



# ENGAGING HEARTS & MINDS

Strong Families for a Strong Community – Fulfilling the Last Mile

Organised by:



In collaboration with:





# SCOPE OF PRESENTATION

Background

Bringing MENDAKI to the community

Last mile service delivery





## JOURNEYING WITH THE COMMUNITY



SCHOOL  
READY

0 – 6 years old  
Build strong roots  
Level up from the start

PERFORM IN  
SCHOOL

7 – 17 years old  
Strengthen foundations  
Nurture aspirations

FUTURE  
READY

18 years onwards  
Realizing potential



# School Ready – Building Strong Roots

## Programmes

Tiga M ( now part of KMM@CC )

Reading Programmes

Parenting Programmes

## Financial Support

Education Trust Fund

- Preschool Fee Subsidy
- Nursery Fee Subsidy

## Public Education - School Ready Campaign

### Integrated approach

Events

- PlayFest
- Education Symposium
- Workshops
- Reading@Park

Broadcast Media

- Radio show & Interview

Print Media

- Editorial & Advertisements

Social Media

- Facebook, Youtube, Instagram

Laying foundations of pre-schoolers

- Numeracy, literacy & social skills
- Be Pri1 ready

## Outreach & Supported

3,300 pre-schoolers

8700 parents

(2018)



# Perform in School – Nurture Aspirations

## Programmes

Academic Programmes

- MENDAKI  
Tuition Schemes
- Homework Café

Developmental Prog

- Mentoring

Parenting Programmes

## Financial Support

Education Trust Fund

Fee Waivers & Subsidies

## Public Education – Exam Ready Campaign

### Integrated approach

Events

- Success in PSLE Seminar Series
- Brunch with MENDAKI

Print Media

- Editorial & Advertisements
  - Mock Exam, Tips and Strategies

Social Media

- Facebook, Youtube, Instagram

## Strengthening basics

- Academic excellence
- Character development

## Outreach & Supported

14,800 students

2,400 parents/ families  
(2018)





# Future Ready - Realizing Potentials

## Programmes

Collaboration with ITE

- Future Of Series
- Future First
- Mentoring & Coaching

## Financial Support

Education Trust Fund  
Study Loan  
Scholarships

## Public Education – Future Ready Campaign

### Integrated approach

Events

- Future Ready Marketplace
- Next Stop Seminar Series

Print Media

- Editorial & Advertisements

Social Media

- Facebook, Youtube, Instagram

## Recognising Possibilities

- 21<sup>st</sup> century skill set
- 5 C's
- Be Future Ready

## Outreach & Supported

19,000 students & youths  
(2018)

# Expanding Our Reach



## Why the physical presence?

- Word of mouth recommendations & face to face interaction most preferred channels of communication
- Proximity enhances visibility thus promoting greater opportunities for interaction with community
- Enrich the organization's reach and understanding of the Malay/Muslim community

60.2% found out about MENDAKI through friends, family & relatives  
19% through mosques

Source: YM Perception Survey



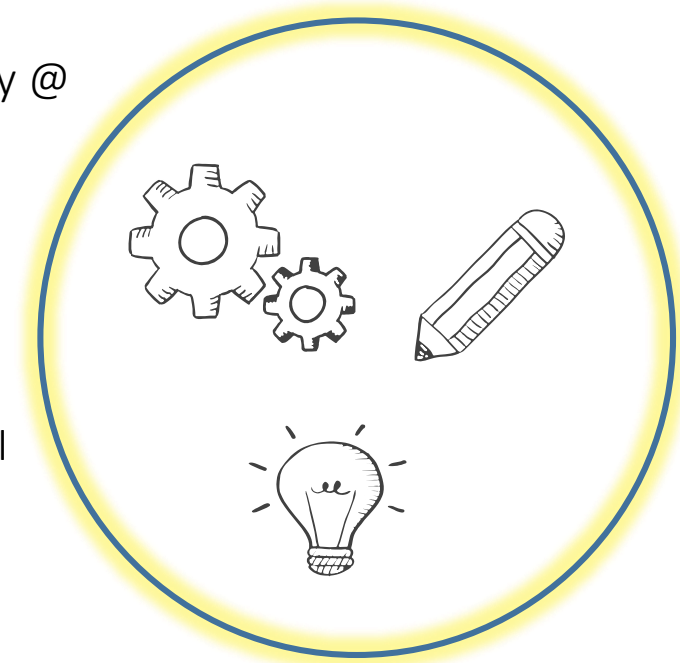
# Bringing MENDAKI to the Community

Parenting workshops, School Ready @ Heartlands

Employability services by MSENSE

MENDAKI Tuition Scheme, MENDAKI Homework Café

Future Ready Marketplace



Application Services for MENDAKI's programmes and services

Education Trust Fund & Bursary disbursement

Study Loan repayments (Pasir Ris, Woodlands & CCK)

