

EMBARGOED UNTIL 10 DEC, 3.30PM



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

10 December 2022

To News Editor

**NEW ASSISTANCE PROGRAMME FOR NEEDY RESIDENTS TO CHOOSE
PREFERRED FOOD ITEMS**

North West CDC launches WeCare @ North West Service Weeks+ with major enhancements to support needy residents

Needy residents in the North West District can look forward to more sustained support in 2023. At the upcoming tenth edition, the North West Community Development Council (CDC) will be launching an enhanced version of its flagship programme – **WeCare @ North West – Service Weeks+**, to provide more assistance to needy residents. Evolving from an annual distribution, the CDC will be holding quarterly distributions across the year to provide more regular support to those in need. On top of helping needy residents from the Public Rental Scheme, residents on local welfare schemes will now also benefit from an upsized care pack of food items ranging from staples to canned food to condiments. Residents can customise their care pack either by choosing from an online form, or by personally selecting the food items at a Pop-Up Market on the distribution day (*see Annex C for range of food items*).

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2 The six-week long campaign will be officially launched on 10 December 2022 at the Limbang Division, where Deputy Prime Minister (DPM), Minister for Finance, and Adviser to Marsiling-Yew Tee GRC Grassroots Organisations (Limbang), Mr Lawrence Wong will be Guest-of-Honour. He will be joined by Mr Alex Yam, Mayor of North West District who would represent the CDC as host. Speaking on the support provided by the Government to defray the rising cost of living, **Deputy Prime Minister Mr Lawrence Wong** says, "At the national level, we have introduced support packages to help lower-income families. This new programme by North West CDC at the District level complements the existing schemes, providing immediate and tailored support to our more vulnerable residents. I am glad that these residents will receive regular food assistance throughout the year to reduce their household expenses, and cushion the impact of higher prices."
(See Annex A for detailed media programme)

3 The annual Service Weeks programme has brought many community and corporate partners together over the years, and provided support to needy residents residing in the public rental units in the North West. Speaking on the CDC's enabler role in connecting resources to serve the needs of the community, **Mr Alex Yam, Mayor of North West District** says, "The rising cost of living has been of concern to many, especially to our low-income residents. After taking in feedback from residents and our Grassroots Organisations, we have decided to completely re-engineer our flagship WeCare @ North West – Service Weeks programme. The "+" signals our commitment to help a larger pool of beneficiaries, more regularly, offering them the dignity of choice. The quarterly efforts will be supported by more corporate and community volunteers, who are passionate about helping the needy and want to do more. I am delighted to witness the culture of giving and care for one another flourish in the North West District." *(See Annex B for fact sheet on Service Weeks+)*

4 To realise the greatly increased scale of the event, the CDC has successfully appealed to corporate and community partners to lend their support for the once-a-quarter engagement with needy residents, enabling a larger pool of volunteers to give back to the North West community. One such partner is City Developments Limited (CDL), which

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has always gone above and beyond the usual commitments of Service Weeks+ to support the vulnerable residents in Limbang Division since 2016. Since then, they have adopted the two rental blocks in Limbang under their City Sunshine Club CSR programme and championed several initiatives to provide better assistance and care to them. This year, their Tree of Hope & Wishes Charity Drive continues to raise funds from public to fulfil the wishes of 113 children living under the public rental units in Limbang. CDL will also be topping up each care packs with additional items such as personal hygiene products, essential household items, and fresh fruits.

5 After the launch of WeCare @ North West – Service Weeks+ on 10 December, the Pop-Up Market will continue to run until 15 January 2023 across 14 North West Divisions with flats under the Public Rental Scheme. After this cycle, the programme will next run in Apr 2023 and follow a quarterly timeline. The corporate and community partners may vary for each run, depending on how frequently they have committed to support the event.

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Media Invitation

Media is invited to **WeCare @ North West – Service Weeks+** at Limbang Division on 10 December 2022. A Media doorstep with spokespersons, Mayor of North West District, Mr Alex Yam, as well as corporate volunteers and residents of the public rental units, could be arranged. See below for details of the media site.

WeCare @ North West – Service Weeks+ (Limbang)

Date: Saturday, 10 December 2022
Media arrival: 3pm
Venue: Limbang Park
Next to Blk 535 Choa Chu Kang Street 51 S680535
(Open space beside street soccer court)
GOH: Mr Lawrence Wong,
Deputy Prime Minister and Minister for Finance,
Adviser to Marsiling-Yew Tee GRC GROs (Limbang)

Contact Persons for Media

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Enclosed:

- 1) Annex A – Media Programme for WeCare @ North West Service Weeks+
- 2) Annex B – Fact Sheet on WeCare @ North West Service Weeks+ and Club-100 @ North West
- 3) Annex C – List of Food Items

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4) Annex D - Media FAQs (append separately)

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 Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC, Holland-Bukit Timah GRC, and Bukit Panjang SMC.

