

Official Launch of the “Women's Health Research and Education Fund” under SingHealth Duke-NUS OBGYN Academic Clinical Programme

Introduction

The “Born in KKH” event was the perfect platform to officially launch the “Women's Health Research and Education Fund” under SingHealth Duke-NUS OBGYN Academic Clinical Programme, as over 1.2million Singaporeans were born in KKH and it has a special place in the minds and hearts of generations of women and children.

Methodology

Create awareness with cheque presentation on stage at the “Born in KKH” event witnessed by guest-of-honour as KKH sets Guinness world record for largest reunion of people born at the same hospital with a total of 2,241 participants. The event also celebrated the 50th anniversary of KKH's Guinness world record for the largest maternity hospital in the world with a record birth of 39,835 babies born in 1966.

Raise funds through the distribution of KKH pledge cards to all staff and sale of Tai Sun's happy bags with 100% proceeds to the fund as the homegrown heritage snack foods brand was also commemorating their 50th Anniversary by giving back to the community.

Encourage participation through run ambassadors who donated to the fund and ran wearing blue tutus at the Great Eastern Women's Run that is Asia's largest women-only race.

Results

- More than **\$200,000** was raised for the “Women's Health Research and Education Fund”, which attracted a dollar-to-dollar matching grant from the Singapore Government.
- Over **4,500 pledge cards** were distributed to KKH staff and a new database of donors was established from those who donated \$50 and above.
- Over **800 Tai Sun happy bags** were sold leading up and during the “Born in KKH” event, with 100% of the proceeds supporting the Fund.
- Great Eastern Women's Run adopted the Fund as one of the two causes for the run that their 15,000 participants could support. More than **100 SingHealth staff** ran in support of research and education, to raise funds and save women and children's lives.

Conclusion

As the birthplace of over 1.2million Singaporeans, KK Women's and Children's Hospital (KKH) has a special place in the minds and hearts of generations of women and children in Singapore where mothers laboured and families gathered. Hence, it was ideal to **officially launch the Fund in conjunction with the “Born in KKH” event** together with corporate partners, Tai Sun and Great Eastern to support medical research and education that leads to breakthroughs in clinical care for future generations of women in Singapore and beyond.




Women's Health Research & Education Fund

16 October 2016, Sunday | 8.30am to 1.00pm | Bishan Stadium

Make history by supporting the launch of the Women's Health Research and Education Fund
In conjunction with the “Born in KKH” Community Event.

Women's Health Research & Education Fund

Focuses on advancement of research and education for women's health relating to:

- Women's Cancer
- Pregnancy and Childbirth
- Fertility and Parenthood
- Women's Health Conditions (Menopause, Endometriosis and Incontinence)

THANK YOU FOR YOUR DONATION AND SUPPORT!

Pledge Card Owner's Details

Name:

NRIC/FIN No. Contact No.

Institution/Department:

Serial Number:

If found, please return to: KK Women's and Children's Hospital, 100 Bukit Timah Road, Singapore 229899 (Attention: Development Department)

