

COMMUNITY DEVELOPMENT COUNCIL

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

Assisting · Bonding · Connecting

Annual Report
Financial Year

2009

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.

Assisting · Bonding · Connecting
CDC Annual Report
Financial Year 2009

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Chairman's Foreword

The five CDCs continued to promote and build a cohesive and compassionate community, through their strategic thrusts of **A**ssisting the needy, **B**onding the people, and **C**onnecting the community.

ACHIEVEMENTS FOR 2009

2009 was a challenging year for the CDCs. The economic downturn brought about a surge in applications for both social and employment assistance as compared to FY2008. The CDCs responded swiftly and stepped up efforts to render timely assistance to those in need.

In FY09, the CDCs processed 61,500 applications for assistance under the National ComCare schemes. This was a 16.1% increase over the 53,000 applications received in FY08. Notwithstanding the higher caseload, the CDCs continued to process applications expeditiously with 97% of applications processed and cleared within six weeks.

For the same period, the CDCs registered about 32,700 job seekers. Over 60% of job seekers were 40 years old and above, while 67% had secondary or below education. To help the job seekers acquire new skills or upgrade their skills, the CDCs made 12,200 training referrals and successfully placed about 21,600 job seekers.

“... the challenge is for the CDC to stay relevant and introduced new initiatives to bond and engage our community together...”

Matthias Yao Chih

Mayor of South East District and
Chairman of Mayors' Committee



Besides the national social assistance (ComCare) and employment assistance schemes funded by the Ministry of Community Development, Youth and Sports (MCYS) and Singapore Workforce Development Agency (WDA) respectively, the CDCs also render assistance to some 43,000 needy residents through their local programmes and schemes.

The CDCs organised more than 1,500 programmes and activities which attracted a total participation (non-unique) of almost 2 million. Out of these programmes, about 1,200 were joint projects, involving more than 3,300 community groups, grassroots organisations and corporate entities.

2009 also marked the start of the new three-year Council Term, from 31 May 2009 to 30 May 2012. On 29 June 2009, Prime Minister Lee Hsien Loong presided over the Swearing-in Ceremony of saw reappointment of Mayor Matthias Yao, Mayor Teo Ho Pin, Mayor Amy Khor and Mayor Zainudin Nordin, as well as the appointment of Mr Teo Ser Luck as the new Mayor of North East District.

CHALLENGES AHEAD

The CDCs' focus remains on facilitating and enabling the spirit of community self-help by engaging the more successful to give back to the community, thus bridging potential divides within the community and strengthening the social fabric.

As the economic situation improves, the challenge is for the CDCs to stay relevant and introduce new initiatives to bond and engage our community together with our key stakeholders such as our corporate partners, voluntary welfare and grassroots organisations.

We thank all our partners, sponsors, District Councillors and volunteers for their contributions to the CDCs' programmes and look forward to their continued support to better serve the community.

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

Vision & Mission

Vision
A Vibrant Community

Mission
*To assist the needy, bond the people and
connect the community.*

Strategic Thrusts of CDCs

ASSISTING

the Needy

- ComCare
- Job Assistance
- Local Schemes



BONDING
the People



CONNECTING

the Community

- Grassroots Organisations
- Corporate Partners
- Many Helping Hands

To Build and to Bridge Communities in
Achieving One People, One Singapore



Increased Social Capital

Mayors' Swearing-in Ceremony 2009

Our Mayors



From left: Mayor Zainudin Nordin, Mayor Teo Ho Pin, Mr Lim Boon Heng, Deputy Chairman of People's Association and Minister, Prime Minister's Office, Mr Lee Hsien Loong, Chairman of People's Association and Prime Minister, Mayor Matthias Yao Chih, Mayor Amy Khor and Mayor Teo Ser Luck.

CDC Overview



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



SOUTH WEST
Community Development Council

MAYOR
Dr Amy Khor Lean Suan

South West CDC
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NORTH WEST
Community Development Council

MAYOR
Dr Teo Ho Pin

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CENTRAL SINGAPORE
Community Development Council

MAYOR
Mr Zainudin Nordin

Central Singapore CDC
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#04-10 Singapore 310490
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NORTH EAST
Community Development Council

MAYOR
Mr Teo Ser Luck

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3 Tampines Grande #01-02
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Singapore 528799
Tel: 6424 4000 Fax: 6424 4077



