



# Tribute

to our children



**RAPHAEL LEE – THE BOY WHO PASSED  
HIS TEST OF LIFE WITH DISTINCTION  
AND FLYING COLOURS**

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# Making #myGOLDpledge on International Childhood Cancer Day!



When we think of children, we think of their innocence and joy – not suffering nor cancer. However, each year in Singapore, we see more than 150 children diagnosed with childhood cancer with the largest age group between zero and four years old.

Childhood Cancer International, the largest global patient support organisation for childhood cancer, commemorates International Childhood Cancer Day (ICCD) on 15 February annually worldwide. The day aims at promoting childhood cancer awareness and to express support for children and adolescents with cancer.

CCF partnered with 17 organisations and five informal groups this year in the fourth edition of our #myGOLDpledge campaign in support of ICCD. To show solidarity for children with cancer and their families, Singaporeans from all walks of life wore gold ribbons on their attire and faces – we went digital and introduced augmented

gold ribbon filters this year! The gold ribbon is the universal symbol for childhood cancer awareness.

We also invited our Instagram (IG) community to 'leaf' words of encouragement for our beneficiaries to build a 'Tree of Life'. We received many heart-warming messages on IG Stories, some of which were left by childhood cancer survivors who had won the battle themselves!





We would like to thank senior volunteers from RSVP Singapore The Organisation of Senior Volunteers for preparing our physical gold ribbons! Special appreciation also goes to the following partners and groups for amplifying our voices:

- Casa Holdings Ltd
- Dr Rupresh Agrawal and Family
- F45 Training Downtown East Singapore
- F45 Training Tampines West
- GLOBALFOUNDRIES Singapore
- Health & Wellness Committee of Jurong Spring CCC
- Hwa Chong Institution
- Jabil Circuit (Singapore) Pte Ltd
- Kelly Soh
- KK Women's and Children's Hospital
- Lions Club of Singapore Katong
- Moods Pte Ltd
- National University Hospital
- Perlyn Quek
- Renu Chainani
- RSVP Singapore
- The Organisation of Senior Volunteers
- TE Connectivity Singapore
- The Floor Gallery Singapore
- Tokio Marine Asia Pte Ltd
- Tokio Marine Insurance Singapore Ltd
- Trustin Neo and Family
- Xylem Water Solutions Singapore Pte Ltd





Hair for Hope

Dear shavees,  
we have some  
exciting news  
for you...



After a one-year hiatus, we are so happy to be able to announce that **Hair for Hope will be back, and it's going VIRTUAL!**

We're not going to lie – COVID-19 has definitely thrown us some difficult curveballs last year. During the break, we took time to find ways to reinvent the wheel so that we can bring our flagship fundraiser back to our shavees - **SAFELY.**

Hair for Hope is CCF's flagship fundraiser and the only head-shaving campaign in Singapore that serves to raise funds and childhood cancer awareness. Every shaven head at Hair for Hope represents the understanding by an individual of the ordeals that a child with cancer goes through.

Stay tuned to our Facebook page (@hairforhopesg) or Instagram (@ccfsingapore) for the latest campaign updates on Hair for Hope 2021!

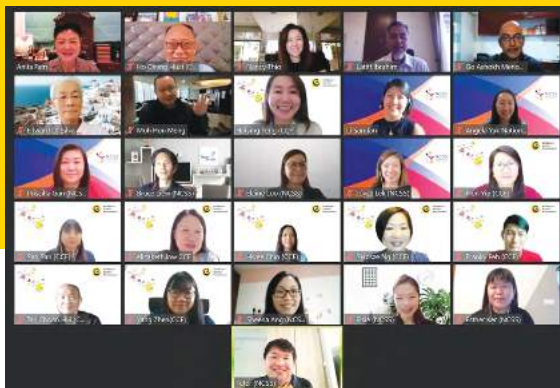
## A Special Virtual Visit from NCSS!

On 26 January 2021, Ms Anita Fam, President of the National Council of Social Service (NCSS), and the NCSS board and management paid a virtual visit to CCF. They learnt how CCF dealt with the challenges of last year's circuit breaker and enhanced COVID-19 safe distancing measures. Conversations during the session centred on the fast and hard pivots the organisation had to make – from operations to fundraising – to ensure continuity of our programmes and services.

COVID-19 had elevated caregiving challenges for many CCF parents. Our social work team worked hard to plug the gaps with virtual engagements to navigate around the many restrictions during the six-week circuit breaker.

CCF's interim learning centre, Place for Academic Learning and Support (PALS), also switched to home-based learning to reduce the need for commute and mitigate the risk of transmissions. Annual events and fundraising efforts for the rest of the year continued but were held digitally so we could continue to connect with beneficiaries and our donors.

