

HAIR FOR HOPE 2017

MAKE A BALD STATEMENT



Hair for Hope 2017 Main Event • 2-3 | Hair for Hope Satellite Events • 4-10
Group Shavees • 11-14 | Top 6 Individual Fundraisers • 15 | Top 6 Satellite Partners • 16-17
Top 6 Groups • 18 | Inspiring Shavees • 19 | Acknowledgements • 20

HAIR FOR HOPE 2017 MAIN EVENT



The Children's Cancer Foundation's (CCF) annual community outreach and fundraising event Hair for Hope (HfH) returned for its 15th run at VivoCity on 29 and 30 July 2017.

The two-day main event attracted more than 2,900 shavees who made their bald statements to support children and families impacted by cancer. Prior to the main event, 2,563 individuals had shaved at 48 satellite events from April to July. These events spanned across corporate offices, schools, public agencies, grassroots organisations and places of worship islandwide. HfH 2017 attracted a record of 905 female shavees, who braved the shave to stand in solidarity with CCF beneficiaries.

Handpicked from their respective backgrounds to represent the Corporate, Community and School sectors, ComfortDelGro cabby Mr Stannley Chiok, Montfort Junior student Joshua Gacilan and one of HfH 2017's top individual shavees in terms of funds raised, veteran filmmaker Mr Daniel Yun joined CCF Chairperson Mr Ho Cheng Huat, CCF beneficiary Low Wen Pei and bereaved caregiver Mr Harry Teo as ceremonial shavees at the event.

Minister for Social and Family Development Mr Tan Chuan-Jin, CCF Patron Associate Professor Ho Peng Kee, CCF Executive Director Ms Neo Lay Tin, VivoCity's Head of Investment and Asset Management Mr Koh Wee Leong, QB House Senior Manager Mr Mikami Keigo and caregiver Mdm Koh Peng Eng kicked off the main event by shaving the heads of the six ceremonial shavees.

Said Minister Tan: "To all who are making a 'bald' statement today to stand in solidarity with children with cancer – I applaud your effort and courage. Every shaven head represents an individual's understanding of the ordeals that a child with cancer has to journey through. It is a proclamation that it is okay to be bald and that the children are not alone in their fight against cancer."

First-time Hair for Hope shavee Wen Pei, was diagnosed with Stage 2 Burkitt's lymphoma in 2013. The 14-year-old cancer survivor battled with the illness for close to half a year and is now actively spreading positivity to other children who are still battling cancer. Having personally experienced the lows of being ostracised by her friends due to her hair-loss during chemotherapy treatment, Wen Pei seeks to erase the social stigma of baldness.

"I have gone through the phase of not becoming somebody's friend just because I was bald," she said. "I completely understand the situation and I want to tell children with cancer that with self-confidence, it's OK to be bald."

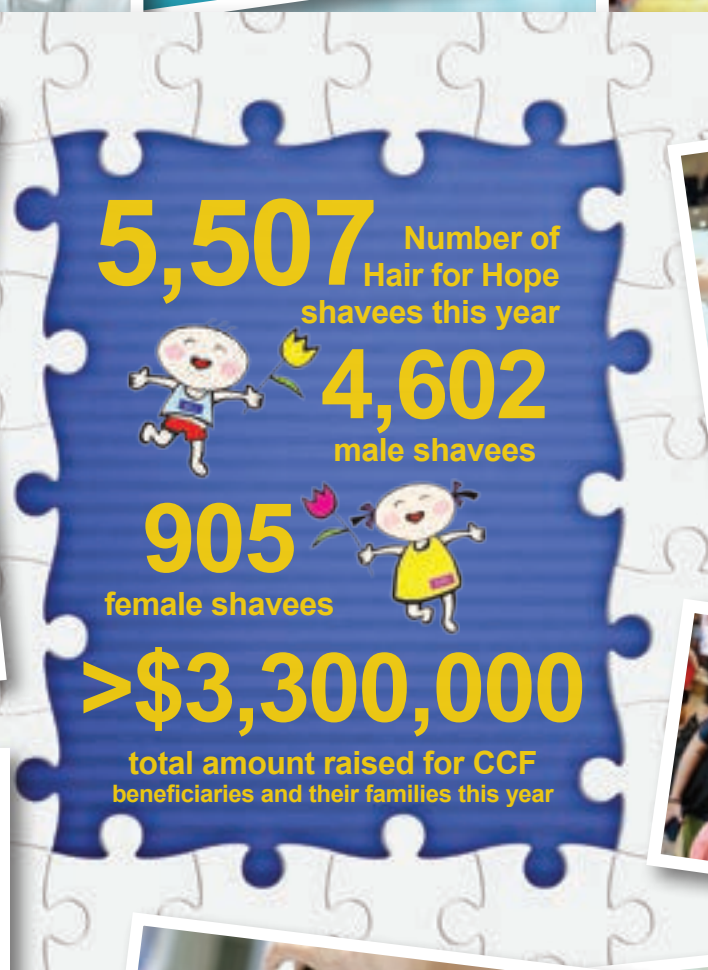
Said CCF Chairperson Ho Cheng Huat: "When shavees make this 'bald' statement, they become ambassadors in raising childhood cancer awareness among their family and friends. We are immensely grateful to like-minded corporate partners and individuals for the strong support over the years. Their concerted efforts and generous giving have helped our children and families to bravely face and overcome their challenges. Indeed, Together we are Stronger."

