



FOR IMMEDIATE RELEASE

Centre for Fathering Appoints Mr Effendy Ibrahim as Head of Outreach for Bapa Sepanjang Hayat

Singapore, 7 April 2026 – Centre for Fathering (CFF) has appointed Mr Effendy Ibrahim as Head of Outreach for Bapa Sepanjang Hayat (BSH) effective 1 April 2026. BSH is a vernacular expression of the DADs for Life movement under CFF that encourages fathers in the Malay/Muslim community to play active and nurturing roles in their families.

Mr Effendy succeeds Mr Eruandee Prayitna, who passed away in February 2026 after 10 years of dedicated service. Mr Eruandee played a key role in building the movement, positively impacting thousands of fathers in the community.

Mr Effendy is no stranger to community service, having served in various roles across multiple organisations in both the mainstream and Malay/Muslim organisations for more than 30 years.

A strong supporter of the fathering movement, Mr Effendy has volunteered with BSH for the past two years, conducting fatherhood workshops and facilitating sharing circles where he journeys with fathers, including those in prisons. He has also played an instrumental role in developing partnerships with mosques, madrasahs and Malay/Muslim organisations, helping to expand BSH programmes within the community.

Mr Effendy brings more than 27 years of leadership experience in the technology industry, including serving as a senior executive in multinational companies across Asia Pacific. He is currently the founder of Ayd Coaching & Counselling, which provides readily accessible coaching and counselling services to individuals and couples, with a focus on supporting men.

A father of four sons aged 19 to 26 years' old and married for 28 years, Mr Effendy has been a strong advocate for involved fatherhood.

“Fathers today are not just providers,” said Mr Effendy. “They are emotional anchors, role models and guides for their children. Through Bapa Sepanjang Hayat, we want to equip fathers in the Malay/Muslim community with skills they need to be present and engaged in their children’s lives as well as create a wide network for fathers to share and exchange best practices, in alignment with Nakhoda - the Malay/Muslim national taskforce for fathering, and CFF’s future direction.”

Dr Xander Ong, CEO of Centre for Fathering, said Mr Effendy's appointment will help continue the movement's outreach within the Malay/Muslim community.

"We are grateful to Mr Effendy for stepping forward to advance the work of Bapa Sepanjang Hayat," said Dr Ong. "His leadership, experience, and commitment to supporting fathers and families will strengthen our efforts to encourage involved fathering within the Malay Muslim community."

Contact

Michele Soon
michelesoon@fathers.com.sg
97606561

Effendy Ibrahim
effendy@fathers.com.sg
98224176

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.