



# The Little Christmas Hat Project 2011

## Project Report

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**Project Period:** 2 Dec 2011 to 25 Dec 2011

**Adopted Beneficiaries:** The Straits Times School Pocket Money Fund (Singapore), Buddies of Ipoh (Malaysia)

**Supporting Partners:** Watsons Personal Care Stores, Resorts World @ Sentosa, SCAPE

## Project Closure Summary:

The 4th edition of the project was set in a very wet year, with rains (and floods) troubling many parts of the island, including Orchard Road where we primarily operate the project at. Nevertheless, with good support from old and new partners as well as the launch of our lighted little hat, the project closed well enough to sell more than 38,000 hats this year, with a total of SGD\$38,399 raised for our beneficiary The Straits Times School Pocket Money Fund. This amount goes towards our continual support of the charity's belief that no child should go hungry, and that every child should have the opportunity to excel in life, regardless of your background.

We are happy and grateful to Watsons who are supporting us for a third consecutive year. We are delighted to welcome Resorts World @ Sentosa to our project, and look forward to even more partnerships in the year to come. We also thank SCAPE for part-sponsoring a venue for our logistics, training and administration.

The 4th edition saw the launch of the Lighted Little Christmas Hat, our little hat lighted with 3 light modes. This was very well received by the public, a vindication of all the work spent on the development of this product. It was not easy because of the size of the hat, as well as our conscious effort to keep final production of the hats local. We look forward to an enhanced version of this hat in the projects to come.

The project also saw the launch of more limited edition hats, entitled the disco collection. In really limited quantities, disco red, blue, silver and purple hats were launched, much to the delight of some fans of the project.

Alfestco continues in our endeavour to ensure that the young adults who work with us on the project takes away more than just a wage. Thru our training and on the job advice, we hope these young adults take away a practical lesson on direct selling and working etiquette. In a post project survey, more than 70% of sellers enjoyed themselves so much that they will love to come back for a 2nd edition. Many cited "communication", "confidence" and "perseverance" as good life skills they picked up on this project.

The Little Christmas Hat Project was also taken to Malaysia on a trial run, with more than 700 hats sold and a total of RM1,408 raised for the charity Buddies of Ipoh. Buddies helps as well the lesser fortunate children and their families.

We thank all customers and fans who have supported the Little Christmas Hat Project for its 4th edition. We hope this Little Hat, humble in its origins, continue to bring you and your loved ones joy in the magical festivities of Christmas. Contact us if you are interested to run this project in your city!

## Picture of Sellers in action





## Picture of limited edition hats



Disco Red



Disco Blue



Disco Purple



Disco Silver

## Picture of Cheque Presentation to Beneficiary



Cheque Presentation to The Straits Times School Pocket Money Fund

## Picture of Cheque Presentation to Beneficiary



Cheque Presentation to The Buddies Society of Ipoh