

EMBARGOED UNTIL 8 Jan, 11am



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****To be embargoed until 8 Jan, 11am***

5 January 2023

To News Editor

**DISTRIBUTION DRIVE BROUGHT FORWARD TO SPREAD FESTIVE CHEER TO
NEEDY RESIDENTS**

900 corporate and community volunteers join hands with the North West CDC to prepare food packs for needy residents

North West Community Development Council (CDC), with the support from 900 corporate and community volunteers, is mid-way through the first-ever series of Pop-Up Markets for low-income residents, under the **WeCare @ North West – Service Weeks+** programme. Popping up across 14 North West Divisions from December 2022 to January 2023, the CDC's volunteers have come together in full force to contribute their time and resources to provide more support to residents in-need, including setting up and running the Pop-Up Market, playing "shopping assistants" to help residents in selecting food items, and supplementing with additional home improvement items and vouchers. Displaying strong community spirit, the CDC and its volunteers' combined efforts have made it possible to bring forward the distribution cycle, from initially ending in Mar 2023 to completion by mid-January 2023, just in time to spread festive cheer and uplift the spirits of residents.

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2 Determined to serve the needy and make a difference to needy residents in its backyard is Leong Guan Food Manufacturer Pte Ltd (Leong Guan), a new corporate partner which is based in the North West District. The company not only rallied its management team to volunteer at the Pop-Up Market, but also sponsored 700 packets of fresh yellow noodles and kway teow, giving residents living at Nee Soon Link Division a heartwarming gift perfect for a family meal.

3 WeCare @ North West – Service Weeks+ will benefit some 8,000 needy households under the Public Rental Scheme and North West Division's local welfare schemes, easing their financial stress and defraying household expenses. Residents can also personally shop at the Pop-Up Markets and share the festive joy with the volunteers, whose contributions and regular volunteers have become a feature of the programme. **Mr Alex Yam, Mayor of North West District** says, "Their energy and passion for helping the needy made it possible for us to bring forward the food distribution efforts, from the initially planned January 2023 to March 2023 cycle, to December 2022 and January 2023 instead, in time for the Chinese New Year celebrations. We are grateful for their commitment, and hope that this little gesture will spread festive cheer as well as put a smile on the faces of our needy residents in the North West District."

4 Joining the distribution efforts at Nee Soon Link Division on Sunday, 8 January 2023, volunteers from Leong Guan and youths from the North West Youth Assembly will be helping to set-up and operate the pop-up market on the day. It was a new type of volunteering experience for Leong Guan's **Mr Kevin Lim (林泽荣), Head of Strategy & Insights** says, "It is our privilege to be able to share our products with residents who are in need. No one should go hungry; we hope that this small gesture can spread the festive joy with the residents and keep them motivated for the new year. Being involved in a Pop-Up Market concept is an interesting way of volunteering our time. We are excited to interact with the residents directly and better understand how we can help them in the future."

5 Aside from Leong Guan, 10 other corporate and community partners will also be contributing home improvement items and vouchers at various sites. Additional assistance such as vouchers and home

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improvement items ranging from furniture to electric appliances such as cabinets, bedframes and washing machines amounting to \$33,000 in total, will provide urgent assistance for over 1,000 households.

6 The CDC's enabler role has given many partners the opportunity to give back to the community. Through Service Weeks+, corporate partners are invited to adopt a block and serve the needs of the residents between two to four times a year. Responses have been overwhelmingly positive, with majority of them volunteering to serve at least two times a year.

7 Nee Soon Link resident, Mdm Amirah is one of the beneficiaries to receive the new customised care pack. As Mdm Amirah's husband works long hours, she only works part-time, twice a week, to supplement the household income while caring for her two young children. Her family of four have stayed in their rental unit for almost two years and have benefitted from several assistance schemes, including WeCare @ North West Service Weeks. They also receive \$80 food aid vouchers each month. Mdm Amirah says, "The additional support from North West CDC is good for our family. Previously we received the food pack once a year, but now that it is on a quarterly basis, I can save even more in the new year. With the savings, I can purchase other essential items for my children."

8 Service Weeks+ was officially launched on 10 December 2022 and the first quarterly distribution will conclude on 15 January 2023. 8,000 needy households including those living in public rental units and under local welfare schemes will benefit from self-selected food packs and for some, home improvement items and services, as well as additional vouchers to defray some living expenses. The next distribution will run in April to June 2023, following a quarterly timeline. Corporate and community partners may vary for each run, depending on how frequently they have committed to support the programme.

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Media Invitation

Media is invited to **WeCare @ North West – Service Weeks+** at Nee Soon Link Division on 8 January 2023. A media doorstep with spokespersons, including 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+ (Nee Soon Link)

Date: Sunday, 8 January 2023
Media arrival: 11am
Venue: Blk 461A/B Yishun Ave 6 S760461
GOH: Mr Derrick Goh
Adviser to Nee Soon GRC GROs (Nee Soon Link)

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
- 4) Annex D – Chinese Translations of Key Terms
- 5) Annex E – Media FAQs (appended 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) 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.

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

**MEDIA PROGRAMME
for WeCare @ North West – Service Weeks+ (Nee Soon Link)**

**Sunday, 8 January 2023 at
Blk 461A/B Yishun Ave 6 Singapore 760461**

Time	Programme
11.00am	Media arrival
11.15am	Arrival of Grassroots Adviser (GRA) Mr Derrick Goh
11.20am	GRA and corporate volunteers to engage residents during selection at Pop-Up Market
11.30am	Media doorstep (on request)
11.45am	End of Programme

Fact Sheet

About WeCare @ North West – Service Weeks+

In the lead-up to the care Lunar New Year every year, North West CDC will connect corporate and community volunteers, Social Service Agencies (SSAs) and Grassroots Organisations (GROs) to volunteer their time and expertise to help beneficiaries living under the Public Rental Scheme within the North West District.

