

**ANNUAL
REPORT
2016**

**ANNIVERSARY
SUPPLEMENT**

**YEARS
OF
SERVING
THE
COMMUNITY**

25th
AMP
SINGAPORE
ANNIVERSARY

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The 1st National Convention of Singapore Malay/Muslim Professionals, held at the then National Productivity Board's Auditorium on 6 and 7 October 1990, attracted more than 500 Malay/Muslim professionals. Officiated by Mr Goh Chok Tong, the Convention focused on the prospects and challenges that the community would face upon entering the new century, and the direction it should take.

25 YEARS OF SERVING THE COMMUNITY

The Association of Muslim Professionals (AMP) was founded as an important resolution of the First National Convention of Singapore Malay/Muslim Professionals held in 1990. Today, we stand as an independent, non-partisan charitable organisation aimed at bringing about a dynamic Muslim community in the 21st century.

Much has changed in the last 25 years of us serving the community. Since our formation in 1991, we have grown from a small organisation

that was heavily dependent on volunteers to one which currently employs 290 full-time officers under the AMP Group. The Group now has five operating units under it, two of which are wholly-owned subsidiaries, namely MERCU Learning Point and the Centre for Research on Islamic and Malay Affairs (RIMA). The other three operating units are AMP, Young AMP and the Muslim Expatriates Network (MEX).

We have also expanded our reach to a wider range of beneficiaries since we first started operations. In 1991, our focus was on students, youths, couples and families. In addition to these groups, we now also serve minor couples, debtors, workers, emerging professionals, aspiring entrepreneurs and many more.

This special supplement shows how AMP, as an organisation, has grown over the last 25 years. It also features a selection of our beneficiaries who have benefited from our programmes for the community and how we have helped them grow. Also included are the activities that we have conducted leading up to our 25th anniversary charity dinner held on 9 November 2016.

Our achievements would not have been possible without the support of our donors, volunteers, sponsors, partners and other contributors. We hope their support for our cause will continue as we carry on our mission to bring about a dynamic Muslim community in the years to come.

