

FOR IMMEDIATE REPORTING



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To News Editor

FIRST-EVER HEALTH AND HYGIENE DISTRIBUTION DRIVE

Additional effort under flagship programme launched to assist 7,000 needy residents in the North West District

For the first time under the **WeCare @ North West – Service Weeks** programme, the North West Community Development Council (CDC) distributed health and hygiene items to 7,000 needy residents in the North West. An expansion from the programme’s usual food distribution at the start of the year, each care pack under this additional effort is worth around \$200 and consists of eight items: handwash, sanitizer, wet wipes, as well as five different types of vitamins. North West CDC prepared the health and hygiene care packs to promote good health and hygiene habits, as the nation transits into a Covid-19-resilient community.

2 Speaking on North West CDC’s efforts in providing more support for residents, **Mr Alex Yam, Mayor of North West District** says, “Through the expansion of Service Weeks and collaborations with our corporate and community partners, we hope to connect more resources to the needs in the community and provide regular support to our less-privileged residents throughout the year. With the rising cost of living, the CDC is taking a holistic

FOR IMMEDIATE REPORTING

approach to cushion the impact and stress on our North West residents through sustainable programmes. We are exploring ways to help our residents ease household expenses and at the same time, provide assistance schemes in different areas of need.”

3 To manage the scale of preparing 7,000 care packs, North West CDC rallied various corporate and community volunteers to step forward and support the cause. The care packs were first packed at two schools in the North West District, and then distributed by the local North West Divisions to their own residents in the month of June, through their engagements with residents, such as house visits or distribution drives. All items in the care packs were fully sponsored by the CDC’s two corporate partners, Guardian Health and Beauty and Thunderquote. *(see Annex A for FAQs for more details about the programme)*

4 One of the CDC’s new corporate partners is Guardian Health & Beauty, which joined hands with the CDC to provide more support to needy residents. The company sponsored majority of the items in the care packs, and also deployed staff volunteers to support the packing operations, together with students and volunteers from the North West Youth Assembly. **Anna Ng, Brand Marketing Director, Guardian Health & Beauty, Southeast Asia**, says, “This partnership with the North West CDC has enabled us to engage our employees in active volunteerism. We are inspired and remain committed to improve the access to basic health and hygiene for Singaporean families. We are glad to be able to support them with our partnership with North West CDC and that we can serve the less-privileged in the same communities which we have built our business in.” *(See Annex B or more information on Guardian profiles)*

5 The CDC’s active community partners, Wellington Primary, Woodlands Secondary School and Ngee Ann Polytechnic, supported the packing operations by providing venues and student volunteers. **Mr Daniel Lim, Head of Partnerships** at Wellington Primary School, and his students, have been actively volunteering at the Service Weeks programme for many years. He shared his strong belief that encouraging his students to be involved in helping the community can enrich them with learning outside of the classroom and teach them the values of giving back from a young age. **Mr Steven Tay, Vice-Principal of Woodlands Secondary School**, shared the same sentiments on the volunteering experience, and added that building empathy and teaching students to give back is one of the core values that the school

FOR IMMEDIATE REPORTING

hoped to instill in their students through active volunteerism. (See Annex C for more information on school profiles)

6 The month-long distribution of care packs, of which some are still ongoing, saw the 13 Divisions across North West championing their own distribution through collaborations with various organisations. Under Sembawang Central Division, the Sembawang Central Zone B Residents' Network (RN) & East Canberra Zone 1 Residents' Network (RN) leveraged their weekly food distribution with local charity, Food From The Heart (FFTH), to distribute North West CDC's additional health and hygiene care packs to their residents. **Mdm Alimaton, 49, a resident of Sembawang Central**, has been benefitting from the weekly food distribution for over a year. Unable to work due to her medical condition, her family receives about twelve food items monthly, including canned food, in addition to bread, fruits and vegetables and eggs, which provide immediate help in preparing her family's daily meals. This time around, she also received the additional health and hygiene products. She said: "Health supplements can be expensive, and it is not something of priority in our shopping list. These products are very useful to us to stay healthy, especially for my children who tend to be caught up studying and have little time for self-care. We're very thankful to receive this extra help." (See Annex D for more information on resident profiles)

7 **WeCare @ North West – Service Weeks** is made possible because of committed and passionate volunteers from corporate and community partners. Every year, many of them return to provide their service to the community and proactively offer to do more. North West CDC will require continued support from partners in order to provide more frequent and diverse support for North West residents. Companies, community organisations or individuals who wish to volunteer with North West CDC could visit the CDC's website at **go.gov.sg/nwcdc** or write **northwestcdc_partnerships@pa.gov.sg** for more information.

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FOR IMMEDIATE REPORTING

Media Reporting

The news is for immediate reporting. The download link to materials has been provided in the Annexes. Should you have clarifications, please get in touch with North West CDC through the following contact persons below.

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Enclosed:

- 1) Annex A – Media FAQs (separately enclosed)
- 2) Annex B – Corporate Profiles
- 3) Annex C – School Profiles
- 4) Annex D – Resident Profiles

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.

Corporate Profiles

Photos can be downloaded at this link: <https://go.gov.sg/sw2photos>

Ben Chen, 37, Operations Manager, Guardian

“It is a very good collaboration between different sectors of the community, including our Guardian volunteers, Wellington Primary School students, the North West Youth Assembly, and North West CDC as the organiser. After two years of the pandemic where corporate social responsibility efforts have been reduced, it is meaningful to once again step into the community to contribute and give back.

For Guardian, we benefit from having our different business teams come together to work towards a common outcome. We also get to interact with the young student volunteers to not only pack the care packs, but also listen to their motivations for serving the community, and perspectives on the future of Singapore. The children are very organised and work well as a team. I think it’s an enriching experience for them over the holiday period.”

