

MAKING
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IMPACT

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OUR PROGRAMMES & SERVICES



FAMILIES

One of AMP's key programmes, the **Adopt a Family & Youth Scheme (AFYS)**, was introduced in 1999 to provide assistance for disadvantaged families and encourage self-reliance within them.

Under the Scheme, families 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, while school-going children under AFYS are enrolled into tuition classes and enrichment programmes.

Parental education programmes and family life skills workshops are also conducted

AFYS' YEAR IN REVIEW

432

BENEFICIARIES

77

DISADVANTAGED FAMILIES

600 hours

EXPENDED IN SKILLS TRAINING TO INCREASE CLIENTS' EMPLOYABILITY

1,000 hours

SPENT ON TUITION CLASSES AND ENRICHMENT PROGRAMMES UNDER THE SCHEME

for parents under AFYS to equip them with the knowledge and skills to improve the quality of their family life.

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) for young, low-income families to keep their family small.

103 individuals received education and training grants aimed at helping their families achieve self-resilience during the year in review.

In its efforts to enhance the quality of service provided to families, AMP's Marriage Hub organises the **Counsellors' High Tea** sessions. These sessions help by expanding the knowledge of both Muslim and non-Muslim helping professionals working with Malay/Muslim families. Launched in 2008, the sessions allow the participants to share and learn from each other's experiences in their course of work.

121 individuals from the social service sector benefited from the sessions during the year in review.



DEBTORS

In 2013, AMP launched the **Debt Advisory Centre (DAC)**, which was one of the strategies proposed during the 3rd National Convention of Singapore Muslim Professionals to strengthen the community's financial architecture.

DAC is a one-stop centre for individuals facing debt problems through a three-pronged approach: advice, educate and research. It provides a roadmap for debtors to have a clearer picture of the options that are available to them.

The weekly support group sessions allow the DAC clients to share their experiences and gain emotional support and guidance from others facing the same problem.

At the same time, those who attended the financial literacy workshops learnt how to avoid creating new debts while they work to resolve their current debt issues.

DAC'S YEAR IN REVIEW

426

INDIVIDUALS
ASSISTED WITH
THEIR DEBT
ISSUES

53%

HAD POOR
FINANCIAL
MANAGEMENT

230

BENEFICIARIES
ATTENDED
FINANCIAL
LITERACY &
LIFE SKILLS
WORKSHOPS

83%

CLIENTS
ACHIEVED DEBT
RESOLUTION

DAC also acts as a platform to collect data for research on the extent of the debt problem within the Malay/Muslim community.

The **Achievers & Enablers** programme was initiated in 2014 to empower the clients of DAC and their children so that they remain resilient in face of life's challenges.

The Achievers component aims to equip the students with personal and academic competencies that are fundamental in achieving consistent academic success and developing effective behaviours, habits and values within and outside of school.

The Enablers component aims to equip the adults with

personal and technical competencies, which are instrumental to their personal development and in enhancing their capabilities both at home and at the workplace.

45 beneficiaries attended the Achievers & Enablers programme during the year in review.



COUPLES

AMP's Marriage Hub runs INSPIRASI@AMP, which was launched in 2007, to reduce the percentage of divorce cases and minor marriages within the Malay/Muslim community.

Among its key programmes is the **Young Couples Programme (YCP)**, which is designed for minor Muslim couples, where either or both parties are below 21. Conducted in collaboration with the Registry of Muslim Marriages (ROMM), the couples are required to undergo two sessions of premarital counselling and a seven-week marriage guidance course, while their parents are equipped with the skills and knowledge to assist and support their children through their marital journey.

YCP'S YEAR IN REVIEW

70

CLIENTS ATTENDED THE PREMARITAL COUNSELLING SESSIONS

84

CLIENTS PARTICIPATED IN MARRIAGE ENRICHMENT WORKSHOPS

72

PARENTS PARTICIPATED IN THE PARENTS SUPPORT GROUP SESSIONS

14%

CANCELLED MARRIAGE AFTER ATTENDING THE PROGRAMME

In addition to YCP, INSPIRASI@AMP also conducts counselling assessment for young couples below the age of 18 who wish to get married in accordance to the Administration of Muslim Law Act (AMLA).

28 young couples underwent the counselling assessment before being recommended for the **Special Marriage Licence**, granted by the Registry of Muslim Marriages, during the year in review.