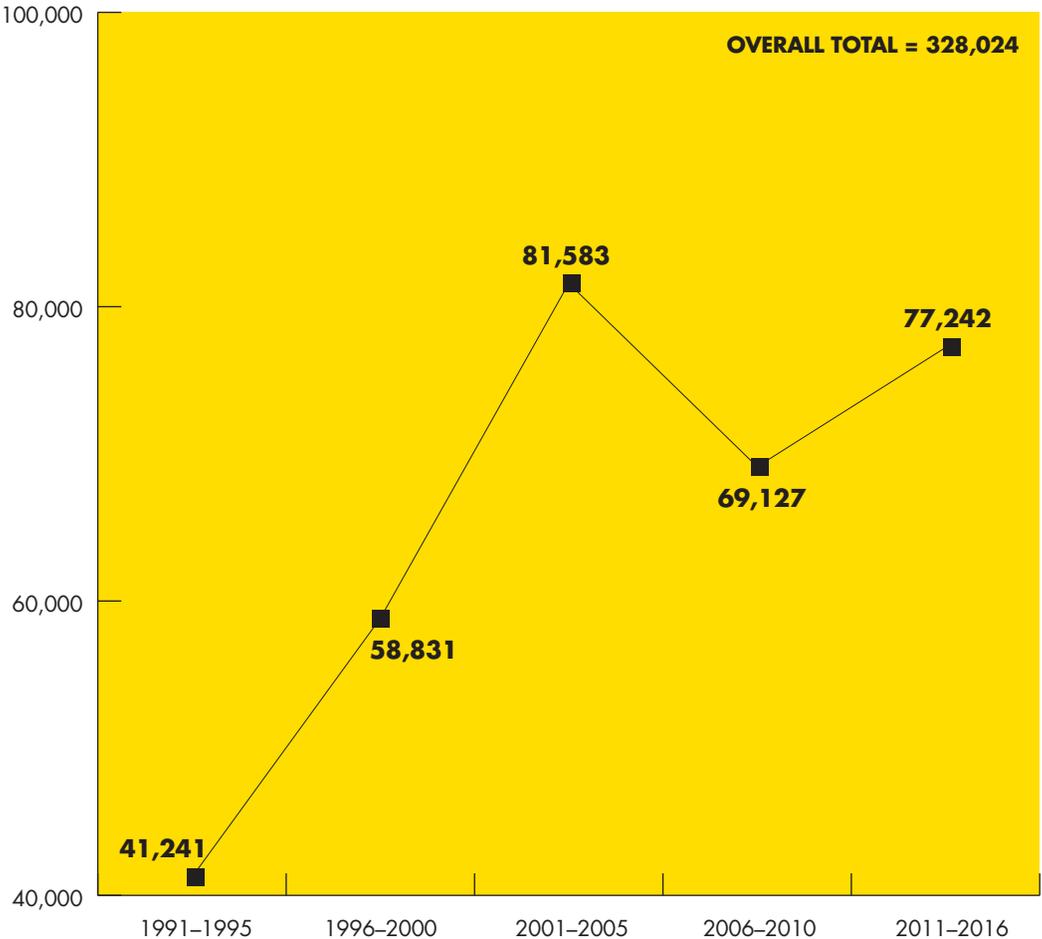
GROWING FROM STRENGTH TO STRENGTH

The donations that AMP has received over the years reflect the community's confidence in our programmes and services. In addition to being accorded the status of an Institution of Public Character, AMP was awarded the *Special Commendation Award for*

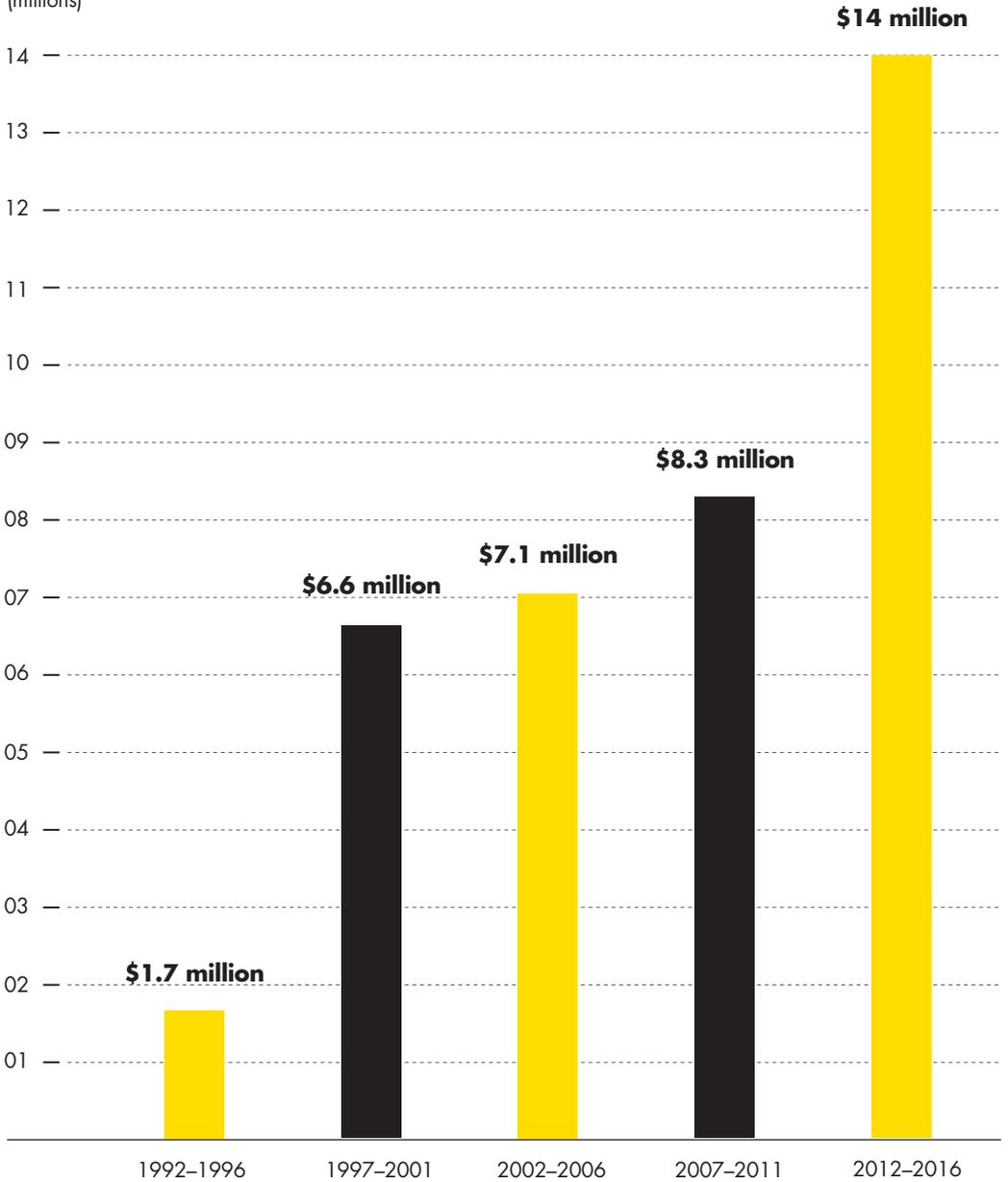
Board Recruitment and Renewal in 2013 and the *Charity Transparency Award* in 2016 by the Charity Council. These recognitions are testament to our efforts in maintaining a high level of corporate governance and transparency standards in all aspects of our service to the community.

