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## MEDIA ADVISORY

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### **NEW CHIEF EXECUTIVE OFFICER AT YAYASAN MENDAKI**

1. Mdm Zuraidah Abdullah will be appointed as Chief Executive Officer (CEO) (designate) of Yayasan MENDAKI on 1 March 2020. She will take over as CEO on 1 April 2020. This is Mdm Zuraidah's second appointment to MENDAKI, having served as CEO from 2007 to 2009.
2. The current CEO, Mdm Rahayu Buang, was seconded to Yayasan MENDAKI on 3 January 2017 and will return to the Ministry of Social and Family Development (MSF) on 1 April 2020.
3. During her three-year term, Mdm Rahayu established MENDAKI as a key institution in the M<sup>3</sup> framework. Kelas MateMatika (KMM) programme, a programme under M<sup>3</sup>'s first focus area on marriage, parenthood and early childhood, saw an increase in participation by four-fold within one year. MENDAKI also widened its' presence in the heartlands with three new satellite centres - MENDAKI@Chua Chu Kang in 2018; and MENDAKI@Jurong and at Wisma Geylang Serai in 2019. Together with the other self-help groups, a joint centre Vibrance@Yishun was also set up.
4. To ensure MENDAKI's programmes remain relevant and impactful, Mdm Rahayu oversaw reviews on the MENDAKI Tuition Scheme, Anugerah MENDAKI, MENDAKI study loan scheme and the Education Trust Fund subsidy scheme. New awards, such as MENDAKI Study Award and the Anugerah Gemilang MENDAKI, were introduced to honour those who excelled both academically and display good citizenry.
5. During her tenure, Mdm Rahayu strengthened MENDAKI's position as the thought leader in the Malay/Muslim community. She introduced the inaugural annual Education Symposium in 2017 and inked collaborative research on issues impacting Malay/Muslim community with the Institute of Policy Studies (IPS), A\*Star, Centre for Evidence and Implementation and Singapore University of Social Services (SUSS). In 2019, MENDAKI submitted a report to the United Nations Convention on the Rights of the Child.
6. Under Mdm Rahayu's stewardship, MENDAKI was awarded the Singapore Quality Class (People) Award (2019) and Knowledge Ready Organisation Award (2018). The biennial public perception survey engagement index for MENDAKI recorded an increase of 40% in 2019.

MENDAKI's inaugural Raikan Ilmu (Celebrate Knowledge) month, held in October 2019, also garnered 70 partners in a variety of activities all across the island. More than 30,000 people attended the Raikan Ilmu month, which included the launch of MENDAKI's Heritage Gallery and Commemorative book that chronicle the Malay/Muslim community's education journey.

7. Mdm Rahayu had led fundraising efforts that raised \$6.3 million for the Education Trust Fund (ETF) in the last three years. ETF is a financial assistance scheme that assists 10,000 underprivileged Malay/Muslim students annually. She introduced a signature fund raising initiative Climbathon, where participants took part in mountain climbing with the public and organisations making monetary pledges to ETF.
8. The Board of Directors would like to express our deepest appreciation to Mdm Rahayu for her work in strengthening MENDAKI and contribution to the Malay/Muslim community. We wish her success in her future endeavours.
9. The Board of Directors would also like to congratulate Mdm Zuraidah Abdullah on her second appointment as the CEO designate with effect from 1 March 2020 and thereafter as the CEO from 1 April 2020. The Board of Directors is confident that with her vast experience in the public sector and active involvement in the community, Yayasan MENDAKI is in a good position to continue its work for the Malay/Muslim community.

CHAIRMAN  
BOARD OF DIRECTORS  
YAYASAN MENDAKI

**Quote from Ms Rahayu Buang**



The three years at MENDAKI has been an enriching and humbling experience for me. I am grateful for the trust given to me by both the past and present Chairmen to lead this important institution. MENDAKI continues to grow in strength and our recent achievements were significant. Many thanks to the hardworking team in MENDAKI and strong support from the Board. I am sure MENDAKI will continue to increase its outreach and deepen its impact in education under the new leadership.

**Profile of Mdm Zuraidah Abdullah**

Mdm Zuraidah Abdullah is a Senior Assistant Commissioner with the Singapore Police Force and is currently seconded to the Immigration & Checkpoints Authority as the Domain Commander at Integrated Checkpoints Command (Air). She oversees the operations performed by the various Home Team agencies at the air checkpoints in Singapore, including Changi Airport.

Mdm Zuraidah was seconded to Yayasan MENDAKI, a self-help group, as its Chief Executive Officer from 2007 to 2009. During this period, Mdm Zuraidah improved management practices at Yayasan MENDAKI and implemented measures to help staff achieve work-life balance including policies and strategies for the Malay/Muslim students and families. While at Yayasan MENDAKI, she became the first woman to be appointed as a Council Member of the Islamic Religious Council of Singapore.

Beyond her return to the Singapore Police Force, Mdm Zuraidah was also the Chairperson of the Malay Heritage Foundation from 2009 to 2018 and Co-Chair of the Fundraising Committee of the Education Trust Fund, a community-driven fund that supports the education needs of children from needy Malay/Muslim families to ensure that every child gets the resources to succeed in school.

Commenting on her return to Yayasan MENDAKI, Mdm Zuraidah would like to strengthen Yayasan MENDAKI's presence with its past, current and future initiatives such as the M<sup>3</sup> initiative. *"The community is moving into the next phase of accelerated socio-economics upturn. Our Yayasan MENDAKI family has been working tirelessly on the ground, with partners, scholars, national resources and agencies, and the community. We will consolidate all the data to assist us to transit into the new digital era."* She is very honoured to be guiding and working with the younger leaders.

Mdm Zuraidah will be appointed as the CEO designate of Yayasan MENDAKI on 1 March 2020 and officially as the CEO with effect from 1 April 2020.