Married couples who face issues in their marriage are also referred by the Syariah Court to undergo the **Marriage Counselling Programme** under AMP, which aims to strengthen marriages by providing intensive marital counselling and increasing awareness of the available avenues for help.

318 clients were assisted under the Marriage Counselling Programme during the year in review.



WORKERS

AMP aims to economically empower individuals to be self-reliant through skills upgrading as well as to develop the entrepreneurial spirit among the disadvantaged. Wherever possible, we will also leverage on relevant training grants from national assistance schemes.

One of our key programmes is the **Micro Business Programme**, which aims to equip individuals from less privileged households with trade, business and IT skills to start a home-based business as an alternative source of income. Grants are also awarded to those who have a viable and sustainable business model.

In 2010, AMP inked a memorandum of understanding with the Singapore Malay Chamber of Commerce & Industry (SMCCI) to formalise both organisations' commitment in enhancing the capabilities and growth of business under the Micro Business Programme.

MICRO BUSINESS PROGRAMME'S YEAR IN REVIEW

39

PARTICIPANTS COMPLETED THE PROGRAMME

4

RECEIVED THE AMP CAPITAL GRANT TO EXPAND THEIR BUSINESSES FURTHER

2,230 hours

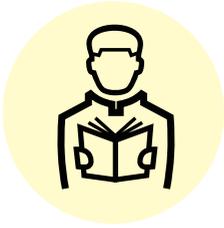
EXPENDED BY THE PARTICIPANTS IN TRAINING

With the partnership, participants under the programme are able to benefit from a wide range of business and IT advisory services provided by the SME Centre@SMCCI such as mentoring and performance evaluation throughout the different phases of the programme.

AMP also acts as a Service Touch Point for the **Self-Initiated Trainee Programme**, a funding mechanism under the Skills Redevelopment Programme, to assist employed adults who do not have employer support to undergo selected SRP-approved courses. In collaboration with eight training providers, the programme eases the trainees' financial burden of having to pay the full course fee upfront

by tapping on the Skills Development Fund to reduce their training cost.

460 workers majority of whom were low-skilled workers or those interested to take up an alternative or second employment, were assisted during the year in review.



STUDENTS

AMP promotes lifelong learning through enhanced parental involvement in their children’s education and development, skills development, as well as financial assistance.

AMP launched the **Ready for School (RFS)** Fund in 2002 to assist students from less privileged families in their educational pursuit. Assistance under the Fund comprises the AMP Education Bursary, RFS-PC Scheme and other socio-educational assistance.

A total of **501** students were assisted under the Fund during the year in review.

RFS’ YEAR IN REVIEW

73
RECIPIENTS
OF AMP
EDUCATION
BURSARY

\$107,000
DISBURSED
UNDER RFS
FUND

5
MADRASAH
STUDENTS
ASSISTED
UNDER AMP-RFS
PC SCHEME

\$57,500
DISBURSED
THROUGH AMP
EDUCATION
BURSARY

The **AMP Education Bursary** offers monetary assistance to diploma and degree students from less privileged families of all races. Apart from students from local polytechnics and universities, it also benefits full-time and part-time undergraduates from recognised private educations in Singapore.

The **AMP-RFS PC Scheme** aims to bridge the digital divide by offering affordable PCs and broadband access to students from low-income families in full-time madrasahs.

During the year in review, through the **School Fees Subsidy** scheme, AMP disbursed **\$39,000** to its subsidiary, MERCU Learning Point, to subsidise the school fees of **114** students of low-income families who have attended their education centres.

Together with the Infocomm Development Authority of Singapore (IDA), AMP assisted a total of **361** students from low-income families studying in national schools to have equal access to infocomm with a PC or laptop at a subsidised rate through the **NEU PC Plus Programme**.

A new initiative this financial year, AMP partners IDA and National Council of Social Service (NCSS) to provide **33** low-income households with internet access and telephony services for their homes by offering a broadband package at a subsidised rate through the **Home Access Programme**.

AMP partners the Ministry of Education (MOE) to identify and reach out to **189** young children not attending preschool to provide them with assistance in suitable preschool placements through the **Preschool Outreach Programme**.

AMP also acts as the custodian of the **Singapore Muslim Education Fund (SMEF)**, which was established by a group of community activists in 2013 to address the under-representation of Malay/Muslims in the Law and Medicine fields. **5** students pursuing law and medicine degree studies overseas received the SMEF Bursary during the year in review.



