

[Embargoed till 30 November 2021, 7.30 pm]

MEDIA INVITE

26 November 2021

News Editor

SOUTH WEST CDC LAUNCHES \$1 MILLION SOUTH WEST CARE FUND IN SUPPORT OF VULNERABLE RESIDENTS

South West Community Development Council (CDC) will be launching a \$1million South West Care Fund on 30 November at its District Meeting 2021 to complement ground needs and provide integrated and holistic assistance such as increased mental stress and emotional duress as well as the pertinent issues magnified by the COVID-19 pandemic that are faced by vulnerable families.

2 The fund is curated in response to CDC's ongoing efforts to review the relevance of the local assistance schemes and programmes to ensure that it complements ground needs and provides holistic assistance especially in the current climate. Ground sensing was conducted with community touchpoints (e.g. senior activity centres, family service centres, youth services, health institutions and grassroots organisations) on emerging needs of the community. The fund can be tapped on to support mental wellness as mental health has declined since the onset of the pandemic as reported in The Straits Times¹ in preliminary findings from a study done by the Institute of Mental Health (IMH). More details of the Fund are in Annex A.

¹ GOH, T. (2021, August 24). *IMH study points to likely increase in mental health issues in S'pore amid COVID-19*. The Straits Times. Retrieved November 22, 2021, from <https://www.straitstimes.com/singapore/health/imh-study-points-to-likely-increase-in-mental-health-issues-in-spore-amid-covid-19>

3 At the South West District Meeting, seven corporate partners will receive the South West Caring Corporate Award for their efforts in 2020 to uplift the community, including COVID-19-related relief efforts. The list of recipients can be found in Annex B.

4 Details of the event are as follows:

Event : **South West District Meeting**
Date : Tuesday, 30 November 2021
Time : **7.00 to 8.15 pm (Media is invited at 6.30 pm)**
Venue : The Chevrons
48 Boon Lay Way, Singapore 609961
Singapore 649188
Guest of : Ms Low Yen Ling
Honour Mayor of South West District

5 We would like to invite your reporter and photographer/TV crew to cover the South West District Meeting. A **pre-event doorstep interview with Mayor Low** will be held at **6.45pm** prior to commencement of the event. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

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About the South West Community Development Council (CDC)

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".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014. Ms Low is also the Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.cdc.gov.sg/southwest

Programme

Time	Administrative Programme
6.45 pm	Arrival of Mayor Media doorstep interview
7.05 pm	Presentation on CDC Annual Report
7.10 pm	Mayor's Welcome Address
7.20 pm	Launch of South West Care Fund
7.30 pm	Presentation of South West Caring Corporate Awards 2020
7.40 pm	South West Conversation
8.15 pm	Closing Remarks by Mayor

About South West Care Fund

Annex A

Eligible households can claim up to \$4,000 per quantum under the South West Care Fund in areas such as (i) Social Support & Wellness, (ii) Education & Enrichment, and (iii) Home Care & Improvement.

Focus Areas	Brief Summary of Assistancess
Social Support & Wellness	<p><u>Social Support (<i>interim support for residents via in-kind</i>)</u></p> <ul style="list-style-type: none"> • Food • Essentials • Phone & Connectivity <p><u>Wellness (<i>physical, emotional and mental wellness</i>)</u></p> <ul style="list-style-type: none"> • Medication and Medical Supplies • Counselling and therapy services • Mental health-related workshops and services
Education & Enrichment	<p><u>Education</u></p> <ul style="list-style-type: none"> • Academic support programmes • School transportation expenses • School supplies and books <p><u>Enrichment</u></p> <ul style="list-style-type: none"> • Enrichment programmes to equip residents with new knowledge and skill for self-improvement • Non-academic programmes to promote holistic development of underprivileged students • Training workshops for upskilling and improving employability of residents • Equipping seniors with skills to be digitally savvy
Home Care & Improvement	<ul style="list-style-type: none"> • Purchase/repair of household appliances and furniture • Home cleaning and painting services • Home-moving services • Electrical & plumbing services • Installation and repair of home assistive devices

List of Partners Receiving the Caring Corporates Award

1	Bo Tien Welfare Services Society
2	ExxonMobil Asia Pacific Pte Ltd
3	HP PPS Singapore (Sales) Pte. Ltd.
4	Koh Kock Leong Enterprise Pte Ltd
5	Microsoft Singapore
6	Proctor & Gamble Singapore
7	The American Chamber of Commerce in Singapore