

FOR IMMEDIATE REPORTING



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To News Editor

**UP TO 8,000 HOUSEHOLDS UPLIFTED BY SUSTAINED SUPPORT FOR DAILY
ESSENTIALS AS PART OF SG60 EFFORTS**

*North West CDC's key partners step forward to support less-privileged
families through Project Sama Sama @ North West*

Following the successful pilot rollouts across four Group Representation Constituencies (GRCs) in the North West district providing support to Zhenghua Division, Woodgrove Division, Canberra Division, and Nee Soon South Division, **North West Community Development Council (CDC)** has officially launched the Project Sama Sama @ North West at Limbang Division through Guest-of-Honour Mr Lawrence Wong, Prime Minister and Minister for Finance, Adviser to Marsiling-Yew Tee GRC GROs (Limbang) on 29 June 2025, Sunday, at 537 Choa Chu Kang Street 51, one

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of the blocks in Limbang Division under the HDB Public Rental Scheme. Announcing the district-wide expansion of the project, which will provide comprehensive support to around 350 Limbang residents, who form part of the 8,000 less-privileged households expected to benefit from the project, amid the challenges of the rising cost of living, **PM** says “Our CDCs play a key role in rallying partners and stakeholders from all walks of life to better support residents in need. The Project Sama Sama initiative by North West CDC, in collaboration with its corporate partners and sponsors, is a good example of how we can come together to strengthen community networks and provide more meaningful support to those who need it most.”

2 Project Sama Sama @ North West celebrates SG60 by providing Care for the less-privileged, Connecting various stakeholders to Contribute their resources. Through the project, North West CDC has provided a platform for corporate partners, as well as grassroots organisations and their community volunteers in the North West district to give back in a collaborative effort involving the whole-of-community. (see Annex A for quotes from partners)

3 Project Sama Sama @ North West is an assistance programme powered by vending machines, made possible by a collaboration between founding partners, North West CDC, SPH Media and Auresys. The project provides eligible households monthly credits worth \$20, and round-the-clock access to essential household items through vending machines. These credits can be used to obtain various items including fresh bread, snacks, and beverages, newspaper, as well as hygiene products, cleaning supplies, and medical necessities. Eligible residents can enrol themselves and redeem items with a unique QR code within minutes, using just their

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mobile phones. Residents who are digitally less-savvy will also receive help from the CDC and volunteers on the digital sign-up process, and have the option of a paper alternative so that they will also be able to benefit from the project. *(See Annex B for media FAQs)*

4 Sharing at the official launch, which will be held concurrently with the North West Service Weeks, the CDC's flagship quarterly necessities distribution, *(see Annex C for Fact Sheet on North West Service Weeks)*, **Mayor of North West District, Mr Alex Yam** says "Project Sama Sama @ North West is a significant leap forward in how we assist our residents. By leveraging digital solutions and self-service vending machines, the CDC creates a more efficient way to support our residents and provide them direct access to necessities at their convenience. The successful rollouts have demonstrated the positive impact of the programme on our residents, while creating a supportive community network to connect those who can give, with those who are in need. Moving forward, we plan to expand the project across the North West district, to extend our reach and help more vulnerable families."

5 The contributions of the project's main sponsor Singapore Pools, as well as other sponsors, Gardenia and the Order of Malta, have made it possible for it to be scaled up to more divisions under the North West district for up to one year. Amid the economic uncertainty, North West CDC and its strategic partners seek and welcome the support of existing and new partners to further sponsor the project, in order to sustain the support to tide families through this period of uncertainty.

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6 **Mr Lam Chee Weng, Chief Executive Officer of Singapore Pools** says "We are proud to be the main sponsor of Project Sama Sama @ North West. Beyond our financial support, our staff volunteers are excited to be on the ground, connecting with residents and assisting with enrolment. Through this meaningful initiative, we hope to support households to better navigate the challenges of rising living costs and build a stronger, more resilient community."

7 Aligned to our vision in building a caring North West District, the project strengthens the community spirit through rallying sponsors to support the less privileged among us. As key partners of the programme, SPH Media and Auresys share this commitment in bringing the community together to provide sustained support through digital solutions, and creating a meaningful impact to address the community needs. Corporate and individual sponsors who are keen to explore sponsorship opportunities, may visit <https://go.gov.sg/nw-pss> for more information.

8 Media is advised to use the provided photos for reporting, and credit North West CDC accordingly. The photos can be accessed at this link: <https://go.gov.sg/pss-launch>

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Enclosed:

- 1) Annex A – Quotes from Partners
- 2) Annex B – Media FAQs (Appended separately)
- 3) Annex C – Fact Sheet on North West Service Weeks
- 4) Annex D – Key Translations

About North West Community Development Council (CDC)

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

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.

We develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

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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

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

QUOTES FROM PARTNERS & SPONSORS

Quote from Partner - SPH Media

Mr Chan Yeng Kit, CEO of SPH Media

SPH Media is honoured to be a key partner of Project Sama Sama @ North West, a whole-of-community initiative to support less privileged families. Community building and fostering an informed society are core to SPH Media's mission.

Through this initiative, we hope to do our part to support less privileged families by making the latest news and insights more accessible to them.

Quote from Partner - Auresys

Mr Raymond Yap, Managing Director of Auresys

Auresys is proud to be a part of Project Sama Sama, using technological solutions to bring simple happiness and to change the lives of the community brings a meaningful purpose as part of our existence.

Quote from Sponsor - Gardenia

Ms Cynthia Samboo, Managing Director of Gardenia

Gardenia is committed to giving back to the community as part of our Corporate Social Responsibility efforts. Through Project Sama Sama, we strive to ease the daily challenges faced by underprivileged communities by providing 24/7 access to essential items. More than simply addressing basic needs, this initiative embodies our core values of compassion, unity, and shared responsibility.

About North West Service Weeks

Launched in 2014, North West Service Weeks started as an annual distribution programme with the help of corporate and community volunteers, to distribute standard food packs to residents living under the Public Rental Scheme.

In 2022, the programme was enhanced to provide quarterly assistance of household necessities, and expanded to not only North West residents residing in public rental flats but households under the local welfare schemes.

Corporate and community volunteers work together to run a Pop-Up Market and assist residents in customising their care packs. Some corporate partners even go the extra mile to provide home improvement services, while others may top up with additional items or vouchers for residents.

In 2024, household items such as cleaning and hygiene products have been added to the list of selection items which include food necessities, to provide a wider range of selection to cater to residents' needs.

More than 170,000 residents have benefitted from North West – Service Weeks since 2014. Over the years, the meaningful campaign has gained traction with partners and the entire endeavour would have been impossible to sustain without their support. Over 2,000 schools, corporate and community partners have come forward to support the campaign. The initiative is supported by Club-100 @ North West.

Key Translations

North West Community Development Council (CDC)	西北社区发展理事会 / 西北社理会
Project Sama Sama @ North West	西北齐心计划
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
Aggregator of Needs and Resources	顺应需求，汇集整合资源
Builder of Capability in Partners and Networks	提升能力，扩大网络
Connector of Communities	加强联系，造福社群
Grassroots Organisations	基层组织