



**Assisting • Bonding • Connecting**

# CDC

**Community Development Council**

**Annual Report**  
**FY 2007**

SOUTH WEST • NORTH WEST • CENTRAL SINGAPORE • NORTH EAST • SOUTH EAST



*The CDCs promote community bonding and social cohesion through active partnership with grassroots organisations and community agencies...*

*... and provide various community, social and jobs assistance services for the residents.*



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# CHAIRMAN'S FOREWORD

**Matthias Yao Chih**

*Mayor of South East District and  
Chairman of Mayors' Committee*



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*Apart from relief measures to help needy residents cope financially, the CDCs will also focus on upstream intervention programmes to help them become self-reliant*

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The Community Development Councils (CDCs) were set up in 1997 with the mission of fostering community bonding and social cohesion. In 2001, the CDCs took on the function of helping the needy through social and job assistance schemes. The CDCs adopt a 'Many Helping Hands' approach by engaging the private, public and people sectors, thereby making it a community effort to better serve our residents.

## **Achievements for 2007**

Overall, the CDCs made good progress in the strategic thrusts of Assisting the needy, Bonding the people and Connecting the community, or 'ABC' in short.

In financial year 2007, the CDCs disbursed a total of \$82m under the national ComCare schemes and job assistance programmes. This included trust and agency grants<sup>1</sup> administered by the CDCs on behalf of the Ministry of Community Development, Youth and Sports (MCYS), the Singapore Workforce Development Agency (WDA), as well as contributions from organisations such as the Lee Foundation, Hong Leong Foundation and Shaw Foundation.

The CDCs made improvements in the time taken to process cases, ensuring that needy residents receive timely assistance. In financial year 2007, 96% of the cases were processed within six weeks as compared to 89% in the previous financial year; an improvement of 7 percentage points. The CDCs also now adopt a holistic approach in helping needy residents achieve long term self-reliance.

The CDCs have implemented local help programmes and services designed to address specific needs in their respective Districts. These programmes and services allowed for more regular interaction and bonding among residents with common interests. New platforms were also created for greater interaction and engagement of a wider audience.

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<sup>1</sup> Trust and agency grants administered by the CDCs are not reflected in the CDCs' statement of income and expenditure.

In total, 4,613 volunteers, an increase of 41% from the last financial year, came forward to contribute in the various CDCs' programmes. Many community partners, such as the Grassroots Organisations, Voluntary Welfare Organisations, self-help groups, corporate partners, schools and government agencies, have also helped to contribute to the success of our programmes.

Indeed, social services have been strengthened with more community partnerships through the ComCare Local Networks. There is greater sharing of information and fine-tuning to improve inter-agency referral processes. All this serves to enhance the existing social safety net in the community.

## Challenges Ahead

The CDCs' strategic thrusts will continue to be relevant in addressing the challenges of an ageing population, widening income gap and the need to integrate new citizens into the community. The CDCs are geared up to help residents in need ride through the economic downturn. Apart from relief measures to help needy residents cope financially, the CDCs will also focus on upstream intervention programmes to help them become self-reliant. This would include re-training, skills upgrading and financial literacy programmes.

The CDCs will further extend our outreach and strengthen resident engagement through facilitating the formation of interest groups at both local and district-levels. We will also continue to work with our grassroots partners to enhance their outreach to new citizens and permanent residents.

To all our partners, sponsors, volunteers and residents, we thank you for your contributions and continual support.

Matthias Yao Chih  
Mayor of South East District and  
Chairman of Mayors' Committee



# VISION

*A Vibrant Community with One Heart*

# MISSION

*To be your Partner in achieving  
Community Bonding and Social Cohesion*

# OVERVIEW OF








# COMMUNITY DEVELOPMENT COUNCILS



# COMMUNITY DEVELOPMENT COUNCILS



-  South West CDC
-  North West CDC
-  Central Singapore CDC
-  North East CDC
-  South East CDC



## **SOUTH WEST**

Community Development Council

### **MAYOR**

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Community Development Council

### **MAYOR**

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## **SOUTH EAST**

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# STRUCTURE

## STRUCTURE OF CDC

The Community Development Council (CDC) is managed by a Council comprising the Mayor and members. Each Council has between 12 to 80 members. The Council is appointed by the People's Association Chairman or Deputy Chairman. The CDC is governed by the Community Development Council Rules 1997.