Over the two-day main event, 88 hairstylists and staff from QB Net International volunteered their time and skills to support the good cause. Among them were 11 hairstylists who flew in from Japan, while four came from Hong Kong, and six from Taiwan. The Japanese hair salon chain first supported HfH satellite events in 2014 and became HfH's Official Hairstylist since 2015. HfH is also the first social cause in Singapore that it has contributed to.

Going beyond dedicating time and effort to support the HfH main event and eight other satellite events, QB Net International initiated a two-day donation drive in support of CCF on 15 and 16 July 2017 by donating \$1 for every haircut at all 35 QB House Singapore outlets islandwide. The initiative raised a total of S\$6,658.88.

A BIG THANK YOU to all who have stepped forward in support of the good cause!





SATELLITE EVENTS

To create more outreach and childhood cancer awareness in the community, HfH was also brought to the doorsteps of 27 corporate offices, eight schools, seven public agencies and six grassroots organisations. Between April and July 2017, a total of 2,563 individuals shaved their heads at the 48 satellite events held islandwide.

HfH 2017 kicked off its first satellite event at Kong Meng San Phor Kark See Monastery on 30 April 2017. 388 like-minded individuals turned up at the event to make their bald statements and they raised more than \$190,000 for CCF.

This is the sixth consecutive year that the monastery has come on board as a HfH satellite partner. It has also been one of the top three HfH satellite partners, raising more than \$800,000 for children with cancer and their families in the past five years.

Meanwhile, four other satellite partners – Health Sciences Authority, ST Electronics (Info-comm Systems) Pte Ltd, Singapore Technologies Kinetics Ltd and Thermo Fisher Scientific – celebrated their fifth year of participation in HfH.

**Baxter Healthcare
SA and Shire**



**Bernard Schulte Shipmanagement
(Singapore) Pte Ltd**



BHP



CabbyCare Charity Group

**Covenant Evangelical
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Deutsche Bank



Flextronics Manufacturing
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GLOBALFOUNDRIES
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Go-Ahead Loyang Pte Ltd



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**IBM MANUFACTURING
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Kajima Overseas Asia Pte Ltd



**Kong Meng San Phor
Kark See Monastery**



MEET Pte Ltd



**Michael Page International
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My Gym Singapore Pte Ltd



Natural Cool Holdings Ltd



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**Sanmina – SCI Systems
Singapore Pte Ltd**



**Sentosa Development
Corporation**



**Singapore Technologies
Kinetics Ltd**



Thermo Fisher Scientific



**ST Electronics (Info-COMM
Systems) Pte Ltd**



Agency for Integrated Care



Building and Construction Authority



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Government Technology Agency of Singapore



Gambas Community Emergency and Engagement Committee (C2E)



Health Promotion Board



Health Sciences Authority



Jurong Spring
Community Club



Kaki Bukit CC Youth
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Ministry of Social and
Family Development



