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Media Release



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News Editor

SPREADING FESTIVE CHEERS TO 7,200 HOUSEHOLDS IN THE SOUTH WEST DISTRICT

- **7,200 vulnerable households in the South West District to receive customised South West Festive Cheers Packs specially curated to augment residents' needs and preferences based on ground feedback**
- **20 vulnerable households to receive help on the setting up of a more conducive learning environment at home.**

The South West CDC is embarking on a three-month long programme, reaching out to its partners and calling for more partners including individuals to come forward to spread cheers to vulnerable residents during this festive season between December 2021 to February 2022.

2 Koh Kock Leong Enterprise Pte Ltd is sponsoring household and grocery items worth \$180,000 to 7,200 vulnerable households as part of the South West Festive Cheers Packs. One of the partners, Procter and Gamble Singapore (P&G) has stepped forward to contribute up to \$63,000 worth of gifts, household essentials and furniture for the Festive Cheers @ South West (欢庆佳节在西南). Through this collaboration P&G will grant wishes to over 300 underprivileged children and seniors,

household packs with hygiene supplies and helping to create a more conducive environment for 20 student households from Teck Whye Primary School and Chua Chu Kang Primary School with furniture in their homes to better support their learning at home.

3 Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs (Chua Chu Kang), Ms Low Yen Ling, Mayor for South West District and Mr Zhulkarnain Abdul Rahim, Adviser to Chua Chu Kang GRC GROs (Keat Hong) joined 40 volunteers from P&G Singapore and Chua Chu Kang GROs to distribute the gifts and festive packs to 450 households located within Chua Chu Kang GRC on Sunday, 12 December 2021.

4 Minister Gan says, “Covid-19 has brought about many challenges to the nation, but it has also brought out the best in our people. The culture of giving back remains strong as Corporate partners continue to play their part in CSR, optimising their contributions to the society even in such disruptive times. As we usher in the festive season, it is heartening to know that corporate partners are rallying together to reach out to the vulnerable families and making a positive difference. The contributions, big or small will make an impact to the community and inspire others to come forward. We hope residents find the Festive Cheers packs useful, with items curated based on their household needs. We look forward to the spirit of continued giving in the South West community to bring joy and warmth to our residents and their loved ones.”

5 On the South West Festive Cheers effort, Mayor Low said: “Low-income households are more vulnerable than ever, due to the impact of the pandemic. They need continued support to recover from its effects. Even before Covid-19, many of them have already been facing multiple challenges. The crisis has exacerbated their difficulties - from food and job insecurity, to the difficulties of providing a conducive home environment for their children’s learning, especially when home-based learning is required. Although Covid-19 may have forced Singaporeans into social distancing, it has also united the community in unprecedented ways. Like the silver lining in a

storm, we see a strong and resilient community spirit reaching out to help those in need. We have dedicated partners like KKL Enterprise and P&G Singapore joining hands with Southwest CDC to bring festive cheer and practical help to our low-income residents this Christmas season. I am greatly heartened that P&G staff are pooling their resources together to get furniture and materials to create a more conducive studying environment for children from some 20 low-income households. We will embark on the journey to recovery together, and leave no one behind.”

5a 刘燕玲女士，西南区市长说，“冠病疫情近两年来反反复复，为我们大家的学习、工作和生活都带来了困扰。尽管如此，疫情并没有阻断社区的邻里之情，以及国人对弱势群体的关心。面对疫情，西南社理会携手社区组织和本地企业一同关心弱势群体，除了向居住在租赁组屋的居民派送 7 千 2 百份佳节礼包，也为大约 300 名低收入家庭的儿童和年长居民提供居家用品和保持个人卫生的日常用品等等，显示了我们社区处处有温情。面对冠病疫情的冲击，社理会必须尽全力减轻疫情对弱势群体的影响，大家携手同心，一起渡过难关。社理会就像是大家庭，我们希望更多的社区组织和企业能够挺身而出，大家群策群力，打造更包容温馨的社区。”

6 Despite the ongoing pandemic situation, the CDC partnered corporate partners who were forthcoming to uplift the lives of the vulnerable residents with their donations. The giving back culture and community spirit remains high despite COVID-19¹. This year’s South West Festive Cheers Packs, sponsored by corporate partner Koh Kok Leong Enterprise Pte Ltd worth \$25 each, are specially curated by the CDC to augment residents’ needs and preferences based on ground feedback and by the divisions. For instance, some packs contain household essential items in place of instant food and beverage items.

7 The Festive Grant-A-Wish is part of P&G’s annual corporate social responsibility effort and kick-starts the South West CDC’s Festive Cheers @ South West programme. Festive Cheers @ South West rallies the support of corporate and

¹ [Community spirit among Singaporeans shines through during Covid-19 pandemic, says public service report card, Singapore News & Top Stories - The Straits Times](#)

community partners to organise a series of festive activities such as Christmas and Chinese New Year engagement, distribution of South West Festive Cheers Packs and festive gifts to the beneficiaries of Adopt @ South West. This year, Festive Cheers @ South West will benefit 7,200 vulnerable households in 31 rental blocks from 25 Adopt @ South West precincts.

