

**Embargoed until 22 July, 7:30pm**



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**MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY**

20 July 2022

To News Editor

**SHAPING A BETTER FUTURE FOR OVER 130,000 NEEDY STUDENTS**

*With successful fundraising campaign, more less-privileged students to benefit  
from North West Student Support Fund*

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To mark the 10<sup>th</sup> anniversary of the North West Student Support Fund (SSF) this year, the **North West Community Development Council (CDC)** launched a three-month campaign, supported by President Halimah Yacob, to rally the community to raise \$500,000 for needy students. Two-thirds of the way in, the CDC, with the support of companies, schools, and individuals, has already raised over half a million dollars, exceeding the target ahead of time. The funds raised will enable students under North West CDC's care to have access to equal educational opportunities to pursue their dreams. Although the fundraising target has been met, the public can still contribute to the campaign, which will run until 16 August, through the campaign's fundraising page at: [go.gov.sg/give-nwssf](https://go.gov.sg/give-nwssf) (See Annex A for Media FAQs).

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2           This year’s fundraising efforts build on the foundations laid over the past 10 years to support over 130,000 less-privileged students. To ensure longevity in being able to help needy students, the CDC uses an annual high-point event, the **North West Youth Concert**, as the key platform to engage corporate partners and donors to contribute to the meaningful cause. News of the CDC’s successful fundraising this year will be announced by Mdm President at the North West Youth Concert 2022, to be held on 22 July. (*See Annex B for Detailed Media Programme*)

3           Having served as a Grassroots Adviser in the Marsiling Division until 2017, **President Halimah Yacob**, who is the Guest-of-Honour of the event, says, “While the Government continues to build a social net with national assistance schemes and programmes to support the community at large, the CDCs, along with Grassroots Organisations and community partners, also help to assist residents who may have fallen through the cracks. Through the North West SSF and many other assistance schemes by various agencies, I hope that the SG Cares spirit continues to strengthen within the North West Community.”

4           The CDC plays a pivotal role in connecting resources to serve the needs of the less-privileged residents in the North West, building a culture of giving back and the spirit of care in the North West community. Elaborating on how North West CDC plays an enabler role, **Mayor of the North West District, Mr Alex Yam**, says, “The community’s spirit of giving shines through in the toughest times. The North West Youth Concert enables North West CDC to provide less-privileged students with equal learning opportunities to grow to their fullest potential. It is heartening to see the community, particularly, the CDC’s strong network of partners, come together to support the SSF fundraising campaign. In addition to helping students, the CDC will continue to address gaps in the community by working with our partners to provide regular support in different areas of need.”

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5           A major strength of North West CDC is its strong corporate network, which have come out in full force. Three companies, Rigel Technology (S) Pte Ltd, Lih Ming Construction Pte Ltd and Aleta Planet Foundation, have each donated \$50,000 in support of the SSF fundraising campaign, providing a boost to the fundraising efforts (*See Annex C for Donors' Quotes*). The fundraising campaign, a whole-of-community effort, also saw close to 2,000 youths from different groups contribute to the cause. Students from Primary and Secondary Schools actively participated in the fundraising effort through various initiatives, such as doing in-house fundraising projects or by engaging the community to support a good cause.

6           A programme under the North West SSF is the WeCare @ North West – Ready For School (RFS) programme, which provides \$200 grocery and book vouchers to needy families. Mishaa D/O Ravikumar, 6, comes from a single-parent household, living with her mother and elder brother. Mishaa's mother, Mdm Vigneswari brings home an average monthly income of \$900, which pays for their housing rent and bills, leaving little for other essentials. The vouchers came as a relief for her family as it enabled Mdm Vigneswari to purchase school necessities for both children, easing some of her financial worries. (*see Annex D for Beneficiaries' Quotes*)

7           With the generous contributions of our donors, we have taken small steps towards realising this year's campaign slogan of 'Nurturing Youths and Warming Hearts'. The campaign will continue to run until 16 August 2022. Corporate donors which are keen to support the cause may contact North West CDC at [northwestcdc\\_partnerships@pa.gov.sg](mailto:northwestcdc_partnerships@pa.gov.sg) for more information.

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## **Media Invitation**

Media is invited to **North West Youth Concert** at Ngee Ann Convention Centre on 22 July 2022. The speeches that will be delivered by Mdm President and Mayor Alex Yam will be open for reporting and should be checked against delivery. CDC can also assist with soundbites and quotes from spokespersons and profiles, on request. See below for details of the media event.

