



Tribute

to our children



Caregiver Sharing: Haddy and Qiara

Our daughter was diagnosed with Leukaemia a week before her first birthday

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CCF Appreciation 2020

Soaring to new heights with our top donors and volunteers!

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TRIBUTE IS GOING DIGITAL!

Subscribe to our newsletter at the CCF website or email us to receive more updates on CCF happenings!

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The Hope Train

Without a doubt, COVID-19 has brought about unprecedented challenges to both individuals and organisations alike. In the past year, we have seen an increase in requests for financial support by caregivers who have lost their jobs or suffered a reduction of their income. Counselling sessions have also increased by 20%, reflecting the heightened anxiety of families dealing with a child with cancer during an economic crisis.

At CCF, nationwide safe distancing measures to curb the spread of the pandemic has also forced our annual flagship fundraiser, Hair for Hope (HfH), to take a break for the first time in its 18-year history. CCF pivoted our fundraising efforts online with an inaugural social media campaign, The Hope Train, to raise childhood cancer awareness and funds.

Between 23 July and 30 September 2020, more than 3,000 online participants and 11 Friends of The Hope Train hopped on board for four activities – Memoryville, Stillville, Smileville and ARville – to raise more than \$700,000 for children and families affected by cancer! It was moving to see many of you responding to our appeal, and going above and beyond to share your personal stories to spur others to help.

To bring The Hope Train closer to the community, we held our first Facebook live-stream 'Conversations of Change' on 11 August 2020. CCF CEO Ms Peng Hai Ying, CCF Assistant Principal Therapist and Senior Counsellor, Ms Liow Hwee Hsiang, and CCF beneficiary and childhood cancer survivor, Clement



Choo, shared their personal experiences at CCF and how COVID-19 has impacted their daily lives. We also hit the streets in September to collect smiles from the Singaporean community for a video to encourage our beneficiaries.

We are immensely thankful to all our sponsors, Friends of The Hope Train, media friends, donors and our online supporters for choosing to journey with us, especially during this difficult year. Read on to find out more about the station activities and highlights of The Hope Train campaign!





STOP 1

Memoryville (25 – 26 July 2020)

124 HfH shavees and supporters took a walk down memory lane and posted their most memorable Hair for Hope experience. It almost felt like Hair for Hope 2020 did happen!



"This was supposed to be the #hairforhopeweekend. Unfortunately, #covid19 is preventing us from coming together physically. But we can still do so in spirit and digitally."

- Andie Chen



STOP 2

Stillville (30 July – 16 August 2020)

440 challengers attempted a wall squat challenge (while keeping very still) to imagine what it feels like for a child with cancer to undergo an MRI scan. The adults said it was harder than it sounds while the children ... just could not keep still.



"The boys and I did the Stillville challenge at the Skatepark! We roped in our friend Tina to help us video and give instructions! When our little friends with cancer undergo treatment for childhood cancer, they often need to do MRIs where they cannot move for prolonged periods of time. NOT EASY at all!"

- Juliana Yong



STOP 3

Smileville (17 – 31 August 2020)

483 participants penned words of encouragement for CCF children and caregivers to brighten up their day. Some of the messages truly made us go 'Aww...'



STOP 4

ARville (1 – 30 September 2020)

2,926 supporters advocated for the childhood cancer cause using our Hope Train and Gold ribbon augmented reality (AR) filters. It was the first time CCF adopted AR filters for a campaign and we are glad that it was well-received!



Friends of The Hope Train

As the saying goes, alone we can do so little but together we can do so much. The success of our campaign would not be possible without our Friends of The Hope Train. This year, 11 Friends of The Hope Train – six corporate partners, two public agencies, two schools and one informal group – dedicated their time and resources to rally their colleagues, friends and family to lend their support to CCF.



Sparks of Life Pte Ltd
\$43,650



We simply want to add sparks to light up smiles and hope in the hearts of the children, their families and caregivers.

