



**Making a Bald Statement
Stronger Together** *pg 2 - 6*

Top 5 Individual Fundraisers *pg 7*
Top 5 Satellite Partners *pg 8*
Top 5 Groups *pg 9*

**Hair for Hope
Satellite Partners** *pg 10 - 12*

**Hair for Hope
Group Shavees** *pg 13 - 14*

**Inspiring Individual
Shavees** *pg 15*



Making a BALD Statement Stronger Together

Since its humble beginnings in 2003, CCF's flagship fundraiser Hair for Hope (HfH) has grown from strength to strength to what it is today. What was first an idea mooted by nine CCF volunteers to show children with cancer that it is OK to be bald has become a movement that thousands look forward to each year.

Even as the head-shaving campaign took a short hiatus in 2020 due to the COVID-19 pandemic, this did not deter its supporters from standing in solidarity with the childhood cancer community. Some chose to shave at their own arrangements while others kept their locks in preparation for the day HfH returned.

HfH 2021 finally made its comeback this year, albeit cautiously and safely, as Singapore took early steps on an endemic roadmap. The challenges and restrictions opened a world of opportunities and innovation for the campaign which ran from 2 May to 13 July 2021. For the first time in HfH's 18-year history, the fundraising and public awareness event adopted a fully digital approach to prioritise public health and safety.



"CCF plays a critical role in the lives of many in the Singapore community. It brings us joy to extend our help to support the foundation's efforts in any way we can. Horangi's shared values to uplift the community defines our continued partnership with CCF."

~ Paul Hadjy, CEO & Co-Founder, Horangi

FIGURES AT A GLANCE



Total number of HfH shave:

2,059



No. of Male shaves:

1,547



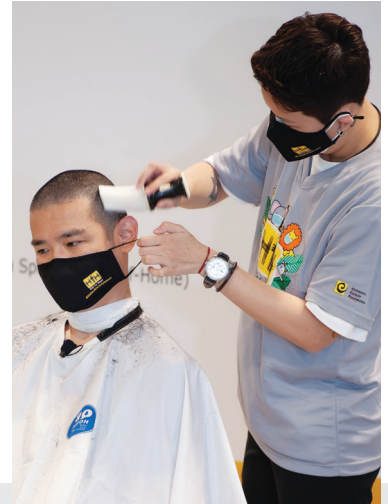
No. of Female shaves:

512



Total donations raised:

> \$3.6 mil



Unlike the past format where shaves registered and shaved at various HfH physical events, CCF partnered with hair salons across Singapore to decentralise shaving this year. Participants marked their 'bald' statements online once they completed their shave and received an electronic certificate of participation. Vending machines were also deployed at central locations for HfH merchandise distribution while CCF organised livestream broadcasts to bring HfH closer to its supporters.



No child should have to fight for the right to live, to live in pain. No family should have to experience losing a child so dear. We support in every little way we can to let them know they are not alone in this fight. Don't give up the fight till a cure is here to heal the world."

~ Bernice Heng, General Manager, BL Falcon Pte Ltd

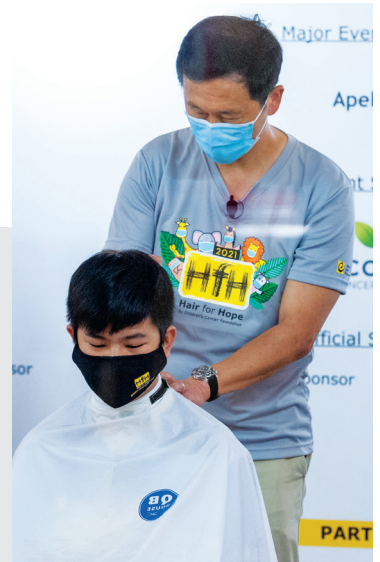




"We want to help build a more inclusive society. We hope that through Hair for Hope, children battling cancer, and their families, will know that the Singapore community is standing in solidarity with them."

~ Jayne Kwek, CEO, Moove Media Pte Ltd

HfH 2021 kicked off on 2 May 2021 with a live-stream from the familiar grounds of Kong Meng San Phor Kark See Monastery (KMSPKS), a long-time partner of CCF. The occasion was graced by Guest-of-Honour, Minister Ong Ye Kung, then Minister for Transport. 12-year-old childhood cancer survivor Terry Goh Wei Jie, 47-year-old CCF caregiver Mdm Thangavelu Latha and 49-year-old KMSPKS Unit Manager Mr Pua Luck Kheng were the first three ceremonial shavees to part with their locks. Despite the lack of a physical audience at the event venue, more than 200 online supporters cheered them on and left words of encouragement.



