

Embargoed until 14 Jul, 7.15pm



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

14 July 2023

To News Editor

**OVER HALF A MILLION RESIDENTS BENEFIT FROM NORTH WEST CDC'S
PROGRAMMES**

*North West CDC's strong engagements with residents made possible by
more than 1,000 partners and 70,000 volunteers' dedication to
Aggregate, Build, and Connect the community*

In the last three years, more than 600,000 residents' lives have been positively impacted by **North West Community Development Council (CDC)**'s wide offering of community programmes. CDC engages residents through various programmes, ranging from social assistance programmes and upskilling opportunities to uplift the community, to large-scale events for the masses in the North West District, that promote health and wellness or advocate green living. Through the CDC's enabling and connecting role to match resources to serve the needs of North West residents, a

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network of partners and volunteers from the corporate and community sectors have the platform to provide more direct and immediate support to the needy, or initiate community projects that align to their beliefs and values. Such efforts include planning and implementing initiatives with guidance from the CDC, volunteering time to engage with and help residents, and contributing monetary or in-kind donations, to name a few.

2 Supported by the CDC's fundings such as **North West WeCare Fund (WCF)** and **North West GIRAFFE Fund** (*See Annex B for Media FAQs*), partners and volunteers take the opportunity to kick-start, spearhead and sustain impactful ground-up initiatives. The far-reaching impact of these community-driven initiatives go beyond helping the initial group of residents as efforts are amplified when they bring in new volunteers and advocates, to scale these initiatives in supporting more segments of vulnerable residents living not just within the precinct, but the areas beyond.

3 A long-standing community project funded by North West WCF is **Tri-Generational Homecare @ North West**, which provides long-term holistic care to seniors who have been discharged from hospital, whose needs range from medical care to social support to companionship. Initiated by two National University of Singapore (NUS) Medical Society students who wanted to find ways to give back to the community in 2014, the project expanded from NUS Medical students to other faculties such as Nursing, Pharmacy, Social Work and Physiotherapy, and enabled them to form up a strong network of volunteers to sustain the project since inception. The CDC connected the founders to Khoo Teck Puat Hospital to tap on their pool of needy seniors whom the project could provide care for. To further introduce the element of social care and inter-generational

bonding, the CDC also connected the team with secondary schools, where students are brought in to provide social care and act as a listening ear to the seniors.

4 On the Green Living front, **Clothes Collection Drive** initiated by Republic Polytechnic's Conservation Interest Group, addresses sustainability from a different perspective. "Our main motivation was to encourage students and residents to cultivate green habits through reducing textile waste as we encourage sustainable fashion through clothes redistribution events. With North West CDC's network, we connected with Nee Soon South Division and tapped on their SHWAP for Sustainability initiative to educate residents on reusing clothes, and also help low-income families who can't afford to spend too much on clothes," says Ignacio Jacinto, President of the Conservation Interest Group, Student of Republic Polytechnic. Another project, the **Happy Bellies Healthy Veggies** project, funded by North West GIRAFFE Fund and initiated by Yishun Primary School, educates lower Primary students on Food Sustainability. Students were taught to segregate their food waste, with the collected food waste being processed into compost which were used to grow fresh vegetables in their school garden. *(See Annex C for more Ground-Up Initiatives)*

5 Complementing the significant work by partners and volunteers, North West CDC has also ramped up programmes in the last three years, in response to the pandemic and also to equip residents for the new normal. More financial assistance was rendered to less privileged residents in the last few years. The **Interim Financial Assistance Scheme (IFAS)** was introduced during the Covid-19 pandemic to provide temporary

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assistance to tide residents through their financial difficulties. Groceries through the **North West Service Weeks** programme were distributed more regularly to ease needy residents' burden from high cost of food items due to global inflation and the rising cost of living. Apart from supporting national schemes, the CDC also supports our 19 divisions on ground to assist local residents with needs that are unique to the division through our **Social Support Matching Grant**. The grant supported 11,053 beneficiaries with over \$1 million disbursed. *(See Annex D for CDC's key highlights)*

6 The pandemic has impacted the physical and mental health of our residents. Post-pandemic, the CDC has increased its efforts to bring and bond residents together by forming two new healthy living programmes; **North West FitnessX Club and North West Running Club**. Primarily led by volunteers, regular sessions were organised to allow many residents to keep themselves active and maintain a healthy lifestyle.

