

21 October 2021

## **MEDIA RELEASE**

### **AMP Celebrates 30<sup>th</sup> Anniversary with Special Dinner Delivered to 1,200 Beneficiaries of AMP & Crisis Shelters in Lieu of Gala Dinner**

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1. AMP Singapore's 30<sup>th</sup> anniversary celebrations this year culminates with the launch of its Donate your Dinner campaign, where a total of 1,200 beneficiaries will receive a hearty dinner platter of nasi ambeng or nasi ayam penyet. The dinner platters are also extended to beneficiaries from three crisis shelters – Casa Raudha Ltd, New Hope Community Services and Star Shelter. The Donate your Dinner campaign is held in lieu of a gala dinner, due to existing COVID-19 guidelines.
2. Of the 1,200 beneficiaries, 33 are from Casa Raudha Ltd, 78 are from New Hope Community Services, while 12 are from Star Shelter. The rest are beneficiaries of AMP's programmes, including those from the Adopt a Family & Youth Scheme (AFYS), Debt Advisory Centre (DAC), beneficiaries assisted under AMP's Ready for School Fund (RFS), as well as AMP's youth and other programmes.
3. The Donate your Dinner campaign is also aimed at encouraging the public to come together and give back to those in need in the community while spreading cheer. Mr Mohksin Rashid, Executive Director of AMP, said, "AMP was formed 30 years ago by a group of individuals who were concerned about the state of our community and wanted to affect positive change. So they banded together, and rallied the rest of the community to come forward and find creative ways to overcome our community's issues. It is in this spirit that we are encouraging everyone in the community to step forward and give back, whether through this campaign, or in other ways. We are all part of the same community and there are no challenges too tough, if everyone steps forward and contributes in ways they can."
4. This gotong-royong spirit is also seen in the two graduates of AMP's Micro Business Programme who are preparing the two platters. Providing the nasi ambeng platter is Ms Noorazlin Azman, who operates Daun Limau Cuisine at Dunman Food Centre, while Hajjah Roziah Adon, owner of Nur Indah Kitchen at Bedok Food Centre, is providing the nasi ayam penyet platter. Ms Noorazlin said, "Taking part in this campaign is my way of giving back to the community. I also hope to encourage others to contribute to those who are less fortunate."

5. Ms Nana (not her real name), a mother of five children aged between 4 and 14, who is also an AMP beneficiary who received the platter on Sunday, said, “I am happy and feel blessed to receive this platter from AMP especially because we enjoy it together as a family.”
6. The Donate your Dinner Campaign is one of several events and activities that AMP had organised throughout this year. AMP’s celebrations kicked off with the unveiling of its new logo in January, which was the first time that its logo has been redesigned in its 30-year history. In the same month, AMP also launched its first-ever donation portal, [ampdonate.sg](http://ampdonate.sg), offering convenience to its donors, and for the public to receive real-time updates on ongoing fund raising campaigns. AMP also piloted a charity bake sale – AMPowering Lives – in the month of Ramadan, involving graduates of AMP’s Micro Business Programme. In August, AMP launched its first-ever Virtual Challenge, where members of the public are invited to raise funds for AMP’s beneficiaries as they walk, run and cycle to complete the challenge. AMP also recently launched a five-episode oral history series on social media from 10 October, where key members of AMP’s history were interviewed to give their account of AMP’s 30-year journey. Further details about AMP’s 30<sup>th</sup> anniversary celebratory activities are found in Annex A.
7. AMP Singapore was established on 10 October 1991, as an important resolution of the First National Convention of Singapore Malay/Muslim Professionals which was held on 6 and 7 October 1990. The Convention was attended by 500 Malay/Muslim professionals who met to brainstorm new directions for the community. AMP was formed with core programmes in education, human resource development, social development and research. Key moments of AMP’s history can be found in Annex B.

**END**

## **AMP KEY HIGHLIGHTS OF 2021**

### **UNVEILING OF NEW LOGO (JANUARY)**

To commemorate its 30<sup>th</sup> anniversary, AMP unveiled its new logo, which reflects AMP's modern and progressive outlook and represents a rejuvenated and refreshed AMP poised for growth in its service to the Singapore Muslim community and beyond. This is the first time that the AMP logo has been redesigned in 30 years. The new AMP logo embodies a modern look that reflects how the organisation is forward-thinking, while the colour gradient from grey to purple represents our progress over the years. The new logo is the concluding phase of AMP's rebranding exercise which began in January 2019 when it rebranded from Association of Muslim Professionals to AMP Singapore to mark its move towards serving not just the Muslim community but also to ensure that its impact and responsibility are towards all communities and the collective future together.

