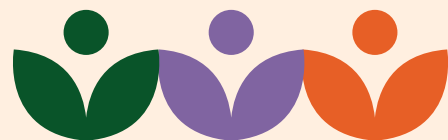


North West Sustainability Report 2024

Building A
Caring and Healthy
North West
Community





Mayor's Message

In 2024, North West CDC continues to strengthen our five communities – Caring, Healthy, Sustainable, Inclusive, and Learning by enhancing our programmes to better serve our North West community.

We achieved much through key collaborations with our stakeholders, such as successfully rolling out Project Sama Sama @ North West, a new assistance programme which leverages on self-service vending machines to provide sustained support and connecting those who can give with those in need. On healthy living, the second edition of Healthy Living Festival @ North West brought families together to bond through various wellness activities, while the inaugural Street Dance @ North West engaged our youths through their interest in dancing – encouraging residents to lead an active lifestyle.

We also ramped up our efforts in engaging our North West school partners through several green programmes to encourage sustainability habits and instil eco-awareness from young, as well as cultivating volunteerism through North West Youth Assembly, where young volunteers play an important role in leading community projects to create meaningful impact and gain valuable community service experience. Many job fairs and SkillsFuture workshops were organised in the community in assisting residents with career development and life-long learning.

These achievements would not have been possible without the dedication of our volunteers and partners who give their time and energy to build stronger communities, and most importantly our North West residents who actively participate in our programmes. Our collective commitment is the driving force behind North West CDC's mission in building a Caring and Healthy North West, and as we look ahead, we remain grateful for this strong community spirit that enables the CDC to serve our residents better and build a stronger North West together.

Alex Yam,
Mayor of North West District

Key Highlights for FY2024

Programmes



18
Local
Assistance
Programmes

85,250
Beneficiaries



51
Community
Programmes

106,129
Number of
Participants

Partnerships



550
Partners
Engaged

382
New
Partners

Interest Groups



375
Interest
Groups

79,328
Members

Volunteers



12,057
Volunteers



Project Sama Sama @ North West



In collaboration with SPH Media and Auresys Pte Ltd, Project Sama Sama @ North West offers timely and sustained support to less-privileged residents in the North West District. Supported by community and corporate sponsors, the programme provides eligible residents with a monthly \$20 credit to redeem essential items, such as food, toiletries, hygiene products, and cleaning supplies, from vending machines stocked with daily necessities.

First launched in Zhenghua, it has since expanded to Woodgrove, Nee Soon South and Canberra divisions in the North West District, with more planned for in 2025.



"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 strong, more resilient community."



Mr Lam Chee Weng, Chief Executive Officer of Singapore Pools



Total Households Enrolled:

724

North West Emergency Relief Fund

North West Emergency Relief Fund provides immediate temporary relief to tide residents through their financial difficulties due to unforeseen circumstances such as death of sole breadwinner, fire, emergency household situations or disaster.

"North West Emergency Relief Fund gave my family the support we needed during our toughest time. Losing my daughter was devastating, and the financial aid helped ease some of our immediate burdens while we focused on healing."



Mr Tuang, North West Emergency Relief Fund Beneficiary



Total Households Assisted:

44

Total Disbursed:

\$103,800

Mental Wellness Day @ North West



The inaugural Mental Wellness Day @ North West was designed to bring the important topic of mental well-being closer to the heartlands and make mental wellness both fun and accessible for all ages.

The event brought together social service agencies, Institutes of Higher Learning, and mental wellness partners from across the North West District in a collaborative effort. Residents participated in workshops, expert talks, interactive activities, and performances, gaining mental wellness knowledge while building stronger community connections.

"A healthy mind creates a healthy community. Mental Wellness Day @ North West is a time for us to support one another, share kindness and build resilience together."



Venus, Mental Wellness Ambassador



Participants:

>1,300

Partners:

9

Street Dance @ North West

The first-ever Street Dance @ North West served as a dynamic platform for youth expression and creativity, connecting participants with like-minded individuals and fostering a vibrant community. Through this engaging initiative, participants showcased their talents, built lasting friendships, and contributed to a thriving street dance community in the North West District.