Ms Fam shares on her social media: "Kudos to their Chairman Ho Cheng Huat and the Board who together with their CEO Peng Hai Ying and the CCF team weathered the storm and came out even stronger for it. The children and their families whom they serve are deeply blessed."



# Family Road Trip Around the World

Who says you can't travel around the world even during a pandemic? At CCF, we bring the world to you!

On 7 December 2020, seven CCF beneficiaries and their families embarked on a virtual "Family Road Trip Around the World" as part of our Annual Family Retreat! The event aimed at facilitating family bonding among survivors and their families through a day of being an online globe trekker.

Families were all ready for the 'trip' of their lives with a handy activity pack of holiday essentials - a polaroid camera and 'A Moment Like This' photo diary - which were couriered to their homes ahead of time.

The first stop was South Africa and the different families pitched against each other in a game of "Wild Wild Pictionary". They then travelled to Paris to become Picassos and took turns to draw caricatures of their family members. The task required them to appreciate each other for their individuality. The artists were also encouraged to leave thank you notes for the recipient of their masterpieces.



*Aloha!* Can you guess where the last stop of the day was? Our families arrived in paradise Hawaii where they played a game of "Tropicana Trivia"! They had the time of their lives as family members discovered more about each other through a question-and-answer session. Many were surprised when they realised how little they knew about each family member as individuals. The virtual holiday ended on a high as families grooved to a Hawaiian family dance.

These precious family experiences were captured on polaroid pictures in their photo diary books. What a meaningful afternoon well spent! Now, where's our luggage?



# Raphael Lee – The boy who passed his test of life with distinction and flying colours

today

Singapore World Digiland GenY Space Commentary Voices Vision Brand Spotlight B.Y.S.S.

'Time spent with children more valuable than academic results', say parents of Raphael, 12, who died of cancer



@TESSA OH

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THE STRAITSTIMES

SINGAPORE

Boy who died of cancer before getting PSLE results was brave, inquisitive and thoughtful, say his parents



## How would you best describe Raphael?

Resilient, cheerful, thoughtful, compassionate, patient and obedient – that's who Raphael was. He was our only child so we always encouraged him to be independent.

## Were there any instances that demonstrated his maturity and left both of you in awe?

Even though he had to amputate his left arm because of Osteosarcoma, Raphael refused to be labelled as handicapped. He would put in a lot more effort to learn so that he could achieve all that his peers could do despite having only one arm. He took things in his stride, never dwelling on what he lacked. He was also worried about our finances, something we did not expect from a boy his age. He encouraged his mother to go back to work though he knew that meant that he would be alone a lot more. He also told the nurses that he wanted treatment but was worried about the high costs.

## Tell us a little more about Raphael in the hospital and how CCF had supported him.

Raphael prayed a lot. He enjoyed taking strolls around the hospital, spending time in the CCF Playroom and completing his learning worksheets. Often, he would make the effort to befriend other young patients in the

Late last year, the life of CCF beneficiary, Raphael Lee, was widely shared across several media outlets in Singapore; not only because of his outstanding Primary School Leaving Examinations (PSLE) results, but also his resilience through his arduous childhood cancer journey. He had been dealt many blows but he faced each challenge with courage and strength, a resilience rarely seen in a child his age. On 13 November 2020, Raphael succumbed to the illness due to complications arising from his surgery, just days before the release of the PSLE results. He was 12 years old.

Through an email interview, *TRIBUTE* had the privilege of speaking to Mr William Lee and Mrs Winnie Lee, parents of Raphael. We learnt more about Raphael as an individual, how CCF had helped him since he was diagnosed and how he would be remembered by everyone.

ward and made cards to encourage them. This earned him the 2020 Inspirational Patient and Caregiver Award from KKH.

Of course, there were things he disliked and feared in the hospital such as the smell of saline, the gas mask used to administer general anaesthesia and restricted movements from being hooked to drips. When things got difficult, he confided in CCF social workers, Kristen and Rachel. We were glad that Raphael had another channel to pour out his inner thoughts and sentiments.

Raphael had also participated in CCF's End of Treatment Parties, Survivors' Day, Annual Family Retreat 2018 and Peer Bonding activities.

In 2017 and 2019, Raphael received CCF Scholarships and in 2020, the CCF Perseverance Award which served as an acknowledgement and encouragement for the hard work he put in academically.

In April and May 2020, Raphael returned to the hospital for surgeries to remove cancerous nodules in his right and left lungs respectively. After the surgeries, he was prescribed targeted therapy - an expensive and on-going medicated treatment. CCF provided financial assistance in defraying the medical bills, transportation fees to and from the hospital and costs for groceries as Winnie left her job in 2019 to focus on caregiving for Raphael.

