

Embargoed until 26 March 2023, 7pm



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**MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY**

22 March 2023

To News Editor

**NEARLY 40,000 RESIDENTS TO BENEFIT FROM EXPANDED FUNDRAISING  
PROGRAMME**

*Club-100 @ North West enhanced to support evolving needs of  
vulnerable residents*

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Nearly 40,000 less-privileged residents in the North West would benefit from the expanded **Club-100 @ North West** fundraising programme. This is around 8,000 more beneficiaries than before. Championed by a network of compassionate donors who simply want to do good and do more for the less privileged in our community, Club-100 @ North West has helped over 100,000 needy residents put food on the table over the last 16 years. Following the expansion, Club-100 @ North West will support a more diverse range of urgent and essential needs, such as coping with the rising cost of living, financial strain of raising

children, unforeseen yet essential household expenses, or emergency situations at home, among others.

2 Through individuals contributing at least \$100 monthly, and corporations giving regular and larger donations, Club-100 @ North West has built a culture of giving to make a meaningful impact in the North West community. Beneficiaries receive help in the form of food rations, cooked meals delivered to their doorstep, or food vouchers for them to purchase groceries. The programme has since evolved to cover other urgent and essential needs, supported such as **North West Interim Financial Assistance Scheme** (IFAS), which provides needy residents with monetary assistance to tide through financial difficulties; **North West Emergency Relief Fund** (ERF) that supports North West residents through emergency situations such as household fire, hardship, or death of a sole breadwinner; as well as assistance to ease the financial strain of raising children.

3 Sharing about the timely evolution of Club-100 @ North West, **Mr Alex Yam, Mayor of North West District** says, "For 16 years, Club-100 @ North West has provided sustained food aid to our needy residents. While the goal of helping the needy will not change, we hope to be able to support other types of urgent and essential needs which could adversely impact residents' lives if timely assistance is not provided. By expanding Club-100 @ North West, we hope to bring together many more like-minded donors, be it individuals or corporations, to support the multitude of urgent needs of the community. Partners, volunteers, and residents from all backgrounds and walks of life, can step forward to make a difference

through joining Club-100 @ North West. Together, we can build A Giving Community.”

4 North West Service Weeks, a key programme supported by Club-100 @ North West has become a regular support for our needy residents, with quarterly pop-up markets for them to select food items they require. For Mdm Nurayati, 45, who lives in a public rental flat at Sembawang Central, the quarterly care packs come as a relief for her family of three. Due to a spine injury, Mdm Nurayati is unable to work, and the family relies on Social Service Office’s (SSO) financial assistance to get by each month. “With a 10-month-old toddler and 10-year-old child, the quarterly distribution really helped my family save on daily household expenses – so I can use the savings to purchase other essential items such as diapers, milk powder and other educational needs.”

5 72-year-old Ulu Pandan resident, Mdm Ng Suan lives alone in a public rental flat. A sudden stroke 10 years ago made it difficult for her to continue to work and without a steady income, Mdm Ng relies on financial assistance from the Government to get by each month. Besides the quarterly essential care packs provided through North West Service Weeks, she also benefited from the North West Interim Financial Assistance (IFAS), which provided monetary assistance to help her cope with the rising cost of living. “As I only receive the Government pay-out every three months, the additional assistance is timely and has helped me significantly to tide through my daily expenses. The care pack with food items can last me for quite a while, so I don’t need to worry on my three meals.”

6 Another beneficiary, Mdm Sharon, 60, lives alone in a two-room flat in Limbang. Her job as a security officer requires her to stand for long hours, which has caused her ankles to swell. A recent surgery coupled with existing medical conditions; the hefty medical bills made it difficult for her to cope with the costs. Mdm Sharon applied for the North West Interim Financial Assistance Scheme (IFAS) to pay for her medical bills. "While my salary is enough to cover my daily expenses, the medical bills really added to the toll. Thankfully the additional financial support from North West CDC helped me get through this difficult time, and I'm extremely grateful for Club-100 @ North West as I know I am not alone in times of need."

7 Due to the strong support and generous contributions, Club-100 @ North West has been able to uplift needy residents consistently over the years. The unwavering contributions from this giving community have created and will continue to impact the lives of less privileged in our community. To join this giving community, visit [www.go.gov.sg/nwc100](http://www.go.gov.sg/nwc100) for more information.

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## **Media Interview**

Media doorstep with Mayor Alex Yam at the event, as well as interviews with resident profiles could be arranged, subject to availability.

## **Contact Person for Media:**

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## **Enclosed:**

- 1) Annex A – Media Programme
- 2) Annex B – Translation of Key Terms
- 3) Annex C – Media FAQs (Separately enclosed)

## **[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

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**v. Sustainable Communities**

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

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**Annex A**

**Club-100 @ North West Appreciation Dinner**

**Tuesday, 26 March 2024 at  
Parliament House, 1 Parliament Place Singapore 178880**

**MEDIA PROGRAMME**

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<b>Time</b>	<b>Programme</b>
6:00pm	Media arrival
6:15pm	Arrival of Guest-of-Honour Mr Alex Yam Mayor of North West Adviser to Marsiling-Yew Tee GRC Grassroots Organisations
6:20pm	Media Doorstop (if any)
6:55pm	Group Photo Taking
7:10pm	Commencement of Event
7:15pm	Speech by Guest-of-Honour, Mayor Alex Yam
7:25pm	Unveiling of new Club-100 @ North West logo
8:30pm	Awards Presentation
9:30pm	End of event



**Key Translations**

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
Club-100 @ North West	西北善心 100 俱乐部
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
North West Service Weeks	西北服务周
Grassroots Organisations	基层组织