents had to seek AMP's assistance in 2009 when his father was retrenched due to the economic downturn. Being the sole breadwinner of their family of five, his father's retrenchment greatly affected their finances. His mother was also unable to work as she had to look after his youngest sister, who has an intellectual disability and attends a special school. Khairi's father finally secured a post as a logistic driver after attending numerous job fairs and interviews.

While the family was struggling to pay off the arrears accumulated during his father's retrenchment, Khairi was diagnosed with cancer in October 2010. He had to undergo a major operation the following month, causing both him and his family much distress. Khairi even thought his life was over. Nevertheless, the surgery went well and Khairi is now only required to go for regular medical follow-ups at the hospital. Although he may experience a relapse, Khairi does not see his illness as an impediment and remains positive, hoping to live his life to the fullest. He recently received the AMP Education Bursary, which provides some relief to his parents' financial load. He also actively volunteers for AMP's events for its beneficiaries.

PROGRAMMES & SERVICES

READY FOR SCHOOL FUND

The Ready for School Fund (RFS), launched in October 2002, was first set up with the main objective of assisting children from low-income families under the Adopt a Family & Youth Scheme (AFYS) who were starting kindergarten, primary and secondary school. It was later extended to assist all school-going children under AFYS in their educational pursuit. In June 2007, the Fund was extended to include disadvantaged school-going children of all races. Assistance under the Fund includes the AMP Education Bursary, which was enhanced in 2013 to assist a wider range of tertiary students from low-income households in their pursuit of higher education.

AMP Education Bursary

The AMP Education Bursary offers monetary assistance to diploma and degree students from low-income families. In 2013, the bursary was extended to full-time diploma students from LASALLE College of the Arts and Nanyang Academy of Fine Arts, as well as both full-time and part-time undergraduates from recognised private educational institutions in Singapore. The bursary was previously open only to those studying in the five local polytechnics and four local universities.



The bursary seeks to recognise the recipients' academic achievements, lessen their financial load and be a source of motivation for them to strive harder in their education. It also hopes to see these students giving back to those in need in the community in the future. For the year in review, 65 students received the AMP Education Bursary.

Other than school essentials, the Ready for School Fund is also used to subsidise school and tuition fees, enrichment programmes, provide assistance with transportation expenses as well as other financial assistance required by the students. AMP also disbursed \$40,000 to its subsidiary, MERCU Learning Point, to subsidise the school fees of 81 primary and secondary students from low-income families who attended their education centres during the year in review.

AMP-RFS PC SCHEME

In October 2009, AMP introduced the AMP-RFS PC Scheme for madrasah students from low-income families to provide them with a brand new computer and broadband access at a heavily subsidised rate. With infocomm becoming an increasingly essential component of the Singapore education curriculum, the scheme aims to ensure madrasah students are able to effectively tap on information technology to excel in their academics. For the year in review, 6 madrasah students were assisted through the scheme.

MERCU BURSARY AWARDS

MERCU Learning Point introduced its Bursary Awards in November 2011 as part of its corporate social responsibility programme. For the year in review, it awarded 160 underprivileged students of all races, from Primary 3 to 'O' Levels, who performed well academically with bursaries worth between \$150 and \$500 to defray some of their educational expenses and encourage them to excel further in their studies.

NEU PC PLUS PROGRAMME

AMP partners the Infocomm Development Authority of Singapore (IDA) as a lead agency for the NEU PC Plus Programme, which aims to enable students from low-income families who are studying in national schools to have equal access to infocomm by offering them a PC or a laptop at a subsidised rate. For the year in review, 250 students benefited from the programme.

LEARNING FAMILY PROGRAMME

In 2010, AMP collaborated with the South East Community Development Council as one of their community partners for the Learning Family Programme. The six-month programme benefits young children from low-income families, who are in the preschool level and who struggle with literacy and numeracy. The programme aims to allow these children to level up with their peers academically, socially and emotionally, as well as foster a culture of learning among family members. Their parents also attend separate workshops on how they can support their children's learning at home. For the year in review, 25 families graduated from the programme.



PARENT EDUCATION IN PRESCHOOL PROGRAMME

In May 2011, AMP collaborated with the Ministry of Social and Family Development (MSF) to enhance the quality of family life for parents and preschool children. The programme aims to improve parent-child bonding through better parenting skills, as well as encourage the children's love for learning while instilling positive values and facilitating a conducive home environment for children to develop. A total of 40 beneficiaries benefited from the programme during the year in review.

PRESCHOOL OUTREACH

In 2011, AMP partnered with the Ministry of Education (MOE) to be a part of an outreach programme to reduce the number of children not attending preschool, by conducting home visits and providing assistance in placing the identified children in suitable preschools. For the year in review, 33 children had been identified and assisted under the programme.