#### **How did Raphael spend time with the family?**

*Winnie:* Raphael would share about his day in school or about his friends with me. He would also come to me for his daily needs and for help with his homework. When daddy was at work, the both of us explored places like parks and reservoirs which we had never been to before. We also spent time together to whip up meals using recipes we came up with ourselves.

*William:* Raphael and I enjoyed sharing a good joke or watching comedies together. He would also come to me for help to build difficult Lego structures and to complete the difficult stages in the 'Plant versus Zombies' game. Raphael also always checked in on my well-being to make sure I was okay.

#### **Were there any instances where Raphael felt defeated?**

Raphael was worried about the last operation he had. He cried and shared that he was afraid that he would die. After a hug and reassurance that he would be fine, he dried his tears and moved on. He had probably sensed that something was "not quite right" and even told his mother to donate his body to scientific research if anything were to happen to him.

#### **How do you think Raphael wants to be remembered?**

Raphael was very family-oriented – he would want to be remembered by the Lego models he built, his voice messages, sketches and keepsake materials for us and those who care for our family.

Our kin and friends who knew Raphael all commended him for being well-behaved, obedient and sensible. We remember him for being so filial to us. He would help mummy in the kitchen, help daddy with the installation of DIY furniture or the washing of our car, and hold granny's hands when crossing the road. He also planned and laid the dining table to celebrate our wedding anniversary, taught grandpa how to play card games to keep his mind active, and much more. We feel so blessed to have parented him, our gem and angel.

We're also glad he left us with his resilience and optimism. He made sure to persevere until he reached his objectives and remained cheerful even when life got him down for a bit. Now that he is gone, perhaps we should be the one to continue his legacy and inspire others on his behalf.



***Never show fear in front of your child, empathise the struggles and challenges your child faces, listen to your child, embrace your child to give him/her strength.***

*– William Lee, on words of encouragement for other CCF caregivers*

# Bringing Comfort and Hope

When Isabel developed an unexplained prolonged fever and an enlarged spleen, her parents, Agnes and James, were extremely worried. Their oldest son had passed away at the age of eight after experiencing the same symptoms.

Upon the doctors' recommendation, the Tan family underwent a series of genetic tests as they suspected that what Isabel had was Hemophagocytic Lymphohistiocytosis (HLH), a rare type of illness which is fatal if not treated. To their horror, the tests confirmed that Isabel had familial-HLH due to defective genes - one from each of her parents who are carriers of this gene. It was also the cause of her late brother's passing. "We were devastated," shares Agnes. "Everything was so overwhelming!"

With a bone marrow transplant being the only cure, James stepped in as a donor, while Isabel underwent some treatments including chemotherapy in preparation of the transplant. Shortly after, her beloved waist-length hair began to fall out in clumps.

To help her cope, CCF referred Isabel for play therapy sessions. Through role play with a doll, CCF play therapist, Joanne, helped Isabel come to terms with her hair loss and she eventually allowed a nurse to shave off her remaining hair.

During the course of her treatment, Isabel had to go through a series of blood tests and managed to endure them without crying. "Even the nurses were surprised by how brave she was!" says Agnes proudly.

Thankfully, the bone marrow transplant went smoothly and she was discharged after a month.

While she was happy to be home, life for her changed completely. The usually active girl had to stay in a sterile room 24/7 and be kept away from her older brother, Joel. The separation was hard for the pair who were used to playing together.



Luckily, CCF was there for the family. From pre to post-treatment, CCF social workers, Esther, Sarah and Gabby, journeyed with Isabel and her parents, and surrounded Joel with special support for siblings of children with cancer. "We are so grateful for CCF. They showered Isabel with many gifts, supported Joel throughout Isabel's treatment, and also regularly checked in on us to make sure we were okay," says Agnes.

Since May 2020, Isabel has been attending CCF's Place for Academic Learning and Support (PALS) classes, which are held virtually over ZOOM. "It's fun! I like the cooking and arts and crafts lessons, and Teacher Sophie," exclaims Isabel, now six.

Well on the road to recovery, the bubbly Shopkins fan is full of hope for the future. "I want to be a ballerina!" she shares excitedly. "I want to dance, dance, dance!"

Reflecting on the last two years, Agnes has this advice for fellow caregivers: "Keep the faith. Pray and don't give up because miracles will happen."



Your generous monthly donation will allow CCF to continue our work to support more children like Isabel and their families in the childhood cancer journey. Scan the QR code to sign up as a Will and Hope Giver today!

# Time On Our Hands

*A Collaboration Between CCF and Co:Creation Workshop*

When she was seven, CCF beneficiary Nur Rabiatusdawiah Binte Mohamed Rafi ("Rabia") was diagnosed with Medulloblastoma, a type of brain cancer. At 19, Rabia developed a second cancer, Meningioma. It left her with limited language skills, and impaired her vision and facial perception.

