

Centre for  
**FATHERING**  **DADs**  
for Life

**ANNUAL  
REPORT**  
2016

**EMPOWERING  
FATHERHOOD**



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Major Sponsors

## PATRON

Gan Kim Yong  
Minister for Health

## HONORARY CHAIRMAN

Lim Soon Hock  
JP, PBM, BBM

## SECRETARY

Rajah & Tann

## CHAIRMAN

Richard Hoon  
(12/05/09)

## BOARD OF DIRECTORS

*Date of  
Appointment*

Edwin Choy	17/03/01
Laura Hwang	06/07/04
Lau Tat Chuan	03/09/01
Ramlee Bin Buang <i>Finance &amp; Establishment Chairperson (07/12/16)</i>	01/03/07
Raj Mitta <i>Audit Committee Chairperson (07/12/16)</i>	01/04/10
Seah Kian Peng	06/07/04
Lena Soh-Ng	09/07/15
Virginia Sipiere	01/10/09
Jason Wong	01/10/13
Wong Suen Kwong	12/04/01

## MANAGEMENT

Bryan Tan  
CEO (01/08/16)

Peter Quek  
Head, Programmes &  
Development (01/09/16)

Yuen Chee Onn  
Head, Engagement &  
Outreach

Gerald Koh  
Head, Fundraising &  
Community Partnership

Connie Choy  
Manager, Corporate  
Services



## Chairman's Message

Many Cool Moves This Year, and our Journey is Far From Over.

2016 was an exciting year for the fathering scene in Singapore. During this time, we exceeded our engagement targets with over 208,859 dads and their families participating in our outreach events; and 3,150 people attending our workshops and training sessions.

This momentum was achieved through many new initiatives, and existing programmes and workshops that have become synonymous with the Centre for Fathering-Dads for Life (CFF-DFL).

We started the year with 19,841 children from 42 schools participating in our Back to School with Dad Campaign; followed by the Ministry of Education Road Show in March and Fan the Fire in May.

Our hugely popular Eat With Your Family Day Campaign this year attracted registrations from 297 organisations and the participation of 179,018 families.

Our inaugural Celebrating Fathers Campaign captured the imagination of

families in Singapore in June.

We had our first CFF-DFL Malay-Muslim Fathering Conference in September.

And, to top off a year of firsts, we also launched the action- and fun-packed Daddy Cool Futsal Tournament in November.

We wish to thank all our sponsors, committed staff, dedicated volunteers, competent trainers, unwavering supporters, passionate participants, and active partner organisations for journeying with us.

We are deeply grateful for your encouragement and commitment to the cause of involved fatherhood. We look forward to your continued support and friendship as we seek collectively to eradicate fatherlessness, building our nation on a foundation of strong and resilient families.

Richard Hoon  
Chairman, Centre for Fathering

# Vision & Mission



**Every child needs a dad they can count on**



## VISION & MISSION

Turning the hearts of children towards their fathers by empowering more fathers to be better role models and an enduring inspiration to their children.

The research is clear – children thrive with an involved father – someone who loves, knows, guides and helps them achieve their destiny. We inspire and equip men to be the fathers their children need.



## ABOUT CENTRE FOR FATHERING

For over 15 years, Centre for Fathering (CFF) has helped countless fathers and their families; through our father-child experiential workshops and programmes conducted in schools, prisons, religious organisations and companies.

We organise three nation-wide events every year – Back to School with Dad (January), Eat With Your Family Day (May) and Celebrating Fathers (June) – to remind and encourage fathers to set aside time to be with their families, and to help create a culture that promotes Active Fathering.

