



# *Rewriting the future*

ANNUAL REVIEW 2014

## *Our mission*

Saving lives of children with cancer through excellence in medical care, research and education.

## *Objectives*

To help cure children with cancer so they can achieve the full potential of their lives by



Partnering and funding scientists and doctors in key projects and clinical research



Providing the best facilities and the best level of care



Empowering doctors, nurses and care-providers through training and knowledge-sharing

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# Chairman's Message

*Thank you for changing the future of children with cancer with us*



Viva Foundation for Children with Cancer (VIVA) was established in 2006. Over the last nine years, VIVA has focused on a number of strategic projects and programmes. This includes setting up the VIVA-University Children's Cancer Centre in National University Hospital (NUH), bringing together various partners to form a hub for childhood cancer in Novena Specialist Centre and kick-starting a school for children recovering from cancer.

On top of these, VIVA has been supporting various clinical research studies to improve the cure rates of children with cancer, and also organises a yearly childhood cancer conference called St Jude-VIVA Forum in Paediatric Oncology, to aid in the training and education of doctors and nurses.

2014 was a special year for us as we managed to secure the funding and support for VIVA's next strategic project – a Centre for Translational Research in Acute Leukaemia (CenTRAL). A partnership between VIVA and the National University of Singapore (NUS), this is a research centre which will focus

on improving the cure rates and quality of life of children with blood cancers through accurate diagnostics and treatment response. The centre will also conduct research on cell-based therapy – a new approach to treating cancer by harnessing a child's own immune system to attack and kill cancerous cells.

In 2014, VIVA managed to raise \$1.53 million for strategic projects, programmes and operational expenses. This has only been possible through the generous giving of our donors as well as companies and schools who helped organise various fundraising activities. We are also thankful to partners who have selflessly provided their pro-bono services towards VIVA, as well as volunteers who gave their time and energy to help in various VIVA programmes and initiatives. To our dear donors, partners and volunteers, your giving has been life-giving. From the bottom of our hearts, we thank you for your contributions and support which have made VIVA's work and achievements possible.

On behalf of the VIVA Board, I would also like to express our heartfelt gratitude to Mrs Theresa Foo – who served as VIVA's Chairman from February 2006 to

September 2014, laying a strong and solid foundation for VIVA.

While we celebrate the achievements of 2014, there is certainly still more work to be done in the field of childhood cancer. We have made a lot of headway in helping cure children with blood cancers like leukaemia. Now, we need to focus on helping children with solid cancers like brain tumours as they currently have a much lower cure rate. Towards this end, we will be embarking on a collaboration with KK Women's and Children's Hospital to kick-start a VIVA-KKH childhood brain and solid cancers programme. To get this going, VIVA will need to raise at least \$2.7 million per year for the next 3 years and we hope you can support us. We believe research and leading-edge clinical care are the answers to helping children with solid cancers, and we hope you will continue to journey on with us.

We may not be able to change history, but with your support, let's rewrite the future!

**Mrs Jennifer Yeo**  
*Chairman*  
*VIVA Foundation for Children with Cancer*

# Corporate Information

Viva Foundation for Children with Cancer (VIVA) was incorporated in 6 February 2006 as a Company limited by guarantee and not having a share capital. It is a registered charity under the Charities Act, with Institutions of Public Character (IPC) status.

Unique Entity Number (UEN)	200601578E
Date of Charity Registration	26 April 2006
Charity Registration Number	01961
Current IPC Effective Period	15 May 2013 – 14 May 2016
HEF Registration Number	HEF 0105/G
Registered Address	8 Sinaran Drive #03-01, VIVA-CCF Hub Singapore 307470
Chairman	Jennifer Yeo
Bankers	Citibank Singapore Ltd United Overseas Bank Ltd Overseas-Chinese Banking Corporation Ltd
Auditors	Moore Stephens LLP
General Manager	Sandra Leong



# Board of Directors

The VIVA Board currently comprises 10 Directors who serve pro-bono on the Board. Hailing from different professional backgrounds and industries, the Directors bring together their different strengths and perspectives to the boardroom, ensuring that VIVA's work remains strategic, catalytic and impactful.

The VIVA Board meets 3-4 times a year. Outside of board meetings, the VIVA Management is guided by the Executive Committee on key decisions and directions.

In 2014, the following key meetings were held:

**VIVA AGM:** 26 June  
**VIVA OBM:** 28 February, 8 May,  
 26 June, 17 September



## Executive committee

### Chairman



**Mrs Jennifer Yeo**  
 Founder and Senior Partner  
 Yeo-Leong & Peh Lawyers  
*Appointed on  
 6 February 2006*

### Vice-Chairman



**Mdm Kay Kuok**  
 Executive Chairman,  
 Shangri-La Hotel Limited Singapore,  
 Chairman, National Healthcare Group  
*Appointed on  
 9 November 2007*



