



For Immediate Release

Centre for Fathering Celebrates 25 Years of Empowering Fathers and Strengthening Families

Singapore, 25 August 2025 — This year marks the 25th anniversary of Centre for Fathering (CFF), Singapore's pioneering non-profit organisation dedicated to empowering fathers and strengthening families.

Since its launch on Father's Day in 2000, CFF has been a steadfast advocate for active and involved fatherhood. To commemorate this milestone, CFF is hosting a series of special events culminating in a 25th Anniversary Charity Gala Dinner this September.

A Year of Celebrations Honouring Fathers and Families

The anniversary celebrations began in April with the Great Companies for Dads Awards, where six organisations were honoured for their commitment to family-friendly workplace policies. At the same time, CFF launched its Workplace for Families Pledge, encouraging more companies to support work-life integration and nurture a family-friendly culture.

In May, Mum's Day Out recognised the vital contributions of mothers through an art competition and a day of engaging family activities. The celebrations continued in June with Celebrating Fathers and Dad's Day Out, where families took part in fun bonding activities, and CFF set a new Singapore Book of Records for the "Most Postcards Written at One Location". Later that month, the Bapa Sepanjang Hayat Father's Day Dinner honoured fathers from the Malay Muslim community with inspiring cultural performances and heartfelt tributes.

The year-long festivities will culminate this September with Centre for Fathering's 25th Anniversary Charity Gala Dinner. This hallmark event will feature a special jazz performance by renowned musician Jeremy Monteiro and his band, a live sand-art performance depicting CFF's 25-year journey, and the unveiling of Frame of Love—family portraits presented to five selected beneficiaries and volunteers.

Graced by Guest of Honour Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry, the evening promises to be a heartfelt celebration showcasing CFF's milestones, sharing touching family stories, honouring our founders, leaders, and supporters, and casting a vision for the road ahead.

CFF's Vision, Mission and Impact

CFF founders, Mr Edwin Choy, Mr Wong Suen Kwong, and Mr Raymond Koh established the organisation with a clear mission: to empower fathers and strengthen families in Singapore. Inspired by Dr Ken Canfield's ICAN framework which encourages fathers to be Involved, Consistent, Aware of their children's needs, and Nurturing, CFF has equipped over 70,000 fathers with the tools and support needed to be emotionally present and engaged in their

children's lives since 2000. Since 2019, over 8,000 mums have also been supported in their multi-faceted roles as they partner dads in raising confident and resilient children.

Over the years, CFF has been a pioneer of building meaningful connections within families through:

- Flagship workshops such as ICAN Fathering Workshop to empower fathers in their journey, and Adventure With Dad designed to deepen father-child relationships.
- Family-focused initiatives such as Eat With Your Family Day, Dad's Day Out, Mum's Day Out, and Back to School with Dad, which foster quality bonding moments.
- National movements including DADs for Life to inspire dads to become good influences in their children's lives, and MUMs for Life to empower mothers in their irreplaceable roles as a daughter, wife, and mother.
- Outreach into ethnic communities through vernacular movements Bapa Sepanjang Hayat, Ibu Sepanjang Hayat, and Appa Valnaal Uravu.
- Working closely with community partners such as KK Women's and Children's Hospital to engage expectant fathers through antenatal programmes; and Singapore Prison Service to support incarcerated fathers in rebuilding family bonds.
- Corporate engagement efforts including Eat With Your Family Day, Great Companies for Dads Awards, and Workplace for Families Pledge, promoting family-friendly initiatives in the workplace.
- Commitment to transparency and governance recognised by the Charity Transparency Award, which CFF has received consecutively from 2022 to 2024.

Looking to the Future: New Initiatives and Priorities

As CFF moves forward, there is a clear focus on transforming workplace culture to better support fathers. Recognising that work occupies a large part of men's lives, CFF is championing a shift in corporate mindsets to enable fathers to integrate their professional and family roles more effectively. To date, over 20 organisations have already pledged their commitment through the Workplace for Families Pledge to create supportive, family-friendly environments.

CFF is also launching its First 1000 Days Programme—an initiative that supports fathers from pre-pregnancy to the child's early years. This comprehensive programme offers resources, education, and a supportive community to help fathers engage fully during these critically formative days.

Xander Ong, CEO of CFF, reflected, "Many fathers desire to be more present in their children's lives, but often struggle with the absence of role models, the challenge of connecting emotionally, and integrating work. A father is often shaped by how he himself was raised. Today's dads face the task of bridging the gap between how they were parented and what we now understand about the vital importance of presence and emotional engagement. It takes courage to pause, reflect, and grow into the role of fathers our children truly need. At CFF, we are committed to inspiring and equipping fathers to take the step to become the loving, involved, and positively engaged dads who will shape stronger families for the future."