Contributor:
The Hope & Beyond team @ Sparks of Life



Sunflower Childcare Group Pte Ltd
\$41,566.60



We are delighted to be part of CCF's The Hope Train Campaign. Through this meaningful online fundraiser, we would like to remind our preschool children, staff and their family members about the importance of continuously playing our parts in building a community of support for children and families affected by cancer, especially during challenging times such as the COVID-19 pandemic.

Contributor: Mrs Josephine Low
Corporate Operational Director,
Sunflower Childcare Group



Government Technology Agency
\$36,580



Ivan is one of 252 GovTechies who supported The Hope Train campaign this year.

GovTech has supported the Children's Cancer Foundation's signature outreach event "Hair for Hope" for the past four years but the event took a break this year due to the ongoing pandemic. Despite that, GovTechies have rallied together and raised more than \$36,000 for "The Hope Train", an online fundraising initiative organised by the Foundation, to raise funds for children and their families affected by cancer.

Contributor:
Government Technology Agency



GLOBALFOUNDRIES Singapore Pte Ltd
\$32,844



The COVID-19 pandemic has hit hard and disrupted the fundraising landscape for charities. GLOBALFOUNDRIES believes in giving back and making a difference to the community we operate in, and more so during this challenging time, as these are truly at the heart of both our brand and people. GF is proud and happy to be a Friend of The Hope Train campaign to help rally for the community to collectively support those in need.

Contributor: GLOBALFOUNDRIES Singapore

Sincerest appreciation also goes to our other Friends of The Hope Train (in alphabetical order):

- Brickland Sunshine Residents' Network
- Jabil Circuit (Singapore) Pte Ltd
- Page Group
- Rolling Stock Engineers
- St. Joseph's Institution International (Singapore)
- Temasek Polytechnic
- Zurich Insurance Company Ltd (Singapore Branch)

Sponsors Acknowledgements

On behalf of our beneficiaries, we would like to express our deepest appreciation to the following sponsors for their strong support and generosity, without which the success of The Hope Train campaign would not be possible:

MAJOR CASH SPONSORS



Apelles Poh Hong Pang
I always have a compassion for children with cancer and have been a long-time supporter of CCF. So when the Hope Train came along, I just hopped onto it!

CASH SPONSORS

Low Eng Chew
CWT Pte. Limited
GLOBALFOUNDRIES Singapore Pte Ltd and Silicon Manufacturing Partners Pte Ltd

OFFICIAL SPONSORS

Official Radio Sponsor



COVID-19 has made an impact on everyone's lives, but the good work to raise childhood cancer awareness must go on. 88.3JIA and POWER 98 LOVE SONGS are glad for the continued opportunity to be part of "The Hope Train". We hope we have made a difference by rallying our listeners behind children and families affected by cancer.

- Clara Tan, Deputy Executive Director
So Drama! Entertainment

Official Augmented Reality Sponsor



2020 has been a tough year for everyone, from individuals to businesses. Inevitably, we find ourselves tightening our spending and giving less. However, we must remember that COVID-19 does not stop cancer happening in children. In fact, the effects of the pandemic have taken a toll on their family members. At MOTHERS AND SONS, we believe that we can all chip in to help, one child at a time.

– Daniel Gan, Founder/ Director
MOTHERS AND SONS

CREATIVE PARTNER

Make The Change

"I really appreciate CCF and what they had done for us when we needed it most."



CCF caregiver, Mdm Lim, recalls that fateful day on 13 June 2018 when she received news that her then four-year-old son, Jonas, was diagnosed with Acute Lymphoblastic Leukaemia (ALL). "I couldn't believe it. For two weeks, I could not understand whatever the doctors were telling me. Thankfully, CCF had assigned a social worker to us and she constantly provided a listening ear and answers to my questions."

Jonas had been experiencing monthly fevers when Mdm Lim noticed something was amiss. Soon, the fever episodes became even more frequent and Jonas complained of aches in his hips and legs. Eventually, he found it difficult to walk and doctors advised a blood test. "We did not know how to tell Jonas that he had ALL so I told him that he has contracted a virus and needed to be hospitalised to get treatment," shares Mdm Lim.

