



Project Report The Little Christmas Hat Project 2009

Project Period: 1 Dec 2009 to 25 Dec 2009

Adopted Beneficiaries: Singhealth Foundation for CURE causes, MooveLove for Charity

Supporting Partners: Watsons Personal Stores, KUH L Concepts, MooveMedia, Raffles City Shopping Centre

Project Closure Summary:

The Little Christmas Hat Project got a little bigger this 2nd year running, with more partnerships and more marketing. More people found it accessible to buy the hats, as they were sold islandwide in all Watsons stores. Advertising panels were placed in a few NEL train stations to further promote the hat, probably a first for a local piece of handicraft. Subsequently, Santarinas were arranged to be present at some of our selling venues. Amidst laughing conversations and photo snaps, more people basked in the fun wearing the novel Little Christmas Hat, which was available in traditional red and the new cute pink colours.

Courtesy of a partnership with Moovemedia, we had Hat Sellers stationed in a few key NEL stations selling our hats. The latter also gave away MooveLove Badges during scheduled MooveLove Happy Hours, where shoppers got a free badge with every hat purchased. In total, 1103 MooveLove Badges were given away, and these badges given out were purchased by Alfestco. This purchase raised \$2,206 for the MooveLove charity project, whose beneficiary is the Home Nursing Foundation. That's more people helped and more joy shared in the Little Christmas Hat Project!

Thankfully, we managed to raise a little more money this year for our adopted charity Singhealth Foundation, despite a tough economic climate. In total, we again sold more than 30,000 hats, raising a total of \$30,426.50 for Singhealth Foundation in support of CURE causes. Read about CURE causes [here](#).

In addition, we will like to thank Raffles City Shopping Centre for their venue sponsorship, giving us a platform to promote our project and to run the inaugural Adopt-a-Hat programme. 150 shoppers adopted a Christmas Hat, penned their well-wishes and clipped the hat onto our Hope Tree over the 2 week period leading up to Christmas. It was heart-wrenching for us to take down these hats when it was time to send them to the patients at the KK Women's and Children Hospital, as the heartwarming Hope Tree was stripped bare. But smiles returned all round when we saw the immense joy our hats and well-wishes brought to the sickly patients.

All in all, the Little Christmas Hat Project 2009 was a good success, with more people basking in the joy that this Little Hat brings. We thank all our Hat Sellers and Hat Makers for making this chapter happen, and we look forward to spreading love and joy to more quarters when we embark on project 2010.

MooveLove badges and banner

Your must-have Little Christmas Hat

Part proceeds go to Singhealth Foundation for CURE causes!

Hidden hair clip, clips onto hair, bags anywhere!

Small, cute and not stuffy!

Only \$5 each

Handmade in Singapore by housewives

MooveLove Happy Hours
Get a **FREE** MooveLove Button Badge with each hat purchase during these happy hours!
Happy Hours: 6pm to 7pm (weekdays) 5pm to 7pm (weekends)

The Little Christmas Hat is sold in selected NEL stations, Watsons stores, KUHIL Concepts shops, along major shopping belts like Orchard and Bugis, and at an atrium booth sponsored by Raffles City Shopping Centre.

Nearest store: Plaza Singapura's KUHIL Concepts (#03-25) and Watsons (#B2-06)

All badges given out during Happy Hours will be purchased from the MooveLove Charity Project, whose proceeds benefit the Home Nursing Foundation.

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Official Retail Partners:   

Official Adopted Charities: 

Alfestco
All Festival Company
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love**
for Charity!

Pictures of Hope Tree at Raffles City Booth



Pictures of KK Hospital visit



Pictures of Sellers and Santarinas at Orchard Road



Picture of Cheque Presentation to Beneficiary:

