

FOR IMMEDIATE REPORTING



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To News Editor

**FUNDRAISING PROGRAMME EXPANDED TO SUPPORT
RANGE OF URGENT NEEDS**

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

For the last 15 years, **Club-100 @ North West** has helped over 100,000 needy residents put food on the table and allay their concerns about where the next meal would come from. While food assistance remains important, North West Community Development Council (CDC) has also identified other urgent needs of the community, through serving beneficiaries over the years, and working with our Grassroots Organisations, corporate and community partners and volunteers, who actively engage less-privileged residents. For the first time since inception in 2008, Club-100 @ North West will be expanded to support a more diverse range of urgent

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needs of vulnerable residents, such as coping with the rising cost of living, raising children, and incurring unforeseen yet essential expenses for themselves or their loved ones, among others.

2 Sharing about the timely evolution of Club-100 @ North West, **Mr Alex Yam, Mayor of North West District** says, “Over the 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 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.”

3 Club-100 @ North West has been able to uplift needy residents consistently, due to the strong support and generous contributions of members. Many of the members have donated for at least five years or more, and initially supported the cause of ensuring that fellow Singaporeans do not go hungry, as it struck a chord with them. After learning about the expansion of the Club and the coverage of a wider range of needs, the donors have been nothing but supportive.

4 One longstanding donor is Ms Diana Kho, 74, who has been supporting Club-100 @ North West for the last 10 years since retiring. In her spare time, she continues to lead the North West CDC’s DanceFit-Club, where she is one of four Dance-Fit Masters who lead and guide students to

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groove to popular line dance songs. To someone like Ms Kho who no longer has a regular stream of income, contributing \$100 monthly is not a small sum. However, she does not hesitate to keep up her contributions, to provide sustained help to the needy. On the expansion of the usage of the funds, she said that it made sense from the perspective of being a grandmother herself, watching her children juggle between the rising cost of living and the high expenses of purchasing children and baby essentials. She said that she would rally more friends from her dance networks to become Club-100 @ North West members.

5 Another Club-100 @ North West donor is Mr Hooi Siew Hoong, 48, a professional from the technology sector. Mr Hooi has been supporting Club-100 @ North West for the last five years. A Grassroots leader himself, he decided to support Club-100 @ North West soon after he heard about it while volunteering, because he found it very meaningful to provide food assistance and not allow fellow neighbours to go hungry due to their financial situation. With the expansion to include more causes under Club-100 @ North West, Mr Hooi shared that this would help more residents through the constantly changing needs in the society and the rising cost of living. He will continue to encourage more donors from both his Grassroots and corporate networks, creating a larger pool for funds to help more needy residents.

6 Club-100 @ North West is a vital pillar of support for our needy residents in the North West. The philanthropic club builds a culture of giving and aims to make a meaningful impact in the community, through individuals contributing at least \$100 monthly, and corporations giving regular and larger donations. Founded in 2008, Club-100 @ North West has

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raised over \$11 million and supported over 100,000 residents with food assistance, due to the generous and sustained contributions of our donors. Over the years, beneficiaries receive help in the form of food rations, cooked meals delivered to their doorstep, or food vouchers for them to purchase groceries. The expansion of Club-100 @ North West will bring in larger corporations and individual donors who contribute beyond \$100, such as donors who have previously pledged larger amount of money to support other programmes beyond food aid, to fund for the various causes.

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Media Interview

Interviews with Mayor Alex Yam, Club-100 donors, as well as beneficiaries, could be arranged in the coming weeks, subject to availability.

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Enclosed:

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

[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:

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(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 our five community pillars:

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

Media Profiles

Ms Doris Goh, 56, Educator

Doris's commitment to Club 100 stems from her deep-rooted belief in the transformative power of education and her firsthand experience of working with less-privileged families who hope for the best education for their children. As an educator, she has witnessed the impact of financial hardship on children's lives. Doris wholeheartedly supports the changes to Club-100 @ North West to support more urgent causes. She says, "I firmly believe that as a community, we should do everything we can to provide children with their basic needs and their right to education. While unimaginable to some, there are still families which cannot afford diapers, milk powder or school uniforms. We have the platform to change this through Club-100 @ North West."

Mr Sallim Bin Abdul Kadir, 68, Qualified Accountant

Over the years, Mr Sallim has been impressed by Club-100's commitment to identify the gaps within the system to help those who fall through the cracks. Even though he's involved in many communities and rarely has free time, he has been a donor of Club-100 since 2014. The cause behind Club 100 and being able to give back to the community in whatever way he can keeps him motivated to support Club- 100.

As Club-100 expands, Mr Sallim hopes that it will continue to be flexible and responsive to the changing needs of the community. He recognises the rising cost of living and that there will always be people who need assistance. He is confident that Club 100 will continue to play an important role in helping needy residents defray their daily expenses.

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