

Embargoed until 17 May, 12am



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To News Editor

FUNDRAISING CAMPAIGN LAUNCHED TO UPLIFT NEEDY STUDENTS

North West CDC to rally community to give back through first-ever public donation drive

On 17 May 2022, **North West Community Development Council (CDC)** will be announcing the launch of a fundraising campaign for the **North West Student Support Fund (SSF)**. The fundraising campaign, powered by the slogan of “Nurturing youths, Warming hearts”, comes a critical time where the CDC is raising funds for the SSF after a two-year enforced hiatus, due to 2020’s onset of the pandemic. Successfully achieving the target of \$500,000 in donations would enable the CDC to continue assisting and empowering less-privileged students living in the North West District, ensuring that they have access to equal opportunities to grow their potential and achieve the best versions of themselves.

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2 For the first time ever since SSF's inception in 2011, the CDC will be opening up the SSF to the general public for donations, after relying on the CDC's internal network of corporate donors for the past 10 years. Through a public fundraiser from 17 May to 16 Aug, CDC aims to rally the entire North West community and also the rest of Singapore to make a difference and empower the lives of the less-privilege youths, so that no child is left behind. Public who wishes to show their support can make a contribution through this link: **go.gov.sg/give-nwssf**.

3 The **North West Student Support Fund (SSF)** has enabled the lives of over 130,000 students from less-privilege backgrounds by providing monetary assistance to defray education expenses, and the opportunity for them to attend enrichment programmes to develop their social skills (*see Annex A for details of programmes under the SSF*). In previous years, the SSF raises funds through the annual North West Youth Concert, where the CDC's corporate partners and regular donors would come together to contribute to the meaningful cause. It is also a platform for our youths to showcase their artistic talents for a good cause.

4 **Mayor of the North West District, Mr Alex Yam** says "Not all children start on the same footing. The North West SSF makes it possible for less-privileged youths to receive the education that they deserve. These youths who the CDC assisted through the SSF are empowered with equal learning opportunities to realise their dreams and aspirations. No matter where you live or the size of your contribution, your support will make a significant difference to the lives of our youths."

5 A corporate donor, which has stepped up to support the cause, is Aleta Planet Foundation. Sharing why the SSF resonates with the company's DNA, **Group Chairman Ryan Gwee** says "Giving back to the community has always

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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."

6 This year's North West Youth Concert, which will be held on 22 July, will be graced by President Halimah Yacob, who is also supportive of the SSF's fundraising campaign, alongside Mayor Alex Yam, and other North West Grassroots Advisers (GRA). Corporate donors which are keen to support the cause may contact North West CDC at northwestcdc_partnerships@pa.gov.sg.

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Annex A – Fact Sheet on North West Student Support Fund

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.

About the North West Student Support Fund

Established in 2011, the **North West Student Support Fund (SSF)** provides bursaries to defray educational expenses, and opportunities for students to attend developmental programmes to increase social mobility of students from less-privilege backgrounds. This fund provides needy students with the early educational bridges to enable them to enjoy equal opportunities as their peers when they leave school, through two social mobility pillars – **Student Assist** and **Student Wise** programmes.

Student Assist Programme

(a) North West Heart for Students Programme

The CDC works closely with Ministry of Education and the schools within the North West District to identify the beneficiaries. Schools will rally their community to support and contribute to the fund, to help families with financial difficulties to cope with their children's school expenses. The donations raised by the schools' community will be matched the CDC.

(b) WeCare @ North West - Ready for School

Bursaries are given to kindergarten students to prepare them for their formal education in primary school. The CDC works closely with Early Childhood Development Agency (ECDA) and GROs to identify and disburse the funds.

Student Wise Programme

(a) North West Student Wise Enrichment Programme

The CDC works closely with schools located within the North West District to identify the students. Students will attend a series of workshops to develop skills in listening and communications, social etiquette, and public speaking. They also attend motivational workshops to build confidence and improve their interpersonal skills in social settings.