

Embargoed until 13 February 2025, 6.30pm



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11 February 2025

To News Editor

OVER 170,000 BENEFICIARIES UPLIFTED BY A GIVING COMMUNITY

*Funds raised through regular contributions and campaign donations
have supported needy residents in their trying times*

For over 170,000 less-privileged residents in the North West District, the shining light amid bleak times is the assistance from **Club-100 @ North West**. From worrying about running out of diapers for their young children, to facing imminent disconnection of home utilities, to not having food at the table for the next meal, to being in financial hardship due to household emergencies or sudden job loss, many needy residents at their wits' end have benefitted from the support of A Giving Community which today comprises more than 700 Club-100 @ North West donors. Through their committed and sustained Giving, residents who faced various

essential needs have managed to overcome their situation and emerge stronger.

2 Since inception in 2008, Club-100 @ North West has raised substantial funds over 17 years, through individuals or companies contributing at least \$100 monthly and many contributing larger donations during fundraising campaigns. The funds raised by Club-100 @ North West supports assistance programmes under North West CDC, which provide support to needy residents with various essential needs, inclusive of coping with the rising cost of living, the financial strain of raising children, unforeseen yet essential expenses for the household, or emergency situations at home (see media FAQs at Annex A for details of some assistance programmes supported by Club-100 @ North West).

3 Mr Tuang Teck Tong, 55, benefitted from the North West Emergency Relief Fund (ERF), which provides support for emergency situations and unforeseen hardships. For him, the ERF assistance was a major source of relief for his family of five. After the passing of his eldest daughter who contributed to the family's income, the \$2,000 in ERF assistance played a huge part in helping them overcome a difficult period – emotionally and financially. "I'm grateful for the support I was given when I needed it the most. It is very inspiring to see a group of kind people coming together to do something for the community. If there's an opportunity, I would also like to pay it forward and do something meaningful for other people who are in need."

4 Beneficiaries have also been uplifted by Club-100 @ North West through the North West Interim Financial Assistance Scheme (IFAS),

which provides temporary assistance of up to \$500 to low-income residents in the North West District to tide them through their financial difficulties. As the primary caregiver of her four children aged 2, 10, 13, and 15 respectively, Mdm Fauziah, 37, faced financial difficulties when her husband was imprisoned, leaving her as the sole breadwinner. Cognisant of the responsibility of providing for her family, the IFAS allowed her to purchase infant necessities such as milk and diapers, and pay for school allowances for her children. The support she received not only helped her meet immediate essential needs but also provided her with relief during a challenging time.

5 Sharing about Club-100 @ North West at the annual Appreciation Dinner held at National Gallery of Singapore on 13 February 2025, **Mr Alex Yam, Mayor of North West District** says, “The impact of this Giving Community has brought many comforting moments to residents who are in need. Over the last 17 years, generous individuals within our North West family have committed to regular contributions without hesitation. Many have gone several steps further, bringing other Givers from their networks to join Club-100, or volunteering their service to serve the community that they are also supporting with donations. As Singapore celebrates SG60, I encourage more people to show their Care for the less-privileged in society, Contribute their resources and time, and Connect their networks to this meaningful cause, to uplift the less-privileged among us through Club-100¹. Together, we can build A Giving Community.” (see Annex B for Media Programme)

¹ SG60 is an opportunity to celebrate and reaffirm the shared values that have brought us here: multiculturalism, boldness, openness and resilience, and to rally Singaporeans to build our future Singapore together. As part of SG60 celebrations, North West CDC hopes to rally Singaporeans to Connect, Care and Contribute – to do something for others and the community.

6 Some families which have been faced with unforeseen situations have also found much-needed support from the ERF. Ms. Paruvethi, a single mother of two daughters, aged 25 and 27, had been the sole breadwinner of her household until her recent retirement. In January, the family was struck by an unfortunate house fire caused by a TV box that ignited while they were away. The damage to their home was extensive, rendering it uninhabitable, and everything from apparel to essential household items was completely destroyed. The ERF's timely disbursement allowed them to cover to cost of household supplies and necessities, such as clothes and shoes. The support from the ERF received had not only been instrumental in meeting immediate needs but also provided her with some relief from the sudden turn of events (see Annex C for additional profiles of beneficiaries and donors).

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 for more information.

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Media Interview

A Media doorstep with Mayor Alex Yam, as well as Members of Club-100 @ North West, could be arranged at the event on request. Interviews with resident profiles prior to the event could also be arranged, subject to availability.

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Enclosed:

- 1) Annex A – Media FAQs (separately enclosed)
- 2) Annex B – Media Programme
- 3) Annex C – Profile Stories
- 4) Annex D – Translation of Key Terms

[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

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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

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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

Club-100 @ North West Appreciation Dinner

**Thursday, 13 February 2025 at
National Gallery Singapore Supreme Court Terrace, Level 4
1 St Andrew's Road, Singapore 178957**

MEDIA PROGRAMME

Time	Programme
6:00pm	Media arrival
6:15pm	Arrival of Guest-of-Honour Mr Alex Yam Mayor of North West District Adviser to Marsiling-Yew Tee GRC Grassroots Organisations
6:20pm	Media Doorstop (if any)
7:00pm	Group Photo Taking
7:10pm	Commencement of Event
7:20pm	Speech by Guest-of-Honour, Mayor Alex Yam
8:30pm	Awards Presentation
9:30pm	End of event

PROFILE STORIES

Beneficiaries

Mr Chua Kee Kiong, 77

A retiree with no income, 77-year-old Mr Chua Kee Kiong rely heavily on government aid to get by for his daily needs. With his wife living in a nursing home due to illness, Mr Chua had to turn to additional assistance to pay off the hefty bills. Thankfully for the Interim Financial Assistance Scheme, the financial assistance helped alleviate some of his immediate financial burden such as paying off the huge sum of nursing home bills, and household necessities, which provided much relief to him.

Mdm Selvarani, 47

Another beneficiary of Club-100 @ North West is Mdm Selvarani, 47, a Limbang resident who shared that the timely assistance by IFAS has helped improve her family's situation significantly. The family's finances suffered tremendously when her husband had a stroke last year, resulting in high medical bills. Adding on to their financial burden, their younger daughter who had just enrolled into an IT course, required a new laptop for her further studies. "The interim support covered some of the medical costs, as well as the cost to purchase a new laptop, which really helped me through this stressful period and gave me a breather when I felt the most disoriented."

Donors

Dr Ramaswamy Akhileswaran

Dr Ramaswamy, a doctor specialising in palliative medicine, has chosen to make a difference through more than 10 years of sustained giving and contributions towards Club-100 @ North West. As a District Councillor and Resource Person of North West CDC since 2011, Dr Ramaswamy came to know of Club-100 @ North West's efforts through camaraderie with other like-minded volunteers. In addition to his contributions to Club-100 @ North West, Dr Ramaswamy has been engaged in volunteer work across the North West district. He has rallied his networks to support this cause, believing that no resident in the district should go hungry, and are able to continue to work.

Mr Lim Chong Tony

Mr Lim is a corporate donor of Club-100 @ North West who has actively contributed for 15 years. As a semi-retired professional, he has found a meaningful avenue through Club-100 @ North West to give back to society. His contributions extends beyond financial support, encompassing rallying his networks through leveraging messaging platforms, disseminating information about Club-100 @ North West and encouraging others to be a part of this cause.

TRANSLATION OF KEY TERMS

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