The diagnosis brought about a series of challenges and adjustments for everyone in the family. Mdm Lim quit her job to care for Jonas full-time while her two elder daughters, aged five and nine years, "practically looked after themselves" as she was in and out of the hospital. With her husband being the sole breadwinner, everyone also had to be more prudent with expenses. "Luckily, CCF stepped in to help us with their financial assistance programme," she adds.

It was caring for Jonas that proved the most difficult challenge of all. Side-effects of the treatments caused Jonas to experience stomach discomfort, vomiting, rashes and pain in his hips and legs. His poor appetite led to frequent neutropenic fevers. He had also grown afraid of injections and was averse to being in the hospital. She found herself leaning towards CCF for the psychosocial support she needed to cope with all the stressors.

"The CCF@KKH playroom was the only motivation for Jonas to fulfil his hospital visits. I personally found the resources at playroom useful too. Jonas was resisting a healthier diet and there was a book on how to encourage your child to eat. I realised that it was more important to get Jonas to eat, rather than what he ate, for his body to have energy to fight against the cancer and withstand the chemotherapy. I eventually gave in to his deep-fried food cravings and he began to eat better."

Mdm Lim was also grateful for the regular Time for a Caring Chat (TCC) sessions with health professionals, caregiver massages and to the CCF social workers and volunteer who took care of Jonas and kept him company. It gave her pockets of time to take a breather from her caregiving duties and made her feel like she was not alone in this journey.

"Before, I never knew that there were so many children stricken with childhood cancer in Singapore. I really appreciate CCF and what they had done for us when we needed it most."



Six-year-old **Jonas** is now in remission and only remembers the best part of his hospital experience – the CCF@KKH playroom where he gets to play video games. We asked what his dreams are, now that he is on the road to recovery and he shares that he wants to be an astronaut when he grows up. "I want to jump all over the moon," shares Jonas shyly.



Scan to donate

Your monthly donations will help provide sustainable funding for CCF to continue our work and show children with cancer like Jonas that they can have dreams too. Sign up to be a Will and Hope Giver today!

Youth For Causes 2020

Funded by the Citi Foundation, the Citi-YMCA Youth For Causes (YFC) is a community initiative providing youths aged 15 to 25 with seed funding, resources and guidance of volunteer mentors, to execute sustainable social entrepreneurship ideas and business models that benefit and support charitable organisations of their choice.

This year, CCF had the privilege to collaborate with seven YFC teams who volunteered their time and skills to champion for the childhood cancer cause from 27 May to 30 September 2020. Despite hitting a roadblock in their planning when physical fundraisers were not permitted due to COVID-19, the

entrepreneurial teams successfully conceptualised innovative fundraising ideas such as virtual escape rooms, remote walk-a-thons and online fundraising concerts which were a hit among their peers.

Congratulations to Team Horizon for winning the Distinction Award and Project Astralis, Project Ethereal and Team Sunflower for achieving the Merit Award. CCF is also proud to be a recipient of the YFC 2020 Supportive SSA Award this year.

Thank you to all our student teams for their hard work and efforts!



PROJECT ASTRALIS

*Chan Jin Kai, Faith Mok Jing Huan,
Grace Mok Jing Le and Ho Xuen Huei*

All four of us have had a loved one diagnosed with cancer so we understand how tough the battle against cancer is. As such, our group was really passionate about helping children diagnosed with cancer and this journey has reinforced our belief that we are never too young to make a difference!

PROJECT CATALYST

*Dewi Sabrina Husnan, Kenneth Loke Jun Lin,
Nicole Isabella Boon Xi Lya and Tran Ha My*

Through our YFC journey, we learnt that children with cancer are resilient and inspiring with their positivity and determination! We are glad to have inspired our community to be the beacons of hope to these children.



PROJECT ETHEREAL

*Angelica Gabrielle Chiw Yu Hui, Caroline Yuen,
Cherie Leong Yi Xin and Yasmynn Dinoalfian*

It was not an easy fundraising journey due to COVID-19 this year. However, with the support of our mentors and volunteers, we adapted and found new ways to raise childhood cancer awareness and funds virtually. It was a very fulfilling and valuable experience and we look forward to supporting CCF again.



TEAM HORIZON

*Ila Kumarasinghe, Nitya Tandon,
Tanvi Wadekar and Tarini Bengani*

We really enjoyed our experience as we learnt many new skills and got the opportunity to talk to many people. The outreach and support surpassed our expectations, and we are grateful to all our well-wishers.

TEAM SUNFLOWER

*Carrie Tan Sui Yi, Christalia Chandra,
Tan Ying Xun Megan and Tan Zhi Ying*

Every journey begins with a single step. As Team Sunflower, we are very grateful to be given this opportunity. To us, this project goes beyond raising awareness and funds. It is about the desire to make a significant difference in the lives of children and families affected by cancer and encourage our peers to do the same. We hope that our contributions, no matter how big or small, will make a lasting impact to the children and families.



THE DREAMSWORLD PROJECT

*Caelan Tan Hong Kai, Jeriel Lam Koi Kiat,
Leon Tay Kia Yong and Lim Hearn Ray*

Our team learnt a lot from this year's YFC. Through the planning and execution of our online fundraising concert, we learnt the importance of communication, managing volunteers, and time management. We are thankful to have pulled through the challenges to help CCF raise awareness and funds.

UNITED YOUTHS

*Joseph Chua Rong Ern, Madhumitha Nishanth,
Poon Jean Yee and Rachel Koh Hui Xin*

We are glad to have made the choice to be the voice for children and families affected by cancer!



“Our daughter was diagnosed with Leukaemia a week before her first birthday.”

1. Tell us more about the time when Alveena was first diagnosed with ALL.

Qiara (Q): She was having bouts of persistent high fever for a few months before her diagnosis. When it became more frequent, the doctor referred her to the hospital and that was when they recommended for us to do a bone marrow test. We cried because she was only just about to celebrate her first birthday in a week! We were devastated when the results came back confirming her ALL diagnosis.

2. Is Alveena aware that she has childhood cancer?

Q: Alveena realised it herself when she was about four. She asked me questions like “Mummy, am I sick? Because I’m always going to the hospital.” Some of our neighbours’ children would also ask Alveena why she has little or no hair and her reply to them would always be a candid “Because I was sick but now I’m waiting for my new hair to grow”!

Haddy (H): I think she gradually realised it as she saw that her life revolved around frequent visits to the hospitals, chemotherapy sessions as well as the relapse.

3. How has Alveena’s diagnosis affected your daily lives?

H: I lost my full-time job because I took too much time away from work to care for Alveena and the company could not understand. As Alveena’s primary caregiver, I now work part-time as a food delivery rider which has a more flexible schedule. Qiara will go to work in the day and help to care for our daughter when she gets home from work in the evening.

Did you know that the largest age group of children newly-diagnosed with cancer in Singapore is between zero and four years old? CCF caregivers, Haddy and Qiara, didn’t. As such, they were dealt with a rude shock when they learnt that their daughter, Alveena, was diagnosed with Acute Lymphoblastic Leukaemia (ALL), a week shy of her first birthday.

Alveena responded well to chemotherapy initially and was en-route to being declared cancer-free. However, she received news of a cancer relapse, this time a week before her fifth birthday. Today, the little one who is now six, is in remission after receiving a bone marrow transplant earlier this year from her daddy whom she regards as her hero.

Haddy and Qiara speaks with *TRIBUTE* to share more about how weekly hospital visits are the norm for them and their hopes for Alveena to finally lead a normal, joyful life.



4. How did CCF help to support your family during these challenging times?

Q: We were initially worried about our financials and the hefty medical bills as a low-income family. Thankfully, our CCF social worker, San San, assured us that there was a financial assistance programme at CCF that we could tap on.

H: We're so grateful for CCF. In fact, our main pillar of support from when Alveena was first diagnosed has been CCF social worker, San San. The emotional support we needed came from her. CCF also kept Alveena very motivated. It came to a point where Alveena enjoyed going to the hospital as she looked forward to visiting the CCF@NUH playroom where CCF staff and volunteers would bring her toys and play with her. Until today, CCF is still helping us with anything that concerns Alveena's health.