**Mr Lee Ming San**  
 Managing Director  
 One North Capital  
*Appointed on  
 20 October 2006*



**Mr Tan Wah Yeow**  
 Deputy Managing Partner  
 KPMG  
*Appointed on  
 1 September 2010*

## Ordinary Committee



**Mr Kwee Liong Keng**  
 Managing Director  
 Pontiac Land  
*Appointed on  
 6 February 2006*



**Mrs Christina Ong**  
 Managing Director  
 Club 21 Pte Ltd  
 & Como Group  
*Appointed on  
 6 February 2006*



**Mr Koh Seow Chuan**  
 Founder, DP Architects  
 Chairman,  
 National Art Gallery  
*Appointed on  
 20 October 2006*



**Dr Mary Ann Tsao**  
 Chairman  
 Tsao Foundation  
*Appointed on  
 21 August 2008*



**Ms Tan Bee Lan**  
 President  
 Columbia China  
*Appointed on  
 1 August 2014*



**Mr Chris Wilson**  
 Co-Founder,  
 Social Venture  
 Capital Development  
*Appointed on  
 15 January 2015*

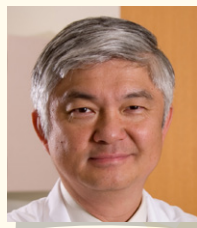
*Only key appointments have been listed here. This is not an exhaustive list of other appointments held by the Directors.*

# External Advisory Board

VIVA's External Advisory Board (EAB) is made up of an international panel of renowned doctors from the global field of cancer care and research. The VIVA Board of Directors seek advice and views from the EAB on which strategic projects VIVA should focus on and support.

The VIVA EAB meets in Singapore once a year. At other times of the year, the Board would also call on the EAB for their expert views and thoughts when necessary.

## Chairman



**Dr Ching-Hon Pui, MD**

Chair, Department of Oncology,  
Co-Leader, Hematological  
Malignancies Program,  
Fahad Nassar Al-Rashid Chair  
of Leukaemia Research

American Cancer Society Professor

Medical Director, China Program  
– International Outreach,  
St. Jude Children's Research Hospital,  
Memphis, Tennessee, USA

*Appointed on 19 December 2006*



**Dr Rupert Handgretinger, MD**

Professor and Chairman  
Department of Hematology/  
Oncology and General Paediatrics  
Children's University Hospital  
Tuebingen, GERMANY

*Appointed on 7 December 2006*



**Dr Edward Holmes, MD**

Executive Deputy Chairman,  
Biomedical Research Council,  
A\*STAR, SINGAPORE

CEO/President of Sanford Consortium  
for Regenerative Medicine USA

Vice Chancellor/Dean  
Emeritus of Health Sciences,  
University of California, San Diego, USA

*Appointed on 30 November 2006*



**Prof Anjo Veerman**

Emeritus Professor of Paediatrics  
Oncology-Hematology,  
Vrije Universiteit University Medical Center,  
Amsterdam, The NETHERLANDS

Visiting Professor of Paediatrics, Gadjah  
Mada University,  
Jogjakarta, INDONESIA

*Appointed on 18 December 2006*



Meeting venue sponsored by Shangri-La Hotel Singapore



# Overview

The childhood cancer landscape in Singapore is made up of various hospitals, charities and organisations. Each of us may have a different area of focus, but all of us collectively work towards helping children with cancer.

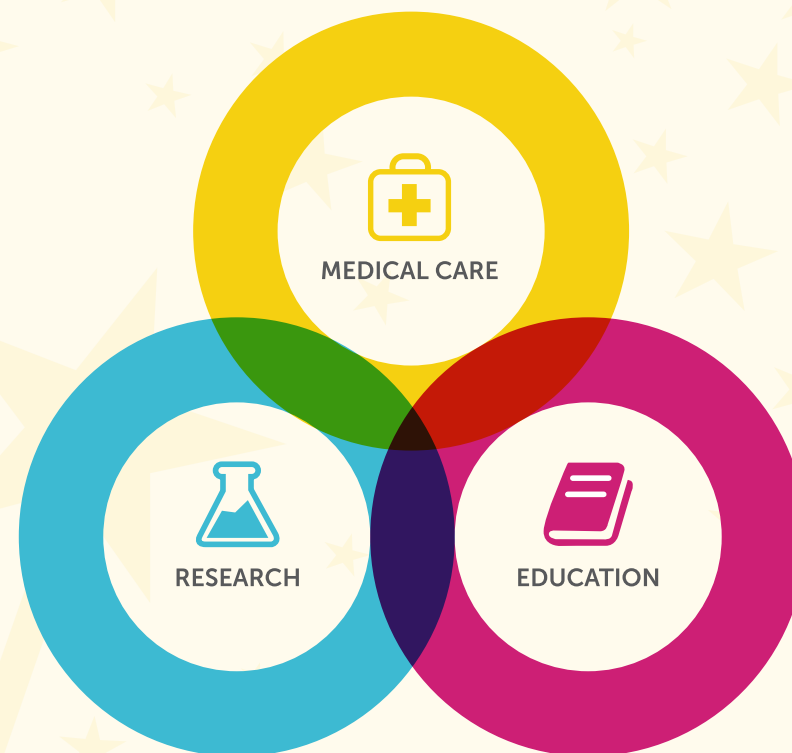
Since our inception, VIVA Foundation has chosen to focus on the areas of (i) Research, (ii) Medical Care and (iii) Education as these are key in saving the lives of children with cancer. VIVA believes in not just treating a child, but in curing a child. More than helping a child to survive his or her journey with cancer, we continuously aim to ensure he or she will live on, with as little side effects as possible.