# OUR MAYORS



*Mayors' Swearing-in Ceremony 2006*

*From left: Mayor Zainudin Nordin, Mayor Teo Ho Pin, Mayor Zainul Abidin Rasheed, Mr Wong Kan Seng, former Deputy Chairman of People's Association, Mayor Matthias Yao Chih and Mayor Amy Khor*

# FUNDING

## **Annual Resident Grant**

Each Community Development Council (CDC) is provided with an annual grant of \$1 per resident living in its District for funding its programmes.

## **Matching Grant from Government**

The CDC can also raise funds for its programmes. For every \$1 donated to the CDC, the Government will match it with \$3. To encourage regular donations, the Government gives a higher matching grant of \$4 for every \$1 raised from local residents and businesses through GIRO contributions.

## **Operating Grant**

The Government funds the operations of the CDC offices.



# RESERVE POLICY

The reserves that CDCs have set aside provide financial stability and the means for the development of CDCs' programmes and services. The Councils carry out quarterly reviews on the amount of reserves that are required to ensure that these are adequate to fulfill our continuing obligations.

Our reserves position:

	Current Year (S\$)	Previous Year (S\$)	% Increase / (Decrease)
<b>Unrestricted Funds (Reserves)</b>	<b>49,137,342</b>	<b>45,677,884</b>	<b>7.6%</b>

## Restricted / Designated Funds:

- Building Fund	NA	NA	NA
- Education Fund	NA	NA	NA
- Others	NA	NA	NA
Endowment Funds	NA	NA	NA
Total Funds	<b>49,137,342</b>	<b>45,677,884</b>	
<b>Ratio of Reserves to Annual Operating Expenditure</b>	<b>1.43: 1</b>	<b>1.43: 1</b>	

# A • B • C OF



# COMMUNITY BONDING

The Community Development Councils (CDCs) commemorated the tenth year in community bonding in 2007. The CDCs promote community bonding and social cohesion through active partnership with grassroots organisations and community partners, and provide various community, social and jobs assistance services for residents. The key thrusts of the CDCs' roles are encapsulated in the 'ABC' of Community Bonding.

## ASSISTING THE NEEDY

Being closer to the ground, the CDCs and grassroots organisations (GROs) help the needy with financial aid under the various Government and local assistance schemes.

In 2007, the CDCs disbursed \$62.4 million to about 59,500 beneficiaries under the national ComCare schemes, compared to \$45.7 million and 51,000 beneficiaries in 2006. The CDCs continued to make improvements in processing social assistance cases with the implementation of the enhanced Social Assistance Network (also known as SANet v2) and risk-based work processes. The percentage of cases processed within six weeks increased from 89% in 2006 to 96% in 2007.

The CDCs served about 51,500 unique job seekers in 2007 compared to about 53,000 in 2006 – a decrease of about 3% point – as the employment market picked up in the



*Residents at Pipit Road welcomed Mayor Matthias Yao (centre) and Mr Seah Kian Peng (extreme right) to their homes during the distribution of food hampers.*

earlier half of 2008. The majority of job seekers were above 40 years old, had secondary education or below, and required additional assistance in terms of resume writing, handling interviews and skills training. Despite the challenges, the CDCs achieved a placement rate of 27%, which is slightly lower than the placement rate of 31% in 2006. By leveraging on their partnerships with the Singapore Workforce Development Authority, employers, GROs and other agencies, the CDCs continued to organise targeted job fairs that suit the needs and profile of the job seekers.

The CDCs also organised local help schemes to complement national efforts in helping the needy. For instance, the South East CDC worked with NTUC Fairprice and Agility Logistic to support the Food Samaritan project, a ground-up initiative by Hwa Chong Institution students to benefit recipients of public assistance. Shoppers participated in the project at selected NTUC Fairprice outlets by purchasing packages of food and groceries which were then donated to recipients identified by the CDC and its partner VWOs. The Reading Programme launched by North East CDC provided pre-schoolers from needy families with opportunities to learn to read at a young age. The programme roped in student volunteers from Nanyang Junior College to read stories to the pre-schoolers.

In the North West district, two thematic job fairs focusing on the tourism and service industries were organised by North West CDC to help job seekers secure employment. In the lead-up to the job fairs, the CDC also introduced customised preparation packages which helped more than half of the participants secure jobs within six months of completing the programme. In addition to organising regular recruitment exercises and roadshows to help unemployed residents, the South West CDC also facilitated the launch of WEworkz (Women Enterprise Works) aimed at enabling women who were unable to commit to full time employment due to responsibilities at home, to start flexible home-based economic activities to earn some income and gain financial independence. With the help of corporate partners, South West CDC also assisted 300 needy students with vouchers for books and stationery, 250 students with transport bursaries, and 100 students with new school bags and shoes.