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Centre for Fathering 25 Years Key Milestones

Year	Milestone	Description
2000	Centre for Fathering Launched	CFF was officially launched on Father's Day in 2000 to empower fathers and strengthen families. It introduced foundational workshops such as the ICAN Fathering Workshop and Adventure With Dad, which equipped fathers with essential skills and opportunities to bond deeply with their children. Since then, CFF has equipped over 70,000 fathers across Singapore with a wide variety of programmes, workshops, and talks.
2000	Reaching Expectant Fathers With KK Women's and Children's Hospital	For 25 years, CFF and KK Women's and Children's Hospital (KKH) have collaborated to equip fathers with essential parenting skills through antenatal programmes. This partnership, which began shortly after CFF's launch in 2000, integrates father-focused topics into workshops for expectant parents, encouraging dads to be actively involved from pregnancy. Together, CFF and KKH have fostered a culture of engaged fatherhood, setting the stage for more hands-on parenting in Singapore.
2003	Eat With Your Family Day Launched	This national campaign encourages organisations to let employees leave work early to have meals with their families. Held on the last Friday of each school term and adopted by over 600 organisations, Eat With Your Family Day has become a tradition that promotes meaningful connections and quality time at the dinner table.
2006	Back to School with Dad Launched	Launched in 2006, this initiative invites fathers to accompany their children to school at the start of the academic year. It's a simple but impactful gesture that fosters connection and reassures children during key transitions.
2015	CFF Helms DADs for Life	Since 2015, Centre for Fathering has helmed the DADs for Life movement, a volunteer-led initiative founded in 2009 to inspire, mobilise, and equip fathers to be actively involved in their children's lives.
2016	Celebrating Fathers and Dad's Day Out Launched	The Celebrating Fathers campaign and its flagship event, Dad's Day Out, were launched in 2016 to honour and celebrate the pivotal role fathers play in their families and promote family bonding throughout the month of June.

2016	Prisons Outreach with Singapore Prison Service	<p>Since 2016, the Singapore Prison Service has been working with Centre for Fathering to deliver structured family programmes in prison, engaging approximately 1,800 incarcerated fathers to date. These initiatives - ICAN Fathering, Navigating the Teen Years, and ICAN Change - equip fathers with practical tools to strengthen family relationships and rebuild bonds during incarceration.</p> <p>Other collaborative efforts to strengthen emotional connections between incarcerated fathers and their children, as well as increase the fathers' motivation to rehabilitate, include the Father's Day cards and videos affirmation programme, where children share heartfelt messages with their fathers behind bars. These initiatives, coupled with post-incarceration support through father groups, aim to reduce recidivism, promote reintegration, and strengthen family resilience.</p>
2016	Bapa Sepanjang Hayat Launched	<p>The Bapa Sepanjang Hayat movement, a vernacular extension of the DADs for Life initiative, was launched in 2016 to inspire and support Malay Muslim fathers in their parenting journey.</p> <p>The annual Malay Muslim Fathering Month was introduced in 2017 to provide programmes and resources that celebrate and strengthen the unique role of fathers within the community.</p>
2019	Appa Vanaal Uravu Launched	The Appa Vanaal Uravu movement, a vernacular extension of the DADs for Life initiative, was launched in 2019 to empower and engage Indian fathers in their parenting journey.
2019	MUMs for Life Launched	A complementary initiative to DADs for Life, MUMs for Life was launched in 2019 to recognise and celebrate mothers in their multifaceted roles. Over 8,000 mothers have been equipped through its programmes, and more than 70 mother groups have been formed.
2021	Mum's Day Out Launched	Mum's Day Out is an annual Mother's Day event celebrating and appreciating mothers through engaging family activities and wellness experiences.
2021	Great Companies for Dads Awards Launched	Launched by President Halimah Yacob, the Great Companies for Dads Awards is Singapore's first award recognising employers with exemplary policies that support fathering and family-friendly work cultures.
2022	Ibu Sepanjang Hayat Launched	The Ibu Sepanjang Hayat movement, launched in 2022 as a vernacular extension of MUMs for Life, aims to inspire and support Malay Muslim mothers in their vital role within the family.

2022	First Charity Transparency Award	Centre for Fathering received its first Charity Transparency Award from the Charity Council, affirming its commitment to good governance. It has since received this award in 2023 and 2024.
2023	First Constituency-Based DADs for Life Group	In a milestone moment, Prime Minister Lee Hsien Loong launched Singapore's first constituency-based DADs for Life group in Kebun Baru. To date, CFF has supported over 200 father groups across schools, workplaces, prisons, hospitals, and communities.

About Centre for Fathering, DADs for Life, and MUMs for Life

Centre for Fathering (CFF) is a non-profit organisation founded in 2000 to promote active and involved fathering. The organisation turns the hearts of fathers and children towards each other by inspiring and activating fathers to strengthen families. We activate men and women to become effective fathers and mothers for their children.

Since 2015, CFF has been the driving force for Singapore's nationwide fathering movement – DADs for Life which seeks to inspire and mobilise fathers to become more involved with and a good influence to their children. In 2019, MUMs for Life was launched as a ground-up movement to celebrate a mum's unique identity as a woman, daughter, wife, and mother. MUMs for Life partners closely with DADs for Life because we believe that mums and dads play irreplaceable and complementary roles in parenting.