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**PROPOSED WELCOME ADDRESS FOR MR ALEX YAM,  
MAYOR OF NORTH WEST DISTRICT  
AT THE NORTH WEST YOUTH CONCERT 2022  
ON FRIDAY, 22 JULY 2022  
NGEE ANN CONVENTION CENTRE**

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President Halimah Yacob;  
Organising Committee Members;  
Distinguished Guests;  
Good evening,

Introduction

- On behalf of North West CDC, I'm honoured to welcome our Guest-of-Honour President Halimah Yacob back to the North West District. Mdm President is no stranger to the North West District, as she has previously served as a Grassroots Adviser to the Marsiling Division. She is well familiar with the needs of vulnerable residents, and when North West CDC invited her to tonight's occasion, she immediately accepted. Thank you Mdm President, for taking time out of your busy schedule.
- I would like to also extend a big welcome to all our distinguished guests as well. Thank you for taking your precious time to attend the North West Youth Concert 2022.
- Tonight's Concert provides an opportunity for youths to perform for a good cause, and a platform to celebrate our donors for doing good to support the less-privileged students in the North West community.

Background of Youth Concert and Student Support Fund

- We have held the North West Youth Concert every year since 2012, except for the recent pandemic years. The North West Youth Concert has gone from strength

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to strength, and we are proud to be able to celebrate this year's 10th anniversary with all of you. The milestone is possible only because of the staunch support of our donors and many youth performers and volunteers, who have contributed greatly year-after-year.

- The Concert is a celebration of youths and the community's spirit of giving. **Over the last 10 years, it has raised nearly \$2 million in total, to support the less-privileged students in our District.**
- The proceeds from the North West Youth Concert goes towards the North West Student Support Fund, or the SSF. The SSF provides less-privileged students with financial support to defray educational expenses, and enrichment opportunities to learn valuable soft skills. **The community's support for the SSF over the last 10 years have enabled us to uplift the lives of over 130,000 students.**
- This year's fundraising for the SSF took on greater urgency, as the CDC had not been able to hold the Youth Concert for the last two years. To ensure that we would be able to continue supporting less-privileged students in our District without any disruption, we set a rather ambitious fundraising target of \$500,000.
- Despite the uncertainties caused by the pandemic, it is heartening to see the community, particularly, the CDC's strong network of corporate and community partners, come together to support the SSF fundraising campaign. **I will leave Mdm President to share the good news with everyone during her Opening Address.**

Recognising Partners and Youth Volunteers

- Behind tonight's celebration, is months of hard work and planning by my CDC team and our organising committee, making tonight's event possible.
- Special thanks to our long-serving Concert Organising Committee Chairperson, Mr Allen Ang, Vice-Chairperson Mdm Heng Boey Hong, members like Ms Jennifer Ng for rallying their networks to donate to the cause. May I invite all our Organising Committee members to stand? A big round of applause for them.

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- We should not underestimate the power of a platform like the North West Youth Concert in giving youths a voice to express themselves. In tonight's first performance, you will hear from Woodlands Primary School's Riley and Jane – our two youngest performers – who are excited to be able to perform on such a big stage, in front of 400 guests. I hope that they will have a memorable experience.
- We are also proud of our North West Youth Assembly, a youth volunteer group which hones the leadership skills of youths from Secondary Schools in the North West, and allows them opportunities to come together and plan sustainable programmes to serve the community. We have our Youth Assembly members here tonight, helping with various roles to ensure the smooth running of the event.
- Over the years, youths from our Primary and Secondary schools have also actively participated in the fundraising efforts to help their less-privileged peers. This year, a group of students from Fajar Secondary School took the time to organise a Recess Sale to raise \$1,200, which they have donated entirely to the cause.
- These contributions are real life examples which demonstrate why we coined this year's campaign slogan as: 'Nurturing Youths and Warming Hearts'. I encourage youths to continue volunteering, to create sustainable and impactful initiatives for the community.

**Conclusion – CDC's Enabler Role**

- The CDC plays a key role in connecting resources to serve the needs of the less-privileged residents in the North West, enabling the CDC to build a culture of giving and the spirit of care amongst the North West community.
- This can only be achieved with the support of our corporate and community partners and volunteers, many of whom are in attendance tonight. We look forward to continue working closely with all of you to engage and serve our less-privileged residents.
- On that positive note, I wish you an enjoyable evening ahead.

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*Estimated to take ~7 minutes, at ~120 words per minute.*