CCF Art Therapist, Yenn, first met Rabia in 2017 after her treatment. She was minimally verbal but had a gift with her hands, and uses them to express her own unique way of looking at the world. Hopeful that art could bridge the gap between Rabia and the world outside, the pair bonded over weekly art therapy sessions.

Over time, Rabia's confidence slowly grew. She even joined other youth cancer survivors at an outing to the Singapore Zoo as part of CCF's Photovoice programme. Through these sessions, Rabia learnt to develop her emotional and psychological skills, such as how to identify and verbalise emotions, socialise and be more independent.

To further develop Rabia's mastery in art and independence, CCF collaborated with fibre artist, Izziyana Bte Suhaimi, for weekly latch-hooking sessions for Rabia as part of its "Time On Our Hands" project initiated by Co:Creation Workshop. The project has developed a series of online videos



and workshops aimed at encouraging participants to make meaning and connect with themselves through a range of tactile and hands-on creative techniques.

Izziyana was initially worried that the craft might be too challenging for Rabia as the techniques required high levels of focus and multi-tasking. However, Rabia enjoyed the sessions thoroughly, and advanced quickly to complete her weaved floral themed masterpiece. The floral design was inspired by her visit to the Gardens by the Bay with Yenn and Izziyana as part of the workshop.

Yenn compares Rabia's experience to the sensory aspect of art-making for younger children at the hospital. "The self-made craft serves as a safe object for children to find comfort in, and the children have fun in the process of personalising the craft too."

"Through art therapy sessions, Rabia has learnt to develop her emotional and psychological skills, identify and verbalise her thoughts and feelings with greater mastery. "We cannot take away the pain but we can add joy to their lives," shares Yenn.

*Parts of this article has been adapted with permission from Toh Ee Ming for "Time On Our Hands by Co:Creation Workshop"*

*Photos: Courtesy of Co:Creation Workshop*



# 'Tis the Season to be Giving with CCF



## Season of Giving with CCF



'TIS THE SEASON TO BE GIVING



You know the drill for the month of December... 'Tis the season to be giving!

In line with the annual SG Cares Giving Week organised by National Volunteer Philanthropic Centre (NVPC) each year, CCF held a 'Season of Giving with CCF' campaign from 20 November to 31 December 2020 as part of our year-end festive initiative. The campaign invited online retailers and individuals to raise funds for CCF beneficiaries and their families.

A total of 19 online retailers committed to donate \$1 from every online transaction for December to CCF while eight individuals set up a personal online fundraising page on CCF website to garner donations from friends and family in place of gifts, raising more than \$77,000\* in total.

We would like to extend our appreciation to all partners and supporters, as well as those who promoted awareness of our campaign! Thank you all for making it the best December yet for children and families affected by cancer.

*\*excludes in-principle approved matched funding from Tote Board*



## Good Hearts #CCFGivingSeason

It all started a decade ago when my best friend was suddenly diagnosed with Stage III stomach cancer. We spent almost a year at the hospital fighting the disease and shared many bittersweet moments together. These became everlasting memories that I will cherish forever.

When I moved to Singapore in 2014, I learnt more about CCF from one of my colleagues who took part in their annual fundraiser, Hair for Hope. When they organised their Season of Giving campaign, I decided to raise funds for them from 7 December 2020 to 31 January 2021. It is a true delight collaborating with the CCF team to raise funds and childhood cancer awareness in Singapore.

Today I am happy that my small contribution helped to raise a total of \$1,200 for CCF. I hope it had helped to make a difference for their beneficiaries. I would like to thank my friends, family and colleagues for contributing to the #CCFGivingSeason campaign!

*Contributor: Hind Bitouche, Organiser*

## Be A Santa & Gift Hope #CCFGivingSeason

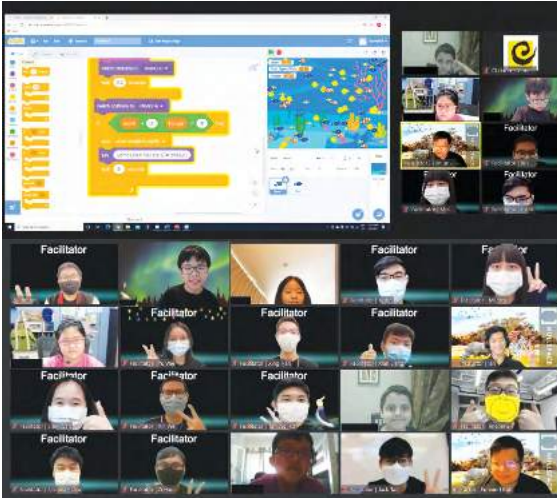
Helping children for their betterment has always been a cause that is close to my heart. I can only imagine what it would take for CCF beneficiaries to fight childhood cancer, so giving a gift of hope through my little contribution is one of the ways to convey to them that they are not alone.