Information and Referral services





# Charting the Next Lap for MENDAKI's Satellite Centres

- The focus of the MENDAKI @ Mosques centres would be to go beyond the Mosques' zakat recipients and target the entire mosque going community. E.g. Mosque kindergarten students, Mosque youths and Friday prayer congregants.
- An Asset Based Community Development approach was adopted for the MENDAKI Integrated Hubs. By identifying, building on and mobilising local assets and resources, the intent would be to:
  - Go beyond transactional relationships and focus on journeying with families in their children's education
  - Facilitating, enabling and empowering rather than delivering → whole of community approach



# Curating Relevant Programmes In Our Heartlands



Future Ready Marketplace @ Al-Muttaqin Mosque



School Ready @ Assyakirin Mosque's Education Day





**JOURNEY**  
**to our 7th**  
**Satellite**  
**Centre**

**MENDA**  
**DAKI**  
**@ Choa Chu Kang**

[Our MENDAKI @ Choa Chu Kang Journey](#)





# Resident Engagement



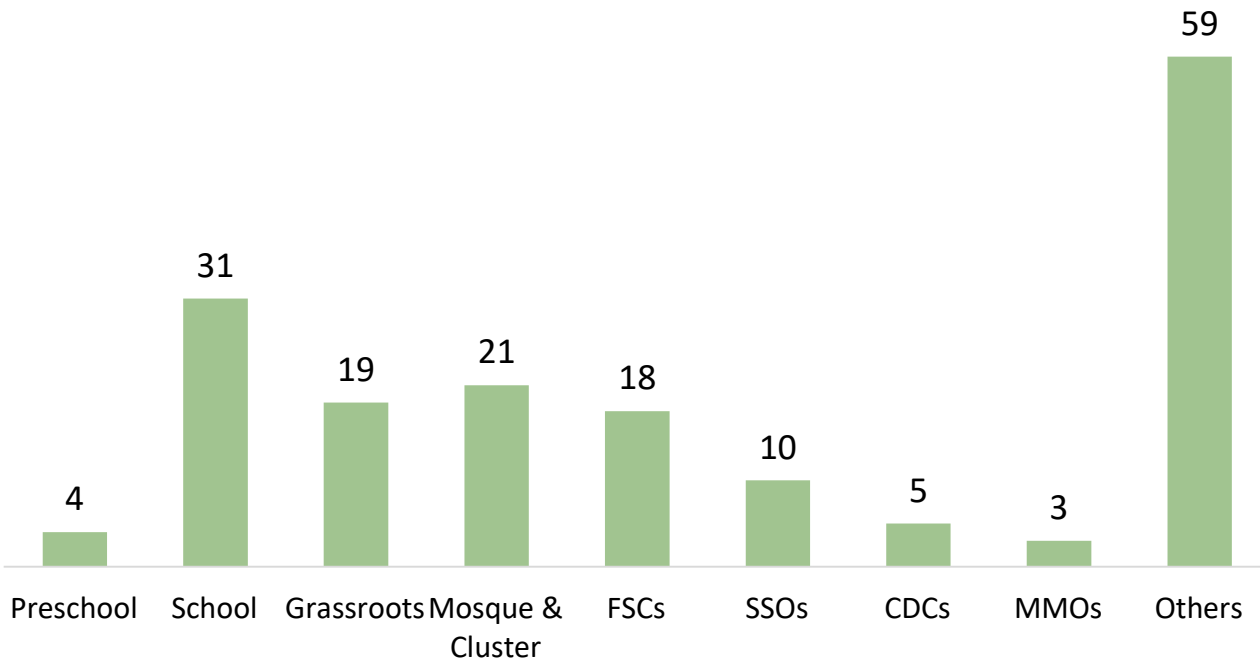
- In the lead up to the formation of MENDAKI @ Choa Chu Kang, MENDAKI engaged residents in a series of discussions centred on:
  - Their aspirations for their families
  - Programmes and activities that would be relevant to them
  - Their talents and skills which they could gift to the community
- The key focus was to encourage bonding amongst residents and a sense of connection to the centre.