CREATING OPPORTUNITIES FOR YOUTHS

Harnessing the potential of our youths and moulding future leaders

Approximately
1,472
hours spent on
mentoring youths
leaving institutional care
under PODZ
Youth Mentoring
Programme

100%
of all students
under AMP's Youth
Enrichment Programme
were prevented
from leaving school
prematurely

An average of
30
youths visited AMP
@ Jurong Point on a
daily basis



Asyifah Mohd Rashid

*PhD Candidate at Nanyang Technological University
Mentor with AMP's Youth Enrichment Programme
(2010 to 2012)*

Asyifah Mohd Rashid may only be 23 years of age but the achievements of this youth are much to be proud of. Not only has she earned a Bachelor of Science in Chemistry & Biological Chemistry degree, she has also contributed much of her time and energy towards socially-beneficial causes for the community.

Currently, she is among the successful few pursuing an accelerated four-year doctorate programme in Medicinal Chemistry at Nanyang Technological University. Her love for Chemistry also prompted her to take up an overseas research attachment at the Imperial College of London, where she was involved in a drug-design research to combat malaria.

Despite her busy schedule as a postgraduate student, she also finds time to actively contribute back to society. She has served as a mentor in AMP's Youth Enrichment Programme for almost three years, where she engages with high-level needs youths on a weekly basis. Aside from mentoring, she also volunteers with grassroots organisations and helps out at the 'Meet-the-People' sessions in her constituency. For her, these activities allow her to remain grounded and conscientious of the plight of the less fortunate.



PROGRAMMES & SERVICES

YOUTH ENRICHMENT PROGRAMME

The Youth Enrichment Programme (YEP) is specifically designed for Normal Academic and Normal Technical stream students to enrich their development through a positive and holistic approach. The programme also incorporates the Youth-in-Action (YIA) Plus Programme, an enrichment programme commissioned by the Community Leaders Forum (CLF).



Students in the programme are tutored in English and Mathematics, and participate in enrichment activities aimed at their overall personal and character development. The programme hopes to prevent youths with high-level needs from leaving school prematurely and widen their horizons. For the year in review, 414 students from 11 participating schools were enrolled in the programme.

LIFE & STUDY SKILLS WORKSHOP

The Life and Study Skills Workshop is targeted at secondary school students. Through the interactive workshops and camps organised, the 86 youths who took part in the programme during the year in review were equipped with useful life skills and were motivated to excel with a much higher level of self-esteem and self-confidence.

PODZ YOUTH MENTORING PROGRAMME

The PODZ Youth Mentoring Programme is a mentoring programme for youths leaving institutional care. As youths complete their rehabilitation programme, support and encouragement are crucial for their successful reintegration into society. The mentoring programme aims to ease the transition of these youths into the community, provide positive role models to befriend and mentor youths, and to help youths sustain their good progress through educational or vocational pursuits. For the year in review, a total of 57 youths were mentored under the programme.

NUR DROP-IN CENTRES

The two NUR Drop-in Centres at AMP @ Pasir Ris and AMP @ Jurong Point provide a safe and friendly environment for both youths and their parents to discuss issues that concern them. The centres offer immediate crisis intervention, referrals and individual counselling services. For the year in review, 76 youths and parents sought assistance from the centre.

AMP @ JURONG POINT

In February 2011, AMP marked the official opening of its first youth hub located at Jurong Point Shopping Centre, driven by the increasing demand for youth services in the western part of Singapore. The youth hub provides an alternative space for youths to drop by and spend their time in a structured manner as a way to prevent them from engaging in wayward activities.

AMP @ Jurong Point offers a wide range of services focused on the academic and personal development of the youths through enrichment programmes, motivational workshops and youth counselling

services. The centre is equipped with two counselling rooms, a classroom and a multi-purpose room, with a host of entertainment services such as foosball table, audio-visual system, board games and internet kiosk. For the year in review, about 819 youths and parents sought the services of the hub.

PRAXIS

Young AMP collaborates with MENDAKI Club to organise a residential programme, PRAXIS, which aims to develop the participants' skills in the area of social entrepreneurship. Through the programme, the participants undergo intensive workshop sessions designed to impart both soft and hard skills in community outreach and personal development. They are also involved in community field work to better understand the various community-led initiatives in Singapore. They then brainstorm possible project ideas, which they present to a panel of distinguished individuals. For the year in review, a total of 75 youths were involved in the programme.

WINDOWS ON WORK

In 2011, Young AMP launched Windows on Work (WoW) to provide post-secondary students with a platform to learn valuable soft skills and entrepreneurship. The students underwent useful training sessions including personality profiling, CV writing, personal grooming, effective communication, as well as project presentation skills. In the second phase of the programme, the students worked together in teams to critically evaluate an existing business venture and recommend strategies for its expansion or enhancement. Young AMP partnered Pioneer Junior College, where a group of its students were selected to participate in the programme and

were exposed to career developmental skills in both a formal office and an informal creative setting. A total of 36 students participated in the programme for the year in review.