"It is admirable that CCF and its volunteers have found ways to continue their programmes and services despite the challenges posed by COVID-19. 88.3JIA and POWER 98 LOVE SONGS are honoured to be on this journey with CCF, rallying public support for children and families affected by cancer."

~ Clara Tan, Deputy Executive Director, So Drama! Entertainment



HfH met with a road bump in the middle of its original month-long campaign. Singapore was placed on heightened alert for more than a month from mid-May due to a spike in local community COVID-19 cases. To reduce the risk of transmissions and encourage HfH shavers to stay home, CCF extended the fundraiser for another two weeks from 30 June to 13 July 2021. This was a blessing in disguise as more supporters came to know about the movement and donated generously.

On the final weekend of HfH, CCF held a finale livestream broadcast on 10 July 2021 at the beautiful office of another longstanding satellite partner, Government Technology Agency of Singapore. Hosted by CCF volunteer emcee and actress, Caryn Cheng, the session opened with a contemporary dance performance by Jady Cai, a childhood cancer survivor to the track of "Why Me?". The song was written by the late CCF beneficiary Nurul Shafikha and performed by The Sam Willows.

"We are very honoured to be able to participate in HfH since year 2014. HfH gave us a great opportunity by allowing our organisation to contribute back to the society. Hence, HfH became an important annual event for our organisation by allowing us to give our helping hands to support and run this meaningful event smoothly."

~ Matsumoto Osamu, Managing Director,
QB Net International Pte Ltd



"Children are our future. We hope to spread the spirit of giving to bring hope to our children, and to show them the strength of an inclusive society. Together, we can create a progressive society where no one is left behind or alone."

~ Sin Chew Woodpaq Pte Ltd



"Hair for Hope provides a platform for us to help children with cancer and help realise a dream of "Children Without Tears."

~ Loi Pok Yen, Group CEO, CWT Pte. Limited



Other highlights included the ceremonial shave segment where two HfH shavees, Mr Henry Khoi and Mr Viju Chakarapany, bade goodbye to their hair. Henry waited two years to cut his waist-length hair for HfH!

With everyone's support, the campaign closed on a high with a total of 2,059 shaven heads and more than \$3.6 million in donations raised. CCF would like to extend our deepest appreciation to all our shavees, supporters, sponsors, partners and volunteers for making HfH 2021 possible.



"I came from a low-income family. From the age of 13, I had to give tuition to earn money to go to school and walked 4km every day to-and-from school. Thus, I developed an appreciation for the value of hard work and money, and developed compassion for children's causes. When I heard about the good work that CCF is doing, I jumped on the bandwagon. After more than 10 years of supporting CCF, I really feel the truth of these words, "It is more blessed to give than to receive."

~ Apelles Poh Hong Pang, CFP®, MFPSenior Financial Services Director, Professional Investment Advisory Services

HERE'S A SHOUTOUT TO OUR HFH 2021 AMBASSADORS



Terry Goh Wei Jie
CCF beneficiary and
Childhood Cancer Survivor

"I shaved to tell other children with cancer that it is OK to be bald, especially for those who are scared that they will be laughed at. I also want to help raise funds for them."



Thangavelu Latha
CCF caregiver

"I shaved to support my son's road to recovery, and I want him to know that we can all still look beautiful even without our hair."



Andie Chen
Celebrity ambassador

"The bald head is a great conversation starter, and you can tell how HfH has become a success story in many ways because people either already knew about the campaign or they knew someone who had shaved at HfH!"

Top 5 Individual Fundraisers



Dr Kevin Tay

*Senior Medical Oncologist
OncoCare Cancer Centre*

\$61,447

I wanted to participate in my first HfH since I joined CCF as a Board Member two years ago. It was important for me to show solidarity to a cause that is close to my heart and deeply believe in. Furthermore, as an oncologist, I wanted to experience first-hand what my patients go through when they lose their hair due to the side-effects of chemotherapy and also to show them my support. Helping those in need serves as a reminder to myself to live with gratitude every day. Just as Albert Einstein once said "Only a life lived for others is a life worthwhile."



Ming Maa

*President
Grabtaxi Pte Ltd*

\$49,400

I have never shaved my head in my life. But this year, I chose to do it to support children battling against cancer, as part of the HfH campaign by Children's Cancer Foundation.