5. Alveena underwent a bone marrow transplant in July this year and Haddy was her donor. How did she feel about it?

Q: I was running between wards to care for Alveena and Haddy. She kept asking me questions like "How's my daddy? Did he cry? Is my daddy okay? When is my daddy coming back?" Whenever someone came by the ward, she would exclaim proudly that her daddy is giving her his strong cells! Daddy is like a superhero in her eyes.

6. What is your biggest hope for Alveena?

H: My only hope for her is that she can lead a normal life. I don't have lofty dreams for her, I just want her to be happy.

Q: I hope she will soon get to feel how normal kids her age live their lives.

Tribute also stole a quick moment with little Alveena...

1. Tell us about yourself Alveena!

My name is Alveena Safiyya and I am six years old.

2. How did you feel when you had to stay in the hospital?

I feel happy because I love to stay in the hospital and see Nurse Clara. She is my friend.

3. When you stayed at the hospital, what are you scared of and why?

I am scared of injections! They (the doctors and nurses) poke me with a very small needle. It is very painful.

4. Which part hurts the most?

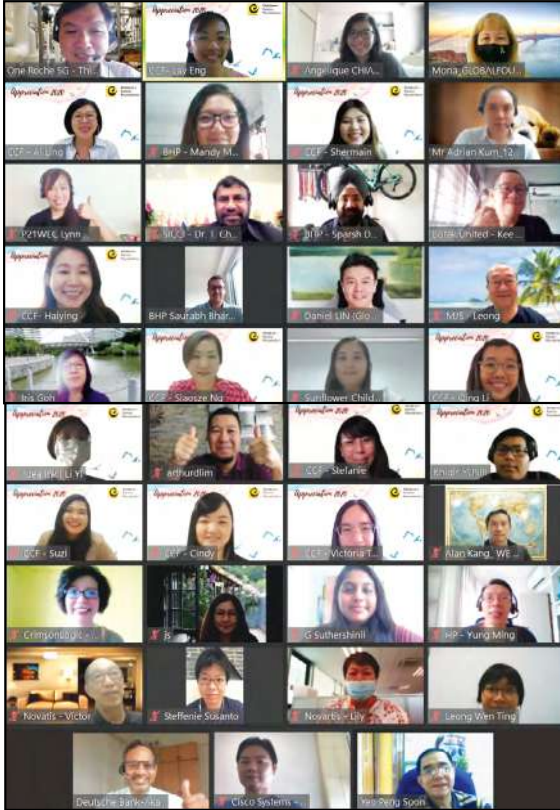
Here (points to joint of arm), and here (points to back of hand)!

5. Have you visited the CCF playroom before?

I always go there whenever I go to the clinic (hospital) to play games and toys. My favourite toy is the dollhouse and the (magnetic) darts. I also like to do puzzles!



Appreciation 2020



CCF beneficiaries, Khidir and Stefanie, shared about their childhood cancer ordeals and how they achieved their aspirations through the Opportunity Fund administered under the CCF Survivorship Programme. Khidir purchased a DSLR to pursue his passion in photography, and is now in the midst of completing a Foundation Diploma in Mass Media. For Stefanie, the fund enabled her to learn the trumpet and she is now a Music Teacher at a local secondary school.

The sharing segued perfectly into a visual collaboration session for all attendees to pen down their words of encouragement for CCF's beneficiaries on virtual boards. In separate Zoom breakout rooms, attendees created different boards that were eventually put together to form a colourful message board.

A total of 54 Philanthropy Awards and 21 Volunteerism Awards were accorded this year. Although all the awardees could not be physically present in person to receive their accolades, the atmosphere was still as celebratory as could be with everyone cheering each other on. The event closed with a final sharing of a beautiful graphic recording of session, which was gifted to all attendees as a memento of CCF's inaugural virtual appreciation event.

Once again, congratulations to all award winners!

Themed 'Soar', CCF's Appreciation 2020 was held virtually on 27 November 2020 to thank our top donors and volunteers for their contributions in 2019 which enabled our beneficiaries to soar to new heights above all adversities. The event was graced by CCF Board Directors, Mr Arthur Lim and Ms Joyce Sit, CCF's Chief Executive Officer, Ms Peng Hai Ying, and 29 award recipients who took time off their busy schedules on a Friday afternoon to be with us.

Hai Ying opened the event by highlighting the importance of holistic care provided by CCF not just for our beneficiaries but also their families. She also shared anecdotes from her heartfelt encounters with two longstanding volunteers who had been journeying with CCF for the last 10 years, and how they had witnessed some of our beneficiaries' key milestones in their lives.



Children's Day at PALS with Deutsche Bank

In celebration of Children's Day this year, volunteers from Deutsche Bank brought six children at PALS on a virtual tour around the world on 8 October 2020. The event kicked-off with the popular "Seven Continents" song which got the children all excited to participate in a quiz consisting of fifteen multiple choices about the Asian continent. The children lost no time in choosing their answers as our volunteers cheered them on. Goodie bags were distributed to the children with the help of CCF. It was a day full of laughter and cheer!



*Contributor: Venkatramani Jayaraman,
Vice President, Deutsche Bank*

Magic Workshop with SIT Magical Hearts



On 10 October 2020, CCF celebrated Children's Day for our survivors and their siblings via Zoom! Volunteers from Magical Hearts, a club from Singapore Institute of Technology (SIT), hosted a special Zoom workshop for the children to learn magic. Eight CCF beneficiaries and their siblings were wowed by an extraordinary magic performance put up by the volunteers, and their excitement grew when they were taught how to perform and craft their own magic! It was truly a "magical" moment watching the beneficiaries' perform their own unique magic tricks and making the impossible come true!

Contributor: Ashley Tan, Magical Hearts Member

Bingo! Charity Sales

Woodlands Transport always believes in giving back to the society. CCF was chosen as our beneficiary as we were determined to do our part for children and families affected by cancer. In view of COVID-19, we decided to run the fundraising event digitally through Facebook Live.

The event was well-received and managed to raise a total of \$3,000 in donations. We were not only humbled and encouraged by the outcome, but most importantly, glad that we had helped CCF to raise awareness of childhood cancer. We would like to take this opportunity to thank all our customers once again for their generosity and for making this event a success.



Contributor: Woodlands Transport Holdings Pte Ltd

COMMUNITY PARTNERSHIPS

Love is Hope



With COVID-19, children with cancer and their families are facing greater challenges and needs as they now have to cope with both the emotional and financial stressors due to the childhood cancer diagnosis and consequences of the pandemic.

Knowing that CCF was facing a decline in donations, Artistes Marketing Asia Pte Ltd's CEO/Founder, Mr Alan Tay, organised the "LOVE IS HOPE" virtual fitness

fundraising event held from 7 September to 4 October 2020 in hopes that it would inspire others to support CCF beneficiaries as well. The virtual event was a success and raised a total of \$35,154, for CCF. We wish the best for CCF beneficiaries and their families!

Contributor: Shanice Zhuo, PA/Artistes Marketing Manager, Artistes Marketing Asia Pte Ltd

I-STEAM Virtual Charity Fiesta

2020 has been an unprecedented year for all of us. We moved our annual Cambridge Pre-school Charity Fiesta cum Family Day online so that our children and families could still participate in this meaningful event. More than 150 families joined in the Zoom event held on 9 October 2020. For our little ones, this annual Charity Fiesta is one way for them to show their acts of kindness to children stricken with cancer.

In the comfort of their homes, our children and their families bonded through different exciting activities such as building the tallest tower and creating a strong bridge using just a sheet of paper! As per past years, the highlight of the event was the auction of beautifully crafted masterpieces done by our children and teachers.

One of the masterpieces was a hand-painted relax chair inspired by the classic tale of "Goldilocks and The Three Bears" and made by a Kindergarten class at Cambridge@Sengkang. The chair was auctioned off and presented to CCF.



The efforts and hearts of our children and teachers shone through at this event as we raised a total of \$12,761.20 for CCF and its beneficiaries. We are extremely thankful to our children and families for their continued support and generous contributions towards this cause.

