



News Release for the Editor's Desk

Singapore Management University (SMU) donates \$50,386 to Children's Cancer Foundation (CCF)

- **The single largest amount raised by SMU for CCF to improve the quality of life of children with cancer**

Singapore (28 February 2007) – What started as a simple idea at SMU has grown into a substantial community service project with strong support from staff, friends and acquaintances of SMU. The project, an 18 month calendar entitled “A Window to Our Soul” is a light-hearted take on the softer aspects of SMU. Well-known photographer, Russel Wong, took the series of striking black and white portraits of SMU students, parents, faculty, staff and senior administrators, all of whom graciously volunteered their time and bared their souls for a good cause.

Priced at S\$15 per copy, 3527 calendars have been sold in less than 3 months since sales started in mid Nov 2006, raising a total of \$50,386, with all proceeds benefiting CCF directly.

"This calendar showcases the heartware and the passion of the members of the SMU community - our students, parents, faculty, staff and senior administrators. Our donation to the Children's Cancer Foundation today is not just a culmination from the sales of the calendar. It is an extension of SMU's philosophy in inculcating a sense of social responsibility, in giving back to the society and the on-going efforts our students have put in to touch the lives of children in need".
Professor Howard Hunter, President, SMU.

Noted Mr Raphael Lim, CCF's Executive Director, *"CCF's current collaborations with SMU stems from a long standing and close relationship. Since 2002, various student teams from SMU have been very forthcoming with volunteering, innovative fundraising, and public education initiatives. One such initiative was the development of the HOPE booklet, which was used as a public education tool. SMU's support of CCF also demonstrates active citizenry amongst its staff and students – we can be very proud of them. Their involvement in our cause reflects SMU's important contribution to community development, achieving its objective to impact the disadvantaged. On behalf of our CCF beneficiaries, we would like to extend our appreciation to SMU for their wonderful support and generosity".*

(refer to Annex 1 for the full list of past projects done by SMU students)

Notes to Editor

About Children's Cancer Foundation

Children's Cancer Foundation (CCF) has helped around 1,300 children and their families since its inception in 1992. CCF is an independent Voluntary Welfare Organisation (VWO) that helps children with cancer below 18 years old. Its mission is to improve the quality of life of children with cancer and their families through enhancing their emotional, social and medical well-being.

Among the free services CCF provides are

- Casework and Counselling
- Therapeutic Play
- Parents Support Programme
- Bereavement Programme
- Financial Assistance
- Childhood Cancer Transplant Programme
- Wishlink
- Back-to-School Programme
- Tuition and Befriending Programme
- Social and Recreational Programmes

CCF has three Family Support Centres (FSCs) where counselling and other related activities take place. The FSCs are located just outside the childhood cancer ward of both the KK Women's & Children's Hospital (KKH) and the National University Hospital (NUH) for easy accessibility by children and their families. CCF also has a playroom located at the National Cancer Centre (Singapore General Hospital) next to the Radiation Oncology department

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ANNEX 1

SMU students journeying alongside with CCF over the years:

2006

Project “Qiang” -Youth with cause (30 June and 1 July)

Contributions from members of the public who purchase and decorate a wooden tile, followed by an eBay.com auction of tile design works by well-known Singaporean personalities.

Project “HOPE” booklet

SMU student team “Reverie” spearheaded the development of content for this public education material booklet.

2004

Play Personnel

Volunteering as play personnel at CCF’s Family Support Centre - KK Women’s and Children’s Hospital, to engage children with cancer on structured play activities at the hospital ward, outpatient clinic or cancer centre.

Public Education Outreaches

Representing CCF in public education school talks to create awareness on childhood cancer and CCF’s mission, amongst the school students.

Light me up

Planning and executing events and programmes to increase awareness and raise funds for the beneficiaries of CCF

2003

Cycling for cancer (fund raising initiative)

Flying hearts (fund raising initiative)

2002

Learn through Art (A 2-day care giver workshop to look after the well being of children while facilitating the learning process).