Nee Soon South Zone G RC
and Zone H RC



Punggol SapphiRes
Residents' Committee



Edgefield Primary School



Holy Innocents' Primary School



Hwa Chong Institution



Ngee Ann Polytechnic

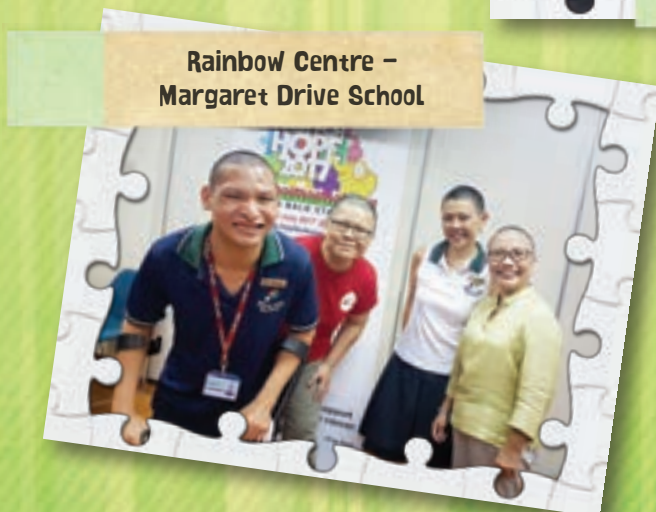


Kong Hwa School



MontFort Schools

Rainbow Centre – Margaret Drive School



St. Joseph's Institution International

GROUP SHAVEES

Companies and individuals also formed groups to pledge their support for children and families impacted by cancer. This year, HfH saw 227 individuals from 21 groups pledging their support for the good cause.

Among the HfH groups were long-standing supporters including representatives from Credit Suisse AG, two-time HfH participants Botak United, Star Wars fans 501st Legion & Rebel Legion Singapore and students from Dunman High School, Catholic High School and Damai Secondary School.



501st Legion & Rebel Legion Singapore



A.D. (Anno Domini)



Botak QS Group



Botak United

Catholic High School Student Leadership Board



Chung Ling Alma Mater



COFCO International Limited



Credit Suisse AG



Cvlians



Cycle of Hope





Damai Secondary School



Dunman High School



Liberty Insurance Pte Ltd



Manchester United Supporters Club Singapore



NatWest Markets



Qualcomm

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United Architects of the Philippines



TeamJFT



Yeap Medical Supplies Pte Ltd



Westpac Banking Corporation



TOP 6 INDIVIDUAL FUNDRAISERS



Jacqueline Woo, Lawyer – \$37,900

I have been supporting my good friend Akash who has been shaving at HfH since 2013. In 2016, I was diagnosed with brain tumour and Akash visited me in hospital before my operation and I made a vow that I would shave with him this year. As

a survivor, I understand the ordeals that the children and their families go through when battling cancer. Apart from praying for them, raising money and telling them that it is ok to be bald are other ways that I can help.

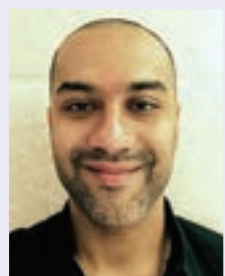


Daniel Yun, Filmmaker – \$26,135

I first heard about Hair for Hope in 2014 from my assistant who shaved his head almost every year. Then in 2016, my friend invited me to witness her shaving at VivoCity. It was a happy experience.

Cancer prevention and treatment as a subject is still distant to many – until a loved one, a relative, or someone in the family is diagnosed with cancer. I also sense social stigma, guilt and shame, which is sad.

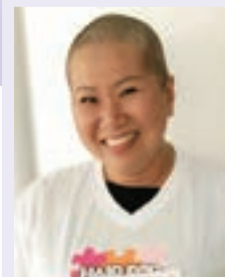
My fundraising journey has been enlightening and humbling. By using social media and making personal contacts, I reach out to many of my family members and friends to garner donations in support of my shaving. Bit by bit, the donations came in. With every gesture of support and with every donation, I felt a new sense of appreciation. For children with cancer – I want to tell them that it is ok to be bald and they are not alone in the fight against cancer.



Jitesh Ramchandani – \$25,332

Hair loss can be distressing for a young child, since they may not understand the full effects of cancer yet. As a first-time shavee, I wanted to support children with cancer by showing them that they are not alone in this journey. Cancer may or may

not be something that we can control just yet, but the least I can do is show my solidarity by shaving my head and raising funds to help the beneficiaries of CCF.



Lily Tan, Administrative Officer – \$22,129

My friend was diagnosed with breast cancer and was depressed when her hair started to fall out in clumps while undergoing treatment. I decided to shave my head at HfH for the first time to walk through the difficult journey with her.

My family's reactions were mixed when I informed them about shaving my head – my daughter pleaded with me not to, my son initially asked me to just donate and not to shave. I am glad that I managed to successfully convince them and received their full support.

I am grateful to the many friends, colleagues and partners who donated generously in support of my shaving. Raising more than \$22,000 for CCF and being one of the top six individual fundraisers was totally unexpected and an extremely humbling experience.

