

Embargoed until 6 Jul, 9am



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

4 July 2024

To News Editor

**LESS-PRIVILEGED RESIDENTS TO BENEFIT FROM UP TO \$150,000 OF
SPONSORED DAILY NECESSITIES**

*New programme offering 24/7 access to food and household items will
help needy households defray daily expenses*

For more than 400 less-privileged households living in Zhenghua Division, more support will be provided to help them cope with the rising cost of living. The identified households, who reside in rental flats under the Public Rental Scheme at Zhenghua, will benefit from **Project Sama Sama @ North West**, a new programme providing 24/7 assistance through vending machines stocked with sponsored daily necessities worth around \$150,000 over the course of one year. Each eligible household in Zhenghua Division will be issued \$20 credits monthly, which can be used to redeem items from the Project Sama Sama vending machines, dispensing fresh bread,

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newspapers, snacks, and beverages, as well as daily necessities such as hygiene items, cleaning products and medical supplies. The programme also provides flexibility of choice for households to choose the items they need, and at their convenience (*see Annex A for media FAQs*).

2 The enrolment process has been designed to be simple and intuitive for residents. Eligible households will be notified to enrol into this programme. Only one member of an eligible household needs to visit the programme website and register using their mobile number. The \$20 monthly credits will be issued in a form of a customised QR code. Fresh credits are disbursed at the start of each month, and will expire on the last day of the month, to encourage regular spending which meets the programme's intent of defraying daily expenses. Households which do not have a mobile phone, or require help in registering for the programme digitally, could approach the local Division's staff and volunteers at Zhenghua Community Club for assistance.

3 Project Sama Sama @ North West is a collaboration between North West CDC, SPH Media and Auresys to foster a sense of community to provide timely and sustained support to less-privileged residents in the North West District, by enabling those with more to support those who are in need. The programme is designed to be fully funded by sponsors like Singapore Pools and Gardenia Singapore, who want to make a positive impact on the community through their generosity, and that each sponsor adopts one or more Divisions to fund the redemptions of the eligible households. This is the first time North West CDC is working with partners to distribute necessities through vending machines.

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4 Project Sama Sama @ North West will be launched on **6 July 2024, Saturday**, at Zhenghua Division, concurrently with the North West Service Weeks, the CDC's flagship quarterly necessities distribution, which allows residents to customise their care packs at a pop-up market (see *Annex B for media programme and Annex C for North West Service Weeks Fact Sheet*).

5 Sharing on the impact of the new programme, **Mayor of the North West District, Mr Alex Yam** says "Building on the quarterly North West Service Weeks, Project Sama Sama @ North West will provide more sustained support with a 24/7 vending machine solution which will offer more choices and the flexibility to replenish daily necessities when needed. To extend the benefits of Project Sama Sama @ North West to other less-privileged households, we plan to scale up the programme to more divisions in the North West District, with the support of around \$2 million worth of sponsorships."

6 Key partner of the project, SPH Media is happy to be part of the meaningful project, not only bringing their newspapers and stories to the residents in Zhenghua, but also make a difference through their contribution. Similarly, for Auresys, their goal is to create a sustainable model where organisations and charities can continuously help those in distress to ensure that they have access to necessities, through digital solutions and automated dispensing systems. Through the "Many-Helping Hands'" approach, Project Sama Sama @ North West has progressed from just an idea to a project which would impact many of the less privileged residents in the North West (see *Annex D for Sponsors' quotes*).

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7 Aligned to our vision in building a caring North West District, the project strengthens the community spirit through rallying sponsors to support the less privileged among us. North West CDC, SPH Media and Auresys welcome more sponsors to support this programme in assisting more residents' needs on a sustained basis. Corporate and individual sponsors who are keen to explore more sponsorship opportunities, may visit <https://go.gov.sg/nw-pss> for more information.