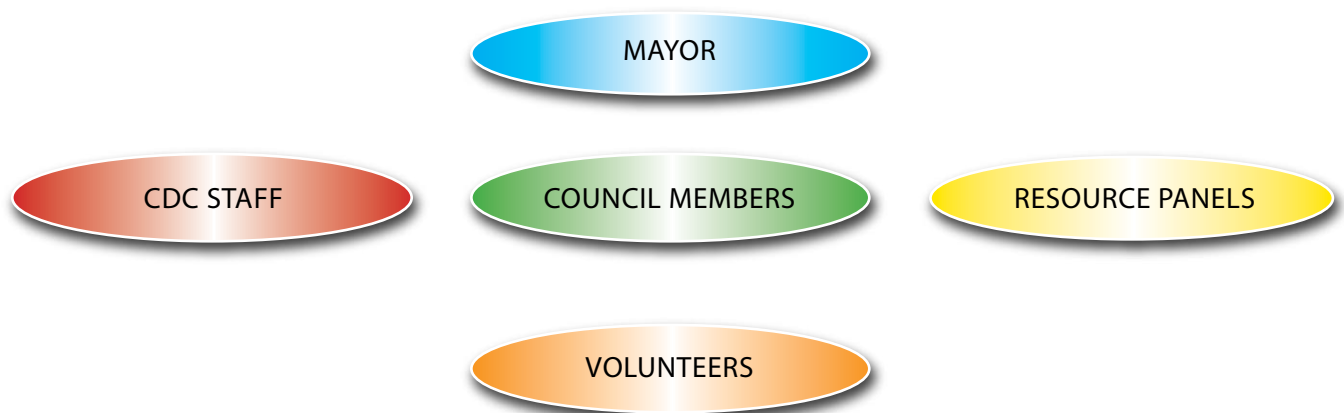
SOUTH EAST
Community Development Council

MAYOR
Mr Matthias Yao Chih

South East CDC
10 Eunos Road 8 #02-01
Singapore 408600
Tel: 6243 8753 Fax: 6243 3130

Structure of Community Development Councils

The Community Development Council (CDC) is managed by a Council comprising the Mayor and members. The Council is appointed by the Chairman or Deputy Chairman of the People's Association Board of Management. The CDC is governed by the People's Association (CDC) Rules.



Funding of Community Development Councils

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 through GIRO contributions by local residents and businesses.

OPERATING GRANT

The Government funds the operations of the CDC offices.

Reserve Policy

Our Reserves Position:

	Current Year (\$)	Previous Year (\$)	% Increase / (Decrease)
Unrestricted Funds (Reserves)	51,576,827	50,502,879	2.13%

Restricted / Designated Funds:

- Building Fund	NA	NA	NA
- Education Fund	NA	NA	NA
- Others	NA	NA	NA
Endowment Funds	NA	NA	NA
Total Funds	51,576,827	50,502,879	
Ratio of Reserves to Annual Operating Expenditure	1.33 : 1	1.46: 1	

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.

ABC of Community Development Councils

*The CDCs promote community bonding and social cohesion through active partnership with grassroots organisations (GROs) 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 - **A**ssisting the Needy, **B**onding the People and **C**onnecting the Community.*

Assisting the needy



The CDCs rose to the challenge and introduced new initiatives to help residents cope with the economic situation and ensure that no one would fall through the social safety net. With the objective of getting the families to be self-reliant and improve their financial situation, the CDCs rolled out the Financial Education Programme to impart basic financial skills, tips to improve current financial position and inculcate the importance of saving to vulnerable low income families. A total of 66 sessions were conducted for 654 families reaching out to more than 1,000 participants across the five CDCs.

At the district level, the CDCs introduced new initiatives and programmes to complement the existing National schemes.

NEW PROGRAMMES AND INITIATIVES - SOCIAL ASSISTANCE

North West CDC introduced the Food Aid Fund to provide the necessary funding to sustain local schemes like Food Rations and Food Vouchers Scheme. The Frozen Food Vouchers Scheme was also launch to supplement the nutrition of the Food Ration Scheme recipients. On the average, 550 needy households were assisted by the scheme every month.

To meet students' nutritional needs amid the economic downturn, South East CDC introduced the Upsized Breakfast Programme. The Programme complemented the MOE's Breakfast Fund by providing additional assistance for students from low-income families who have to participate in activities outside of schooling hours. 2,054 students benefited from the Programme in FY09/10.



South West CDC introduced the Interim Coping Package for Economic Downturn (iCOPE) to provide interim financial assistance to lower middle-income retrenched and unemployed residents. Over 1,800 lower-middle and low-income residents were assisted from January 2009 to June 2010.

