



## **Project Report**

### **The Little Christmas Hat Project 2015**

**Project Period:** 5 Dec 2015 to 25 Dec 2015

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

**Supporting Partners:** Holiday Inn Express Singapore

**Project Closure Summary:**

Back for our 8<sup>th</sup> edition, our Little Christmas Hat continues to spread joy and hope to more quarters this Christmas time. For the first time, the Little Christmas Hat Project 2015 featured lighted balloon giveaways on Orchard Road, designed to encourage hat sales as well as bring more smiles to our customers. The project concurrently ran in Hong Kong for the 4<sup>th</sup> consecutive year now, and in total, the Singapore project raised S\$16,527 for our adopted Singapore beneficiary and HKD\$26,232 for our adopted Hong Kong beneficiary. With this year's donations, more than S\$260,000 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 2015 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!

## Cheque Presentation to Beneficiary:

