

MEDIA RELEASE

For Immediate Release

THE GIRLS' BRIGADE SINGAPORE AND SOUTH WEST CDC RALLY SINGAPOREANS TO FULFIL THE WISHES OF 3,000 VULNERABLE RESIDENTS

SINGAPORE, 7 JULY 2021 – 3,000 vulnerable residents will get their wishes granted in the next six weeks as part of **The Girls' Brigade Friend in Deed @ South West**. To kickstart the new Girls' Brigade Friend in Deed project, GBS partnered South West Community Development Council (CDC) to grant the wishes of beneficiaries under the Adopt @ South West programme. President Halimah Yacob, Guest-of-Honour and Patron of the GBS, together with Ms Low Yen Ling, Mayor of South West District, presented the gifts to three beneficiaries at the launch event held today at NTUC Health Senior Activity Centre (Taman Jurong).

The residents will be able to wish for anything within the budget of \$60 each. These range from home essentials and appliances such as electric kettles and bedsheets; to health and wellness items like mobility aids and blood pressure monitors; and school supplies and toys for the children. More details on the beneficiaries and wishes can be found in Annex A.

The Girls' Brigade Friend in Deed project was organised as part of this year's Girls' Brigade Friendship Day – which started in 2011 as an organisation-wide community service project to connect GB Girls, Officers and the public to serve the lonely, elderly, needy and those with special learning needs, through befriending and good work. The Friend in Deed project was created as the result of a revamp in the GBS' community outreach model. In the wake of the COVID-19 pandemic, the new project will bring about a greater reach that is unconfined to the capacity of a physical setting – serving twice the number of beneficiaries from its previous undertaking. What was once a carnival event has evolved into a month-long wish fulfillment campaign, which allows GB Girls, volunteers and community partners to fill their days with meaningful deeds.

President Halimah Yacob, Patron of The Girls' Brigade Singapore, said, "I am heartened to see The Girls' Brigade rallying Singaporeans to help the vulnerable groups in society, especially during this challenging COVID-19 period. The Girls' Brigade's Friend in Deed project this year aims to provide care and emotional support to the lonely, elderly, needy and those with special learning needs. I hope The Girls' Brigade will continue their good work to serve the community."

In partnership with the South West CDC, The Girls' Brigade Friend in Deed Project will also support a new tele-befriending project, Adopt-A-Senior @ South West, to provide socio-emotional support, and tackle issues of loneliness and isolation amongst the elderly. From the month of June till end of the year, more than 120 GB Girls will engage and interact with 120 seniors via telephone calls or Zoom video calls on a fortnightly basis. Beneficiaries will receive a care pack at the end of the programme.

Mayor of South West District Ms Low Yen Ling said, "During the pandemic, the levels of isolation and stress have increased for everyone, especially elderly persons. Through this befriending initiative, we aim to build and strengthen inter-generational ties as well as prevent the ills of social isolation in our society. We look forward to how these new connections will mutually benefit the young and the old. It will rejuvenate and improve the seniors' wellbeing and also offer youths the benefit of learning from the accumulated wisdom of elders. Collectively, the effort will boost our community's social resilience and bring us all closer to emerging stronger from this crisis. We invite Singaporeans to join us – whether by deed or in kind – to adopt or grant a wish of someone who needs a helping hand. Every form of support, no matter how small, will go a long way in uplifting lives in such a time as this."

Ms Sharon Liat, President of The Girls' Brigade Singapore, said, "Just like how we aspire to raise up Girls to lead with compassion; we too must show the way by stepping forward to help others in difficult times. By doing so, we hope that one day they will follow suit and learn to extend a helping hand that will benefit the community at large. We hope to evolve our Girls' Brigade Friend in Deed project to become a-sustainable, meaningful and impactful endeavour that can grow to reach more beneficiaries each year."