YOUTHS

AMP believes in harnessing the potential of our youths and moulding them into future leaders. Among our key programmes for them is the **Youth Enrichment Programme (YEP)**, which is designed for students from the Normal Academic and Normal Technical streams to enrich their development through a positive and holistic approach.

Also incorporating the Youth-in-Action (YIA) Plus Programme, an enrichment programme commissioned by the Community Leaders Forum (CLF), YEP hopes to prevent youths with high-level needs from leaving school prematurely and encourage them to widen their horizons.

YEP'S YEAR IN REVIEW

248

STUDENTS FROM 10 PARTICIPATING SCHOOLS BENEFITED FROM THE PROGRAMME

46

MENTORS AND VOLUNTEERS RENDERED THEIR SUPPORT

In 2011, AMP launched its first youth hub located at Jurong Point Shopping Centre, which was driven by the increasing demand for youth services in the western part of Singapore. The **AMP @ Jurong Point** 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.

A wide range of services provided at the youth hub focuses on the academic and personal development of the youths through enrichment programmes, motivational workshops and youth counselling services. The hub is also equipped with two counselling rooms, a classroom and a multi-purpose room with a host of entertainment services like

\$71,000

EXPENDED IN ENRICHMENT ACTIVITIES AIMED AT THE STUDENTS' OVERALL PERSONAL AND CHARACTER DEVELOPMENT

foosball table, audio-visual system, board games and internet kiosk.

373 youths and parents sought the services of the hub during the year in review.

AMP's Youth unit also organises interactive workshops and camps under the **Life & Study Skills Workshop** to equip secondary school students with useful life skills so that they are motivated to excel with a much higher level of self-esteem and confidence.

61 students participated in the activities under the Life & Study Skills Workshop during the year in review.

According to the Compulsory Education Act in Singapore, the parent or guardian of a child, who is above the age of 6 and has not turned 15, may be guilty of an offence if the child fails to attend classes regularly as a pupil at a national primary school, a designated school or be home-schooled, where an exception is granted.

As part of its outreach efforts, AMP's Youth unit collaborated with Yayasan MENDAKI during the year in review to run a Ministry of Education (MOE)-initiated programme, where its youth workers conducted home visits and provided necessary support such as counselling or referrals to relevant agencies to children who are not attending school or are not homeschooled.

24 children were assisted under the **Compulsory Education Programme** during the year in review

AMP also provides a safe and friendly environment for both youths and their parents to discuss issues that concern them. The **Youth Drop-in Centres** at both AMP @ Pasir Ris and AMP @ Jurong Point offer immediate crisis intervention, referrals and individual counselling services.

52 youths and parents sought assistance from the youth drop-in centres during the year in review.

In 2011, AMP's youth wing, Young AMP, launched **Windows on Work (WOW)** to provide post-secondary students with a platform to learn valuable soft skills and entrepreneurship. Under the programme, participants undergo useful training sessions like personality profiling, CV writing, personal grooming, effective communication, as well as project presentation skills, before working together in teams to pitch their own business proposals to the Young AMP Board of Management. In a collaboration with Pioneer Junior College, a group of its students are also selected to be exposed to career developmental skills in both a formal office and informal creative settings.

26 students participated in WOW during the year in review.



COUNSELLING

AMP's trained counsellors and social workers provide counselling and referrals to families and individuals in need.

215 walk-in and mandatory counselling cases were handled during the year in review.

The **AMP Helpline** provides telephone counselling services as well as relevant information on the available resources and schemes to those in need.

2,779 calls were received during the year in review, of which marital, young couple and financial issues were among the top concerns.



RESEARCH

AMP's research subsidiary, the Centre for Research on Islamic and Malay Affairs (RIMA), conducts research in a number of key areas such as economics, education, religion and youth. Conferences and seminars are organised to add depth to discourses on issues relating to the community, while focus group discussions foster greater understanding of the issues and in keeping abreast of emerging trends.

190 participants benefited from the various programmes and events organised by RIMA during the year in review.

OUR ACKNOWLEDGEMENT

AMP extends its deepest appreciation to the donors and supporters, whose generous contributions and support towards its fund raising initiatives provided the opportunity for the beneficiaries to uplift their lives and build a better future.

Likewise, the collaboration between AMP and its valued partners from various sectors as well as other communities have ensured that more individuals and families are able to benefit from a wide range of services and programmes.