# ASSISTING

The Going Places @ Central Singapore programme, introduced by Central Singapore CDC, helped the elderly to move around the district more easily by identifying amenities that required improvement and educating various stakeholders about how they can contribute towards a nationwide Barrier-Free Accessibility project. Adopting the idea that barrier-free access should start from home, the CDC also administered the Safe Home Scheme to offer subsidies to the elderly who needed home modifications so that



*Residents, students and officials from various agencies worked together on an accessibility audit of Whampoa as part of Central Singapore CDC's Going Places @ Central Singapore programme.*

## BONDING THE PEOPLE

The five CDCs engage the community through a wide range of social, cultural, educational and sporting activities and programmes. These activities brought people of all races and social backgrounds together to form friendships and forge strong community bonds, thereby building a cohesive and resilient society.

### Bonding the community through the arts and environmental awareness

Five District Arts Festivals were jointly organised by the CDCs and the National Arts Council in 2007. These events offered opportunities for bonding and interaction among residents, as well as a platform to showcase artistic talents from the community. The festivals attracted close to 140,000 participants across the five districts and generated a number of spin-off programmes.

Through 2007, Central Singapore CDC organised 72 sessions of the Community Life Arts Programme (CLAP!). The events not only promoted arts for all but also racial harmony, family bonding and other community values. Extraordinary CLAP! allowed people with disabilities to showcase their artistic talents through performances, art displays and mass colouring activities. The South East District Arts Festival showcased the fashion works of aspiring young designers, followed by two weekends of arts performance in the heartlands. The Dance Xplosion at North East District, on the other hand, showcased dance groups performing to a wide spectrum of ethnic, cultural and ASEAN dances.

Apart from the arts, the CDCs also organised a series of programmes focusing on environment and health issues to promote civic responsibility among residents. In conjunction with the EcoCommunity @ South West 2008 event, South West CDC launched its South West Carbon Offset Checklist for residents to understand the impact of climate change and how it could be relevant to households in the heartlands. The inaugural North West Green Festival was organised by North West CDC to create greater awareness on environmental issues. North West Green Festival reached out to about 100,000 residents and students. The highlight of the month-long Green Festival was

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*Students and residents came together to learn more about environmental issues through “green” activities at the North West CDC Green Festival.*

the Energy Challenge lead by 50 student volunteers from National Junior College (NJC). They visited 3,000 households in the Canberra Division with the Canberra Grassroots Leaders to share the energy savings tips from August to November 2007. Most of the participating households were able to save an average of \$20 per month based on the daily application of the energy-saving tips taught by these student volunteers.

## Community Bonding through Sports

In 2007, the CDCs organised a number of sports activities at the district-level to foster a stronger community spirit. The Central Singapore CDC Free Kicks, a 40-week soccer programme organised in partnership with the Institute of Technical Education College Central (Bishan Campus) and S-League clubs within the district, targeted youths aged seven to 18 years old. The programme was conducted across six centres, and all participants were brought together annually for a day of friendly competition and fun with their family in the Mayor's Challenge Shield. Central Singapore CDC also engaged working adults to exercise regularly by bringing workout sessions to their doorstep under its Fitness@Work programme, which is jointly organised with the Health Promotion Board and California Fitness.



*Mayor Zainudin joining the participants at the Fitness @ Work at HDB Hub*

The North East Dragon Boat Championship organised by North East CDC drew the participation of youth groups in the district, as well as the support of the Association for



the Deaf and Mute in a special novelty race for disabled members of the community. The North West CDC Brisk Walking Club has a network of more than 30,000 members and 128 brisk walking clubs in the district. In an expansion to the Brisk Walking Club programme, North West CDC has also partnered with Qigong Shi Ba Shi Association and OCBC to set up 24 Brisk Walk – Qigong Corners in a tie up to combine the benefits of practicing Qigong and brisk walking to further engage the residents.

The Fun Walkers @ South West programme by South West CDC also used walking as a popular platform to promote an active lifestyle and community bonding. Under the programme, useful health information was incorporated in the heartland walking trails to promote walking as a healthy lifestyle. More than 3,000 residents attended the programme's 1st Anniversary held at VivoCity on 30 September 2007.