Centre for Fathering also champions the Dads for Life Movement, that came under

our wing in 2015, to inspire and involve fathers to be good influencers in their children's lives... for LIFE. This movement seeks to mobilise fathers to ACT:

- ★ Be Aware of the importance of a father's role
- ★ Commit to be good fathers and role models to their children
- ★ Spend Time, acquire Tools and bring Transformation to lives

# Year in Brief 2016



Daddy Cool  
Futsal  
Tournament



**DFL  
Engagement  
Outreaches**

**13,627  
Participants**



DFL Sports Club  
Activities



Celebrating  
Fathers  
Dad's Day Out



DFL-MOE  
Roadshow



Malay Muslim  
Conference

# Year in Brief 2016

Father-Child  
Experiential  
Workshop and  
Adventure  
Camp with Dad

**10 Sessions**  
**122 Pairs**



ICAN – A  
Fathering  
Workshop

**10 Sessions**  
**140 Participants**



Beginning  
Parenting  
Programme 1:  
Nurturing Your  
Newborn

**10 Sessions**  
**599 Couples**



Breakfast  
with Dad

**8 Sessions**  
**140 Pairs**

Beginning  
Parenting  
Programme 2:  
A Strong Marriage  
to Welcome Your  
Newborn

**8 Sessions**  
**53 Couples**



Navigating the  
Teen Years

**4 Sessions**  
**92 Participants**

Beginning  
Parenting  
Programme 3:  
Parenting Right  
from the Start

**8 Sessions**  
**53 Couples**

**81**  
**Programme**  
**Sessions**  
**3,150**  
**Participants**



Shared  
Parenting  
& Other Talks

**9 Sessions**  
**826 Participants**



**3**  
**National Events**  
**208,859**  
**Participating**  
**Families**



"I learned many lessons from the ICAN and Train the Trainer Workshops. I realised that fathers have within them, the solutions to improve their relationships with their children... I now understand my daughter better and affirm her when she is going through tough times."  
**Jamsari Ahmad, dad of a teenage daughter**

**Celebrating**  
**Fathers**  
**1.5 million**  
**Campaign Reach**  
**850,000**  
**Wrist Bands**  
**Distributed**



**Natasha** "I found the Navigating the Teen Years lessons on Parenting Styles interesting. My husband is the 'Cool, Relaxed Father', while I am the 'Authoritative Parent'. I learned that I need to be more loving and compassionate... to understand the kids and talk them."

**Back to**  
**School with Dad**  
**42**  
**Schools**  
**19,841**  
**Participants**

**Shaifullah** "This workshop is powerful! I've attended it before and wanted to come for it again with my wife. I want us to parent as partners. I cannot do it alone and she cannot do it alone. When both of us share this knowledge, it's very helpful for our kids. Whatever is taught may seem basic and simple, yet it helps parents to see things clearly."  
**Natasha Sum and Shaifullah Bin Md Kamari, parents of three children, 9,10 & 11 months**



"The Navigating the Teen Years Workshop was enlightening, giving us a different perspective on parenting teenagers. Sometimes... we can get so focussed on results, we forget they are human beings and not machines to achieve academic excellence... it's really life skills that will help them survive in this world."  
**Serene Tan & Desmond Tin, parents of two girls**

**Eat With Your**  
**Family Day**  
**297**  
**Organisations**  
**179,018**  
**Families**

# Meet Dad for Life – Eruandee Prayitna

A dad of three, Mr CP Eruandee Prayitna's eyes light up at the mention of his family.

Better known as 'Wan', he is Deputy Head of Engagement and Outreach at Centre for Fathering-Dads for Life (CFF-DFL), where he works to encourage active fathering in Singapore's Malay Muslim community.

His wife is Kindergarten Teacher Nooraini Bte Md Arif, and they have 3 children: Shah Ryan (16), Roy Sharil (13) and Sarah Rose (12).

Nooraini, Wan's partner in life, has been through thick and thin with him. "She was my shoulder to cry on when things got tough in the early days when I was setting up my business." When the business stabilised, he started volunteering with DFL. She was supportive of that too.

"I appreciate her because she loves me...When I need to talk to someone, I will talk to her."

"There are a lot of things that I appreciate about her, but I do not know how to say it in one or two lines. Without her, I definitely won't be who I am today."

Best friends in life.