7 Around 400 guests from different segments, including Corporates, Social Service Agencies, Schools, Community partners, as well as CDC's internal network of volunteers, have been invited to the North West District Meeting 2023, which will be hosted **Mayor of North West District, Mr Alex Yam** on 14 July 2023 at the Gardens by the Bay, Flower Dome – Flower Field Hall. The event recognises and appreciates partners and volunteers for their dedication and support towards the North West Community. *(See Annex A for media programme)* Elaborating on how North West CDC plays an enabler role, **Mayor of the North West District, Mr Alex Yam**, says, "We have seen first-hand, how the community's spirit of care shines through in the toughest times. While CDC has spearheaded the rollout of several assistance programmes and bonding activities to engage

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a wide spectrum of residents, many were made possible by our strong network of partners and volunteers who came together to contribute their resources to serve the North West community. The CDC will continue to work closely with all stakeholders, to sense ground needs, and tailor targeted programmes to close gaps on the ground and strengthen engagement with residents."

8 Corning Singapore Pte Ltd is a corporate which has stepped forward to provide such support to the community. To strengthen and better support digital inclusion in Singapore, the company donated laptops, new keyboards and mice to support the low-income students and residents in home-based work and learning. Corning Singapore went on to collaborate with grassroots organisations in the North West District, to provide extra support such as stationeries for less-privileged students, and adult diapers for vulnerable seniors. Another partner which went above and beyond is City Development Limited (CDL), contributing through staff-initiated programmes, such as a Christmas engagement where CDL rallied shoppers at City Square Mall to gift Christmas presents to fulfil the wishes of children living in public rental units. CDL also led the rollout of Learning Space @ Limbang to inculcate learning and character building for low-income children and youths.

9 North West CDC will continue to aggregate the available resources, build capabilities, and connect them to community needs – aligning to the CDC's Vision of building a caring and healthy North West community. For more information or to find out about partnership and volunteerism opportunities and support, please visit <https://northwest.cdc.gov.sg>.

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Media Invitation

Media is invited to **North West District Meeting 2023** at Flower Dome – Flower Field Hall, Gardens By the Bay, on 14 July 2023. A Media doorstep with spokespersons, corporate and individual volunteers, could be arranged. See below for details of the media event.

North West District Meeting 2023

Date: Friday, 14 July 2023
Media arrival: 6.30pm
Venue: Flower Dome – Flower Field Hall, Gardens By the Bay
18 Marina Gardens Drive Singapore 018953

Contact Person for Media:

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Enclosed:

- 1) Annex A – Media Programme for North West District Meeting 2023
- 2) Annex B – Media FAQs (Appended separately)
- 3) Annex C – Ground-up Initiatives
- 4) Annex D – North West CDC Key Highlights (FY20 – FY22)
- 5) Annex E - Key Translations

[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) Aggregator of Needs and Resources

To help the less fortunate through local assistance programmes

(b) Builder of Capabilities and Capacities

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

(c) Connector of Communities

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

To achieve our mission, North West CDC continues to build programmes to provide support to residents under four key pillars:

i. Uplifting the Community

To support for residents through local assistance schemes and encourage self-reliance and empower residents to improve their lives and employability.

ii. Promoting Health and Wellness

Through a range of healthy living programmes, we hope for our North West residents to maintain an active and healthy lifestyle, and join our health and wellness movement.

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iii. Advocating Green Living

Working towards a sustainable future, we aim to imbue a green mindset and spark behavioral change among residents. Through various green initiatives, residents are encouraged to adopt green habits starting from the simplest actions.

iv. Enabling Partnerships and Volunteerism

We will play our enabler role in connecting our community and corporate partners' resources and volunteerism, to serve the various needs in the community.

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

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Annex A

North West District Meeting 2023

Friday, 14 July 2023

Flower Dome – Flower Field Hall, Gardens By the Bay

MEDIA PROGRAMME

Time	Programme
6:30pm	Media arrival
6:40pm	Media Doorstop with spokespersons (on request)
6:45pm	Arrival of Mayor Alex Yam
7:15pm	Commencement of North West District Meeting 2023 <ul style="list-style-type: none">- Sharing by Mr Steve Luo, General Manager, North West CDC- Sharing by Mr Alex Yam, Mayor of North West District
9.00pm	End of Event

Projects supported by North West WeCare Fund

1. Fam K @ North West (Sembawang Central Zone K)

Through a series of activities held for the residents above 70 years old from Sembawang Central Division, the project aims to inculcate the value of 'Healthy body, healthy mind' through the acronym FAM (Fitness, Arts & Craft, and Music). Activities consist of carefully customised exercises, painting on canvas and performances by Wellington Primary School students. The project gathered a total of 98 participants and seniors, who gave feedback that the activities allowed them to socialise with one another and gave them fresh and memorable experiences.