Participants competed across two categories with the Public Category featuring one-versus-one battles for individual expression and the Youth Category showcasing two-versus-two battles focused on collaborative creativity.



"I practised almost every day to get ready for the dance competition. I'm proud to have given my best and the most exciting part was being able to share the stage with others and learn from them."



Hayley, Competition Participant



Total attendees:

1,000

Total competition participants:

1v1

75

Participants

2v2

53

Teams

North West Sustainability Festival

The North West Sustainability Festival brought together schools, community groups, and corporates in a 3-day festival focusing on Food Sustainability. Highlights included fruit enzyme cleaners by Woodlands Ring Secondary students, e-recipes and eco poetry from Unity Secondary School, and a Food Rescue distribution by Zhenghua Grassroots Organisations (GROs). Other activities featured green workshops, chef demonstrations and zero waste cooking contests.

The vibrant farmers market showcased 15 local vendors selling fresh produce and artisanal foods. The festival educated and engaged the community on sustainable food practices and their role in environmental conservation.

"North West Sustainability Festival changed how I see food waste. I now think twice before throwing food - just a quick look, smell, or taste can make all the difference."



Ms Evelyn, Participant



Participants:

5,000

Volunteers:

120



Total Partners: 36



Recycle @ North West

Recycle @ North West encourages active recycling among students in the North West District by setting up school-based recycling points where students deposit recyclables, learn about recycling processes, and engage in hands-on sustainability activities. The programme also enhances e-waste awareness through educational assembly talks and annual collection drives, teaching students about responsible disposal methods.

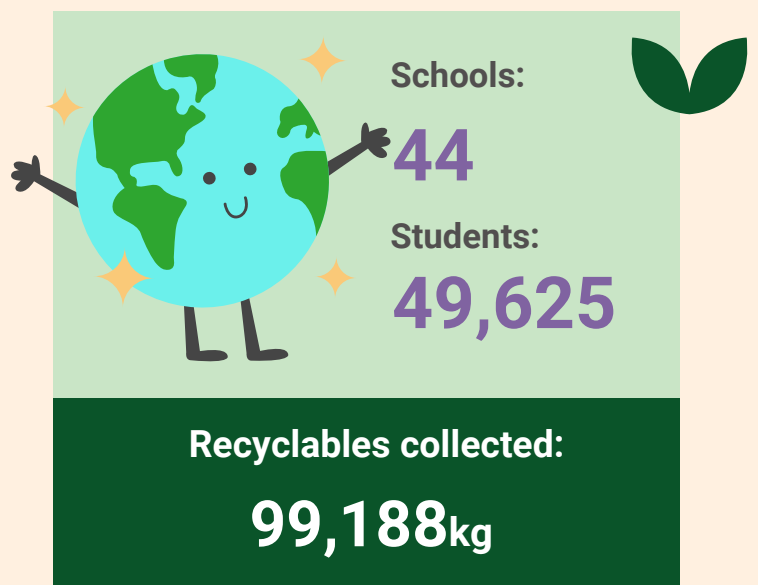
This sustained approach helps instil long-term green habits in students, deepening their understanding of resource conservation and eco-friendly practices.



"As an Environment Champion in my class, I actively encourage my classmates to recycle. I also lead by example by practising the 3Rs every day so that we can conserve our environment."



Jun Chee, Student from Kranji Primary School



SkillsFuture Festival @ North West



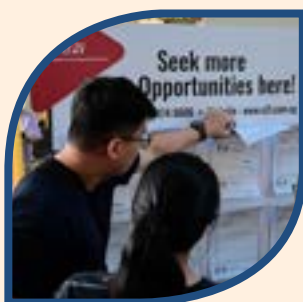
SkillsFuture Festival @ North West is an annual event jointly organised by Lifelong Learning Singapore (LLSG) and North West Community Development Council (CDC). The festival aims to highlight in-demand skills and provide career planning and skills upgrading opportunities for residents across the district.