## Weekending with the family

"The best part of weekend outings is waking each other up, brushing our teeth, and getting ready to leave the house. It's filled with anticipation."

Spending time together is important to Wan. "I remind my children not to take it for granted. We may not be able to do this as often when Ryan starts his National Service in a few years." They talk about anything under the sun. Always on a lookout for interesting conversation



topics, Wan tells stories that help his children grasp life's lessons and values. And his children are ever ready to ask questions in return.

The unceasing flow of ideas and conversations, and sharing of their lives, have built robust relationships in this family of five.

Unassumingly, Wan describes these activities as nothing extraordinary to shout about. However, the fact is, every little action does add up and contributes to the depth with which they relate and communicate.

## Onboard CFF-DFL together

When Wan came onboard as staff in CFF, he witnessed father-child relationships strengthened and restored through the Centre's programmes, and wanted to bring them into his community. He is reaching families today, with Nooraini by his side, and with his children inspiring him to dream up new programmes.

Recently, he went on stage to perform with Sarah Rose at the Jamming with Dad event that drew over 400 spectators.

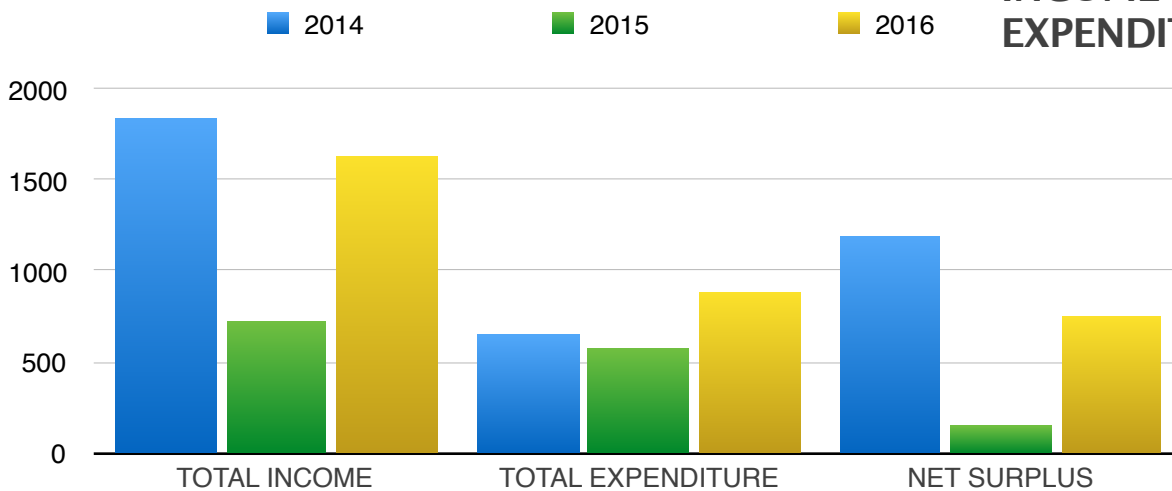
Beaming, Wan says, "You could see the children hugging their dads and laughing with them. It was just wonderful."

**"I believe in the DFL movement. I believe in the value of a good father and child relationship. One of the happiest things about what I do is to see the bond between fathers and children develop through our events and equipping classes." ~ Wan**

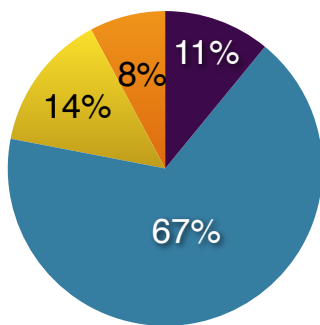


# Financial Summary

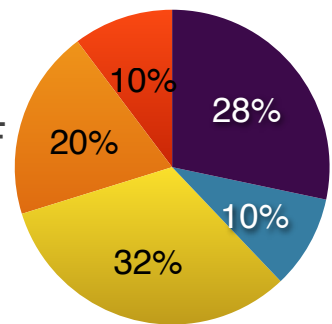
## INCOME & EXPENDITURE (\$'000)