I have always believed in the power of crowdfunding and that social media platforms were best used for such social causes. Hence, I leveraged on my networks online to spread the word about my fundraiser which was held from 18 December 2020 to 31 January 2021. I am thankful to everyone who contributed to my campaign which raised \$1,111 for CCF. I will continue my efforts in supporting CCF and look forward to organising more of such fundraising campaigns.

*Contributor: Priya Sahu, Organiser*



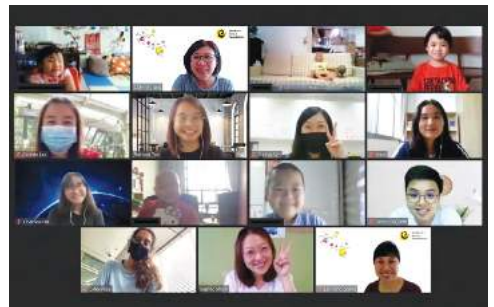
## Scratch Workshop with NTU Rotaract Club and Nullspace Robotics



On 6 February 2021, the Rotaract Club of Nanyang Technological University (NTU) and Nullspace Robotics organised a virtual Scratch Game Developer Workshop for CCF beneficiaries. Scratch, a user-friendly programming website, was used to introduce the fundamentals of programming to participants. Within a session, the children were able to create their own Scratch mini-games such as a Hungry Shark Game and a Spaceship Fighter Game. It was a fruitful experience for both the volunteers and the beneficiaries, especially when we saw the participants learning so enthusiastically! We believe that this signifies a good start for us to explore volunteering with CCF beyond this workshop.

*Contributor: Xin Wei and Yu Wei, Directors of Youth Development Division, Rotaract Club of NTU*

## CCF x RSP(OH) Chinese New Year Programme

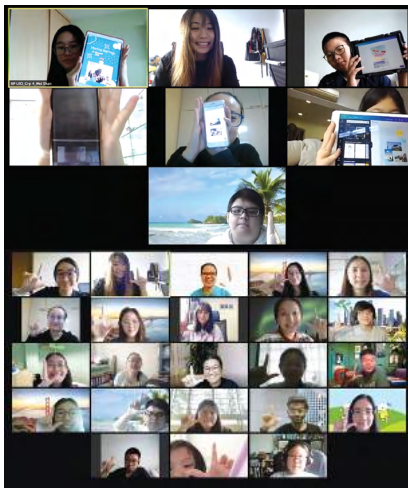


As part of Nanyang Technological University's (NTU) Operation Hope portfolio, our student volunteers had the opportunity to conduct a virtual Chinese New Year programme for CCF beneficiaries on 10 February 2021 to celebrate the festivities! Part of the line-up included a festive game show for the primary-school going children and an interactive storytelling session for the pre-schoolers.

While the online format posed some challenges in our planning, hearing the children's laughter affirmed that all our efforts were worth it and brought smiles to our faces. As the saying by Helen Keller goes, the unselfish effort to bring cheer to others will be the beginning of a happier life for ourselves.

*Contributor: Racheal Tan, Volunteer Manager, NTU RSP Operation Hope*

## Canva Workshop with Ngee Ann Polytechnic Leo Club



*“Education breeds confidence. Confidence breeds hope. Hope breeds peace.” – Confucius*

Inspired by this quote, NP Leo Club organised Project Canva-ci, an online design workshop for CCF beneficiaries on 9 January 2021. The CCF children were taught how to use the Canva software application to create stunning digital posters and social media posts, just like a pro! We hope that the session was able to instil confidence in CCF beneficiaries as they picked up new skills.

*Contributor: Serena Chua, Project Director AY20/21, Ngee Ann Polytechnic Leo Club*

## Do Good

With CSR deeply embedded in YSG’s business DNA, YSG remained undaunted by the sweeping economic devastations of COVID-19 to ‘Do Good’.

Launched in October 2020, YSG is Singapore’s latest homegrown marketplace. New and relatively unknown to the Singapore community then, our sustainability as a new business was made more vulnerable by the uncertainties spurred by COVID-19.

The odds seemed stack against each.

YSG recalibrated its strategic business directions but the decision to continue with YSG’s plans to ‘Do Good’ would remain. If anything, COVID-19 has taught us that even at our most vulnerable, there exists a greater existence if we are able to look beyond our own circumstances to do the greater good for those that need our help now more than ever before. COVID-19 has shown us the imperative of looking into ourselves and whether in the deep recess of our consciousness, we have the indomitable fortitude to ‘Do Good’, come what may.