*Fun Walkers @ South West enjoying the morning warm-up exercise.*

## Promoting Family Life and Bonding

At the district level, the CDCs organised a number of activities to encourage bonding within families and also with residents and neighbours. Since 1999, the North West CDC has worked with schools in its district to organise a series of parenting seminars for parents with school-going children. The seminars helped to promote better parent-child communication and family bonding by allowing parents, teachers and parenting experts to share useful parenting skills and experiences. In 2007, 49 parenting seminars were organised attracting more than 3,700 participants.

Riding on the 2008 Olympics fever, the South West CDC held its Family Funnival @ South West – Familympics on 30 March 2008 to encourage family bonding through sports and friendly competition. The event attracted about 3,000 residents with more than 40 families taking part in the Familympics Challenge, as well as 30 couples participating in the My First Honeymoon Race for Married Couples segment.



*Mayor Teo joining the members of the North West CDC Brisk Walking Club at its 5th Anniversary Celebration at the Woodlands Stadium.*

## Empowering youths to make a difference

Programmes by the CDCs allowed youths in the five districts to make a difference in their community. In 2007, more than 200 volunteers of Central Singapore CDC's High Five Youths were given opportunities to run various community projects. The youths also received mentoring from the CDC councillors and the High Five alumni. One of the volunteer group's signature event, Tapestry, showcased local amateur youth bands and other performing groups, while at the same time helped to raise awareness of the needs of the less fortunate in the community.

The South East CDC introduced the South East Executive Development Series (SEDS) as a platform for young working adults to pick up work-relevant skills, network with each other and contribute to society through community projects. These participants have since initiated the “Open Sesame” programme which offered befriending service and assisted needy families in the district, and the “Have a Hearty Start” programme that provided needy elderly residents with a nutritious breakfast.

### District programmes promote active ageing

The CDCs organised a number of programmes such as health screenings and talks to promote an active and healthy lifestyle among the elderly. In the North East district, the Living Lives, Binding Ties – Active Ageing @ North East carnival helped to raise awareness of the various activities and programmes that were available to seniors, as well as the importance of ageing gracefully and maintaining a positive outlook to life despite retirement and old age. The South East CDC’s Community Outreach Programme for the Elderly (COPE), which aims to address the challenges faced by elderly in its district, saw 750 volunteers befriending and organising regular outings for the elderly. In addition, the volunteers helped with housekeeping and offered escort and meal services. At the South West district, an Elderly @ IT Boot Camp was organised for more than 100 seniors to

help them pick up useful IT lifeskills.



*Senior Minister Mr Goh Chok Tong sharing on the importance of Emergency Preparedness with the CERT Juniors of South East CDC.*

### Enhancing security and emergency preparedness across the districts

The CDCs initiated a series of EP programmes to enhance the level of security awareness and resilience among residents. To raise the

awareness of EP among youths, South East CDC trained 71 youths through a two-day course. The youths were commissioned as CERT Juniors upon completion of their training. Their first project as CERT Juniors was the production of a video on EP to convey the importance of being prepared for emergencies to other youths.

The Citizens on Patrol initiative in the South West district gathered residents to perform patrolling duties at MRT stations to identify possible security threats. South West CDC also launched the Family and Friends CPR Anytime Kit at its Community Resiliency Carnival. The kit consists of a training video, an instruction manual and the manikin of a human torso that would allow residents to learn CPR in the convenience of their homes.



*Mayor of South West district, Dr Amy Khor, learning CPR with residents at the Community Resiliency Carnival organised by South West CDC.*



## Promoting Racial Harmony

In 2007, the CDCs led the way in organising activities to rally Singaporeans to live in harmony amidst our diverse cultural and racial backgrounds. In conjunction with the CDC's 10th Anniversary, Prime Minister Lee Hsien Loong launched OnePeople.sg on 27 May 2007. The OnePeople.sg pooled together resources from MCYS, the five CDCs and five self-help groups to champion racial harmony in our communities by initiating new activities and fostering interaction between the different races and cultures.

At the district level, the CDCs organised a variety of racial harmony activities. The "Harmony on Wheels" programme organised by North East CDC drew about 10,000 participants. The North West CDC partnered with 100 student volunteers from Singapore Management University to organize "Celebrating Our Diversity: Through Arts & Food" on 14 July 2007 at Ulu Pandan Community Club Hall. During the event, 1,000 participants from different races and various ages watched cultural performances and appreciated food from different ethnic groups.

