

Embargoed until 31 March 2026, 7pm



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

27 March 2025

To News Editor

TRANSFORMING OVER 100,000 LIVES WITH \$100 MONTHLY DONATIONS

*Collective donations from more than 700 individuals and organisations
provided much-needed uplift to less-privileged residents*

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. A monthly commitment of \$100 can become an uplifting factor to these residents, and when multiplied by 700 compassionate donors, these collective contributions become a powerful force for transformation, impacting the lives of over 100,000 less-privileged residents. Through their

committed and sustained Giving, residents who faced various essential needs have managed to overcome their situation and emerge stronger.

2 Club-100 @ North West served as a beacon of hope for many needy residents across the North West District since 2008. The programme by North West Community Development Council (CDC) relies on individuals and corporate donors who commit monthly contributions of at least \$100 to support various assistance programmes by the CDC, which addresses diverse community needs including cost-of-living pressures, financial strain of raising children, unforeseen yet essential expenses for the household, or emergency situations. These programmes provide comprehensive support tailored to help residents tide through challenging times (see media FAQs at Annex A for details of some assistance programmes supported by Club-100 @ North West).

3 Sharing about Club-100 @ North West at the annual Appreciation Dinner held at Asian Civilisations Museum on 31 March 2026, **Mr Alex Yam, Mayor of North West District** says, "A single \$100 donation may seem modest, but when sustained monthly, it creates exponential impact across our community. Club-100 @ North West's expansion demonstrates this power with a remarkable 72% increase in beneficiaries while strengthening our support across more areas of need. As the challenges continue to evolve, so does our capacity to support them. The sustained giving from our donors don't just contribute funds; they build a foundation of trust and impact that inspire others to join us and strengthen the legacy of Club-100 month by month, year by year, and for generations." (see Annex B for Media Programme).

4 The Club-100 @ North West Appreciation Dinner, will be graced by **Guest-of-Honour, Mr Zaqy Mohamad, Senior Minister of State, Ministry of Defence and Ministry of Sustainability and the Environment, Adviser to Marsiling-Yew Tee GRC GROs (Marsiling)**, celebrates the commitment of A Giving Community, made up of over 700 individuals and corporate donors who have enabled the CDC to uplift the lives of over 100,000 residents who are in need. One of our 15-year Award recipient who has stayed committed to the cause and supporting Club-100 since the early days is Mr Edmund Kea. From a corporate donor who wants to do good to someone who inspires his family to join Club-100, his story shows how one's good work can continue to inspire generations to come. Inspired by her father, Ms Kea Bi Lin became a regular Club-100 donor, and eventually the Vice-Chairperson for Club-100 @ North West Organising Committee, where she continues her family's legacy to inspire others to join this meaningful cause. The Kea family's journey exemplifies how consistent giving creates a ripple effect that extends far beyond individual contributions. When donors like Mr Edmund Kea maintain their commitment over many years, they not only provide sustained support for essential programmes but also demonstrate to others that collective action can create a meaningful impact for the less-privileged community.

5 Beneficiaries have been uplifted by Club-100 @ North West through the different assistance schemes to tide them through challenges. For Mdm Chio, 69, a beneficiary of North West Service Weeks, managing her family's household needs hasn't been easy. "The household essentials I receive each quarter help ease my family's financial stress, and I am extremely grateful for the support." Mdm Tharchani, a single mum of three children, the support has given her peace of mind to stay focused on

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taking care of her children's needs. "Having three young children, balancing diaper costs with other essentials wasn't easy. The diaper assistance has helped me greatly, instead of worrying about whether I can afford enough diapers for the month, I can now use the savings to buy nutritious food, school supplies, or even small treats that make my children happy. This support has lifted a significant burden off my shoulders and allowed me to be a better mother by ensuring all my children's basic needs are met without having to choose between one necessity and another."

6 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 – Translation of Key Terms

[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.

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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

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

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

Club-100 @ North West Appreciation Dinner

**Tuesday, 31 March 2026
Asian Civilisations Museum,
1 Empress Place Singapore 179555**

MEDIA PROGRAMME

Time	Programme
6:00pm	Media arrival
6:20pm	Arrival of Host Mr Alex Yam Mayor of North West District
6:30pm	Media Doorstop (if any)
7:00pm	Arrival of Guest-of-Honour Mr Zaqy Mohamad Senior Minister of State for Ministry of Defence & Ministry of Sustainability and the Environment Adviser to Marsiling-Yew Tee GRC GROs (Marsiling)
7:05pm	Group Photo Taking
7:10pm	Commencement of Event
7:25pm	Speech by Guest-of-Honour
7:30pm	Awards Presentation
9:30pm	End of event

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