Launch of WeCare @ North West – Service Weeks+ (Limbang)

**Saturday, 10 December 2022 at
Limbang Park**

MEDIA PROGRAMME

| Time | Programme |
|-------------|--|
| 3:00pm | Media arrival |
| 3:15pm | Arrival of Mayor Mr Alex Yam |
| 3:30pm | Arrival of Guest-Of-Honour, DPM Lawrence Wong |
| 3:35pm | DPM and Corporate Volunteers to Engage Residents during Selection of Items |
| 3:40pm | Media Doorstop with spokespersons (on request) |
| 4:10pm | Interview with Resident Profiles (on request) |
| 4:30pm | End of Programme |

Fact Sheet

About WeCare @ North West – Service Weeks+

WeCare @ North West – Service Weeks is an annual distribution drive where North West Community Development Council (CDC) connects corporate and community partners, Social Service Agencies (SSAs) and Grassroots Organisations (GROs) to support vulnerable residents living in the public rental units within the North West District. Volunteers from corporates and schools will work together to run a pop-up market and assist residents to select their preferred food items. Some corporate partners will also go the extra mile to provide home improvement services, while others may also top-up the care packs with additional items for residents. The initiative is supported by Club-100 @ North West and the North West Food Aid Fund (see below for more details of the schemes).

More than 163,820 residents have benefitted from WeCare @ North West – Service Weeks since 2014. Over the years, the meaningful campaign has gained traction with partners and the entire endeavour would have been impossible to sustain without their support. Over 1,700 schools, corporate and community partners have come forward to support the campaign.

In 2022, the programme has been enhanced to provide more regular assistance, through a quarterly distribution drive. The enhanced **Service Weeks+** will provide more frequent assistance to needy residents, through quarterly engagements. Depending on the feedback from residents, the CDC will continue to evolve the programme to provide meet the changing needs of vulnerable residents.

About Club-100 @ North West

Club-100 @ North West is the North West CDC's flagship philanthropic club, which was formed by a community of passionate do-gooders who wanted to give back to vulnerable residents in the North West District. Members of the club contribute a minimum of \$100 monthly, which goes entirely towards the North West Food Aid Fund, comprising various food support schemes. To date, there are nearly 700 members in the Club.

List of Food Items

| S/N | Items for Online Selection | S/N | Items for Pop Up Market |
|--------------|--|------------|--|
| Cat A | | | |
| 1 | A1. White Rice 2.5kg | 1 | A1. White Rice 2.5kg |
| 2 | A2. Brown Rice 2.5kg | 2 | A2. Brown Rice 2.5kg |
| 3 | A3. Vermicelli 400g | 3 | A3. Vermicelli 400g |
| 4 | A4. Instant Noodles (Chicken Flavour) | 4 | A4. Instant Noodles (Chicken Flavour) |
| 5 | A5. Instant Noodles (Curry Flavour) | 5 | A5. Instant Noodles (Curry Flavour) |
| 6 | A6. Instant Noodles (Vegetarian Flavour) | 6 | A6. Instant Noodles (Vegetarian Flavour) |
| Cat B | | | |
| 7 | B1. Breakfast Cereal | | |
| 8 | B2. Cream Crackers | 7 | B2. Cream Crackers |
| 9 | B3. Wafers Biscuit | 8 | B3. Wafers Biscuit |
| 10 | B4. Potato Chips bottle | 9 | B4. Potato Chips bottle |
| 11 | B5. Potato Cracker | 10 | B5. Potato Cracker |
| 12 | B6. Raisins | | |
| 13 | B7. Kaya | 11 | B7. Kaya |
| 14 | B8. Peanut Butter | 12 | B8. Peanut Butter |
| 15 | B9 Fruit Jam | 13 | B9 Fruit Jam |
| Cat C | | | |
| 16 | C1. Kopi O Kosong | 14 | C1. Kopi O Kosong |
| 17 | C2. 3 in 1 Coffee Less Sugar | 15 | C2. 3 in 1 Coffee Less Sugar |
| 18 | C3. Instant Teh O | | |
| 19 | C4. 2 in 1 Milk Tea | 16 | C4. 2 in 1 Milk Tea |
| 20 | C5. Malt | 17 | C5. Malt |
| 21 | C6. 3 in 1 Cereal | 18 | C6. 3 in 1 Cereal |
| 22 | C7. UHT Milk Low Fat 1 litre | 19 | C7. UHT Milk Low Fat 1 litre |
| Cat D | | | |
| 23 | D1. Chicken Luncheon Meat 340g | 20 | D1. Chicken Luncheon Meat 340g |
| 24 | D2. Pork Luncheon Meat 340g (non-halal) | 21 | D2. Pork Luncheon Meat 340g (non-halal) |
| 25 | D3. Baked Beans 425g | 22 | D3. Baked Beans 425g |
| 26 | D4. Sardine in Tomato Sauce 425g | 23 | D4. Sardine in Tomato Sauce 425g |
| 27 | D5. Curry Chicken 280g | 24 | D5. Curry Chicken 280g |
| 28 | D6. Button Mushroom 425g | 25 | D6. Button Mushroom 425g |
| 29 | D7. Whole Kernel Corn 425g | 26 | D7. Whole Kernel Corn 425g |
| 30 | D8. Tuna 150g | 27 | D8. Tuna 150g |
| 31 | D9. Straw Mushroom Whole 425g | 28 | D9. Straw Mushroom Whole 425g |
| 32 | D10. Light Soya Sauce | | |
| 33 | D11. Dark Soya Sauce | | |
| 34 | D12. Cooking Oil 1 litre | 29 | D12. Cooking Oil 1 litre |