A short film "RENG", which means "colours" in Hindi, was produced by the South East CDC's Youth-to-Youth (Y2Y) Network and Racial Harmony Youth Ambassadors (RHYAs). Focusing on friendship among people of different cultures, the 15-minute film was screened at several schools where the RHYAs also held talks to spread the message of racial harmony. The South East, Central Singapore and South West CDCs also jointly organised workshops that brought students of different ethnic groups together to participate in exercises to enhance mutual understanding and respect.

In addition, the South West CDC organised a series of activities to promote better understanding of the history and heritage of the South West district. A Virtual Heritage Map, an exhibition and a sharing session were held to introduce students and residents to some of the heritage sites in the district.



The Racial and Religious Unity Steering Committee (TRUST Central) of Central Singapore CDC rolled out a series of TRUST Programmes to foster greater appreciation for multiculturalism among students and youths. The TRUST Programmes were held in conjunction with the Orange Ribbon Celebrations 2007, which saw the five CDCs come together to promote racial harmony. A resource website was also launched by His Excellency President S R Nathan on 17 June 2007 to provide an easy-to-digest guide on the customs and major festivals of Singapore's ethnic and religious groups, as well as tips on what to do and what to avoid when visiting homes, places of worship or attending religious or cultural ceremonies. The website also has stories and events promoting inter-ethnic and inter-faith initiatives.



*Mayor Zainul flagged off the car race at North East Racial Harmony Celebrations 2007.*

A new TRUST Home programme was organised to encourage meaningful interaction between youths and host families of different ethnicities and faiths. Under the programme,

# BONDING

55 youths aged between 15 to 19 years attended a workshop on issues of ethnicity and prejudice, visited host families who shared family histories, recipes, traditional costumes, and gave insights into their daily lives and practices. The programme culminated in a sharing session on racial harmony with His Excellency President S R Nathan and Mayor of Central Singapore district, Mr Zainudin Nordin.

Together with Dairy Farm Singapore, the Central Singapore CDC also organised the Wok of Life! programme, an inter-school cooking competition designed to foster inter-racial interaction and appreciation of Singapore's rich array of ethnic food. About 5,000 participants and visitors to the event were given Orange Ribbon pins and brochures which listed all the Racial Harmony Month programmes organised in the district.

## CONNECTING THE COMMUNITY

The CDCs developed strategic partnerships with corporate and community partners to better serve residents.

### ComCare Local Networks

At the district level, the CDCs helped residents through various social assistance schemes, job search services and elderly care programmes. Nine ComCare Local Networks (CLNs) were established across the five districts, linking the CDCs with more than 160 GROs and various voluntary welfare organisations (VWOs). These local networks help to identify and address social service gaps in the community, as well as to improve referral processes among social service agencies to better help needy residents.

### CDC District Meetings

In 2007, each CDC held an annual District Meeting to update their stakeholders on their key achievements and to engage them on their future plans. About 1,900 residents, GRLs and representatives from VWOs, corporations and schools, attended the five District Meetings.

Among the new programmes announced at the meetings were the enhanced Mayor's Imagine Fund offered by Central Singapore CDC, and the Xplore! and Emergency Preparedness Funds administered by North West CDC. Participants at the South East CDC District Meeting engaged in lively discussions with Mayor Matthias Yao on areas they hoped to see improvements made in the district while residents at the South West CDC District Meeting discussed the theme of "District of Possibilities" with Council Members. To build a vibrant and supportive community, North East CDC shared its guiding principles – namely Life Needs, Life Skills and Life Style – with participants at its Meeting.

## CDC 10th Anniversary Seminar

As part of the CDC's 10th Anniversary, a CDC Seminar was held in September 2007 with the theme "A Community for All, A Future Together". About 400 participants attended the event, which presented the CDCs' key achievements in the past decade and the CDCs' future plans.



*Minister, Prime Minister's Office and Deputy Chairman of PA, Mr Lim Boon Heng (centre), joined the five Mayors and the Chief Executive Director of PA, Mr Tan Boon Huat (right), in presenting the CDCs' achievements and future plans at the CDC Seminar 2007.*

The CDCs would continue to work on their strategic focus areas of ABC and strive towards building a cohesive, compassionate and self-reliant community together with their community partners.

