

[Embargoed till 1 July 2023, 1 pm]

Media Release



30 June 2023

News Editor

LAUNCH OF \$2 MILLION SOUTH WEST COMMUNITY CARING FUND TO SUPPORT FAMILIES AND SENIORS AMIDST RISING COST OF LIVING

- **About 4,000 households with young children and seniors living alone in the South West District will receive support of \$250 per year over a two-year period**

South West Community Development Council (CDC) will be launching a \$2 million South West Community Caring Fund at the South West District Meeting and Partners Appreciation 2023 on 1 July 2023. Singapore core inflation stays at 5% in April 2023¹ and this poses financial hardships for our residents. In view of the rising costs of living, CDC launches The South West Community Caring Fund, targeted to provide immediate support for vulnerable families with young children aged six or younger to defray child-raising expenditures and seniors living alone to cope with daily expenses.

¹ According to [straits times](https://www.straitstimes.com/business/singapore-core-inflation-stays-firm-at-5-in-april) with sources from Monetary Authority of Singapore (MAS) and Ministry of Trade and Industry (MTI). (<https://www.straitstimes.com/business/singapore-core-inflation-stays-firm-at-5-in-april>)

2 Launched in partnership with our long-term partner Koh Kock Leong Enterprise Pte Ltd, the fund will help about 4,000 families starting this September. Each eligible household will receive support of \$250 per year over a two-year period to help them defray their daily expenses and cope with the rising costs. Mr Koh Tiam Teck, Managing Director of Koh Kock Leong Enterprise Pte Ltd said, "We have always been a strong advocate of giving back to the community and we remain committed after all these years since we started our partnership in 2008. We hope that by funding these meaningful programmes, our efforts could support more residents in coping with daily expenses and alleviate some financial burden for families and seniors in the South West District."

3 Ms Low Yen Ling, Mayor of South West District said, "We understand that many vulnerable families are feeling the strain of a higher cost of living. In such tough times, it's often older persons and younger children who need the most support. South West CDC is doing more for these two groups of residents. The launch of the \$2 mil South West Community Caring Fund is aimed to lighten the load of daily expenses for lower-income families with young children and the growing number of seniors who live alone. With the help of long-term partner Koh Kock Leong Enterprise Pte Ltd, we hope to reach out to some 4,000 households in the South West District. We intend to expand our Per Capita Household Income (PCHI) criteria for this scheme, to ensure wider access for residents who need help with their day-to-day needs. We are grateful for our partners, whose generosity and kindness have led to a 20 per cent growth of contributions received in FY2022/2023, despite the economic uncertainty. This show of support is heartening and reflects the caring and compassionate side of Singapore."

4 In Financial Year (FY) 2022/2023, the South West CDC rolled out a total of 24 local assistance schemes and programmes, which benefitted close to 30,000 residents. More than 500 corporate and community partners were engaged, with a contribution of more than \$3 million in cash and kind, a 20% increase in contributions received than the previous FY. At the South West District Meeting and Partners Appreciation 2023, 11 corporate partners will receive the South West Caring Partner Awards for their efforts in 2022 to uplift the community. The list of recipients can be found in **Annex A**.

5 Details of the event are as follows:

Event : South West District Meeting and Partners Appreciation 2023
Date : Saturday, 1 July 2023
Time : 11.45 am to 2.00 pm (Media is invited at 11.30 am)
Venue : The Chevrons, The Ballroom (Level 3)
48 Boon Lay Way, Singapore 609961
Host : Ms Low Yen Ling
Mayor of South West District

6 We would like to invite your reporter and photographer/TV crew to cover the South West District Meeting and Partners Appreciation 2023. Interviews can be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

Ms Deanna Yong
Manager (Corporate Management and Communications)
South West Community Development Council
Email: Deanna_Yong@pa.gov.sg

Ms Joan Lai
Team Leader (Projects Management & Development)
South West Community Development Council
HP: 9820 5358
Email: Joan_Lai@pa.gov.sg

About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001.

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.southwest.cdc.gov.sg

Programme

Time	Administrative Programme
11.45 am	Arrival of Host Ms Low Yen Ling Mayor of South West District
12.00 pm	Commencement of South West District Meeting and Partners Appreciation 2023 Opening Performance by ITE College West Dance Group (Korean Dance Wave)
12.10 pm	Skit Performance by Singapore Polytechnic Theatre Compass
12.20 pm	Welcome Address by Mayor
12.25 pm	Launch of South West Community Caring Fund
12.30 pm	Singing Performance by Ms Jade Kong, Singapore Polytechnic
12.35 pm	Presentation of Awards
12.50 pm	Meet and Greet and Photo Taking
1.00 pm	Performance by The ETC
2.00 pm	End of Programme

Recipients of South West Caring Partner Awards 2022

1	ExxonMobil Asia Pacific Pte Ltd
2	Incorporated Builders Pte Ltd
3	Koh Kock Leong Enterprise Pte Ltd
4	Matsushita Greatwall Corporation Pte Ltd
5	Maybank Singapore Limited
6	Metta Welfare Association
7	Procter & Gamble Singapore
8	SAGE Counselling Centre
9	Siltronic Singapore
10	Singapore Polytechnic – Common Core Cluster
11	The Girls' Brigade Singapore