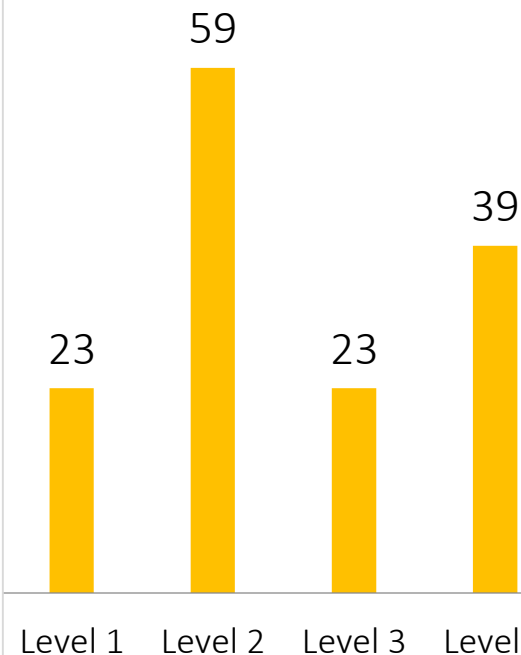


# Agency Outreach & Engagement By Mendaki's Satellite Centres

STAKEHOLDERS OUTREACH & ENGAGEMENTS IN JAN TO DEC 2018  
N=170



LEVEL OF COLLABORATIONS WITH AGENCIES FROM JAN TO DEC 2018  
n=144



## Level of Collaborations

**Level 1:** Nominations or inter-agency referrals

**Level 2:** Linking up to YM Depts / Participation in Agency's Programmes and Events (Includes FGDs, Outreach Booths)

**Level 3:** Joint Outreach (eg. Home visits, Case Conferences)

**Level 4:** Working Committees / Work Groups

*Note: Each collaboration may involve more than 1 agency.*

*Likewise, collaborations with the same agency can take place across different levels*



# A Space For Community Engagement & Contributions



Series of family engagements & community walks







3D pen printing workshop  
conducted by ITE College West  
students



Book Nook Club set up by  
SUSS volunteers



Back to School Haircuts by  
PlusSixFive Barbers Pte Ltd





# Challenges & Opportunities

## Challenges

Limited by Resources  
-labour intensive

Limited by Location  
-not so ideal location  
for some centres

Limited by Expertise  
- capability to address  
some of the concerns

## Opportunities

Collaborations  
- network of help  
agencies, schools,  
mosques

Programme Expansion  
- Homework cafes at  
RCs and mosques

We learnt that:

- Outreach approach not viable in long run
- The important role of “Pak Lurah/ Ketua Kampong” ( connectors )
- Speak their language (channels of communications)





## Leveraging on M<sup>3</sup>

*“Moving forward, the M<sup>3</sup> will be the main focal points of collaborations with other community organizations. This will improve support for the community, allowing the support to be more integrated and sustained. ... This vision must become an integral part of our culture. Then, not only will our community organizations be stronger, but more importantly, we will become exceptional as a community”.*



Minister-in-charge of Muslim Affairs Mr Masagos Zulkifli, in his speech during his Hari Raya Get Together on 28 Jun 2018





# Journeying with Families

- The M<sup>3</sup> framework has provided MENDAKI with the perfect opportunity to leverage on the networks provided by MUIS & MESRA and expand its programme reach. For example, KelasMateMatika@CC as M<sup>3</sup>'s first initiative, in collaboration with 4 CCs
- Launch of M<sup>3</sup>@WGS in Jan 2019 serves as a physical manifestation of the M<sup>3</sup> framework, with a focus on:
  - Extending MENDAKI & MUIS' outreach in the heartlands
  - Serve as an ideation hub for community driven initiatives
  - Contribute to the development of Wisma Geylang Serai as a community hub





## In Summary

- Every centre is unique, catering to the needs of the demography
  - Customised approach, programmes & services
  - Ensuring families get the help
  - Closing the gap
- Network of partners and their indispensable resources
  - Greater impact & outcomes
  - Connectors role
- Continuing process, everyday a learning opportunity
  - Changing landscape & need for flexibility and adaptability
  - Hold the families before they can self-help through empowerment



MENDAKI Singapore



@mendakisg



Yayasan MENDAKI