

Embargoed until 10 Nov, 7pm



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MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY

7 November 2022

To News Editor

COMMUNITY OF DEDICATED DO-GOODERS GO THE EXTRA MILE

Club-100 @ North West members contribute in numerous ways to better the lives of vulnerable residents in North West

For the past 14 years, **Club-100 @ North West** has been a crucial avenue of support for residents in need of assistance. **North West Community Development Council (CDC)**'s philanthropic club was formed by a community of dedicated do-gooders who wanted to give back to vulnerable residents in the North West District. The Club's mission to foster a culture of philanthropy in the North West has brought together a network of individuals and corporations, to contribute at least \$100 per month to the meaningful cause. Beyond contributing funds, several of the club's members have also offered to volunteer their time and effort to further support the vulnerable residents in the

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North West District in various ways. Their selfless efforts have fostered a strong community spirit of caring for one another and built a culture of giving back.

2 At the **Club-100 @ North West Dinner**, which will be held on 10 November 2022 at Parliament House, Guest-of-Honour, **Minister for Health, Mr Ong Ye Kung**, reinforced the importance of staying committed to a good cause. He says, “I thank the donors for being part of Club-100. It is a wonderful idea, getting donors to set aside an amount every month, to help out the disadvantaged. I encourage more to sign up.”

3 **Mr Alex Yam, Mayor of North West District**, who will be hosting the **Club-100 @ North West Dinner**, says, “Amid the challenges in the current climate, our Club-100 @ North West members have stayed the course and sustained their donations. Some have even contributed in more ways, such as by referring their networks to join the club, or by participating in volunteerism activities themselves. Club-100 @ North West is here to stay. As we emerge stronger from the pandemic, we will look to grow Club-100 @ North West, so that more vulnerable residents can benefit from it.”

4 Significantly, 80% of the active donors are on long-term giving arrangements, showing the commitment of the members and their conviction in the cause. Due to the unwavering support of the club’s donors, the members have collectively raised over \$11 million in total funds, enabling them to help an average of 10,000 beneficiaries every year since 2008.

5 Several Club-100 @ North West members have also gone above and beyond their regular donations to serve the needs of the community. One such member is **Mr Edwin Sia**, who has been a Club-100 member since 2016.

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Starting out as an individual donor who is passionate about taking care of the vulnerable among us, he continues to find ways to encourage more of his networks to join him in giving back to society. On connecting the organisation he works at, Corning Singapore Holdings to the CDC, he says “Having been a part of the Club-100 for 7 years, I’m confident that with Corning’s contributions, we could do more to make a positive impact to the lives of the vulnerable in our community. This is also aligned to Corning’s values, and I hope that through this, more organisations will be inspired to come forward to contribute.”

6 There are also many corporate organisations, such as Lih Ming Construction which is situated in the North West, that support Club-100 @ North West. The company not only contribute donations, but also volunteer at Service Weeks and even go the extra mile to provide home improvement services for these households. Over the last three years, the company has supported the annual distribution drive by packing and delivering the bags to needy residents, as well as providing over \$6,000 of home improvements, consisting of essential furniture and other household items. **Mr Chris Tan, Managing Director** of Lih Ming Construction recalled the rewarding moments: “Our first Service Weeks in 2020 was an eye-opener for me and my employees, when we witnessed a number of low-income families struggling to make ends meet and having little space to live comfortably in. I feel fortunate knowing that I have made a difference to help people live better in their everyday lives.”

7 In the longer term, through sustainable programmes such as Club-100 @ North West, the CDC will continue to explore ways to assist vulnerable residents in different areas of needs, and providing more regular support throughout the year. Companies and individuals that would like to learn more about Club-100 @ North West could visit <https://go.gov.sg/c100nw>. The CDC Secretariat or a Club-100 member would get in touch to share more about the meaningful cause. It is the starting point where do-gooders could contribute in

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more ways, such as volunteering for community service, or contributing talents and expertise to help vulnerable segments of the community. Members of the community who are interested in volunteering could also visit to find out more.

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Media Invitation

Media is invited to **Club-100 @ North West Dinner** at Parliament House on 10 November 2022. Media doorstops with the spokespersons who are present on-site, as well as Club-100 members, could be arranged on request. To facilitate security clearance at Parliament House, please send in journalists/crew's full names and NRIC for media RSVPs by 9 November 2022. See below for details.

Club-100 @ North West Dinner

Date : Thursday, 10 November 2022
Media arrival : 6 PM
Venue : Parliament House, 1 Parliament Place Singapore 178880
GOH : Mr Ong Ye Kung
Minister for Health
Adviser to Sembawang GRC Grassroots Organisations

Contact Person for Media:

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Enclosed:

Annex A – Media Programme
Annex B – Media FAQs (enclosed separately)

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About North West Community Development Council (CDC)

The Community Development Councils (CDCs) were established to build a tightly-knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We strive to align our activities and efforts with our mission:

(a) Assisting the needy

To help the less fortunate through local assistance programmes

(b) Bonding the people

To bond the community through projects & programmes to bring them closer to one another

(c) Connecting the community

To develop strategic partnerships with corporate and community partners to better serve our residents

The North West District comprises Holland-Bukit Timah GRC, Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC and Bukit Panjang SMC.

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Annex A

Club-100 @ North West Dinner

**Thursday, 10 November 2022
Parliament House, 1 Parliament Place Singapore 178880**

MEDIA PROGRAMME

Time	Programme
6:00pm	Media arrival
6:30pm	Arrival of Mayor Mr Alex Yam and Special Guests
6:45pm	Arrival of Guest-of-Honour Mr Ong Ye Kung Minister for Health and Adviser to Sembawang GRC GROs
7:00pm	Welcome Address by Mayor
7:05pm	Speech by GOH, Minister Ong Ye Kung
7:15pm	Presentation for Token of Appreciation
7:35pm	Group Photo
7:45pm	Media Doorstop (If any)
8:00pm	End of Programme