8 Aalok Agrawal, Senior Vice President, P&G Health – Asia Pacific, Middle East and Africa, says, “At Procter & Gamble (P&G), our commitment to be a force for good for our community is our key guiding principle. We are proud to be a part of the Festive Cheers @ South West programme as a continuation of our longstanding partnership with the South West CDC. This is our third consecutive year of participation, and it brings us great joy to spread the holiday cheer with beneficiaries and be able to ensure that no one is left behind during the festive season.”

9 P&G staff volunteers will present gifts to grant the wishes of more than 300 underprivileged children and seniors. The gifts, worth up to \$30 each, are sponsored by P&G staff. P&G will be distributing household packs containing hygiene supplies. Additionally, 20 households will benefit from a new conducive home project where P&G staff pool together resources to purchase study tables, chairs, bookshelves and other furniture in an effort to provide a more conducive studying environment for students. Beneficiaries from these households will be receiving back to school essentials or grocery vouchers as part of the Festive Grant-A-Wish.

10 Jane Loh, Demand Planning Operations Manager, Procter & Gamble (P&G), who is one of the 99 volunteers involved in the home improvement project, says, “Particularly during this challenging year, it feels so rewarding to give back to our communities by sharing care packs and improving homes for students. At P&G we believe in improving lives and I hope this project helps to spread some joy amongst our Singapore neighbours.”

11 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, the programme focuses on meeting three core needs, spanning Social Support and Wellness, Education & Enrichment, and Home Maintenance & Improvement, to uplift and enrich the lives of vulnerable residents in the South West District.

11 Photos for the **Launch of Festive Cheers @ South West 2021** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.



Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs (Chua Chu Kang), (in white, 1st from right), Mayor of South West District, Ms Low Yen Ling (in red, centre) and Mr Zhulkarnain Abdul Rahim, Adviser to Chua Chu Kang GRC GROs (Keat Hong) (in background) joined Mr Aalok Agrawal, Senior Vice-President, P&G Health, Asia Pacific, Middle East and Africa (in blue shirt) to present gifts sponsored by P&G to resident.



First Row: Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs (Chua Chu Kang), (2nd from right), Mayor of South West District, Ms Low Yen Ling (3rd from right) and Mr Zhulkarnain Abdul Rahim, Adviser to Chua Chu Kang GRC GROs (Keat Hong) (2nd from left) joined Mr Aalok Agrawal, Senior Vice-President, P&G Health, Asia Pacific, Middle East and Africa and Mr Koh Kong Wen, PBM, Contracts Manager from Koh Kock Leong Enterprise Pte Ltd to distribute the Festive Cheers Packs and gifts to residents in Chua Chu Kang GRC.

Second Row: Mr Muralidharan s/o Narayanan, Vice-Principal (Administration) from Teck Whye Primary School and Ms Stephanie Liew, PBM, Chairman for Chua Chu Kang Zone 1 RC.



Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs (Chua Chu Kang) (in white) and Mayor of South West District, Ms Low Yen Ling presented Festive Cheers Packs and gifts to resident.



Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs (Chua Chu Kang) (3rd from left), Mayor Low Yen Ling (1st from left), and Mr Zhulkarnain Abdul Rahim, Adviser to Chua Chu Kang GRC GROs (Keat Hong) (1st from right) joined Mr Aalok Agrawal, Senior Vice-President, P&G Health, Asia Pacific, Middle East and Africa in distributing the Festive Cheers Packs sponsored by KKL and P&G Singapore to resident.



Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs (Chua Chu Kang) (5th from left), Mayor of South West District, Ms Low Yen Ling (1st from left), and Mr Zhulkarnain Abdul Rahim, Adviser to Chua Chu Kang GRC GROs (Keat Hong) (2nd from left) joined Mr Koh Kong Wen, PBM, Contracts Manager from Koh Kock Leong Enterprise Pte Ltd and Mr Ajit Nayak, Senior Vice-President, Haircare (Asia Pacific) in distributing the Festive Cheers Packs sponsored by KKL and P&G Singapore to resident.



Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs (Chua Chu Kang) (2nd from right), Mayor of South West District, Ms Low Yen Ling (5th from right), and Mr Zhulkarnain Abdul Rahim, Adviser to Chua Chu Kang GRC GROs (Keat Hong) (4th from right) joined Mr Koh Kong Wen, PBM, Contracts Manager from Koh Kock Leong Enterprise Pte Ltd and Ms Priyali Kamath, Senior Vice-President, Skin & Personal Care (Asia Pacific, Middle East and Africa) in distributing the Festive Cheers Packs sponsored by KKL and P&G Singapore to resident.

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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