Between 15 to 17 January 2021, YSG raised more than \$1,300 with the sales of products on our platform and where 100% of the nett proceeds was donated to CCF.

We would like to express our heartfelt gratitude to YSG customers and our supporting partners Bondi Vite Singapore, Himalaya Wellness Singapore, Ninja Van Singapore and YCH Group for making YSG’s inaugural fundraiser possible. YSG’s Director Mr Simon Sim said “I am heartened that in addition to providing more business opportunities for brands on YSG, our platform brought them together to collectively ‘Do Good’ for CCF”.

*Contributor: Y-SG Pte. Ltd.*



## COMMUNITY PARTNERSHIPS

### Shu Ran Studio

“Shu Ran Live Streaming · Beauty Madam in Lion City” is an online live broadcast to support the “World Madam Competition” in Singapore. In 2020, the programme was held from 26 November to 31 December 2020 and consisted of five broadcasts aimed at encouraging participants to do their part for charity. The programme was well-received and a total of \$1,350 was raised to support children and families affected by cancer.

*Contributor: Linda Shuran, Organiser*



### Run For Our Future



From 7 August to 31 December 2020, I organised a #RunForOurFuture fundraising campaign for CCF. I pledged a dollar for every kilometre I ran right from when I first started my 16-week training to the end of my full marathon. Along with other donations made by kind-hearted supporters, a total of \$2,883 was raised.

As a cancer survivor myself, I started this fundraising campaign to pay it forward and raise awareness of the challenges children battling cancer may encounter. I have learnt that when we have faith, nothing is impossible to overcome. A very big “Thank You” to all who have supported this campaign.

*Contributor: Patrick Wong, Organiser*

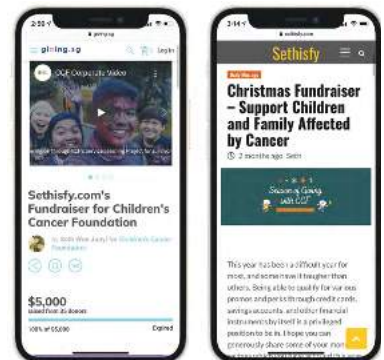
### Sethisfy.com Fundraiser for CCF

From 24 to 31 December 2020, I organised a fundraising campaign to encourage my online followers to donate to CCF. The idea came as I was inspired by other individuals who spent their time, money, and effort on charitable pursuits to help others. It made me want to chip in and do my part as well.

To my surprise, the response to my campaign was overwhelming as sizeable donations kept pouring in, raising a total of \$5,000. It was heartening to know that many people were sharing about my initiative and urging others to donate too.

Special thanks to Debs, Zhen Xiang, Xavier and sethisfy.com’s readers for generously donating and publicising the campaign.

*Contributor: Seth Wee Junyi, Writer, Sethisfy.com*



## Dream. Love. Give. By Performance Focused Alliance

2020 was a special year for the entire world as we witnessed how COVID-19 affected many. Taking the right precautions early is key to one's financial security and protection against life's unexpected events. Performance Focused Alliance is constantly reaching out to bring financial security to families.

From 1 November 2020 to 15 January 2021, we organised a fundraising campaign in support of CCF to encourage our clients and consultants to make donations. In addition to that, we also donated \$10 to CCF per protection plan sold. It was heartwarming to see our clients and consultants rally behind us for this fundraising drive and we were delighted to raise \$20,728 for CCF, surpassing our intended fundraising goal. We hope that the donations raised will bring some comfort and relief to children and families affected by cancer.



*Contributor:*  
*David Lim, Group Financial Services Director, Performance Focused Alliance*

## Shave for Childhood Cancer



Despite the cancellation of Hair for Hope in 2020 due to COVID-19, we were determined to continue doing our part to raise childhood cancer awareness and share our message of hope, perseverance and strength with children and families affected by cancer.

We have been very fortunate to receive the support from families, friends, colleagues and well-wishers who donated generously to CCF in support of our act of shaving since 2015. 2020 was no different. Our supporters continued to contribute generously despite a difficult year to help us raise a total of \$22,838 for CCF.

A big THANK YOU from all of us (past and present shavees) at Botak United.

*Contributor: Ng Kee Wee, Organiser*

## Shaving Head & Wearing Tutu



This campaign held from 27 November to 23 December 2020 was six years in the making - born out of a silly bet made with my cousin, Ben.

It was simple - if I shaved my head by the time I turned 30, he would wear a tutu skirt for two weeks. It was Ben's suggestion to select CCF as the beneficiary since it was his experience with CCF's flagship fundraiser, Hair for Hope, that kick-started it. I thought it was fitting as well to do the shave in honour of our Auntie Geraldine Wong who had passed on from pancreatic cancer.