CORPORATE LEADERSHIP SERIES

In May 2013, Young AMP commenced its first session of the Corporate Leadership Series (CLS) to provide an avenue for youths and young professionals to interact with industry leaders and gain insights on ways to excel in a particular trade or sector. A total of 40 individuals benefited from the session for the year in review.

CREATING OPPORTUNITIES FOR

INDIVIDUALS

Helping individuals acquire useful skills to remain relevant

\$20,800

was spent to assist 36 individuals from low-income households acquire trade, business and IT skills to manage their own home-based businesses

More than
1,900

hours were spent in training under AMP's Micro Business Programme

\$36,000

was spent to support 150 low-skilled workers to take up an alternative or second employment under the Self-Initiated Trainee Programme

Samaton Kimin

Entrepreneur

Graduate of AMP's Micro Business Programme & Capital Grant Recipient (2011)

Mdm Samaton Kimin, 56, started feeling weighed down by her financial constraints when her two elder children entered university and she needed to pay for their school fees. At that time, her family was already saddled with high medical expenses for her third child who had a pulmonary disease and required constant care. To cope with the increased expenses, Mdm Samaton took on food orders and sewing jobs, in addition to being a stay-at-home mother to care for her sick child.

Over time, the long hours she spent cooking and sewing took a toll on her health and she had to step back and take stock of her situation. She then decided to focus only on taking food orders as she had over 8 years of experience in that area, having worked as a cook in various restaurants and food stalls. She started her own home-based business, Dapur Express, in 2011, which offers ready-made food pastes such as *rendang*, *mee soto*, *laksa asam* and *ayam masak merah* among many others. She also enrolled into AMP's Micro Business Programme during the same year to enhance her skills and knowledge in managing her business.



After graduating from the Micro Business Programme, Mdm Samaton decided to expand her business and invested in a central kitchen with a starting capital of \$10,000. Through this expansion, she was also able to further develop her product range and reach out to more distributors all over Singapore. In early 2013, she moved into a new central kitchen location where she can operate at a larger capacity and take in more orders. This has allowed her to increase her manpower by twofold - from four to eight staff - to meet the growing demand of her customers. She also hopes to capitalise on more business opportunities, increase awareness of her brand and boost her revenue in the near future.



PROGRAMMES & SERVICES



COUNSELLORS' HIGH TEA

Launched in April 2008, the series of Counsellors' High Tea sessions provide a learning platform for both Muslim and non-Muslim helping professionals to share and learn from each other's experiences in working with Malay/Muslim families. For the year in review, 76 individuals from the social service sector benefited from the sessions.

WORKFARE SKILL-UP MOTIVATIONAL WORKSHOP

In 2011, INSPIRASI@AMP collaborated with the Singapore Workforce Development Agency (WDA) for the first time to introduce the Workfare Skill-up Motivational Workshop, in response to the clients' need for skills upgrading in order to be more financially capable. For the year in review, 48 participants registered for this workshop series.

MICRO BUSINESS PROGRAMME

The Micro Business Programme, which was introduced in 2005, is designed to assist individuals from low-income families to nurture their entrepreneurial spirit by equipping them with trade, business and IT skills to start a home-based business as an alternative source of income for the household. Grants are also awarded to those who have a viable and sustainable business model.



In March 2010, AMP inked a memorandum of understanding with the Enterprise Development Centre at the Singapore Malay Chamber of Commerce & Industry (EDC@SMCCI) to formalise both organisations' commitment in enhancing the capabilities and growth of businesses under the Micro Business Programme. Participants are able to benefit from the wide range of business and IT advisory services provided by EDC@SMCCI such as mentoring and performance evaluation throughout

the different phases of the programme. It is hoped that the programme will enable the participants to elevate their business to the next level. A total of 36 participants completed the programme during the year in review, two of whom received the AMP Capital Grant to expand their businesses further.

SELF-INITIATED TRAINEE PROGRAMME

The Self-Initiated Trainee Programme, formerly known as the Surrogate Employer Programme, is a funding mechanism under the Skills Redevelopment Programme (SRP) that aims to assist employed adults who do not have employer support to undergo selected SRP-approved courses. AMP acts as a Service Touch Point and collaborates with training providers to ease the trainees' financial burden of having to pay the full course fee upfront, whilst tapping on the Skills Development Fund (SDF) to reduce their training cost. For the year in review, AMP assisted 150 participants, a majority of whom were low-skilled workers or those interested to take up an alternative or second employment.