

# MESSAGE FROM EXECUTIVE DIRECTOR



When the pioneer members of AMP first gathered at the 1<sup>st</sup> National Convention of Singapore Malay/Muslim Professionals in 1990, the impetus was to advocate for change within the community for its advancement. I was among this group of professionals who later witnessed the establishment of AMP a year later.

*Alhamdulillah*, since then, my volunteering capacity in AMP has evolved into an operational executive role – a responsibility which I have held for more than a decade.

Within the last 25 years, we have served more than 328,000 beneficiaries comprising not only those from the lower-income groups but also aspiring entrepreneurs, emerging professionals, and most recently, debtors. We have also seen many of our former beneficiaries who have done well for themselves and are now giving back to the community in their own way. We share the story of three of such beneficiaries in a section of the anniversary supplement that is enclosed with this report.

In the past, our financial situation was at times, dire. We sometimes had to rely on our members and volunteers to help pay for our expenses from their own pockets. Things have gradually turned around and the AMP Group has enjoyed an average annual turnover of \$16 million over the last three years. With this, we have also undertaken efforts to ensure that our

governance policies and transparency standards are robust. We were recently recognised for these efforts when we were awarded the Charity Transparency Award 2016 by the Charity Council, which we hope sets the precedence for other Malay/Muslim charitable bodies to follow.

The growing expectation of accountability from our donors, key stakeholders and the general public has driven us to continually strive to enhance our existing programmes and introduce new ones in order to cater to the changing needs of the community. As this year is our Silver Jubilee, we have undertaken new outreach efforts as well as introduced new initiatives to help more of those in need.

Earlier this year, we introduced a critical thinking segment on WARNA 94.2FM and Berita Minggu called Renung Sejenak. It invites the listeners and readers to reflect on pertinent topics in the community, such as education, family, finance, youth and health. We also premiered our first-ever TV series on Suria channel titled *Buku Tiga Lima*, to create awareness and educate the community on various debt issues. In addition to extending our outreach through these channels with the support from national funding initiatives such as the Care & Share grant, we were also able to provide assistance to a greater number of needy individuals including those from other voluntary welfare organisations (VWO).

For example, we channelled the proceeds from our Charity Golf Tournament this year to Club HEAL, which helps people with mental illnesses and their families. In the same spirit, we also included beneficiaries from other VWOs like the Pasir Ris Family Service Centre, WAHAH Transitional Shelter and New Hope Community Services to receive our annual festive assistance comprising new Hari Raya clothing and commemorative gift packs, as well as attend our Ramadan workshop and *iftar* session.

Given the strong support AMP has received from the community over the years, we believe that it is important for us to pay it forward and extend the same support to other organisations, which are also serving the interests of our community.

Apart from our signature events and activities, we have also forged strategic partnerships to extend our reach to various groups within the community. In November 2015, AMP, through MERCU, launched a first-ever scholarship with a local university to help students in need. The inaugural recipients of the MERCU-SMU Excellence Scholarship are three full-time Malay

undergraduates studying at the Singapore Management University (SMU). Eight months later, in July 2016, together with Lembaga Biasiswa Kenangan Maulud (LBKM) and Singapore University of Technology and Design (SUTD), AMP launched the first-ever engineering scholarship for Malay/Muslim undergraduates. With the establishment of these scholarships, we hope to realise our vision of having 'graduates in every family' and catalyse the progress of our community.

In addition to these scholarships, AMP also collaborated with the Centre for Fathering for the first time to organise a fathering seminar, supported by Berita Harian, in September this year. The seminar featured invited speakers like renowned motivational expert, Dato Dr Hj Mohd Fadzilah Kamsah, to address the challenges of parenting adolescents. AMP also collaborated with the National Youth Council to organise a first-of-its-kind youth convention, CommaCon, a month later. The convention provided youths with a platform to have meaningful conversations on contentious issues like racism, terrorism, national identity and the socio-economic divide. Undoubtedly, these partnerships have enabled us to enhance our knowledge and strengthen our efforts to better serve the community.

Our work in the community will not stop with our Silver Jubilee celebrations. In fact, we will work harder than ever to ensure we carry on working towards realising our founding members' vision of a dynamic Muslim community. Each milestone achieved drives us to renew our aspirations. As such, we are tremendously grateful for the dedication and generosity demonstrated by our activists, volunteers, donors, sponsors, partners and staff in supporting our efforts to serve the community. May the next 25 years see AMP and the community scaling to even greater heights than before.

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#### **MOHD ANUAR YUSOP PBM**

Executive Director  
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