In 2022, the programme has been enhanced to provide more regular assistance. **WeCare @ North West - Service Weeks+** will provide more support to needy residents through i) quarterly distributions across the year, ii) expanded pool of beneficiaries to include residents under local welfare schemes who are not living in public rental units, and iii) provide element of choice for residents to customise their own food packs online, or selecting at a pop-up market during distribution day.

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.

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 endeavor would have been impossible to sustain without their support. Over 1,700 schools, corporate and community partners have come forward to support the campaign. The initiative is supported by Club-100 @ North West and the North West Food Aid Fund (see below for more details of the schemes).

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. Royal Jasmine White Rice 2.5kg	1	A1. Royal Jasmine White Rice 2.5kg
2	A2. Songhe Noble Brown Rice 2.5kg	2	A2. Songhe Noble Brown Rice 2.5kg
3	A3. Camel Vermicelli 400g	3	A3. Camel Vermicelli 400g
4	A4. Maggi Ayam Instant Noodles 77g x 5	4	A4. Maggi Ayam Instant Noodles 77g x 5
5	A5. Maggi Kari Instant Noodle 79g x 5	5	A5. Maggi Kari Instant Noodle 79g x 5
6	A6. Myojo Instant Noodle Vegetarian 80g x 5	6	A6. Myojo Instant Noodle Vegetarian 80g x 5
Cat B			
7	B1. Kellogg's Breakfast Cereal 275g	7	B1. Kellogg's Breakfast Cereal 275g
8	B2. Lee Cream Cracker 330g	8	B2. Lee Cream Cracker 330g
9	B3. Lee Wafers Chocolate Biscuit 520g	9	B3. Lee Wafers Chocolate Biscuit 520g
10	B4. Mister Potato Chip Bottle 100g	10	B4. Mister Potato Chip Bottle 100g
11	B5. Win2 Potato Cracker 160g	11	B5. Win2 Potato Cracker 160g
12	B6. Nature's Wonder Jumbo Golden Rasin 200g		
13	B7. Frezfrut Kaya 220g (J2060)	12	B7. Frezfrut Kaya 220g (J2060)
14	B8. Frezfrut Sugar Free Creamy Peanut Butter 225g (J2270A)	13	B8. Frezfrut Sugar Free Creamy Peanut Butter 225g (J2270A)
15	B9. Frezfrut Mixed Fruit Preserves 270g (J2733)	14	B9. Frezfrut Mixed Fruit Preserves 270g (J2733)
Cat C			
16	C1. Goldkili Kopi O Kosong 10g x 20's (6911)	15	C1. Goldkili Kopi O Kosong 10g x 20's (6911)
17	C2. Goldkili 3 in 1 Coffee Less Sugar 18g x 25's (9965)	16	C2. Goldkili 3 in 1 Coffee Less Sugar 18g x 25's (9965)
18	C3. Lipton Yellow Label Instant Teo O 2g x 25's		
19	C4. Goldkili 2 in 1 Milk Tea 15g x 20's (4923)	17	C4. Goldkili 2 in 1 Milk Tea 15g x 20's (4923)
20	C5. Goldkili Chocolate Drink Gao Siew Dai 30g x 15's (8818)	18	C5. Goldkili Chocolate Drink Gao Siew Dai 30g x 15's (8818)
21	C6. Goldkili 3 In 1 Cereal 30g x 20's (8902)	19	C6. Goldkili 3 In 1 Cereal 30g x 20's (8902)
22	C7. Marigold UHT Milk Low Fat 1L	20	C7. Marigold UHT Milk Low Fat 1L
Cat D			
23	D1. Kizmiq Chicken Luncheon Meat 340g	21	D1. Kizmiq Chicken Luncheon Meat 340g
24	D2. Mili Pork Luncheon Meat 397g		
25	D3. Ayam Brand Baked Beans Tomato Sauce Light 425g	22	D3. Ayam Brand Baked Beans Tomato Sauce Light 425g
26	D4. Ayam Brand Sardines in Tomato- Tall Light 425g	23	D4. Ayam Brand Sardines in Tomato- Tall Light 425g
27	D5. Yeo's Premiun Chicken Curry 280g	24	D5. Yeo's Premiun Chicken Curry 280g
28	D6. Statue Button Mushroom 425g	25	D6. Statue Button Mushroom 425g
29	D7. Statue Whole Kernel Corn 425g	26	D7. Statue Whole Kernel Corn 425g
30	D8. Fortune Tuna Chunks In Sunflower Oil 185g	27	D8. Fortune Tuna Chunks In Sunflower Oil 185g
31	D9. AAA Straw Mushroom Whole 425g	28	D9. AAA Straw Mushroom Whole 425g
32	D10. Tiger Brand Light Soya Sauce 640ml		
33	D11. Tiger Brand Dark Soya Sauce 640ml		
34	D12. 888 Vegetable Oil 1L	29	D12. 888 Vegetable Oil 1L

Key Translations

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
WeCare @ North West – Service Weeks+	西北关怀计划 – 服务周+
Club-100 @ North West	西北善心 100 俱乐部
North West WeCare Fund	西北关怀基金
North West District	西北区
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
Assisting the Needy	协助贫困居民
Connecting the Community	与社区密切联系
Grassroots Organisations	基层组织
Pop-Up Market	限时超市
Home Improvement Services	家居环境改善服务
Mr Derrick Goh Adviser to Nee Soon GRC GROs	吴顺喜先生 倪顺基层组织顾问
Leong Guan Food Manufacturer Pte Ltd	隆原食品制造有限公司