NEW PROGRAMMES AND INITIATIVES - EMPLOYMENT ASSISTANCE

With more Professional Managers, Engineers and Technicians (PMETs) coming to the CDCs for assistance, the CDCs tailored some programmes to cater to their needs. Examples of such initiatives were the Central Singapore CDC's I.N.V.E.S.T¹ programme and North East CDC's Life mentoring programme Coca-Cola Catalyst @ North East. Both programmes helped bridge the service gaps and enhanced assistance rendered to this group of job seekers. The I.N.V.E.S.T programme consisted of personal effectiveness workshops, job search techniques as well as personal coaching by a qualified trainer. The sessions concluded with networking sessions with employers. Since its inception in October 2009, 60% of the participants have secured employment.

To improve its outreach and bring job vacancies closer to residents, South East CDC launched the mobile recruitment initiative. Through setting-up of mobile booths in high human traffic areas, South East CDC enlisted applications for vacancies that were submitted by employers and was able to increase employment opportunities to residents as well improve recruitment efforts by employers. To date, more than 15 mobile events have been organised.

1 I.N.V.E.S.T – Information, Networking, Venture Experience, Status, Track.

Bonding the people



The CDCs continued to promote multi-racial interaction and understanding through their programmes and activities. Of particular interest is the National Brisk Walking Programme supported by People's Association, Ministry of Community Development, Youth and Sports, Health Promotion Board and Singapore Sports Council. The successful model of North West Brisk Walking Club was replicated in other CDC districts at the Launch of the National Brisk Walking Clubs on 27 September 2009. The event saw a mass participation of 10,000 members taking part in a 3.8km walk around the race track of Singapore Turf Club in Kranji. Brisk walking has been identified as a key activity to promote active ageing as it has low barriers to entry – minimal costs and easy to take-up.

North East CDC in partnership with Singapore Heart Foundation organised "Go Red for Women" an exclusive run category under the North East Run 2010 had increased the awareness of 1,700 participants on the threat of heart disease amongst women and encourage all residents (regardless of gender) to pay attention to the importance of maintaining a healthy heart.

RACIAL HARMONY

"Many Races, One Gracious Community" was the theme for the 2009 Orange Ribbon celebration spearheaded by OnePeople.sg in partnership with the CDCs, Self-Help Groups, Ministry of Community Development Youth and Sports and Ministry of Education. It included a nation-wide drive to garner pledges in support of racial harmony and the ideals of the Youth Olympic Games (YOG) 2010. The event aimed to amass 201,000 pledges from the community conveying their personal commitment to live in harmony as a gracious society. Apart from the distribution of pledge strips to schools and community organisations, a website was developed to collect online pledges.

The unveiling of the pledge strips by Minister Mentor at the Orange Ribbon Celebrations



Needy Elderly doing handicraft work under Silver Co-operative



The pledge strips (folded into stars) was unveiled by Minister Mentor on 18 July 09 and displayed at Bishan Active Park till December 2010, as a symbol of support for YOG 2010.

The month-long celebrations witnessed at least 80 activities organised by the CDCs and GROs, reaching out to about 100,000 participants.

Other Racial Harmony initiatives included Central Singapore TRUST Home Programme, North East Residents' Racial Harmony Programme Fund, North West Harmony Walks, South East East Exploration into Faiths (EiF) Monthly Dialogue and Fireside Talk and South West Orientation Programme for New Immigrants.

ACTIVE AGEING

To promote the message of active ageing to the heartlands, the CDCs collaborated with the Council for the Third Age, for its second consecutive year, to organise Active Ageing Roadshows at the various districts.

Following the 2-day national Active Ageing Carnival in June 2009, the CDCs each held a roadshow in the month of October with the focus of encouraging the seniors to lead a more fulfilling and active lifestyle. The five roadshows attracted more than 15,000 seniors.

Central Singapore and South East CDCs spearheaded the Silver Co-operative, a social enterprise targeting the needy elderly. In FY09, the Co-operative provided light employment and social bonding for 60 elderly through projects like quilting, goodie bag packing and data scanning services. I Not Old.com, an initiative by South West CDC successfully

Engaging stakeholders at district meetings



engaged more than 1,200 senior citizens through IT. The website featured videos and articles of celebrities promoting active ageing, a calendar of senior citizen related activities across the island as well as simple online games and competitions for participation by the elderly.

INTEGRATING NEW CITIZENS AND PERMANENT RESIDENTS

The CDCs also provided an annual funding of \$180,000 to the grassroots organisations to organise GRC-Level Citizenship Ceremonies. This is a platform for the grassroots leaders and residents to meet and interact with the new citizens living in their constituencies.