The event fosters a culture of continuous learning to support growth in the Care, Digital and Green Economies, empowering both individuals and businesses in the North West through lifelong learning and upskilling initiatives. This comprehensive approach ensures residents remain competitive and adaptable in an evolving job market.

"Bringing the SkillsFuture Festival to the heartlands is convenient for residents and offers great opportunities for fresh graduates and students to explore job openings and meet potential employers. For me, the best part was the walk-in interview with Raffles Hotel. It was particularly valuable, where the friendly interviewer took time to review my resume and provided helpful feedback and insights into the position I was interested in."



Rahul Khadke, Fresh Graduate



North West Youth Assembly



North West Youth Assembly (YA) is a youth voluntary group comprising youth leaders between the ages of 14 and 35. Members are involved in various self-initiated programmes and, together with the North West CDC, help to implement community projects to connect with the residents in the North West District.

"Growing up around parents who helped others made volunteering feel natural, and joining the Young Leaders' Camp in Sec 2 connected me with like-minded peers who made the journey more meaningful. Joining YA pushed me out of my comfort zone, teaching me valuable skills from confidence and teamwork to practical abilities while showing me the impact I could make. Now I hope to inspire others to step forward and realise they can make a difference too."



Sandy Loo, Chairman of Youth Assembly



YA
Members:

169

Friends of
YA Members:

54

Programmes:

13

Partners:

8



North West WeCare Fund

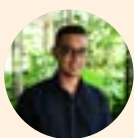
North West WeCare Fund (WCF) encourages community groups and schools to initiate ground-up programmes that benefit the North West community.

A North West WCF project demonstrates community impact, sustainability beyond one-off activities, and a multiplier effect through partnerships with corporates, grassroots organisations, schools, social service agencies or community groups to amplify their reach and effectiveness.

Night Light Bike Ride 4.0 @ North West

Night Light Bike Ride 4.0 @ North West brought participants together for an overnight cycling experience. This innovative project built bridges between youths and adults of different faiths while championing environmental awareness and promoting active, healthy living. The initiative showcased the power of collaboration through its diverse partnership network, which included Ride of Hope SG, Central Narcotics Bureau, M3@Woodlands, Praise Evangelical Church and Al-Mutaqqin Mosque.

"It's the first time my church is part of this collaboration, and it was a wonderful event for my youths to participate in. It shows solidarity within our inter-religious faith and keeping up with what our Nation stands for being united in a multi-religious and multi-racial society."



Pastor Alvin Reggie, Praise Evangelical Church



**Night Light Bike Ride 4.0
@ North West**

Participants:

48

Volunteers:

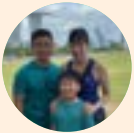
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ChamPS Outreach @ North West

Through this project, the Northland Primary School Parents Support Group and students hoped to bring cheer and joy to elderly residents at Villa Francis Home during the festive season. The group of parents and students embarked on a "Baked with Love" journey during the school holidays, baking and presenting cookies to the senior residents. This initiative strengthened multi-generational social cohesion between the volunteers and beneficiaries.

"Heartwarming and enjoyable! Cookies baked with love have the power to make hearts smile! Ian said he feel grateful for the opportunity to help and also accomplishment."



Mdm Jenny Teo, Part of the ChamPS, Parent Support Group of Northland Primary School Students



ChamPS Outreach @ North West

Beneficiaries:

220

Volunteers:


73

Sustainable Development Goals (SDG)


Guided by the Sustainable Singapore Blueprint (SSB) and the Sustainable Development Goals (SDGs) from United Nations' (UN) 2030 Agenda for Sustainable Development, the North West Sustainability Plan 2030 extends beyond green living to promote sustainability in all forms throughout the North West District through the adoption of eight UN SDGs.



Partner and volunteer with us

 northwestcdc_partnerships@pa.gov.sg

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 North West Community Development Council

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