As a father, I can only imagine how difficult it is for families trying to cope with costly treatment on top of their worries.



Ng Koon Chuan, Francis

*Operations Director
Process Innovation Technology
S.E.Asia Pte Ltd*

\$40,980.80

I resonate very much with children-related charitable causes, perhaps because I'd lost my son 10 years ago. My wife was surprised with my decision to shave but supported my passion to help the children who are battling childhood cancer.

I would like to thank my family, business associates and friends for making donations in support of my shaving, especially my golfing kakis. Indeed, being able to give feels great.



Goh Mei Ching

*Paediatric Senior Resident
KK Women's and
Children's Hospital*

\$39,400

As a training paediatrician, I have witnessed how CCF helps children with cancer and their families through challenging times. My impetus for participating in HfH this year came from losing a close one to cancer. While shaving my head was a cathartic experience that helped with my grieving, making a 'bald' statement to show my patients that it is okay to look different was equally important. I am thankful to be able to help the families of CCF through this fundraiser.



James Anthony Sam

*Retiree
CraftArtPaper Creator
Patient of OncoCare*

\$32,320

Giving is a great way to help people going through this pathway. I may be diagnosed with cancer but I don't see myself as a patient. Everyone said cancer treatment is tough but for me everything was smooth because I take it that all things happen for a reason and purpose. Shaving my head was a long time mission and I am thankful that now I have the opportunity.

Top 5 Satellite Partners

OncoCare Cancer Centre

\$200,470



I am extremely proud of my company's active participation in this year's Hair for Hope, as fundraisers and as shavees with their bald statements. This CSR represents the maturity of a corporation who not only work for themselves, for their staff and clients but also for the society so that we all can prosper together. A society that takes care of ourselves is a self-sustaining society and augurs well for the future."

Contributed by Dr Tay Miah Hiang, CEO of OncoCare and Senior Medical Oncologist

Government Technology Agency Centre

\$126,580.21

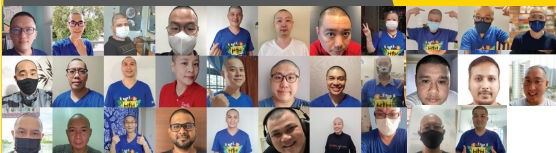
Speaking as GovTechies, HfH has a special place in our hearts because it is really important to give hope to children with cancer and support them in whatever ways we can as an organisation. We wish all the children who are currently fighting bravely against cancer to remain happy and strong, knowing that there are many people out there who are caring for them.

*Contributed by:
Kelvin Heng,
Lead DevOps Engineer*



GlobalFoundries Singapore Pte Ltd

\$78,380



2021 marks GlobalFoundries' 15th year supporting the HfH campaign. Despite the challenges of the pandemic, GF and our employees strongly believe in our vision and mission to transform the community for the better.

The digital format of HfH is proof that a pandemic is not going to stop us from doing good. Our gold-hearted employees as well as their family and friends have continued to rally to raise funds and drive awareness of childhood cancer.

Here's a huge shout-out to CCF and all who have supported this event!

Contributed by: GlobalGives, GlobalFoundries Singapore

Jabil Circuit Singapore Pte Ltd

\$77,329.58



For more than 50 years, Jabil has uplifted individuals and communities by inspiring them to persevere through challenging circumstances with Jabil Cares, our community outreach, volunteerism and corporate philanthropy platform. The Children's Cancer Foundation renders support and hope to children with cancer. This is in line with our employees' relentless desire to improve the lives of others. It has been a rewarding journey and we are glad to contribute through the Hair for Hope 2021 campaign.

Contributed by: Jabil Cares Committee Singapore

Grabtaxi Pte Ltd

\$155,470

CCF would also like to express our appreciation to Grabtaxi Pte Ltd for being one of HfH 2021's top five satellite partners and raising \$155,470 for children and families affected by cancer.

Top 5 Groups

Botak Rhapsody

\$28,445.87



Hey friends of Botak Rhapsody, we are immensely grateful to you for taking the time to make a few clicks and help the children in need. It's not the amount you donated but the helpful gesture you made. This has been challenging times for all of us and we are so humbled with you rallying behind our bald statements. We added a little bit of fun by doing a Botak (Bohemian) Rhapsody look and glad you love it. Thank you!

Contributed by: Janice Koh

Taxi Group

\$20,050



By shaving our heads, we hope the children and their families know that we are with them in this challenging journey. We came forward to do our part without any expectations. We are blessed and thankful to be able to contribute what we could within our means. It was a beautiful and meaningful event to be part of. We did it as a family and that made it even sweeter. You're our Inspiration and just remember you are not alone and never stop fighting.

Contributed by: Taxi group

CCF would also like to express our appreciation to the following groups for being one of HfH 2021's top five groups:

Hapag-Lloyd Pte Ltd: \$36,563

We are One: \$32,679

Chung Ling High School Alumni (Singapore) Association: \$18,850

Hair for Hope Satellite Partners

Despite telecommuting arrangements at workplaces that made participating at HfH a lot more challenging this year, a total of 23 satellite partners were undeterred and resolute in making their 'bald' statements.

Joining in the fight against childhood cancer, partners from 14 corporate offices, five schools, three public agencies, and one grassroots organisation advocated for CCF beneficiaries and assured them that it is okay to be bald.

CORPORATE ORGANISATIONS



Amgen Singapore
Manufacturing



Deutsche Bank AG, Singapore Bank



GlobalFoundries Singapore Pte Ltd



Jabil Circuit Singapore Pte Ltd



Kong Meng San Phor Kark See Monastery



OncoCare Cancer Centre



Red Hat Asia Pacific Pte Ltd

Grabtaxi Pte Ltd
 Illumina
 Michael Page International Pte Ltd
 Sin Chew Woodpaq Pte Ltd
 Social Collider
 Thermo Fisher Scientific



Sunningdale Tech Ltd

SCHOOLS



Hwa Chong Institution



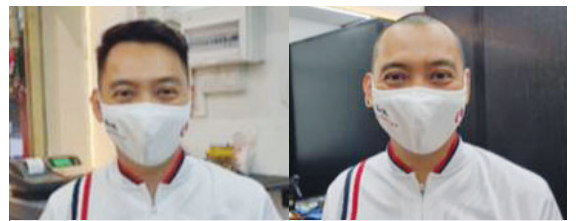
Kong Hwa School

Holy Innocents' Primary School
Nexus International School (Singapore)
SJI International

PUBLIC AGENCIES AND GRASSROOTS ORGANISATIONS



Building and Construction Authority



Brickland Sunshine Residents' Network



Government Technology Agency Centre



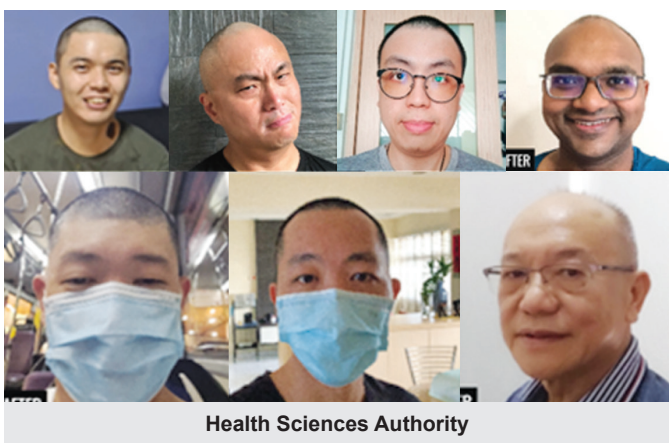
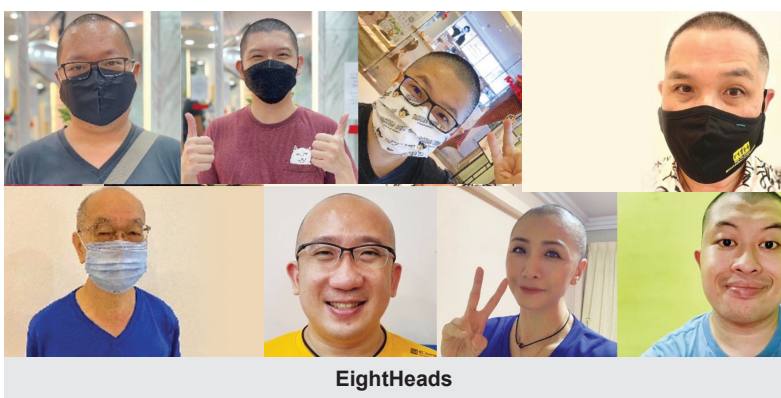
Singapore Wee Ghee Athletic Association

Hair for Hope Group Shavees

For shavees who preferred to complete their shave in the company of close family and friends this year, they were able to do so as part of the 'Group' category.