Contributor: Dr Richard Yen, CEO, Cambridge CDC @Tanglin Pte Ltd

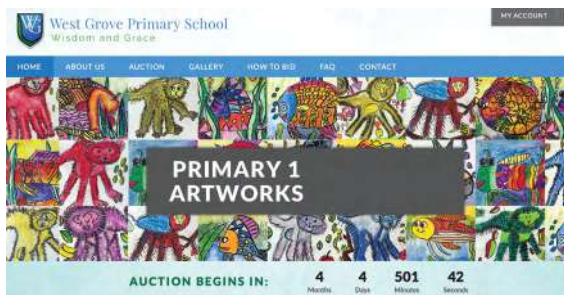
Support every child with cancer

Playing a part in helping children who are going through cancer treatment is a cause that is very close to my heart. Besides leveraging on social media platforms such as LinkedIn, Facebook and Instagram to raise awareness, I also shared about my fundraising initiative with colleagues, friends and social networks based locally and internationally. A total of \$3,062 was raised between 18 September and 30 October 2020 for CCF. I will continue my efforts in supporting CCF and children with cancer. Thank you CCF!



Contributor: Kaushik Burman, Organiser

Online Art Auction



West Grove Primary School has been involved in art auctions and various community exhibitions since 2010 as part of its 'Thoughtful learning through the Arts' initiative under its Learning for Life Programme (LLP). We are proud to announce that 45 pieces of our students' works were successfully auctioned off at the school's online art auction held between 24 August to 11 September 2020. A total of \$1,099.35 was raised for CCF from their efforts. Moving forward, we will continue to hold art auctions online as well as organise physical exhibitions to encourage the giving spirit among our students.

Contributor: Ms Nicole Cheong, Art Teacher, West Grove Primary School

Words cannot espresso how much this bean to my family!

As we approach Thanksgiving and Christmas, my family and I want to count our blessings and give thanks to CCF, especially to their social workers who are always sharing toys and delivering lunch to caregivers at the hospital like us.

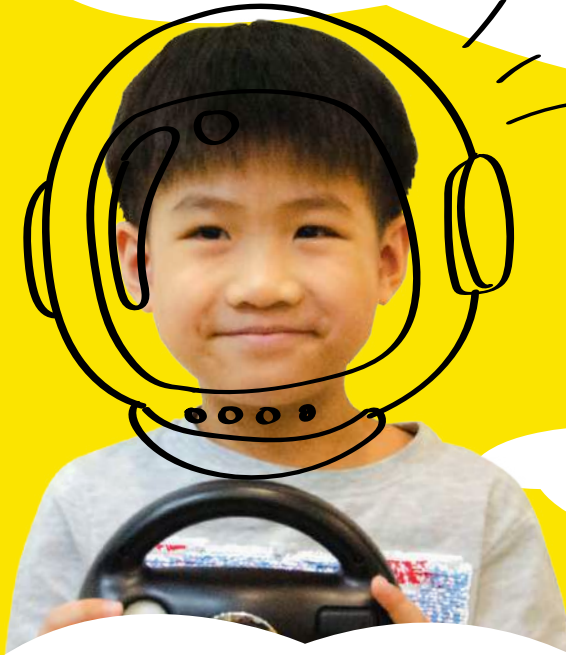
I decided to contribute by organising my very own #pledgemybirthday fundraising event between 22 July and 20 September 2020. This event also served as an encouragement for my family as we journey with our daughter Ona through her 30-day high dose chemotherapy sessions. I am glad to have raised a total of \$3,060 for CCF. I would like to thank my friends and families for contributing to the #pledgemybirthday campaign!



Contributor Name: Rustin Neo, Organiser

“I want to take a rocket ship
and fly to the moon.
I want to be an astronaut!”

- Jonas, 6



WILL & HOPE

GIVING PROGRAMME



Your monthly donation will help beneficiaries like Jonas!

Be a Will & Hope Giver, pledge your monthly donation at

tiny.cc/willandhopegiving.

HOPE OF LIFE, WILL TO THRIVE