In collaboration with our key partners – namely St Jude Children’s Research Hospital (St Jude), the National University Health System (NUHS) and KK Women’s and Children’s Hospital (KKH), VIVA raises and dedicates much of its funding towards research studies, clinical trials, medical facilities and the training and education of doctors and nurses.

By not just lobbying, but bringing **focus, funds and facilities** to children with cancer, VIVA spurs partners such as public institutions and the government to match our contributions. Overall, this brings about a much greater amount of resources and funding to the field of childhood cancer research, at a much faster rate, as opposed to waiting for institutional budgets to be apportioned. There is no time to waste when young lives are at stake, and VIVA seeks to play a **strategic, catalytic and impactful** role in bringing the best level of care and cure to children with cancer.

*Every child deserves the right to live and the right to achieve the full potential of his or her life. This right shouldn’t be taken away from them, nor should they be taken away from their parents and families.*

*Mdm Kay Kuok, VIVA Vice-Chairman*



# Impact

140 

AVERAGE NUMBER OF CHILDREN  
DIAGNOSED WITH CANCER A YEAR

13 

ONGOING RESEARCH  
CLINICAL STUDIES

## RESULTS

87% 

Cure rate for  
Acute Lymphoblastic  
Leukaemia (ALL)

67% 

Cure rate for  
Acute Myeloid  
Leukaemia (AML)

*\*National figure from Singapore Childhood Cancer Registry (2005-2012)*

2 

COLLABORATIVE  
WORKING  
GROUP FORMED

## GROUPS FORMED

VAWGM 

VIVA-Asia Working Group  
for Acute Leukaemia

VABMT 

VIVA-Asia Working Group  
for Bone Marrow Transplant

## BENEFICIARIES

370 

Children

VIVA Foundation, through its programmes helps about 370 children with cancer every year. This includes children who receive treatment at the Viva-University Children's Cancer Centre in NUH or participate in various studies that are in part funded and supported by VIVA.

## ENGAGEMENT

250 

Scientists, Doctors & Nurses

Through its funding to educate doctors and nurses from Singapore and the region, each year VIVA helps with continuing medical education and update of about 250 doctors and nurses from Singapore and the region through its annual St Jude-Viva Forum, Nursing Course and other programmes.

3 

FACILITIES

VUC<sup>3</sup> 

VIVA-University Children's Cancer Centre  
@ National University Hospital (since 2009)

134 

Inpatient Admissions

9582 

Outpatient Visits

821 

Inpatient Therapies  
(e.g. chemo day-therapy)

18 

Bone Marrow  
Transplants

*\*2014 Figures from VUC<sup>3</sup>*

VIVA-CCF HUB 

VIVA-Children Cancer Foundation Hub  
@ Novena Specialist Centre (since 2013)

VIVA-NUS CenTRAL 

VIVA-NUS Centre for Translational Research  
in Acute Leukaemia @ National University of  
Singapore (under construction)



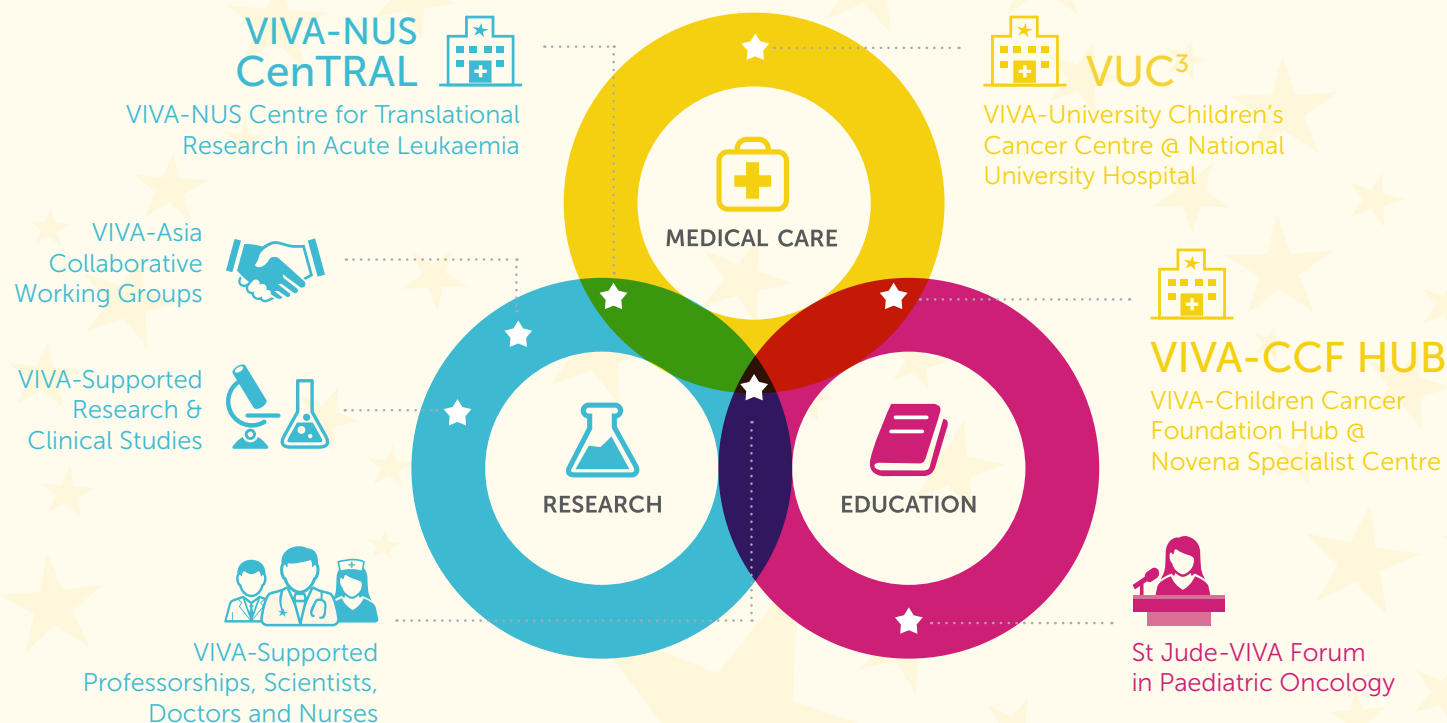
*2014 in review*



*Owned By*  
ALICE GHO & FAMILY  
*Thankfully For*

# Summary

2014 was an exciting year for VIVA. The research studies supported by VIVA continued to show good results and improved cure rates. To build on this progress, VIVA and NUS also agreed to collaborate in setting up a state-of-the-art translational research lab which will develop better ways of treating children with blood cancers like leukaemia. Here's a summary of the key programmes and initiatives which VIVA focused on in 2014.



# Key Programmes & Initiatives

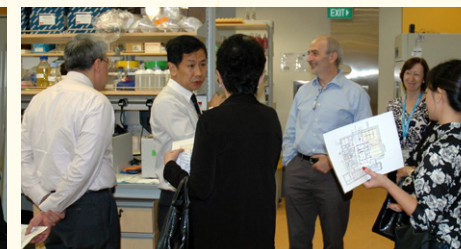
## VIVA-SUPPORTED RESEARCH & CLINICAL STUDIES



- ★ Through VIVA's support, VUC<sup>3</sup> in NUH is able to drive or participate in 13 clinical studies. Most of these studies are still ongoing, with some recently completed.
- ★ These studies enrol children who have cancer, and place them on suitable treatment protocols and roadmaps. The children are then treated and studied over a long period, usually lasting at least 10 years.
- ★ These studies enable doctors to monitor the children's progress during and post treatment, in order to determine the best treatment protocols for them as well as other children in the future who may suffer from the same cancers.
- ★ Of these 13 trials, 4 are multi-centre clinical studies led by NUH, involving KKH and 2 other hospitals in Malaysia. Known as Ma-spore Clinical Studies, these studies have shown great results in not just improving the cure rate but also reducing the side effects of treatment on children.
- ★ Under the Ma-spore ALL (Acute Lymphoblastic Leukaemia) Studies, cure rates have been raised to 90% for VUC<sup>3</sup> children in NUH. While under the Ma-spore AML (Acute Myeloid Leukaemia) 2006 Studies, cure rates are now 75%.
- ★ Other ongoing trials which NUH participates in include the St Jude AML 2008 Study (for high risk AML) which have a cure rate of 67%.
- ★ The support from VIVA allows NUH to bring on board sufficient clinical study coordinators and research data executives such that the clinical studies are properly-staffed and executed. A great part of this support has been made possible by the Goh Foundation which contributed \$12 million in 2009 towards the VIVA-GOH Paediatric Oncology Gift.
- ★ VIVA believes by focusing on the area of research, the results will not only save children today but children tomorrow as well.

*Joshua is involved in a number of research studies supported by VIVA. These research, although clinical trials, are very important in improving his prognosis. Without VIVA's support, all he would have gotten was the normal chemotherapy without any roadmap to minimise his chance of relapse.*

*Cheryl, Parent of Acute Lymphoblastic Lymphoma patient*



## VIVA-NUS CENTRE FOR TRANSLATIONAL RESEARCH IN ACUTE LEUKAEMIA (CenTRAL)



- ★ Research is life-saving and transformative only when it can be translated from the bench to the bedside; or from scientists to patients. Seeing the need to further translational research for childhood cancer in Singapore, VIVA spent the last three years raising funds for a new strategic project.
- ★ The centre will be named the VIVA-NUS Centre for Translational Research in Acute Leukaemia (CenTRAL) and will be housed in the Centre of Translational Medicine in NUS.
- ★ By 2014, VIVA has managed to raise a total of \$10 million (including \$2 million for cell-based therapy) which will go towards setting up a centre for diagnosis, prognostication and treatment of children and young adults with acute leukaemia. Funds raised were from Children's Cancer Foundation, Lee Foundation, the Singapore Totaliser Board as well as an anonymous donor.
- ★ The primary mission of CenTRAL is to make significant advances in risk classification and treatment monitoring, and to develop novel therapies. Within the scope of CenTRAL are the development of new tests and therapies, and the translation of new discoveries into clinically applicable interventions which will benefit patients with acute leukaemia in Singapore and the region. By reducing the incidence of relapse and treatment toxicity through optimised conventional treatment and novel therapies, CenTRAL should also be able to significantly reduce healthcare costs.
- ★ On 31 July 2014, the first Gift Agreement between VIVA Foundation and NUS was signed in support of the cell-based/ cancer immunotherapy programme. On 30 November 2014, the second Gift Agreement was signed to confirm the full partnership for this project.
- ★ The VIVA-NUS CenTRAL commenced construction and will be completed in 2H 2015.