### **North West Youth Concert**

**Date** : **Friday, 22 July 2022**

**Media Arrival** : **7pm**

**Venue** : **Ngee Ann Convention Centre, Block 68, 535 Clementi Road Singapore 599489**

**GOH** : **President Halimah Yacob**

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### **Enclosed:**

Annex A – Media FAQs

Annex B – Detailed Media Programme

Annex C – Donor's Quotes

Annex D – Beneficiaries' Stories

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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 B**

**North West Youth Concert**

**Friday, 22 July 2022 at  
Ngee Ann Convention Centre  
Block 68, 535 Clementi Road Singapore 599489**

**MEDIA PROGRAMME**

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<b>Time</b>	<b>Programme</b>
7:00pm	Media arrival
7:15pm	Media doorstep with Mr Alex Yam, Mayor of North West District
7:30pm	Arrival of Guest-of-Honour President Halimah Yacob
7:35pm	Commencement of North West Youth Concert Speech by Host, Mayor Alex Yam
7:40pm	Speech by Guest-of-Honour, Mdm President
7:50pm	Performances & Presentation Ceremony
9:25pm	Group Photo with Mdm President, Mayor Alex Yam, VIPs and Organising Committee
9:30pm	End of event

## Donors' Quotes

### Aleta Planet Foundation

Sharing why the North West Student Support Fund resonates with the company's DNA, **Group Chairman of Aleta Planet Foundation, Mr Ryan Gwee** says "Giving back to the community has always been a part of Aleta Planet's DNA and we are strongly committed towards investing in children. Having a good education helps open doors to many opportunities in life. We are honoured to support North West CDC as it strives to provide less-privileged youth with the help they need to succeed in school and beyond."

### Lih Ming Construction Pte Ltd

A Club-100 member and regular partner of the CDC, Lih Ming Construction Pte Ltd has also stepped forward to contribute to the SSF campaign. **Mr Tan Lih Woei, Director of Lih Ming Construction Pte Ltd** says, "Learning opportunities should not be taken away from someone because of their background. Everyone should be given the opportunity to learn, and we are proud to be part of the cause that contributes to it."

### Rigel Technology (S) Pte Ltd

**Mr Christopher Ng, Group CEO of Rigel Technology (S) Pte Ltd**, shares the company's motivation behind contributing to the cause. "At Rigel, we hope to inspire our employees to join us in giving back to the community. This opportunity to support less-privileged students through the North West SSF and provide them with the basic access to education is too meaningful for us to pass. Education is a stepping stone for these students to grow and we hope that our contribution will help them achieve better things in life."

## **Beneficiaries' Stories**

### **North West Heart for Students (HFS) Programme**

#### **Mohamad Faez Bin Mohamad Hafis, 15**

Every child should be given the opportunity to pursue their dreams and study without having to worry about finances. However, this is often not the case for many students from less-privileged backgrounds such as Faez. The North West Heart for Students programme hopes to relieve some financial burden for families.

Besides actively participating in the Drama Club after school, Faez, a Secondary Three student, is one of Fajar Secondary School's top student for his cohort. Back home, while his parents are busy putting food on the table, he would help with household chores. Living with a large family of six, Faez's family has to be prudent with their expenses. He receives help from Ministry of Education's (MOE) Financial Assistance Scheme (FAS), which takes care of the basic school necessities, such as transport and meal expenses.

However, even with FAS assistance, it is still a challenge for Faez's family to purchase additional items required for school, such as stationeries and assessment books. With the North West Heart for Student programme, Faez received an additional sum of money, which he used to purchase assessment books to enrich his learning.

### **WeCare @ North West - Ready for School Programme**

#### **Mishaa D/O Ravikumar, 6**

Mishaa comes from a single-parent household, living with her mother and elder brother. Mishaa's mother, Mdm Vigneswari who takes on ad-hoc jobs in the



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education sector, brings home an average monthly income of \$900. She uses most of it to pay for housing rent and bills, leaving little for other essentials.

The WeCare @ North West – Ready for School programme, which provides \$200 grocery and book vouchers, came as a relief for her family. Besides putting food on the table, Mdm Vigneswari was able to purchase school necessities for both her children, easing some of her financial worries.

### North West Student WISE Enrichment Programme (SWEP)

#### **Wang Yuzhe, 11**

Yuzhe is a Primary Five student studying in Qihua Primary School, who was identified to undergo the Student Wise Enrichment Programme (SWEP). He attended a series of workshops such as Active Learning, Public Speaking, Social Etiquette and Cyber Wellness. With the increased use of technology in school, coupled with the rise of social media, students like Yuzhe are more exposed to the risks of the cyber world. Hence, it was timely that Yuzhe learned about the importance of Cyber Wellness and how to identify online scams, to better protect himself. His biggest takeaway was to be socially responsible and accountable for his online behaviour, as well as to be kind to others online.

#### **Lim Jun Le Eleon, 11**

The SWEP programme facilitates self-development of student, complementing the core academic curriculum. Eleon was one of the students from Qihua Primary School who had benefitted from the programme. Before attending the programme, he was uncomfortable speaking publicly and would usually shy away from presentations. The workshop helped build his confidence and courage to speak in front of large groups.