### BREAKDOWN OF INCOME 2016 (\$'000)



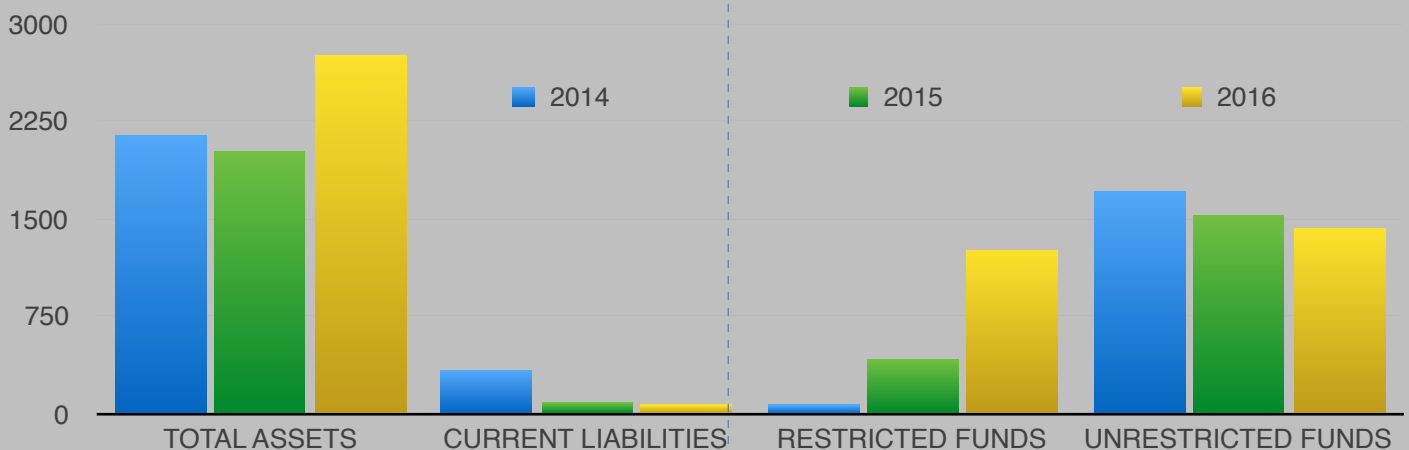
### BREAKDOWN OF EXPENDITURE 2016 (\$'000)



- Charity Concert, Donations, Programme Fees, Others
- MSF Grant - Care & Share Donation Matching
- MSF Grant - Dads for Life
- NCSS & MCCY-SG50 Grants

- Dads For Life Initiatives
- Other CFF Outreach & Training Initiatives
- Salaries & Staff Welfare (General)
- Depreciation
- Governance & Other Admin.

## BALANCE SHEET (\$'000)



FN: Total Funds = Restricted Funds + Unrestricted Funds + Current Liabilities

# Looking Ahead – Our Key Focus Areas

## Engagement

Increasing awareness for the importance of active and involved fathering

A dad's window of time with his kids is fleeting. Finding time to pause and re-prioritise their role as fathers is vital.

## Equipping

Helping men and dads draw on their strengths and increase confidence in their roles

CFF is well placed to do this with programmes that have reached more than 32,000 fathers to date.

## Enabling

Enabling community, especially leaders and fathering groups, to serve as advocates and to equip dads at grassroots level

Training the trainers and enabling these groups to conduct fatherhood workshops and experiential programmes.

## Our Major Sponsors in 2016

D Square Projects Pte Ltd  
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The Development Bank of Singapore Ltd  
Oversea-Chinese Banking Corporation Ltd  
NTUC FairPrice Foundation  
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Dr Lee Siew Chin  
Mr Wilfred Wee Zhi Zhong  
Mr Yong Kai Ming

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Mr Chuang Keng Chiew  
Mr Ang Aik Leong  
Ms Leong Lai Fung



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