## Key Programmes & Initiatives

### VIVA-UNIVERSITY CHILDREN'S CANCER CENTRE (VUC<sup>3</sup>)



- ★ Through the generous support of donors, VIVA managed to establish a one-stop cancer centre for treatment of children cancer at NUH and this was launched in 2009.
- ★ Over the last 5 years, VUC<sup>3</sup> has established itself as a centre of excellence for the clinical care and treatment of childhood cancer in Singapore, for Singapore and the region.
- ★ Today, VUC<sup>3</sup> comprises of outpatient clinics, a day-therapy centre for children to receive chemotherapy and an inpatient centre which holds beds, stem cell transplant rooms and isolation rooms.
- ★ With VIVA's funding and support, VUC<sup>3</sup> has the capacity to handle more children and also the capability to handle increasingly complex cases of childhood cancer from both Singapore and the surrounding region.
- ★ In 2014, the Centre saw and treated more than 130 new children. This is more than 3 times what the original childhood cancer ward in NUH handled in 2006. In 2014, the Centre supported more than 820 inpatient admissions and over 9500 outpatient cases. In 2014, the Centre also handled 18 Blood & Marrow Transplants for children with cancer.



### VIVA-CCF HUB IN NOVENA SPECIALIST CENTRE



- ★ In 2011, Far East Organisation generously gave VIVA Foundation the 3rd floor of the Novena Specialist Centre in order to help children with cancer.
- ★ With a vision of creating a childhood cancer hub – VIVA pulled together the key charities and organisations in Singapore to form the VIVA-CCF Hub.
- ★ The Hub was officially opened by First Lady Mrs Mary Tan in March 2013. Today, the Hub houses VIVA Foundation, Children's Cancer Foundation (CCF), the Singapore Cord Blood Bank, the Bone Marrow Donor Program as well as a PALS school for children with cancer.
- ★ As children have low immunity while they are undergoing treatment like chemotherapy and radiotherapy, the PALS school provides a safe and infection-controlled environment for the children to study and play until they are ready to transition back into the mainstream schools.
- ★ The PALS school was catalysed by VIVA through a \$250,000 donation from the Singapore Ireland Fund, and today operated by CCF,
- ★ In 2014, 56 staff from the various organisations were based in the VIVA-CCF Hub, and the PALS school within the Hub was attended by 48 children.



## Key Programmes & Initiatives



### 8<sup>TH</sup> ST JUDE-VIVA FORUM



- ★ The St Jude-VIVA Forum is the combined effort of VIVA Foundation and the St Jude International Outreach Program, and it is supported by NUH and KKH.
- ★ Through this annual Forum, VIVA facilitates for the transfer of knowledge between countries on the latest and best practices in research and medical care for children with cancer. By doing so, VIVA hopes that more children with cancer in Singapore and the region will stand a higher chance of cure and survival, regardless of geography.
- ★ The 8<sup>th</sup> St Jude-VIVA Forum (SJVF) had the unique honour and opportunity to be held in conjunction with the 16th International Symposium on Paediatric Neuro-Oncology (ISPNO) which came to Singapore for the first time. The SJVF was held at the Shangri-La Hotel, Singapore from 28-29 June 2014.
- ★ 16 world experts from USA, Germany, The Netherlands, United Kingdom and Singapore were involved in SJVF 2014.
- ★ The total attendance at the Forum was 227, with delegates from Singapore and beyond (Australia, Bahrain, Bangladesh, Cambodia, China, Denmark, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Myanmar, Philippines, Sri Lanka, Taiwan, Thailand and Vietnam) – testament to how the Forum is growing as an important platform for education and collaboration.
- ★ On Day 2, due to ISPNO, an additional 167 delegates attended the SJVF – making it the highest number of attendees to attend SJVF on one day.

### PRE-FORUM WORKSHOP 2014



- ★ The Pre-Forum Workshop 2014 took place on 26-27 June 2014, just before the 8<sup>th</sup> SJVF.
- ★ It is a unique platform which brings together participants from the region to discuss developments and cases in a workshop, classroom style format.
- ★ For 2014, the Pre-Forum Workshop focused on Acute-Lymphoblastic Leukaemia (ALL), Retinoblastoma and Palliative Care.
- ★ Invited speakers from Singapore and other countries guided the discussions and gave advice on protocols, data analysis and on the management of cases which were presented by regional doctors.
- ★ Altogether, there were 55 participants for Pre-Forum Workshop 2014 from a total of 15 countries.
- ★ At the end of the workshop, the group agreed to kick-start a collaboration to improve the care of retinoblastoma in the region and will present their research and outcomes in 2015's Pre-Forum Workshop.