James Anthony, 48, Area Manager, Guardian

“During the packing of the care packs, I found the children very enthusiastic, and they enjoyed what they were doing. They energised the entire volunteering effort and I found greater motivation to pack the care packs due to their infectious enthusiasm. It is a great initiative to involve children, to imbue a mindset that giving back to the community is meaningful and also fun.”

Jessylene Kho, 46, Senior Store Manager, Guardian

“It is my fourth year doing community service as a Guardian volunteer, where I have been mostly supporting seniors through food distributions, and by giving them a listening ear. Volunteering as a staff is in line with Guardian’s calling to get involved in serving the community, as we see ourselves as a part of the community, rather than just existing as a retail establishment.

I enjoy packing the care packs with my colleagues and the students from Wellington Primary School. It is a different and fun experience to be able to interact with children. Through the experience, it is important to show them the value of giving back to the community.”

FOR IMMEDIATE REPORTING

Joyce Goh, 30, Assistant Store Manager, Guardian

“Personally, I find that it is good to get ourselves out of the store to do charity work. As it was my first-time volunteering and doing hands-on community work as a Guardian volunteer, I found the experience memorable and meaningful. It was helpful to have North West CDC as a partner, to give volunteers the platform to give back.”

School Profiles

Wellington Primary School

Daniel Lim, 67, Subject Head Partnerships, Wellington Primary School

“Prior to the pandemic, we partnered North West CDC in the WeCare @ North West – Service Weeks programme, where our students were actively involved in the packing and distribution of food packs to needy residents in the school’s vicinity. Seeing the joy in the children in distributing the care packs makes our school’s efforts worthwhile. I hope to be able to work the CDC on more programmes which enrich our students’ learning outside of the classroom.

I strongly believe in paying it forward. Nothing beats getting our children to learn at a young age about how they can contribute back to society.”

Nur Emilya Idora (12), Yan Yaxi (12) and Muhammad Sarimuddeen (12), student volunteers of Wellington Primary School

Yan Yaxi: “It was very meaningful to help people who need help. I hope to do it again.”

Muhammad Sarimuddeen: “I feel very grateful to be able to participate this year. It was tiring to run around and also stressful to ensure that the items are correctly packed. However, if given the chance, I will want to do it again.

Nur Emilya Idora: “When I came to this event, I felt joy as I was able to help people in need, and hope that we can do more of such events in future.”

Woodlands Secondary School

Mr Steven Tay, 45, Vice-Principal, Woodlands Secondary School

“Exposing our students to community events such as Service Weeks gives them the opportunity to practice skills and knowledge learned in the classroom and translate it into hands-on engagement with the community.

Besides learning experiences beyond what the textbooks could offer, the students can spend their school holidays working alongside one another and collaborate to do something meaningful for the community.”

FOR IMMEDIATE REPORTING

Ms April Lee, 36, HOD Character and Citizenship Education, Woodlands Secondary School

“Volunteering is something I derive life meaning and satisfaction from. It is not just about living our life as a person, but how we can give back and help others who are in need. I wish for my students to share the same fulfilling experience.”

Service Weeks give our students the opportunity to get out of their comfort zone to interact with the community and help others who are in need. From the activity, they learn to appreciate what they have and develop a giving mindset to give back to the community.

The school hopes to plant the seed of volunteerism through exposing them to positive experiences and inspire them to take the lead as an active citizen and community youth leader in the future to continue to serve the community.”

Karuvadiyil Parvathi (16), Ryan Lee (14) and Naura Nur Adiqah (14), student volunteers of Woodlands Secondary School

Karuvadiyil Parvathi: “Volunteering makes me happy. I can volunteer as a group, share my experiences with friends and at the same time, make new friends. Since it is also holiday period, I can invest my time to do good deeds.”

Ryan Lee: “I have been volunteering for different organisations since Primary Six. The feeling of seeing people happy, makes me very happy too.”

Naura Nur Adiqah: “I’m very excited to be volunteering for the first time. I saw this as a chance to try out volunteering and make new friends to learn together. From the experience, I learned the importance of team work and the meaning behind volunteering.”

Muhd Dharmizi Alif, 26, Volunteer of North West Youth Assembly

“When I started volunteering, I got to interact with different people and many of those who are not as privileged as me. I learned the issues they were facing and from there, I can bring their problems to my network to see how we can provide more support for them.

Being involved in such community events gives me the opportunity to help these people, give them what I have and share with them the happiness I receive.”

Resident Profiles

Mr Christopher Wang, Chairman, Sembawang Zone B Residents' Network

“Before we started the distribution here, many of our elderly residents had to travel out to other RNs to get their food rations. Having the distribution at our RN has helped our residents, in terms of providing daily food necessities to help them get by and it also shortened the travel distance for them.

The RN tries to work closely with different organisations to better provide support for their residents. With North West CDC, there are definitely areas where we can work hand in hand to engage and offer support for our residents. For example, the yearly Service Weeks distribution provides more food necessities to residents, as well as the current one, which allows us to give residents an additional care pack filled with health and hygiene products.”

Mdm Tan (72) and Mdm Meenachi (69), Sembawang Residents

Mdm Tan: “This is the first time we receive the hand sanitizer and vitamins. I think it is very good for us as it can be expensive to purchase these items and it is useful as I can give the vitamins to my daughter to boost her immunity against Covid-19.”

Mdm Meenachi: “I live alone so receiving the care packs is very good for me. I don't need to worry about my daily meals and now with the additional vitamins, I can take the nutrients to keep myself healthy.”