### **LAUNCH OF FIRST-EVER FUND RAISING PORTAL (JANUARY)**

In January 2021, AMP launched its first-ever fund raising portal – [ampdonate.sg](http://ampdonate.sg). The new digital platform offers convenience to donors who wish to make donations online to support the various programmes and services run by AMP, with real-time updates on funds collected for ongoing campaigns. Donations can be made through credit and debit cards, PayNow, online banking and Giro. The new portal is aimed at supporting AMP in achieving its fund raising target of \$2.6 million this year in order to meet the needs of the clients under its care.

### **AMPOWERING LIVES HARI RAYA CHARITY BAKE SALE (APRIL – MAY)**

AMP launched its inaugural charity bake sale online in Ramadan this year to raise funds for its beneficiaries. The bake sale featured 10 small business owners who are graduates of AMP's Micro Business Programme, who baked cakes and cookies and made snacks for the sale. Close to \$25,000 were raised through the sale, with almost 1,400 items sold.

### **INAUGURAL AMP VIRTUAL CHALLENGE 2021 (AUGUST – OCTOBER)**

AMP launched the AMP Virtual Challenge (AMPVC) 2021 in August 2021, where the public can participate in a crowdfunding effort for AMP's beneficiaries while completing a running, walking or cycling challenge. The donations are channelled to AMP to assist the low-income families, students, youths, and other beneficiaries under its care.

### **ORAL HISTORY SERIES (OCTOBER – NOVEMBER)**

To mark its 30<sup>th</sup> anniversary, AMP launched a five-episode series on 10 October featuring interviews with key individuals of AMP's history, including its founding members and staff. The series highlight the circumstances that led to the formation of AMP in 1991, the challenges faced by the founding members, the formation of AMP's subsidiaries – the Centre for Research on Islamic and Malay Affairs (RIMA) and MERCU Learning Point – as well as reflections on how AMP has contributed to the progress of the Malay/Muslim community.

## **KEY MOMENTS IN AMP'S 30-YEAR HISTORY**

### **INCORPORATION OF AMP AS A COMPANY LIMITED BY GUARANTEE (1991)**

AMP was established on 10 October 1991 as a company limited by guarantee, and as an important resolution of the First National Convention of Singapore Malay/Muslim Professionals held on 6 & 7 October 1990. The Convention was attended by 500 Malay/Muslim professionals who met to brainstorm new directions for the community. AMP was formed with core programmes in education, human resource development, social development and research.

### **RESEARCH ON PRESCHOOL EDUCATION (1992)**

One of AMP's greatest achievements was the research done by AMP on preschool education as a way to help narrow the performance gap between the 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 also provide childcare services and are managed by AMP's subsidiary, MERCU Learning Point.

### **LAUNCH OF AMP HELPLINE (1993)**

The AMP Helpline was introduced in 1993 to provide telephone counselling services for those facing youth, marital, family or financial problems. It was one of the first few helplines serving the Malay/Muslim community. The helpline has received more than 69,000 in the last 28 years.

### **LAUNCH OF YOUNG COUPLES PROGRAMME (1996)**

AMP collaborated with the Registry of Muslim Marriages to launch the Young Couples Programme in 1996 to assist and support couples below the age of 21 who were planning to get married. The programme assessed the couples' readiness and attitudes for marriage through pre-marital counselling and post-course counselling where potential problems such as drug abuse, criminal tendencies or violent behaviour were also identified and addressed. The programme has undergone several reviews through the years, and a more comprehensive version of the programme is now a part of the holistic marriage preparation assistance offered by INSPIRASI @ AMP, and its partner, INSPIRASI PPIS, for young couples.