*The St Jude-VIVA Forum has been an annual highlight among the paediatric oncology community not just in Singapore but regionally. It has certainly played an important role in advancing research, raising standard of care and improving survival of childhood cancers. This is the event many of us look forward yearly.*

*Dr Soh Shui Yen, Paediatric Haematology/Oncology Consultant, KKH*



## Key Programmes & Initiatives

### VIVA-ASIA COLLABORATIVE WORKING GROUPS

As part of VIVA's efforts to achieve better cancer care and cure in Singapore and to inspire the rest of Asia, there are two ongoing collaborations taking place among doctors and hospitals in the region today.

#### VIVA-ASIA WORKING GROUP FOR ACUTE LEUKAEMIA (VAWGM)

- ★ The VAWGM encourages clinicians, scientists and researchers in acute leukaemia to meet and develop ideas on how to standardise, collaborate and support one another. This is done with the aim of translating the success achieved in childhood leukaemia therapy in developed countries into developing countries.
- ★ The VAWGM met in Singapore on 27 June 2014 and was attended by 10 representatives from 4 countries. They were joined by VIVA EAB Chair Dr Pui and Member Dr Handgretinger who provided expert advice. The group agreed to embark on a clinical trial using oral arsenol and both NUH and KKH will participate in this study.

#### VIVA-ASIA WORKING GROUP FOR BONE MARROW TRANSPLANT (VABMT)

- ★ The VABMT is a platform for learning and sharing of knowledge across the various hospitals in Asia. The working group has been actively exploring and implementing opportunities to work together in research and strategic planning for paediatric bone marrow transplants in the region.
- ★ The VABMT met on 27 June 2014 in Singapore. Chaired by Dr Godfrey Chan from Hong Kong, it was attended by 23 members from 8 countries. In this full-day meeting, the group reviewed the work done over the last 12 months. Some of the outcomes include 10 protocols for supportive care being developed, 2 standardised clinical transplant protocols established and 3 new joint research papers submitted for publication.

*If you train one doctor, he will save lives for the rest of his professional life. He will help us train more doctors, and that's how it multiplies. It's the ripple effect. That's why we are passionate about training more doctors and nurses.*

*Mrs Jennifer Yeo, VIVA Chairman*



### VIVA-SUPPORTED PROFESSORSHIPS, DOCTORS, AND NURSES

- ★ VIVA sees the need to support the research, training and education of scientists, doctors and nurses, as they are the key intermediaries which would be able to help care and cure for our ultimate beneficiaries – children with cancer.
- ★ Towards this end, in 2014, VIVA continues to support the work of Prof. Dario Campana (Mrs Lee Kong Chian Chair in Advanced Cellular Therapy), A/Prof. Allen Yeoh (VIVA-Goh Professor for Paediatric Oncology).
- ★ In 2014, through the VIVA-Goh Fund in Paediatric Oncology, made possible by Goh Foundation, NUH Nursing Sister Katherine Leong was able to graduate with a Masters in Nursing.

*The many years of working with children humbles and reminds me daily of their resilience and strength even though they are going through such a difficult journey to recovery. With the funding from the Viva-Goh Foundation Grant, I managed to graduate in July 2014 with the Master of Nursing degree from the Alice Lee School of Nursing Studies at NUS. The 24-month course has prepared me to be a broad-based paediatric Advanced Practice Nurse.*

*NUH Nurse Clinician  
Katherine Leong (right)*





# Key Events & Activities

## March

### THE LOVE GALA

The Love Gala Charity Dinner was held at Gardens by the Bay. Mr Sundares Menon, the Honourable Chief Justice, was the GOH for this event, which was attended by over 600 guests. The host for the evening was well-known personality Mr Dick Lee and the evening included an entertaining musical talent show, where guests were asked to cast votes and make donations following each performance. It was a successful evening with the joint fundraising event between VIVA and Agape Village, raising close to \$600,000 for VIVA alone.



*It's not about how much you change the world,  
but how many worlds you change.*

*ACS(I) students who put together a fundraising musical for VIVA*



## October

### ACS(I) MUSICAL

Led by student leader Mohammed Siddiqui (Saad), students of Anglo-Chinese School (Independent) put together an entertaining and original musical revue, comprising of music, dance and sketches to raise funds for VIVA Foundation.

The musical was about a boy with a low-sense of self-worth who escaped his life and eventually finds himself in a place called the Broken Prayer Tavern - an ascetic sort of tavern which serves nothing but milk. There he meets a generous owner-cum-struggling musician who manages to help people who come by his tavern, by listening to them and through sharing his music. Together, they realised something - "it's not about how much you change the world, but how many worlds you change." It was a lovely story and message, brought to life by the acting and singing of talented student performers. Through the musical, the students helped to raised more than \$32,000 for VIVA.

## June

### PRE-FORUM WORKSHOP 2014

The Pre-Forum Workshop 2014 was held over 2 days in NUH on 26 and 27 June 2014. The programming is driven primarily by NUH and the workshop is funded by VIVA Foundation. Details of the workshop have been captured on [Page 13](#) of this annual report.