In response to the national drive to promote and foster social integration among Singaporeans, especially between Singaporeans and new immigrants, the first Game Show-style IntegrateSingapore Quiz @ South West – the brainchild of the CDC's District Councillors was organised. It is a new platform for Singaporeans and new immigrants to work together as a team, know one another, and in the process deepen their knowledge of Singapore.



Clapping Hands Routine at South East CDC District Meeting

Connecting the community



The CDCs connect with the community through engaging its residents, community organisations, Voluntary Welfare Organisations (VWOs), schools and corporate organisations. In recognition of their contribution, seven organisations (Capitol Optical Co Pte Ltd, Credit Suisse, Dairy Farm Group, Green Crescent Pte Ltd, Mapletree Investments Pte Ltd, Philips Electronics Singapore Pte Ltd, Stephen McLaren Consultants Pte Ltd) were presented with the Outstanding Corporate Partner Award and six organisations (Bo Tien Welfare Services Society, City Harvest Community Services Association, New Creation Church, ITE College West (Bukit Batok Campus), Singapore Malay Badminton Association, St Hilda's Community Services) were presented with Outstanding Community Partner Awards at the PA Community Spirit Awards Ceremony held on 12 August 2010.

ENGAGING THE RESIDENTS

The CDCs actively engaged residents to serve the community either as District Councillors or volunteers in CDC programmes. In 2009, over 100 new District Councillors were appointed to the new council term. In addition, the CDCs roped in about 17,000 active volunteers for planning, organising and running of CDC activities. In the same period, there were 456 community projects initiated by these volunteers.

District Meetings were organised by the five CDCs involving a total of about 1,700 participants. At these annual meetings, community stakeholders and partners come together to learn about the respective CDCs' achievements and plans, and share their feedback and ideas on how to make our community a better place to live in.



Credit Suisse- Central Singapore CDC Nurture Programme



Rice that Binds programme partnership with Tong Seng Produce, OCBC Bank, Top Advertising, Big Foot Logistics and ST Delivery

ENGAGING THE PARTNERS

The CDCs continue to collaborate with GROs, VWOs, corporate organisations, schools and other community groups in their bonding and assisting efforts. Through their ComCare Local Networks (CLNs), the CDCs provided various platforms through which community partners were able to share best practices and build a closer network to better serve the residents in need. For FY09, the nine CLNs engaged 595 partners, which include Social Agencies and Citizens' Consultative Committees, with 223 programmes as part of their efforts to link up the key players in the community to assist the needy.

North East CDC received a \$ 1 million donation from Zhi Zhen Tan Dao Xue Hui Temple which was matched dollar for dollar by the CDC. This includes a \$500,000 contribution towards the Lunch Box Fund. With the donation, a five-year partnership has been worked out with the temple to organise meaningful events to reach out to 5,000 low income residents and school children annually.

The CDCs also roped in companies and partnered them in various programmes for the benefit of the residents. For example with the donation of \$600,000 from Credit Suisse, a Credit Suisse-Central Singapore (CDC) Nurture Programme was initiated to help more than 600 children from low-income families improve their reading skills. In addition, South East CDC also partnered NTUC Fairprice to raise \$80,000 worth of rice for needy families under the Walk for Rice @ South East Programme.

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Partnership between SE CDC and NTUC Fairprice for "Walk for Rice"



South West CDC and Exxonmobil Banner Recycle! Programme

Between July and September 2009, North West CDC rallied about 40,000 volunteers from schools, VWOs, companies and public to fold cranes under the Rice that Binds, Cranes @ North West. It raised 63,000 kg of rice for the needy. The partners for this programme included Tong Seng Produce Pte Ltd, OCBC Bank, Top Advertising Pte Ltd, Big Foot Logistics Pte Ltd and ST Delivery Services.

For South West CDC, their corporate partners contributed more than \$1.3 million during the FY. One such partner, ExxonMobil, donated \$80,000 to South West CDC's transport bursary and environmental programmes. ExxonMobil and South West CDC, together with National Environment Agency, also piloted the Banner Recycle! Programme to encourage banner recycling among GROs, schools and business organisations, and create employment opportunities for women from low-income families, who are members of Women Enterprise Workz (WEworkz). The effort set the Singapore Record for the most number of used banners collected, and saw the 15,000 used banners made into attractive, limited edition collectable banner bags for distribution at Clean and Green Singapore Carnival 2010.

CONCLUSION

Moving forward, the CDCs would continue to focus on their strategic work areas of ABC. They would continue to rope in the more successful Singaporeans to help the needy. They will work with like-minded community and corporate partners as well as GROs, civic groups, religious organisations and government agencies to bring residents together so as to achieve the vision of making Singapore a Great Home and a Caring Community.



North East PC Family Programme

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