Even after surpassing my target, I have not stopped canvassing for donations and continued to share the works of CCF. At the end of the day, it is not about the donation amount but raising childhood cancer awareness through our act of shaving.

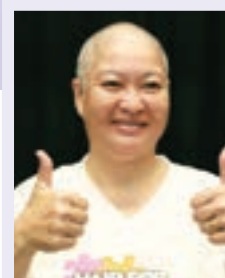
I intend to shave again next year and every year as long as I have hair to support this movement!



Goh Siong Ooi, Chief Financial Officer – \$20,900

This is the first time I shaved at HfH. I feel good after the shave, especially knowing that I have helped a little in raising funds for CCF. I am very grateful to all the friends and colleagues who supported this move.

My initial goal was to raise \$2,000, and I was shocked to see that I have hit more than \$20,000! To all children battling cancer, stay strong and be brave!



Christine Keung, Adjunct Lecturer – \$20,270

I participated in HfH 2017 for a good cause. On the day of the satellite event at the Building and Construction Authority (BCA) of Singapore, I was delighted to see many staff from both BCA and BCA Academy shaving their heads for a good cause. I was

extremely proud to see one of the staff, Ms Delfin Yeo doing it for the second time. It pains me greatly to see children suffering and going through the trauma of cancer. I pray that they stay positive and well, so they can enjoy their childhood. Last but not least, a big THANK YOU to everyone who have donated in support of the shavees from BCA. We greatly appreciate all who have supported us in kind and in spirit.

TOP 6 SATELLITE PARTNERS

Kong Meng San Phor Kark See Monastery – \$197,618.48



This is our sixth year collaborating with CCF in organising the HfH event. We chose CCF as a beneficiary as we want to help spread childhood cancer awareness in the community.

When a child is stricken by cancer, it is a big challenge to the whole family and an emotional roller coaster ride for everyone. We hope with our monastery's effort, we can help raise funds and awareness on childhood cancer, and ease the financial burden of these families.

We have had a pleasant working experience with the staff and volunteers of CCF. They were proactive in following up and executing of the operations on the actual event day.

We are humbled to be one of the top six satellite partners. We thank all supporters, well-wishers and volunteers of our monastery who have come forward to support the event and help children with cancer and their families.

Contributed by: Pua Luck Kheng, Senior Manager, Dharma Propagation Office

Deutsche Bank – \$122,658



Deutsche Bank has been supporting children with cancer by hosting HfH events in the region. The first event was held in 2014 in the Singapore office. Since then, HfH has expanded to Hong Kong and Mumbai, where the events are held concurrently.

Most of the shavees either have loved ones who had experienced the cancer journey or were doing this as a tribute to a loved one. Some found the courage to do it knowing how

much children with cancer have to suffer. Since 2014, Deutsche Bank staff, together with their friends and families, have raised more than \$360,000 for CCF.

"It is a privilege to shave for this noble cause as part of the Deutsche Bank team and it is heartening to see friends and colleagues from other firms joining us in going bald. We can see the difference it makes to the children, and the amazing work that CCF does," said Akash Mohapatra, Associate General Counsel, APAC, who has been spearheading this initiative since 2014.

Deutsche Bank staff have also been volunteering with CCF to get a better understanding of what the children go through.

Contributed by: Deutsche Bank Singapore Corporate Responsibility Committee

Kong Hwa School – \$102,027.45



As the tagline goes, it is all about making a "bald" statement. To Kong Hwa School, HfH is a bold statement as well, as it is nothing short of courageous when participants parted with their locks and opted for a shave.

As an annual event that students, staff, and parents look forward to every year since 2014, HfH has been Kong Hwa's way of supporting the efforts of CCF. Through the event and by making "bald" statements, students, staff, and parents alike reinforce the values of compassion and resilience and develop empathy for the CCF beneficiaries.

It was heartwarming to see the large turnout on the day of the event held at the school hall. Apart from the 160 students and teachers who shaved, there were hundreds of supporters who turned up to provide moral and financial support too.

We are happy and honoured to be one of the top six HfH 2017 satellite partners, and will continue to contribute in whatever way we can to our community and country.

Contributed by: Jerry Yang Ziyi, Subject Head (Character and Citizenship Education)

GLOBALFOUNDRIES Singapore Pte Ltd – \$77,052.83



GLOBALFOUNDRIES first supported CCF in 2006, when the company was known as Chartered Semiconductor. Employees helped out annually, either by volunteering to shave their heads or by contributing to the cause through donations.