### 8<sup>TH</sup> ST JUDE VIVA FORUM

The 2-day St Jude-VIVA Forum was held on 28-29 June 2014 at Shangri-La Hotel Singapore. 2014 saw the largest number of delegate attendance on a single-day still to the forum being held in conjunction with the International Symposium of Paediatric Neuro-Oncology 2014. Details of the Forum have been captured in [Page 13](#) of this annual report.



## Key Events & Activities



### November

#### TIE-UP WITH MEERKATPLACE

VIVA Foundation for Children with Cancer is blessed to be one of the partners of Meerkatplace. With a focus on “art with heart”, Meerkatplace is a crowd-sourced, creative platform for individuals, young and old, to support their chosen causes through their art. Several artists, many of who are children themselves, have adopted VIVA as their chosen cause, and are generously donating the net proceeds from their artwork to VIVA. You can order their artworks in the form of greeting cards, luggage tags, canvas pieces, etc. at affordable prices (e.g. greeting cards are \$18 for a pack of 12 high-quality cards) and the proceeds will be donated to support VIVA's work.



#### CREDIT SUISSE'S PHILANTHROPISTS FORUM 2014

Chairman of VIVA Foundation – Mrs Jennifer Yeo was invited to be one of the panel speakers for Credit Suisse's Philanthropists Forum 2014. During the Forum she spoke on the topic of Philanthropy's Evolving Role in Asia and shared about the VIVA story and how the generosity of our donors and partners have made a lot of VIVA's work possible. In association with this Forum, Credit Suisse also released a report together with the Economist Intelligence Unit which includes a case study on VIVA Foundation.



#### PAEDIATRIC BRAIN TUMOUR AWARENESS DAY

Every year, about 40 children in Singapore are diagnosed with malignant brain tumours. It is the second most common cancer in children, after leukaemia. The inaugural Paediatric Brain Tumour Awareness Day in Singapore was organised by the Brain Tumour Society (Singapore) to raise awareness of the illness. They were supported by volunteers from the Duke-NUS Graduate Medical School. Chairman of VIVA Foundation – Mrs Jennifer Yeo was

the Guest of Honour at the event. In her speech, she shared about her own personal experience as a parent of a childhood cancer survivor, and this inspired and encouraged many parents in the audience. She proceeded to flag-off 24 Lamborghinis – which ferried young patients on a joyride from the KK Women's and Children's Hospital to Kallang Leisure Park, the rally's end-point. The children were elated to ride in these super-cars!



## Key Events & Activities

### December

#### LAUNCH OF REVAMPED VIVA WEBSITE – WWW.VIVA.SG

VIVA Foundation launched its revamped website on 1 December 2014. On top of a fresh look-and feel, the website shared about all the key programmes and initiatives by VIVA, as well as showcased other VIVA events and activities. The website revamp was designed and developed in conjunction with local digital agency iFoundries which has been journeying with VIVA over the last 9 years and generously supports VIVA's website and digital needs in a pro-bono manner. Hence, we would like to thank Mr Vary Yong and his team at iFoundries for their warm support. Special mention also goes to VIVA Volunteer Sophie Webb who helped the VIVA staff team to pull together and write-up the content for the website.



Photo Credit: Shangri-La Hotel Singapore for Sweet Candy Christmas

#### SHANGRI-LA HOTEL'S SWEET CANDY CHRISTMAS FUNDRAISING FOR VIVA LAUNCHED BY TENNIS LEGEND ANDRE AGASSI

On the 1st of December, tennis legend Andre Agassi joined Chairman of the VIVA Foundation, Mrs Jennifer Yeo, to officiate the light up of the Candy Sweet Christmas Tree in the lobby of the Shangri-la Hotel, Singapore. This unique Christmas tree displayed 100 floral candy decorations which were conceptualised by Ms. Brenda Lee-Monteiro of Fiore Dorato and brought to life by the team of pastry chefs and florists from the Shangri-la Hotel,



#### MEET & GREET WITH TENNIS STARS ANDRE AGASSI & BRUNO

On 2nd December, tennis stars Andre Agassi and Bruno Soares met with VIVA beneficiaries and their families at the Garden Terrace of Shangri-La Hotel, Singapore. The children were thrilled to grab autographs, take pictures and interact with the stars. The stars also showed-off a few strokes of tennis play in the tennis court near the terrace, much to the excitement of the children. VIVA Foundation says a big thank you to DBS Bank who organised this as part of their Corporate Social Responsibility (CSR) efforts.