This year, HfH 2021 saw a total of 129 registered group shavees from 20 groups pledging their support for the childhood cancer cause.

In addition to the top five groups mentioned on *page 9*, CCF would also like to thank the following groups for their strong support:

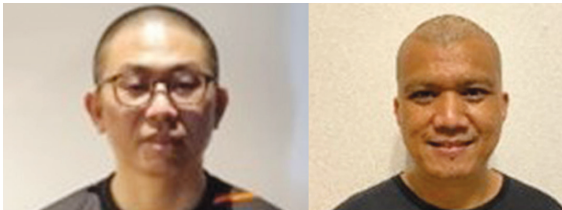




Pfizer



RVHS 4B88



Senoko Energy



Winning 9



Care 2 Delicate
Hasbulla
One Heartbeat
The Hairless 5
The Rojaks
Sing Hong Fresh Fruits Trading

Inspiring Individual Shavees

Vincent Chew

Father of Childhood Cancer Survivor, Chloe and Hair for Hope Shavee

My daughter, Chloe, had been struggling to grapple with hair loss throughout her cancer treatment journey. When her relapse came last year, not only does she have to adjust to hair loss, she also had to cope with the fear of having to undergo yet another round of treatment and suffering. It was a terrifying prospect. Seeing her suffer from the effects of her treatment, all I wanted was to show her that she was not alone. I understood then that though I may never truly feel the extent of her pain, going bald could be a way for her to feel my support.

Before my shave, I had initially expected her to react with shock. I thought that it would be better to pre-empt her about my shave before revealing my bald look. Surprisingly, she took the news with a warm heart. As one who already had little hair and going bald, my slight change in appearance was still noticed by her. It was lovely seeing her interest in watching my hair grow back, just as she would observe hers. I would like to believe that this was my chance to journey and "grow" alongside her.

Though this year's shave was inspired by a show of support to my daughter, I hope that others who are suffering may too feel a Hair for Hope Shavee's encouragement for them. A bald look goes a long way in raising funds for CCF and spreading awareness that childhood cancer is in fact very real. Most importantly, it also serves as a reminder that there is no shame in being bald.



Tan Mei Lee

CCF bereaved caregiver and Hair for Hope Shavee

I shaved my head in memory of my son, Isaac, who fought with childhood cancer so much.

Back in 2013, my son Isaac was diagnosed with Medulloblastoma, a cancer of the nervous system. Isaac was an extraordinary boy, quiet and brave when he needed to be. He was only 10 years old when he had to undergo so much brain surgery, radiation and chemotherapy. I believe he was scared, but he never ever told me he was or complained.

I still remember the times when he was fidgeting so badly that he had to be anaesthetised for every radiation treatment. It was also terrifying for me to see the 20 big staples at the back of his head after his brain surgery. What scared me most was when he woke up without the ability to speak for three weeks. Thankfully, it was only temporary, but who knew there was more sadness to come.

Despite months of chemotherapy, the cancer had spread to his spine and gradually led to his inability to walk and swallow. He eventually departed and was free from suffering.

I have always thought that I should have shaved my head when Isaac lost his hair. So this year, I wanted to remember my son through this small gesture. It is also my way of saying thank you to Children's Cancer Foundation for journeying with Isaac and myself, even till today.

Acknowledgements

CCF would like to express our heartfelt gratitude to all shavees, donors, sponsors, partners, volunteers and media who have made this year's HfH a great success. Your contribution goes a long way in transforming the lives of our children and their families. We look forward to your continued support for HfH 2022!

Major Event Sponsors



Apelles Poh Hong Pang



Event Sponsor



Official Sponsors

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Official Logistics Sponsor



Official Cyber Security Sponsor



Official Media Sponsor (Outdoor)



Official Live-Event Hairstylists



Official Media Sponsor (Radio)



Contributing Sponsors

*SCAPE

VIVOCITY

Partners

Creative Agency Partner



Event Logistics Partner



Vending Solutions Partner



Digital Partner



Digital Livestream Partner



Volunteers

(listed in alphabetical order)

Livestream emcees: Caryn Cheng, Christopher Daguimol and Magdalene See

Photographers: Andrew Ho and Wong Chin Hwa

Livestream helpers: Eng Hsing Hui and Lan Zhongzheng

Safe Distancing Ambassadors/ Logistics: Alex Foo and Tay Yong Hung

For sponsorship opportunities and satellite enquiries, please email to info@hairforhope.org.sg.

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