Since the amount of time Ben spent in a tutu was eventually revised and tied to how much funds we could raise, this made it a very intensely competitive fundraising event. A total of \$3,580 was raised and we thank all our generous donors for supporting our campaign.

*Contributor: Rachel Chin, Organiser*

## Your Change Can Make A Change

As part of Sanmina Corporation's corporate social responsibility efforts, we held a 'Your Change Can Make A Change' fundraising event to sell CCF merchandise from 21 to 31 December 2020. It was such a challenge to plan with limitations on number of persons permitted in a single location and we held many meetings to discuss how we could implement the initiative while complying with safe distancing measures.



We decided to create an online order form so that our staff can place their orders online. Purchases were prepared ahead of time as well to prevent any queues or overcrowding during collection. We are grateful for the support from our staff, and delighted to raise \$10,799 for CCF from this initiative.

*Contributor: Sanmina Corporation*

## The Littlest Christmas

Christmas is a season of giving and celebrations. Tiny Feat believes in leaving no child behind and is greatly motivated by a simple mission – bringing a smile to everyone’s faces.

This was our first time running a fundraiser and we were blown away by the love and support received from our supporters. We sold half the targeted number of gingerbread candy house kits within a week! Like Santa’s little helpers, we baked and packed endlessly from 7 to 27 December 2020 to ensure everyone received their candy houses. Although there were some hiccups along the way, our team managed to overcome the different challenges and raised \$2,225.75 for CCF.

To conclude, it surely took a whole village’s effort to make this initiative possible. We are grateful for the patience of every individual and glad that everyone had a great time during the festive season amidst the pandemic. A huge THANK YOU to everyone who joined us!

*Contributor: Qianyi, Manager, Tiny Feat*



## Bake Sale by Charlotte

Cancer had taken my grandfather, grand uncle and grand aunt away from me. What surprised me was that cancer could happen in children too. This was a knowledge I did not know about until I learnt about CCF.

From 1 December 2020 to 15 February 2021, I decided to sell my self-baked butter cakes, a skill which I picked up from my mother during the circuit breaker, to raise funds for these children with cancer. The response was so overwhelming that at one juncture, we had to complete 60 cakes in two weeks!

It was an eye-opening experience for me, and a total of \$1,000 was raised from my bake sale. I hope my small contribution will be able to put a smile on the faces of CCF beneficiaries and families. Now, I truly understand the joy and beauty of giving.

*Contributor: Ryan, Charlotte Chew and Hong Ming Li, Organiser*



## COMMUNITY PARTNERSHIPS

### Skool4Kidz Cares for Children with Cancer

Spurred by a child in our preschool who succumbed to cancer, Skool4Kidz continues the unwavering support to CCF since 2016. More than \$22,000 was donated collectively by Skool4Kidz's community to aid children with cancer in 2019.

In 2020, the campaign, held from 10 October to 15 December, raised much more. "Despite the pandemic, we were very heartened with the Skool4Kidz's community support towards this noble cause. Over \$30,000 was raised in support of CCF," enthused Teri Teo, Director and Head of Corporate Social Responsibility.

The inclusive fundraiser was part of a series of childhood cancer awareness campaigns and activities held throughout the year at all Skool4Kidz preschools. In fact, the Kindergarten Two graduation concert in aid of CCF was a huge success as well. Many parents donated wholeheartedly during the concert in hopes that their support can help CCF beneficiaries cope better during the pandemic.

We would like to appreciate the Skool4Kidz community, friends, parents and staff who had donated generously.



Skool4Kidz is committed to our mission to work with families and communities to give every child a successful early start in life through quality early care and education. We are delighted to continue our long term partnership with CCF to improve the quality of life of children with cancer in Singapore. We will continue this support to CCF into 2021.

*Contributor: Teri Teo, Director (Comms & Capability Development), Skool4Kidz Pte Ltd.*

### X'mas Is The Time For Giving – CCF X Zendyll



CCF has always held a special place in my heart for the team and I at Zendyll. We decided to put together a special little project to reach out to CCF beneficiaries who have been impacted in more ways than one.

In this time of massive need, some acts in the local music scene - Shye, Estelle Fly, Shak, Rangga Jones and Dominic Chin volunteered to record a special music video that featured their take on "I'm Gonna Be Loved (This Christmas)", an original from The Sam Willows' 2018 Christmas EP to call for donations from 7 December 2020 to 7 January 2021.

A total of \$2,270 was raised and we are extremely grateful to those who have contributed towards this cause.