Here is a look at the total number of beneficiaries we have served and our average annual income generated over the last 25 years.

TOTAL NUMBER OF BENEFICIARIES



AVERAGE ANNUAL INCOME
(millions)



OUR INSPIRING BENEFICIARIES

Over the 25 years that we have served the community, we have witnessed the progress of various groups of individuals who have benefited from our programmes

and services. Many of our former clients and beneficiaries have achieved self-reliance with a number of them also giving back to the community in one way or another.

We celebrate their achievements and hope that their stories will be an inspiration to the community.



AMRAN MOHD YASAN

Executive Officer

Graduate of AMP's Adopt a Family & Youth Scheme (2010)

When Mr Amran Mohd Yasan, 49, first approached AMP in 2007 for social assistance, he was struggling to support his family of six, including his ageing mother and mother-in-law. He took on daily-rated jobs after losing \$50,000 in a failed business

venture in 2000. As the sole breadwinner, it soon became increasingly difficult for him to provide for his family. With the needs of his two school-going daughters being his biggest concern, he decided to seek assistance from AMP's Adopt a Family & Youth Scheme (AFYS).

Under AFYS, Mr Amran attended a basic security course to upgrade his skills. Upon completion, he took on

a full-time job as a security officer at a hospital, which provided financial stability for his family. His wife, Mdm Rohana, was also enrolled into AMP's Micro Business Programme, where she benefited from the IT and business workshops to better manage her online business selling baby wear.

Things were looking up for them when Mr Amran was faced with the prospect of being retrenched in

2009. With AMP's support, he enrolled into a WSQ Supervisor's Security Course, which not only secured his employment but also saw him being promoted after he completed the course. Mr Amran's perseverance throughout the period that his family was under AFYS was truly inspiring. Both he and his wife focused on improving their family's financial standing, while their daughters received socio-educational support in the form of tuition and madrasah classes, as well as school essentials.

In 2010, an encounter at a fast food restaurant compelled him to withdraw from AFYS. While waiting for his family's meals to be served, he noticed a mother turning down her child's request to buy the same meal as the one Mr Amran's family had bought as she could not afford it. The incident made him realise that there were other families who were more in need than his own. Mr Amran then paid for the meal of the other family and later, requested to withdraw from AFYS so that other families could receive similar assistance.

Today, Mr Amran works as an executive officer at a mosque. His daughters have completed their diploma studies and are now working as preschool teachers at different centres. Mr Amran and his family are appreciative of the support and assistance received under AMP. He also welcomes the opportunity to share his experiences with other disadvantaged families and to be a source of motivation for them to persevere through the challenges they face.

