

MESSAGE FROM EXECUTIVE DIRECTOR



This year marks my final year with AMP. After 15 fulfilling years as Executive Director (ED), I will step down in January 2020 and make way for a new generation of leaders to helm the operations of the organisation.

My journey with AMP began almost three decades ago, when I attended the First National Convention of Singapore Malay/Muslim Professionals on 6 & 7 October 1990. I was impressed by the enthusiasm and passion the organisers had shown in wanting to serve the community that I too wanted to do my part. I signed up to be a member of the executive committee the day that AMP was formed, which was on 10 October 1991. With that, I concurrently became

the volunteer manager of the education committee, overseeing our work in the education sector. I stayed in that role for 4 years until 1995, when a permanent full-time manager was employed to head the education department of AMP. I was also elected into the AMP Board in 1996, and finally stepped down eight years later in 2004. The following year, in February 2005, I rejoined AMP as ED.

During my term as volunteer, board member and ED, I have seen AMP grow financially and in staff strength. The year that I took over the management of AMP, in 2005, AMP's income as a group was \$7 million. It has since grown to almost \$18 million. Our net assets as a group have also grown from \$2.98 million in 2004 to \$14.4 million in 2019. Over a decade ago, we had a staff strength of 32, and this has grown to 54 today, with approximately another 250 staff from MERCU. The growth that AMP has enjoyed has allowed us to extend our programmes and services to many more of those in need.

In the past, our efforts have largely focused on students, youths and disadvantaged families, and while they are still very much a big part

of those whom we serve, we have also, over the years, extended our services to those who have been incarcerated for drug offences and their families, and also debtors. At the same time, in 2007, we expanded our Young Couples Programme, which we started in the mid-90s, to what is now known as INSPIRASI@AMP, with strong support from the government. INSPIRASI@AMP serves minor couples who want to get married, together with our partner, INSPIRASI@PPIS.

These are areas that are not necessarily 'glamorous' but are perennial challenges facing the community and could potentially hinder our growth as a community. So, in AMP, we see it as our responsibility as the conscience of the community to take the first step in trying to eradicate or stem the problem before it worsens. Certainly, it is not a task we can undertake alone. This is why I have personally taken the time to build close relationships with our partners and stakeholders over the last decade. It is only when we work together that we can make a difference to the community. I am happy that

AMP has grown to become an organisation that is well-regarded by our partners as one that is professional, committed and can be relied upon to work together to solve the community's problems.

The work that we do in the community is one that requires skilled and knowledgeable staff. As such, we have taken measures to enhance professionalism in our staff through better training and recruiting those with better and relevant qualifications. Today, we also have a higher retention rate of staff. The awards we received from the Singapore Human Resources Institute in 2018 are testament to that. Many of our staff have stayed loyal to AMP and have built their careers with us. In fact, our oldest staff has been with AMP for 26 years. However, we also have a good mix of old and new staff. Almost half of our staff strength is made up of those who have worked here for less than 5 years. This diversity in staffing helps to keep our perspectives varied and fresh especially when developing strategies in tackling the challenges faced by the community.

Our reach has also grown over the years. Since our move from Jalan Tembusu to Pasir Ris in 2002, we have opened two other offices – one in the west, and another in Geylang Serai. We opened our very first youth hub in Jurong Point in 2011, catering to youths in the area who need a safe haven where they can drop by and spend their time meaningfully engaged in various activities and programmes. In 2018, we opened our third office in Wisma Geylang Serai

(WGS), as part of the KURNIA @ WGS hub. This has made AMP more accessible to the community in Singapore and allowed us to reach out to more of those in need.

I am also very heartened to see our fund raising capabilities grow from strength to strength. Raising funds for AMP is something I am very passionate about. I reiterate to my staff the importance of getting regular funding and creating new sources of funds in order to sustain our operations. While we own two units in Guthrie Building, it is imperative that we grow our money in other ways, for example, in investments. This was where, together with the Finance Investment Committee, I had facilitated the purchase of shares in public-listed companies, especially real estate investment trusts (REITs) as a way to increase our income. The returns have been good, *Alhamdulillah*.

Trust in AMP has also grown. I see this in the increasing donations we see every year. The transparency and governance awards that we have won over the last three years have certainly increased the public's confidence in us.

Although I am stepping down, I will still contribute to the community in other ways. Like everyone else, I too want to see our Malay/Muslim community advance and be a community of excellence. And I believe everyone has a part to play in helping us make this a reality. AMP still has a large role to play in this area and I see nothing except growth for AMP in the years to come. I hope

to see AMP doing more through the support of the public and our stakeholders and be an organisation that others would look up to. It is only when you are in this industry that you realise that there are many people out there who require help and support and that the work will never be done because there is always something new that we can do for our community.

However, we would not be able to continue the work we do if we don't receive the support of those who have done well for themselves, and who return to the community to lend a hand to those in need through organisations such as AMP. I hope to also see more organisations in the Malay/Muslim community banding together to engage on issues at the national level and continue elevating our standards in order to better serve our community.

Finally, the successes and achievements that I have celebrated in AMP would not have been possible without the dedicated and passionate staff of AMP. I am very thankful to have had a strong team of managers and very supportive staff who have contributed to the growth of AMP and by extension, the community. It has been a wonderful 28 years of working with everyone in AMP and our partners, and while it is hard to leave, I am comforted by the fact that I am leaving the organisation in good faith and good stead.

MOHD ANUAR YUSOP, BBM

Executive Director
AMP