### **FORMATION OF CENTRE FOR RESEARCH ON ISLAMIC AND MALAY AFFAIRS (1998)**

AMP's first subsidiary, the Centre for Research on Islamic and Malay Affairs (RIMA), started off as a research department in AMP. It later converted into a full-fledged research centre in 1998. RIMA undertakes strategic research aimed at providing thought leadership in contemporary Malay and Muslim affairs. Today, RIMA conducts research programmes in a number of key areas, which include economics, education, religion, social, leadership and civil society.

### **FORMATION OF MERCU LEARNING POINT (1999)**

MERCU Learning Point is AMP's second subsidiary, first set up in 1999 to provide various educational programmes for students, while taking over the training programmes offered by the then AMP Training Centre. Today, MERCU's network comprises two kindergarten care centres, ten childcare centres, six school-based student care centres, as well as one enrichment wing.

### **INTRODUCTION OF ADOPT & A FAMILY & YOUTH SCHEME (1999)**

AMP introduced AFYS in 1999 to encourage self-reliance within disadvantaged families. Under the scheme, families are assisted through financial assistance and management, economic empowerment, socio-educational and parental education programmes and family life skills workshops. Adult family members undergo skills training either in economically-viable areas to increase their employability or in setting up a home-based business as an alternative source of income. School-going children under AFYS are enrolled into tuition and enrichment programmes to enhance their academic development.

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.

#### **LAUNCH OF READY FOR SCHOOL FUND (2002)**

The Ready for School Fund was launched in 2002 to assist students from less privileged families in their educational pursuit. It was one of the first few funds to offer assistance to part-time students pursuing their first undergraduate degree under the AMP Education Bursary. To date, it has distributed close to \$5 million to help over 17,000 students of all races.

#### **LAUNCH OF MICRO BUSINESS PROGRAMME (2005)**

Since 2005, the AMP Micro Business Programme has elevated more than 600 home-based businesses through the intensive business and trade skills training provided under the programme. The programme, which is offered to those from less privileged backgrounds, is aimed at providing these individuals with the opportunity to create an alternative source of income for their families. Through the years, AMP has seen programme participants move their home-based businesses into brick-and-mortar stalls, such as stalls in school canteens, hawker stalls, central kitchens, food stalls, and baking studios.

#### **LAUNCH OF TEMPORARY ASSISTANCE PACKAGE 1.0 & 2.0 (2009 & 2020)**

The Temporary Assistance Package (TAP) was first introduced in 2009 to support retrenched workers and their families who were affected by the economic crisis then. 60 families were supported under the package and 34 of these families were eventually enrolled into AFYS for continued assistance. In 2020, TAP 2.0 was introduced to help families of workers who had been adversely affected by the COVID-19 pandemic. A total of 90 families were assisted under TAP 2.0.

#### **OFFICIAL OPENING OF AMP YOUTH HUB (2011)**

In 2011, AMP marked the official opening of its first-ever youth hub located at Jurong Point Shopping Centre. It is a safe haven for youths to spend their time meaningfully by participating in programmes such as the Youth Enrichment Programme, interest-based activities, mentoring and group work. The hub has received more than 9,800 youths seeking services from the hub since its opening.

#### **DEBT ADVISORY CENTRE (2013)**

The Debt Advisory Centre (DAC), which was launched in 2013, is a one-stop centre that assists 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. In addition, DAC clients attend support group sessions where they share their experiences and gain emotional support from others facing the same problem. They also attend financial literacy workshops to prevent them from creating new debts while they work to resolve their current debt issues. DAC also acts as a platform to collect data for research on the extent of the debt problem within the Malay/Muslim community.

#### **LAUNCH OF AMPx (2018)**

AMP launched the AMPx initiative in 2018, where professionals can learn new skills, network and explore new industries. Its long-term plan is to create a community of professionals invested in uplifting the community and one another. Among some of the initiatives under AMPx include the Learning Circle workshops, Kopi With... sessions and the Out of the Box conference.

#### **DEVELOPMENT & REINTEGRATION PROGRAMME (2018)**

The Development & Reintegration Programme (DRP), introduced in 2018, is a collaboration between AMP and the Singapore Prison Service (SPS) that adopts a structured and holistic approach in the provision of a reintegration programme for Muslim offenders from incarceration to post-release. It aims to provide additional support to Malay/Muslim inmates in the Drug Rehabilitation Centres, and their families through an individualised intervention plan, in-care and aftercare engagements, and financial and socio-educational assistance.