

The Little Christmas Hat Project 2010

Project Report

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Project Period: 3 Dec 2010 to 25 Dec 2010

Adopted Beneficiaries: The Straits Times School Pocket Money Fund

Supporting Partners: Watsons Personal Care Stores, KUHL Concepts

Project Closure Summary:

In its third edition, the Little Christmas Hat Project 2010 benefited from the previous experiences gained and moved to set a new sales and donation record. In total, more than 44,000 hats were sold, with a total of SGD\$44,339 raised for our beneficiary The Straits Times School Pocket Money Fund. The latter supports needy children and families, and helps in ensuring that needy children in Singapore do not go hungry as they work hard for an education. It is Alfestco's pleasure to be able to do a small part in the development of these children via this well run charity.

With a deliberate focus on our sellers, Alfestco launched a training scheme for our hired sellers so that these young minds not only earn a market wage for their efforts, but also take away some real work skills of selling and customer service. The business of street selling gives them an opportunity to beef up their self confidence and humility. With our fun little hats and a Christmas mood of love and festivity, all our sellers had great fun working and learning, with almost 90% of sellers indicating in a post-project survey that they will like to come back for the next project!

We are happy and thankful for the repeated participation of our retail partners, Watsons Personal Care Stores and KUHL Concepts. Watsons in particular encouraged all their retail staff to wear the Little Christmas Hat as part of in-store promotion, and posted an almost 50% increase in sales. We thank them sincerely for their efforts and look forward to their continual support.

Limited edition hat colours this year were a classy Silver Hat and a fun Retro-Pink prints Hat. Both hats were well received, with the silver hats sold out in 10 days after it was launched. Congratulations to all out there who have got your hands on this limited version of the Little Christmas Hat!

We thank all customers and fans who have supported the Little Christmas Hat Project for its 3rd year now. We hope this Little Hat, humble in its origins, continue to bring you and your loved ones joy in the magical festivities of Christmas. We will continue to run this project for as long as it continues to have your support. May the Little Christmas Hat Project continue to spread love and joy in Project 2011!



Alfestco

All Festival Company

Picture of Sellers in action



Picture of Limited Edition Hats



The PINK Little Christmas Hat



The SILVER Little Christmas Hat

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Picture of Cheque Presentation to Beneficiary



**Cheque Presentation to The Straits Times Pocket Money Fund
11/02/2011**