



Project Report

The Little Christmas Hat Project 2014

Project Period: 5 Dec 2014 to 25 Dec 2014

Adopted Beneficiaries: KKH Health Endowment Fund (Singapore), Children's Heart Foundation (Hong Kong)

Supporting Partners: Watsons, Saybons, E2Max, Little House of Dreams, Glacier Yougurt, Cornery – The Popcorn Gallery, Action City, LollyTalk, Wendy's, Sophisca, Totally Hot Stuff, Each A Cup, New Zealand Natural

Project Closure Summary:

We are delighted to be able to run this project for 7 years running now, and see this Little Hat continue to spread joy and hope to even more quarters this Christmas time. The Little Christmas Hat Project 2014 introduced for the first time an Orchard Trail Map game, where wearers of the Little Christmas Hat will get exclusive discounts at 12 merchants on Orchard Road. While response to the Trail Map can be better with more marketing, all participating retail partners thought the idea was great and were happy with their participation. The project concurrently ran in Hong Kong for the 3rd consecutive year now, and in total, the Singapore project raised S\$20,381 for our adopted Singapore beneficiary and HKD\$10,446 for our adopted Hong Kong beneficiary. With this year's donations, more than a quarter million Singapore dollars have been raised for charities across cities since this project inaugurated in Singapore in December 2008, with versions of it organised as well in Hong Kong and previously in Malaysia.

For the 2014 project, the Singapore project chose to continue supporting the needy children and infant patients supported by the KK Hospital's Health Endowment Fund, as well as to support the needy young heart patients supported by Hong Kong's Children's Heart Foundation.

Government support continue to be forthcoming as the Hong Kong authorities approved more and better street selling venues for the project, placing our Hong Kong sellers on the broadwalk just next to popular Times Square in Causeway Bay as well as busy Harbour City in Tsim Sha Tsui. In Singapore, the Singapore Tourism Board continued to support the project's street selling on the premier shopping street Orchard Road, and the project is supported by the local Police and National Environment Agency. Alfestco thanks all government agencies for their continual support and look forward to more cities coming on board the programme.

As part of our commitment to ensure the sustainability of the project, Alfestco continues to engage youths in the operation of the projects for a second year in a row. We are delighted to continue to report the viability of having these youths handle our management, recruitment and selling systems. We look forward to more youths stepping up and contributing to the continued success of the project.

Alfestco will continue to spread good cheer to more quarters of society with this project. 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!