OUR INSPIRING BENEFICIARIES

MUHAMMAD FADHIL ABDUL LATIFF

Staff Nurse

Participant of AMP's Youth Enrichment Programme (2004 to 2006);

Mentor for AMP's Youth Enrichment Programme (2007 to present)

Muhammad Fadhil Abdul Latiff, 27, was encouraged by his mother to attend AMP's Youth Enrichment Programme (YEP) when she had seen positive improvements in his elder brother after enrolling into the programme. At the time, Fadhil was in secondary school and was facing some difficulties in adjusting to new house rules after his mother married his stepfather. Fadhil decided to join YEP to improve his grades and build his personal capabilities. He had heard a lot about the activities from his elder brother and soon developed a liking towards the programme.

Under the guidance of his mentors, Fadhil saw consistent improvements in his studies and attained good results for his 'O' Levels. He then went on to pursue a diploma in nursing and decided to give back to the programme by volunteering as a mentor. He understands how the teenage years are the most important phase of a youth's life in moulding their character and is motivated to help other youths overcome their struggles.



Fadhil is now working full-time as a staff nurse and has recently begun his part-time degree studies. Despite juggling his work, studies and mentoring responsibilities, Fadhil remains an active volunteer and mentor in the Youth Enrichment Programme. He finds it a fulfilling and rewarding experience. He had benefited a lot from the academic, social skills and religious coaching

by his own mentors and wants to do the same with his mentees. A familiar face in AMP, Fadhil also often volunteers his time and energy at other AMP events including *iftar*, forums and also during the 3rd National Convention of Singapore Muslim Professionals in 2012.



SAMATON KIMIN

**Owner of Dapur Express
Graduate of AMP's Micro Business
Programme (2011);
Recipient of AMP Capital Grant (2011)**

Before Mdm Samaton Kimin, 59, joined AMP's Micro Business Programme in 2011, she was busy juggling her work while tending to her family's needs. Her youngest daughter was suffering from a

pulmonary disease and required constant medical care. Her two elder children had also just started their degree studies. Mdm Samaton had already been taking on home-based food orders since 1985 to supplement her family's household income. There was even a point in time when she had to take on two jobs as a seamstress and a cook, in order to support her children's increasing educational expenses.

Her eight years' experience in the food industry motivated her to start her home-based business, Dapur Express. Through AMP's Micro Business Programme, she envisioned her business as one that offers ready-to-cook pastes such as *rendang* and *mee soto* for families to save time in whipping up decent home-cooked meals. Having proved her ability to sustain her business with realistic and achievable strategies, she was also awarded the AMP Capital Grant upon her graduation from the programme that same year.

With the business advisory service from SME Centre@SMCCI and her starting capital of \$10,000, Mdm Samaton then decided to expand her customer base and invested in a central kitchen. She also expanded her range of product offerings to include tofu, *kuih lapis*, frozen *kacang pool* and many others. In 2013, she moved into a more spacious central kitchen and invested in more efficient heavy equipment to boost her production. Dapur Express now offers 21 different pastes, which can be found in 18 stores all over Singapore.

HIGHLIGHTS OF OUR 25TH ANNIVERSARY CELEBRATIONS

In commemorating our 25 years of serving the community, AMP also initiated a number of firsts this year. We extended our outreach efforts with new educational programmes, disbursement of assistance to include beneficiaries from other charitable

bodies, organising events such as a fathering seminar and a national youth convention, as well as forging strategic partnerships with two universities to launch two inaugural scholarships. We ended this year on a high note with our anniversary

charity dinner graced by Prime Minister Lee Hsien Loong.

Here is a look at the highlights of our celebrations.



RENUNG SEJENAK

AMP introduced the *Renung Sejenak* series, which raised awareness and encouraged reflection on matters of concern to the community, such as education, family, finance, youth, marriage, and health. We ran a 12-week campaign on Mediacorp Malay radio station, WARNA 94.2FM, and Malay newspaper, Berita Minggu, where listeners and readers were invited to reflect on the issues discussed.



BUKU TIGA LIMA

On 15 April 2016, we premiered our first ever television series titled *Buku Tiga Lima* on Mediacorp's Suria channel. The five-episode series aimed to raise public awareness and education on debt issues within the Malay/Muslim community. The series was inspired by real-life stories of five individuals who had sought assistance through our Debt Advisory Centre. Through re-enactments and interviews with professionals, the series delved into factors that can contribute to debt, the impact of debt on the debtor and his or her family, as well as solutions out of the debt problem.



AMP CHARITY GOLF TOURNAMENT 2016

AMP adopted another charitable organisation, Club HEAL, as the beneficiary of our Charity Golf Tournament 2016. Held on 17 May 2016, the event raised more than \$144,000 through the sale of golf flights and outright donations, which were channelled towards assisting individuals who require Club HEAL's services. The event saw 135 golfers teeing off at the Orchid Country Club.



AMP FESTIVE ASSISTANCE

For the first time this year, we extended our annual festive assistance to benefit the needy from other charity organisations to help them in their Hari Raya preparations. In addition to about 900 of AMP's social service programme beneficiaries, another 120 beneficiaries from Pasir Ris Family Service Centre and 100 beneficiaries from WAHAH Transitional Shelter received new Hari Raya clothes worth a total of \$25,000 at the disbursement ceremony held on 7 May 2016.

We also invited families staying in shelters under the WAHAH Transitional Shelter and New Hope Community Services to join our annual Ramadan workshop and *iftar* (breaking-of-fast) session. A total of 540 beneficiaries participated in the 'Overcoming Adversities' workshop

before enjoying their sumptuous *iftar* meal on 18 June 2016 at the Suntec Singapore Convention & Exhibition Centre. Each family also took home a commemorative gift pack worth \$170 comprising prayer items and a grocery pack, while the children received a green packet containing \$5 each.

FATHERING SEMINAR

In a first-ever collaboration with the Centre for Fathering, AMP organised a fathering seminar themed 'Equipping Fathers in Dealing with their Adolescents' on 4 September 2016. The seminar touched on the challenges of parenting adolescents, successful practices in inspiring children, as well as the role of spirituality in parenting. The half-day seminar, which was also supported by Malay daily, *Berita Harian*, was attended by some 250 participants who benefited from the insights shared by invited speakers, Dato Dr Hj Mohd Fadzilah Kamsah, a renowned motivational expert; Mr Shafie Shamsuddin, President and Chief Executive Officer of PT Trans Retail (Carrefour Indonesia); and Mr Sujimy Mohamad, Director of Screenbox Pte Ltd.

HIGHLIGHTS OF OUR 25TH ANNIVERSARY CELEBRATIONS



COMMACON 2016

AMP organised a first-of-its-kind national youth convention, CommaCon 2016: *A Convention for the Unconventional*, on 15 October 2016. The event provided a platform for youths to have honest and meaningful discussions on sensitive issues such as racism, terrorism, national identity and the socio-economic divide. About 400 youths participated in four different engagement sessions, each preceded by a trigger activity, which comprised stand-up comedy sets and plays. Leading up to the convention, two engagement sessions were also organised – an *SGFuture Engagement Series* discussion session and *Cinematic Circus*. Following the convention, two other engagement sessions, *Thought Fiesta* and the *Amber Bus Experience*, will be held to introduce different creative approaches to encourage

conversation among youths by appealing to their interests such as film-making, photography, music and experiential learning. The youths will also be engaged in a series of workshops over a period of one year to develop their own projects aimed at creating social impact, including an advocacy toolkit for youths to design and implement their own activism strategy.



AMP LEARNING FESTIVAL 2016

To keep the community abreast of the technological developments in our current educational and economic landscape, AMP organised the AMP Learning Festival themed '*Tinkering for the Future*' on 22 October 2016 at the Singapore University of Technology and Design for some 300 students and parents. Showcasing the latest technologies in robotics, film and media, and green technology, such as drones, mBots and Scratch programming, the event provided the participants with a first-hand, interactive experience of these technologies. Through the breakout spaces, exhibition booths and virtual reality simulation, the participants were able to appreciate these technologies and understand how these developments are contributing towards Singapore's smart nation vision.