*Contributor: Jon Chua JX, Creative Director, Zendyll Music*

## Saving Young Saints



The “Saving Young Saints” charity campaign was a fundraising event held between 23 December 2020 and 21 January 2021 in support of children and families affected by cancer. The event was initiated by YOOZOO Games and held in the *Saint Seiya Awakening: Knights of the Zodiac* mobile game and its player community. Over 20,000 players participated in the event by purchasing dedicated in-game items, and all proceeds totalling USD\$227,538.17 were donated to CCF.

*Saint Seiya Awakening: Knights of the Zodiac* is a mobile game published globally by YOOZOO Games in 2019. The game is based on the popular *Saint Seiya* manga created by Japanese manga artist Masami Kurumada. As the publisher of the game, we have heard many of our players share their childhood memories with the franchise and are aware that to many *Saint Seiya* fans, the story is about honour, friendship, and determination.

When we first learnt about the mission and vision of CCF, we felt that the cause greatly resonated with the theme of *Saint Seiya*. Hence, we initiated the “Saving Young Saints” fundraising campaign, hoping to raise childhood cancer awareness and create an opportunity for our player community to unite and support CCF beneficiaries. We are very proud and grateful to see

what our players have contributed, not only through their generous donations, but also by showing their care.

Our social media posts received 922,255 views with a 13% engagement rate, and hundreds of players shared their words of encouragement for the children. Here are some messages from *Saint Seiya Awakening: Knights of the Zodiac* players:

*“Gladly bought the pack to help these brave children. Hope there can be a cure very soon, to bring hope to the children and their families.”* – Gwen Shinah

*“Powerful! The bravest people seen in this (CCF) video are the ones who really inspire and give meaning to life!”* – Lucas Apollonio

*“To all the young saints (children with cancer), may God grant them blessings and a healthy recovery.”* – Berry Perez

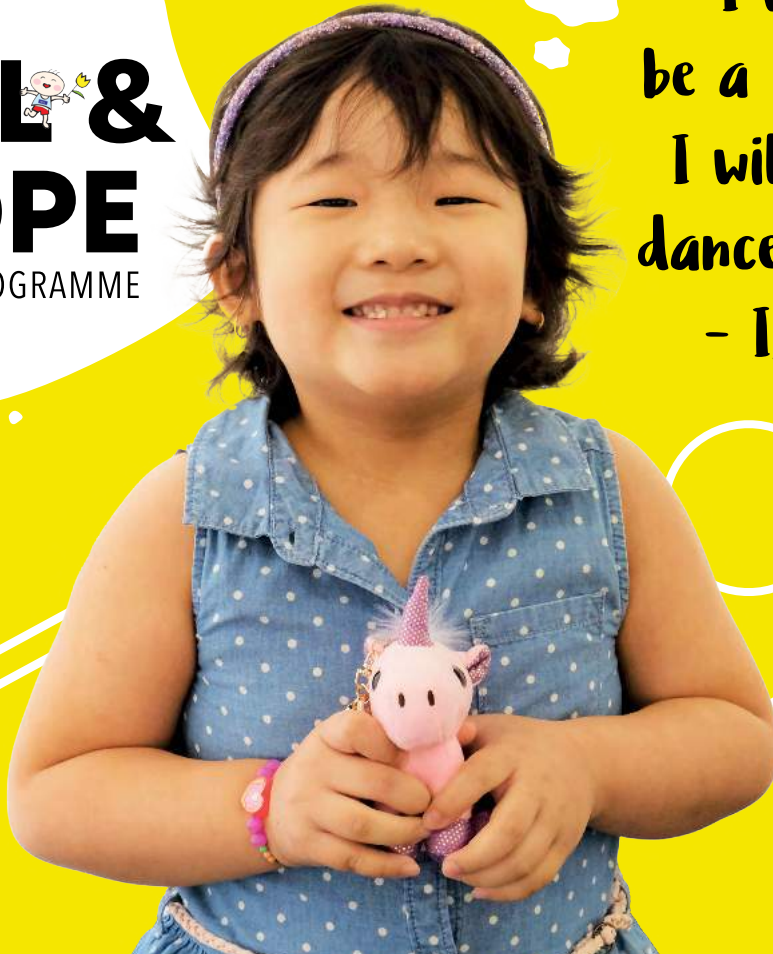
*“Thank you for your (YOOZOO Games) charitable work and also for your game that supported me when I was in pain. Keep going.”* – François-Alexandre Miannay

Contributor: YOUZU (SINGAPORE) PTE. LTD.



**WILL &  
HOPE**  
GIVING PROGRAMME

**“I want to  
be a ballerina.  
I will dance,  
dance, dance!”  
- Isabel, 6**



Scan to donate

**You can help beneficiaries like Isabel pursue her dreams!**  
Be a Will & Hope Giver, pledge your monthly donation at  
[tiny.cc/willandhopegiving](https://tiny.cc/willandhopegiving).

**HOPE OF LIFE, WILL TO THRIVE**