A-Bide Safety Solutions Pte Ltd	National Council of Social Service
Agency for Science, Technology & Research (A*STAR)	Northlight School
A'Niz	OnePeople.sg
Atlantic Institute of Higher Learning Pte Ltd	Pioneer Junior College
Bendemeer Primary School	Plug-In@Blk 71, NUS Enterprise
Big Love Child Protection Specialist Centre	Pluto Technology Pte Ltd
Buddhist Fellowship	P-One (S) Pte Ltd
Central Narcotics Bureau	Prophet Muhammad's Birthday Memorial Scholarship (LBKM)
CerealTech School of Baking Technology Pte Ltd	ProTherapist Academy Pte Ltd
Chinese Development Assistance Council	Registry of Muslim Marriages
Community Leaders Forum	Safinah Holdings Pte Ltd
Credit Counselling Singapore	Second Chance Properties Ltd
Early Childhood Development Agency	Singapore Indian Development Association
East View Secondary School	Singapore Malay Chamber of Commerce & Industry (SMCCI)
Eduwealth Private Limited	Singapore Management University
Eurasian Association	Singapore Muslim Women's Association (PPIS)
Food Bank Singapore	Singapore Police Force
For the People & Community	Singapore Workforce Development Agency
Health Promotion Board	Singapore Zoological Gardens
Hong Kah Secondary School	Sjurffriani Abdul Khalid @ Lydia's Oven
Housing Development Board	SME Centre @ SMCCI
Infocomm Development Authority of Singapore	SOHA Institute Pte Ltd
Insolvency and Public Trustee's Office	SPATEC Academy Pte Ltd
Institute for Infocomm Research (I2R)	Springfield Secondary School
Islamic Religious Council of Singapore (MUIS)	Syariah Court Singapore
Jamilah Aris @ Chef Tania	TCM and Healthcare College Pte Ltd
JBS International College	The State Courts of Singapore
Jurong Spring Community Club	Unlicensed Moneylending Strikeforce
Kartini Md Gani @ JG Wedding Creations	Varsity Christian Fellowship
M1 Limited	Vector Scorecard Global
MENDAKI Club	Yayasan MENDAKI
Ministry of Education	Yuhua Secondary School
Ministry of Social and Family Development	
Muslim Healthcare Professionals Association	

SIGNIFICANT MILESTONES



1991

Incorporation of AMP as a company limited by guarantee

1994

Opening of AMP Training Centre

1997

Research on Malay/Muslim Students' Ability and Attainment in Mathematics

2000

Second National Convention of Singapore Malay/Muslim Professionals

1990

First National Convention of Singapore Malay/Muslim Professionals



1993

Launch of AMP Hotline Service

1996

AMP Year 2000, a five-year strategic blueprint, announced

1995

AMP Child Care and Development Centre in Yishun opened



1999

Launch of MERCU Learning Point, AMP's second subsidiary

1998

Launch of first subsidiary, Centre for Research on Islamic and Malay Affairs (RIMA)

2002

Launch of Ready for School Fund

2001

Pilot run of the Home-Based Business Scheme

1992

Pilot preschool centre opened at Al Amin Mosque

2004

Launch of
Young AMP

**2007**

Opening of
INSPIRASI@AMP

**2010**

Inking of
Memorandum of
Understanding
with
EDC@SMCCI

**2013**

Launch of
Debt Advisory
Centre

**2003**

Launch of
AMP Micro
Business
Programme

**2006**

Launch of
Learning
Vision – AMP
Education
Fund

**2009**

Introduction
of Temporary
Assistance
Package for
retrenched
workers

**2012**

Third National
Convention of
Singapore
Muslim
Professionals

**2015**

Launch of
Common
Space

**2005**

Launch of
Maths @
Home Learning
Kit for Parents

**2008**

Launch of
Counsellors'
High Tea
series

**2011**

Opening of
AMP @ Jurong
Point

**2014**

Launch of
AMP-DAC
Financial
Literacy
Programme

SHAPING
OUR
SHARED
FUTURE

The theme for the AMP Annual Report this year is **Shaping Our Shared Future**. It reflects AMP's commitment to building and shaping the future it shares with the community through its programmes and services. AMP shares the community's vision of a better tomorrow – one that is bright and full of opportunities for all members of the Malay/Muslim community in Singapore.



ASSOCIATION OF MUSLIM PROFESSIONALS

AMP @ Pasir Ris, 1 Pasir Ris Drive 4, #05-11, Singapore 519457
T (65) 6416 3966 / F (65) 6583 8028

corporate@amp.org.sg
www.amp.org.sg
Reg. No.: 199105100D



 | AMP Singapore