25TH ANNIVERSARY CHARITY DINNER

AMP's 25th anniversary celebrations culminated in the Charity Dinner held on 9 November 2016 at Mandarin Orchard Singapore. Graced by Guest of Honour, Prime Minister Lee Hsien Loong, the charity dinner celebrated our 25 years of achievements while recognising the progress of our former beneficiaries. The three former beneficiaries – Amran Yasan, whose family had benefited and graduated from the Adopt a Family & Youth Scheme (AFYS); Samaton Kimin, a graduate of the Micro Business Programme and an AMP Capital Grant recipient; and Muhd Fadhil Abdul Latif, who had attended the Youth Enrichment Programme and now serves as a mentor in the programme – were presented with the *Inspiring Beneficiary Award* at the event. Some 570 guests comprising our pioneer members, volunteers, activists, donors, as well as partners from the community, government and corporate bodies, also attended the event.



MERCU-SMU EXCELLENCE SCHOLARSHIP

AMP's subsidiary, MERCU Learning Point, together with a senior local investment professional and a senior banker, made a joint contribution of \$600,000 to establish the MERCU-SMU Excellence Scholarship. The scholarship is open to full-time Singaporean Malay undergraduates pursuing their second to fourth year of study at the Singapore Management University (SMU). Three inaugural recipients of the scholarship, Khairul Ashraf Khairul Anwar, Nur Amalina Saparin, and Muhammad Hafiz Kasman, were awarded the scholarship worth \$12,000 each at the launch ceremony on 12 November 2015.



AMP-LBKM-SUTD SCHOLARSHIP

The first-ever engineering scholarship for Malay/Muslim undergraduates of the Singapore University of Technology and Design (SUTD) was launched on 22 July 2016 by AMP, Lembaga Biasiswa Kenangan Maulud (LBKM) and SUTD. Under the scholarship, two students will receive \$15,000 each to help fund their educational expenses. Adam Ilyas and Adam Haziq Mohd Arshad are the two inaugural recipients of the scholarship.

DID YOU KNOW?

1



Before AMP operated out of its rented office space in Joo Chiat, most meetings were conducted at mosques or the volunteers' own homes. As the volunteers had day jobs, meetings could only be held after office hours, and often went past midnight. They were up a few hours later to go to work. While it may have been tiring, they were driven by this shared desire to make a difference to the community.

2



One of AMP's greatest achievements was the research done on preschool education, which the pioneer members thought was a way to help narrow the performance gap between Malay and non-Malay students. AMP's pilot preschool centre in Al-Amin Mosque opened

in 1992 and a year later, another centre opened in An-Nur Mosque. Operations of these centres were gradually handed over to the mosques, leaving two of the original centres in Yishun and Woodlands still under AMP. These centres now also provide childcare services and are managed by our subsidiary, MERCU Learning Point. Together, AMP and MERCU now run one preschool centre, five childcare centres and 12 student care centres!

3



AMP has been helping Madrasah Aljunied Al-Islamiah and Masjid Abdul Gafoor raise funds since 1997 and 2000 respectively. We have raised \$7.9 million for Madrasah Aljunied from 1997 to 2016, and \$1.52 million for Masjid Abdul Gafoor from 2000 to 2016.

4



AMP owns two office units in Guthrie Building, which were purchased in 1998 for \$4.93 million. The units are now valued at \$7.4 million.

5



In addressing the social problems of the community such as disadvantaged families, drug addiction and high divorce rates in the early 1990s, AMP initiated a crisis centre called *AlHijrah* to underscore the community's aspiration for a brighter future. The centre is now known as AMP's Social Services Division comprising the Family Services, Debt Advisory Centre, Marriage Hub, Training & Education and Youth units.

OUR GRATITUDE

AMP extends our gratitude to the board members of the AMP Group for their dedication and commitment in serving the community through our organisation over the years.

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