The HfH 2017 satellite event was held at our organisation for the third consecutive year. This helped to bring employees together to witness the head-shaving. This year, we saw a total of 63 participants, comprising eight female shavees and 55 male shavees.

We are delighted to be one of the top six HfH satellite partners again this year and this is made possible with the donations contributed by employees, friends, families and business associates.

With the satellite event, it helps to create childhood cancer awareness and support our corporate social responsibility initiative. We will continue to support this worthy cause, and from all of us at GLOBALFOUNDRIES, we would like to tell children with cancer that “You are not alone – we are rallying behind to support you”.

Contributed by: *Mona Ee, Section Manager, HR Employee Services*

BHP – \$87,020.57



BHP has a long and proud history of giving back to local communities where we work and live in around the globe. Our inaugural HfH satellite event was held at BHP in 2014 and this year marked our second onsite event. In the gap years, individual employees organised and joined the main HfH event at VivoCity.

Supporting CCF stands out for us as one of our largest and most engaging events in Singapore. Since 2014, we have

added CCF as one of our signature beneficiaries for the BHP Singapore Charity Committee (SCC). Given SCC’s mission to make a meaningful contribution to Singapore’s community, we feel that it closely links to and complements the CCF’s mission to improve the quality of life of children and families impacted by cancer in Singapore.

The whole HfH experience really illustrates how warm and generous people can be. We see the best in our people during the lead up to, and especially during the satellite event. We have had employees signed up as shavees alongside family members as well.

It is both humbling and an honour to be ranked as one of the top six satellite partners. It highlights the generosity of our employees as well as reinforces the importance our employees placed on supporting the work and mission of CCF.

Contributed by: *Roman Matla, Principal, Functional Improvement*

Government Technology Agency of Singapore – \$49,788



Our team’s partnership with HfH began during our IDA days in 2016, and continued even as we transitioned to become GovTech. Our support for HfH 2017 continued to be strong and in fact, we raised more money than before!

HfH has a special place in our hearts because it is really important to give hope to children with cancer, and support them in whatever ways we can as an organisation.

HfH gave us the opportunity to do good for the community as a GovTech team, by demonstrating our solidarity with the children. We are heartened and grateful that our humble efforts and the support of fellow GovTechies have helped GovTech to become one of the Top 6 HfH satellite partners.

We hope this will encourage others to support this cause with us leading by example. We have always enjoyed working with CCF, and look forward to continuing our support for children with cancer.

Contributed by: *Kelvin Heng, Senior Infrastructure Engineer, Government Infrastructure Group*

TOP 6 GROUPS

Credit Suisse AG – \$37,235



Credit Suisse AG has been participating in Hair for Hope as group shavees and corporate volunteers. Through our symbolic gesture of shaving, we help raise funds for CCF and improve the lives of children with cancer and their families.

Contributed by: Adrian Tham, Group Coordinator

Westpac Banking Corporation – \$32,238



This is Westpac Banking Corporation's second year supporting Hair for Hope.

Six shavees took part this year, including a father-son duo, to rally the bank and fellow staff to contribute to CCF. We had fewer shavees this year but the shavees

and their supporters were in high spirits in the build-up leading to the live video conference event.

Westpac recognises the importance of the work of CCF and we feel very strongly for the welfare of children with cancer and their families. Westpac is all about people helping people and we are proud to have been able to make a small gesture to continue supporting CCF in the year of our 200th anniversary.

Contributed by: Benardine De Britto, Group Coordinator

Cycle of Hope – \$21,383.01



Cycle of Hope came together as a group for the first time to shave at HfH. With a common purpose of spreading the message "Hope", we chose to go bald to create sustainability in this ecosystem of care and support for children with cancer. We hope to convey

the message to many others to love and honour ourselves despite what happens and we hope this light can be passed on through our efforts.

Contributed by: Jacq Ong, Group Coordinator

Botak United – \$19,582



This is the second year that Botak United participated in Hair for Hope as a group.

What was noteworthy this year was having three active CCF donors joining us as first-time shavees. They are: The Ng sisters (Jeena and Wang Feng) and Jackey Ong. We were fortunate to have family, friends, colleagues and business associates who continued to support our

efforts in raising childhood cancer awareness.

Botak United members (Chee Parng, Lai Soon, Rodney Tan, Jeena, Wang Feng, Jackey and Keewee) would like to thank all our supporters for your continued support to CCF.