2. Create-A-Smile @ North West

The project was run by student volunteers from the Singapore University of Social Sciences (SUSS) and aimed to engage intellectually disabled residents from Thye Hua Kwan (THK) Home for the Disabled @ Sembawang through hydroponics planting. Through this, the students were able to better understand the intellectually disabled community in Singapore. Moreover, hydroponics planting is also aligned with the "30 by 30", 2030 Singapore Green Plan. According to research, the planter can help to improve air quality. As such, the goal was to allow people in the community side to enjoy fresh air and at the same time, allow residents involved in managing the planters to feel a sense of achievement. Besides the hydroponics planting, students also organised 6 additional activities such as workouts, sandwich making and craft activities, with the intentions of improving the motor function of the beneficiaries.

Projects supported by North West GIRAFFE Fund

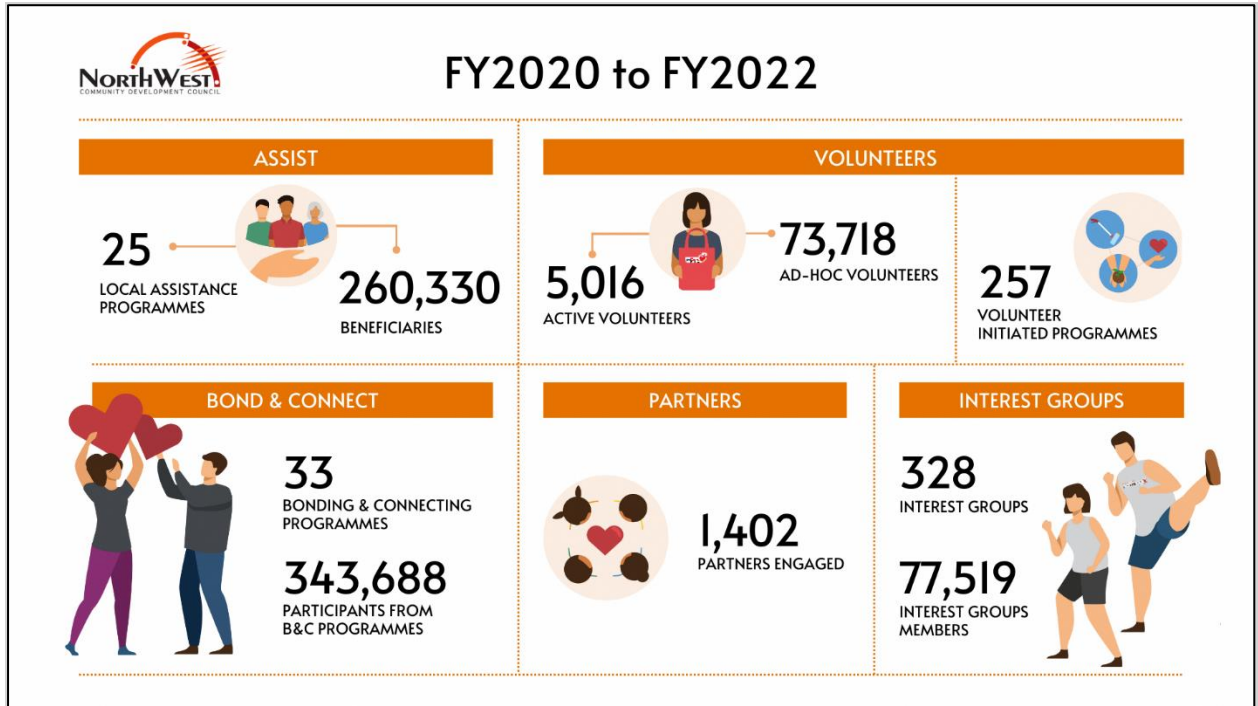
3. Kayak N Klean

A ground-up initiative funded by North West GIRAFFE Fund and led by Sembawang Central Division, which aims to reduce waterway pollution and keep our environment litter-free. Around 160 volunteers paddled through canals, rivers and coastal areas to collect trash and debris to be disposed, and recycled where possible.

4. Let's Build our Community Farm

A ground-up initiative funded by North West GIRAFFE Fund and led by Nee Soon East Division, is in the process of building up a Community Farm by the end of 2023. Designed and built using recycled materials, it will have 12 planter beds that can grow a variety of different vegetables. So far, around 300 volunteers have cultivated the produce and interacted with like-minded green enthusiasts at the Community Farm.

North West CDC's Key Highlights FY20 – FY22



Key Translations

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
Mr Alex Yam Mayor of North West District Adviser to Yew Tee GRC GROs	任梓銘先生 西北区市长 油池基层组织顾问
North West District	西北区
North West District Meeting	西北社区会议
Grassroots Organisations	基层组织
Aggregator of Needs and Resources	顺应需求，汇集资源
Builder of Capabilities and Capacities	提升能力，扩大网络
Connector of Communities	加强联系，造福社群