



THE LITTLE CHRISTMAS HAT PROJECT

International Introduction

Introducing the Project

The Little Christmas Hat Project is a commercial fundraising idea designed to spread the festive joy of Christmas to more quarters of society. By employing low/no income housewives to cut, sew and assemble these materials into a fun festive Christmas Hat, the project provides an opportunity for casual employment. Housewives who cannot leave their homes for various reasons are even allowed to make these hats in the comforts of their homes, with the project's unique production system.

The Project takes one step further and channels part proceeds from all hat sales to a local charity. Alfestco and all her international partners and affiliates commit to donating at least 10% of sales proceeds to a local charity. By having this unique feature of charity, the project gathers civic conscious individuals and organisations, and collectively can do more for society.

The project was initiated in Singapore in December 2008.



Introducing the Little Christmas Hat

The Little Christmas Hat is a unique festival hat that fits everyone and everything, from young to old and from pets to bags. It is guaranteed to bring on smiles! The hat looks like the red conical Santa Christmas Hat, just that it is now much smaller. It has an easy to use clip attached, partially hidden. Unlike the big Santa hat, this Little Christmas Hat does not get you hot and stuffy, so you can have a great time partying all night long!

The traditional red hat is the favourite for all Christmas celebrations. Every year, limited edition hats of other colours are launched too, and are typically very well received.





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Social causes we support

The project encourages the adoption of well-run local charities who can most effectively reach out to the communities that they support. In the Singapore edition, the Singhealth Foundation was supported for their work in researching on cures for medical illnesses that commonly affect the local community, and the Straits Times School Pocket Money Fund was supported for their work in ensuring that no children go hungry in school, allowing the latter the energy to learn well in school. The choice of the local charity to support is usually done in close consultation with our international local affiliates and partners, to leverage on their local expertise. Local charities in a particular country are always chosen to benefit from sales of hats in that particular country, so our hat owners can be assured that they have helped a fellow countryman.



A proven fundraising idea supported by local communities

Since inception, the project has raised more than US\$85,000 for local charities, with more than 100,000 hats sold. The project has received accolades from the media, with one journalist even calling it the “must-have Christmas Accessory of the year”. Retail chains, restaurants and hotels have chosen this little hat over the regular Santa hat as part of uniform for their service staff. People of all ages and characteristics love the hat. We've got a bald man buying for his t-shirt, a little girl buying for her soft toy and a pet-lover buying for her dog. The Little Christmas Hat has an appeal that transcends beyond the usual.





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We own the hat

The Little Christmas Hat is born, designed and handmade in Singapore. Alfestco has exclusive rights to the product with a Registered Design approved by the intellectual property offices of various international countries/cities. Our creative team is always working on improvements to the hat and to the project, so as to spread the joy that this little hat brings to as many people in the world as possible. By supporting our hat and project, you will be certain that you are joining a community of people who care more about running an ethical business with fun and growth with the community.

	REPUBLIC OF SINGAPORE REGISTERED DESIGNS ACT (Cap 266) CERTIFICATE ISSUED UNDER SECTION 18 DESIGN NUMBER : D2008/1175/I
	知識產權署外觀設計註冊處 Designs Registry Intellectual Property Department [11] 註冊編號 Registration No.: 0900885.5
	Perbadanan Harta Intelek Malaysia Intellectual Property Corporation of Malaysia (Diperbadankan) Unit 1-7, Ground Floor, Menara UOA Bangsar, No 5 Jalan Bangsar Utama 1, 59000 Kuala Lumpur. Tel: 603-2299 8400 Reception: 2299 8594 Fax: 603-2299 8989 Website: www.myipo.gov.my Application/Registration No : MY 09-00549-0101
	

Join us – Run this project in your city

Be the first then to bring the fun and smiles of the Little Christmas Hat to your city! Whether you have the good intention to run an in-house fundraiser or a nation wide retail initiative, we will like to hear from you! It is easy to start as our minimum order is a low 500 pieces, and we will help you kick-start the project!





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Spread the fun of this little hat with a big heart!

The Little Christmas Hat Project Headquarters, Singapore.

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