Contributed by: Ng Keewee, Group Coordinator

NatWest Markets – \$17,719



Supporting a child with cancer is often overwhelming for the caregivers as the child will experience physical and emotional impact. Being parents or relatives to young children ourselves, we understand that a cancer diagnosis can be terrifying

for a child. We truly believe that there is more that can be done to save young lives, and help them recover and lead fulfilling lives. The 10 of us took part in HfH and managed to raise more than \$17,000 for CCF to help support children with cancer and their families through their difficult journey.

Contributed by: Junming Chen, Group Coordinator

COFCO International Limited – \$15,736.88



This is our first time participating in HfH and the experience has been truly unforgettable. COFCO International is always supportive towards giving back to society. Through CCF, we have learnt that by caring we lent support to the

children with cancer and their families. We are so glad that our teamwork as a company has brought some level of support to the children of our future. We hope to encourage more participation for this very important cause again next year.

Contributed by: Cher Tan, Group Coordinator



INSPIRING SHAVEES

‘Why did you shave your head?’

Paediatric palliative nurse recounts day after HfH 2017

As a paediatric palliative nurse who serves children with cancer, **Ms Serene Wong** is constantly inspired by their resilience and courage. Hence, she decided to shave her head for the first time at Hair for Hope 2017 to show her support for children with cancer and their families.

“I’m currently working at HCA Hospice Care’s Star PALS, providing paediatric palliative care for children with life-limiting illnesses,” the 42-year-old said. “There was once when I explored with a child his wishes and he said none, as he was happy being the way he was – being able to go to school every day, spending time with his friends, playing guitar at home. It made me realise that children are grateful for the little things in their lives.”

Through HfH, Ms Wong raised a total of \$5,300 for CCF. Her participation at HfH to tell children that they are not alone in their battle against cancer also prompted her husband to shave at the eleventh hour. He saw her courage to shave for the children and was touched by her kind gesture.

When Ms Wong returned to work on Monday, one of the young patients burst out crying when she saw her. “She asked while crying, ‘Why did you shave your head?’” Ms Wong recounted. “It got me worried – did my bald head remind her of the unhappy moments when she went through treatment?”

Instead, Ms Wong and the patient’s mother chose to use this as an opportunity to tell the young patient her reason for shaving, which was to let children with cancer know that it is OK to be bald and to be brave while battling with the illness. “Hair will eventually grow back!” Ms Wong affirmed.

Medical student shaves to understand what cancer patients go through



Ms Eirena Beh used to see HfH advertisements at bus stops featuring the community outreach event to raise childhood cancer awareness. These impactful posters eventually spurred the 20-year-old to sign up as a HfH participant.

“I made it my goal to step out and stand up for this cause that I believe in,” the first-time HfH shavee said. “I want to show all the brave children battling cancer that it is OK to be bald. I truly admire the courage and strength they possess and I believe that I can contribute through HfH.”

Ms Beh added that she wanted to shave to gain a better understanding of what cancer patients go through. “I also hoped that this would motivate others around me to contribute in their own ways,” the NUS Yong Loo Lin School of Medicine student said.

During her HfH fundraising journey, Ms Beh actively reached out to friends and family members to pledge their donations in support of CCF. Her efforts raised more than S\$16,500. “My family and friends have been very encouraging and generous with their donations. I am really thankful for their support,” she said.

“It was a privilege to be involved in such a meaningful event,” Ms Beh concluded.



ACKNOWLEDGEMENTS

On behalf of our beneficiaries and their families, CCF would like to sincerely thank all shavees, donors, sponsors, partners, volunteers and the media for contributing to the success of Hair for Hope 2017.

Your contributions will go a long way in making a difference to the lives of children and families impacted by cancer. We look forward to your continued support. Together, we are stronger!

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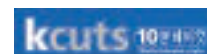
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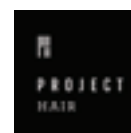
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CCF would also like to express our heartfelt gratitude to the following corporate volunteers and supporters for their kind contributions:

Corporate volunteers: **5C (Cabin Crew Club for Community Care)**, **China Construction Realty Co Pte Ltd**, **Credit Suisse AG**, **Crown Worldwide Pte Ltd**, **Evacuation Medical Support Unit**, **Seng Kang Primary School**, **Singapore Technologies Kinetics Ltd**, **VISA Worldwide Pte Ltd**

Supporters: **Prince's Landscape & Construction Pte Ltd**

For sponsorship opportunities and satellite events enquiries, please email us at info@hairforhope.org.sg or call us at **6229 3759 / 6229 3764**.

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