Be a Friend in Deed for a Friend in Need

GBS invites all Singaporeans to take part in its adoption and delivery initiative. From 7 July to 31 July, members of the public who wish to make a commitment to adopt one or more wishes may visit the web portal www.gb.org.sg for more information on how to do so.

When the COVID-19 situation improves, members of the public can also choose to participate in the door-to-door delivery efforts. When it is safe and responsible to do so, timeslots will be made available for booking on the same portal, before volunteers can head down to the

collection point at The Girls' Brigade Centre to pick up the allocated wishes. Due to safe-distancing measures, all visitors will need to book an appointment beforehand to secure a slot to visit the Centre.

END

ABOUT THE GIRLS' BRIGADE SINGAPORE

The Girls' Brigade Singapore (GBS) is a Female Youth Uniformed organisation recognised by the Ministry of Education. Founded in 1927, GBS has always been committed in encouraging its member Girls to be Leaders in their own right – equipping them with the relevant skills to serve their community of friends, family and those around them. Set to celebrate its 95th anniversary in the coming year, GB hopes that The Girls' Brigade Friend in Deed project will become a significant part of its continuing legacy.

ABOUT SOUTH WEST COMMUNITY DEVELOPMENT COUNCIL

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community. Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

ABOUT ADOPT @ SOUTH WEST

The Adopt @ South West programme reaches out to needy families and vulnerable elderly living in rental and purchased flats through a "Many Helping Hands" approach with the assistance of corporate and community stakeholders. By taking the whole-of-community approach to better address needs on a sustained basis, the CDC works closely with corporate and community stakeholders to develop programs that focuses on meeting five core needs, spanning Social Wellness, Healthcare, Home Safety & Improvement, Education and Enrichment, to uplift and enrich the lives of vulnerable residents in the South West District.

For media enquiries, please contact:

Asia PR Werkz

Amanda Moey

HP: 9747 0027

Email: amanda@asiaprwerkz.com

Translated Terms in Chinese

The Girls' Brigade Singapore	新加坡女少年旅
Friend in Deed	女少年旅友谊之手
South West Community Development Council	西南社区发展理事会
Adopt @ South West	西南关怀计划
NTUC Health Senior Activity Centre @ Taman Jurong	职总保健乐龄活动中心 (达曼裕廊)

Annex A – Details on Beneficiaries and Wishes

Recipients are identified by the South West CDC and its partnering community partners.

Beneficiaries	Examples of Possible Wishes
Children & Students <ul style="list-style-type: none"> • Pre-schoolers (5–6 years) • Primary school students • Secondary school students 	School supplies Sports equipment Art & craft materials Games and toys
Seniors & Vulnerable adults	Health products and Mobility aids: <ul style="list-style-type: none"> • Walking sticks/canes, massagers, blood pressure monitors, foldable walking frames, bath foldable shower chairs, adult diapers Food hamper / Tonic products (Halal-Certified): <ul style="list-style-type: none"> • Essence of chicken, tonic health drinks Home Essentials & Appliances <ul style="list-style-type: none"> • Portable fans, electric kettles, bedsheets, pillows

Annex B – Beneficiaries that are agreeable to be featured in the media

The seniors below are members of **NTUC Health Senior Activity Centre (Taman Jurong)**.

No.	Name	Age	Wish	Quote for Media
1	Mr S Periyaswamy	93	Portable Fan	The fan that I have been using has been spoilt for some time. I had wished for a new portable fan to replace it, which will come in useful since the weather is so hot these few days. Thank you for helping to fulfil my wish.
2	Mdm Lau Kang Ngoh	75	Essence of Chicken	I wished for essence of chicken, as a nutritional supplement for myself to boost my health and energy levels. I look forward to receiving the gift from Mdm President.
3	Mr Mohd Saleh Bin Abu	78	Electric Kettle	My wish is to have an electric kettle as it can help me boil water faster. It is also safer than using the stove as I may forget about turning it off after the water is boiled. This is really useful for me and I am grateful for the support.