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Media Invitation

Media is invited to the launch of **Project Sama Sama @ North West** at Blk 634A Senja Road Singapore 672634 on 6 July 2024 (Saturday). A Media doorstep with spokespersons, Mayor of North West District, Mr Alex Yam, representatives from partners and sponsors could be arranged. See below for details of the media event.

Project Sama Sama @ North West

Date: 6 July 2024, Saturday
Media arrival: 8.30am
Venue: Blk 634A Senja Road Singapore 672634
Outside Fei Yue Senior Activity Centre (SAC)

Contact Person for Media:

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Enclosed:

- 1) Annex A – Media FAQs (Appended separately)
- 2) Annex B – Media Programme for Project Sama Sama @ North West
- 3) Annex C – North West Service Weeks
- 4) Annex D – Sponsors' Quotes
- 5) Annex E – Key Translations

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About North West Community Development Council (CDC)

The North West District comprises Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC, Holland-Bukit Timah GRC, and Bukit Panjang SMC.

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 develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

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

Five Communities

i. Caring Communities

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

ii. Healthy Communities

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

iii. Inclusive Communities

Strengthen social fabric by embracing and involving different segments of society

iv. Learning Communities

Promote lifelong learning mindset for personal and professional development

v. Sustainable Communities

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

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Annex B

Project Sama Sama @ North West

Saturday, 6 July 2024
Blk 634B Senja Road Singapore 672634

MEDIA PROGRAMME

Time	Programme
8:30am	Media arrival
9:00am	Arrival of Mayor Alex Yam
9:05am	Opening Address by Mr Alex Yam, Mayor of North West District
9:10am	Opening Remarks by Mr Edward Chia, Adviser to Holland-Bukit Timah GRC GROs
9:15am	Launch of Project Sama Sama @ North West Redemption of items by beneficiaries
9:35am	Media Doorstop with spokespersons (on request)
9:45am	End of programme

About North West Service Weeks

Launched in 2014, North West Service Weeks started as an annual distribution programme with the help of corporate and community volunteers, to distribute standard food packs to residents living under the Public Rental Scheme.

In 2022, the programme was enhanced to provide quarterly assistance of household necessities, and expanded to not only North West residents residing in public rental flats but households under the local welfare schemes.

Corporate and community volunteers work together to run a Pop-Up Market and assist residents in customising their care packs. Some corporate partners even go the extra mile to provide home improvement services, while others may top up with additional items or vouchers for residents.

In 2024, household items such as cleaning and hygiene products have been added to the list of selection items which include food necessities, to provide a wider range of selection to cater to residents' needs.

More than 170,000 residents have benefitted from 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 2,000 schools, corporate and community partners have come forward to support the campaign. The initiative is supported by Club-100 @ North West.

Sponsors' Quotes

A main sponsor who has stepped forward to support Zhenghua Division is Singapore Pools. **Mr Lam Chee Weng, Chief Executive Officer of Singapore Pools**, says "We are delighted that in addition to item sponsorships for Project Sama Sama @ North West, Singapore Pools staff volunteers will be supporting the enrolment for the project as well as the pop-up market during the North West Service Week. Through this meaningful project, we hope that households will be better able to manage rising living costs."

Another sponsor supporting the Zhenghua Division is Gardenia Singapore. **Mr Chow Tat Kwang, Senior Sales & Marketing Director of Gardenia Foods (S) Pte Ltd** says "Gardenia Singapore is honoured to have this opportunity to partner North West CDC, SPH Media and Auresys Pte Ltd to be part of Project Sama Sama @ North West, a meaningful partnership to benefit less-privileged residents. Amid the rising cost of living, we are glad to be able to provide these residents with affordable and convenient access to fresh bread, a daily essential product for many households. We look forward to working closely with our partners to create more positive impact to the community."

Key Translations

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
Project Sama Sama @ North West	西北齐心计划
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
Aggregator of Needs and Resources	顺应需求，汇集整合资源
Builder of Capability in Partners and Networks	提升能力，扩大网络
Connector of Communities	加强联系，造福社群
Grassroots Organisations	基层组织