#### CHRISTMAS TOY RUN BY OUE LIMITED

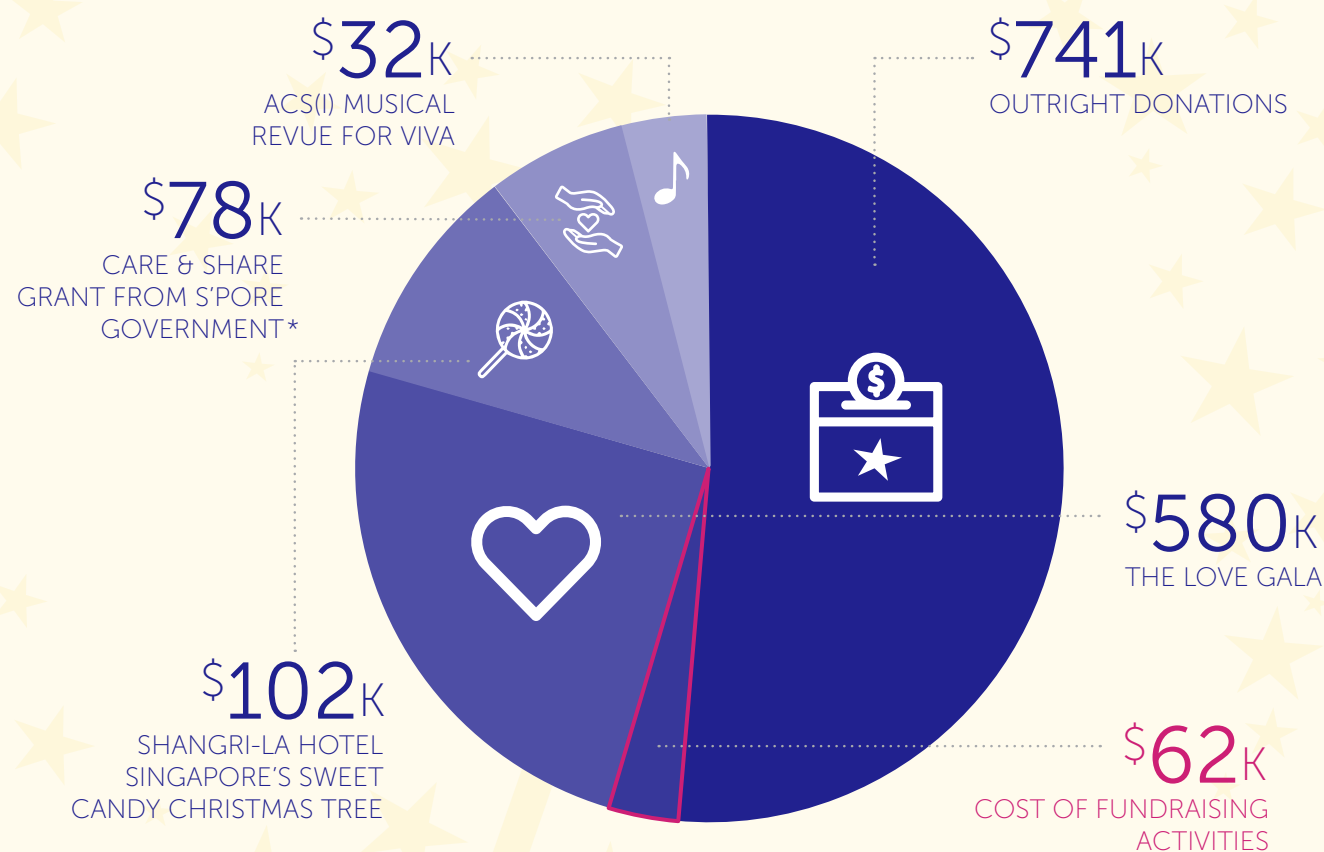
Since 2013, OUE Limited has been doing a Christmas Toy Run, distributing Christmas gifts to children with cancer, as part of their annual Christmas giving and CSR activities. In 2014, OUE Limited organised an impressive entourage of 20 jeeps and brought along gifts of toys for the children in the VIVA-University Children's Cancer Centre in NUH. Some children and the nurses were even given a joyride in the jeeps!

# 2014 Fundraising Summary

In 2014, VIVA raised \$1.533 million. VIVA expended an amount of \$62K (or 4% of total funds raised) for fundraising-related costs and expenses, which is well below the 30% guideline for charities.

All figures rounded off to the nearest '000

**\$1.533M**  
RAISED IN 2014



\* VIVA Foundation for Children with Cancer qualifies for the Care & Share Grant administered by the National Council of Social Services (NCSS) under the Singapore Government. Funds raised in 2014 and 2015 are eligible for a matching grant capped at \$2.25 million per charity, and subject to VIVA implementing projects which meets the conditions of NCSS.

# Donor & Supporter Acknowledgement

VIVA would like to express our warmest gratitude to all our donors and supporters who contributed to VIVA's mission in 2014. Your giving has been life-giving and we thank you for gifting up what you can to help children with cancer.

*You don't have to be a  
doctor to save lives.*

*Mrs Jennifer Yeo, VIVA Chairman*

Aegis Building & Engineering Pte Ltd  
Alice Khoo Kim Soon  
Alvin Low  
Amitava Roy  
Amitava Roy  
Andrea Radrizzani  
Andrew Ong  
Ang Poh Lee  
Anglo-Chinese School (Independent)  
Annavie Sarile  
Annie Soon  
Ashvinkumar s/o Kantilal  
Aw Cheok Huat  
Barnabas Huang  
Bartoletti-Passeri Pia  
Beatrice  
Bernice Volta Hidayat  
Betty Wu Lee  
Beverly Bird Hornell-Scott  
Brenda Lee Chia Hui  
Buck Spencer  
Caroline Yeo Chee Leng  
Carolyn Seet  
Chan Kheng Leng Serene  
Chan Wai Keong  
Chantane Manonhom  
Charles Lew  
Charlotte Nors  
Chee Pei Y  
Chen Ching Tsen  
Cheng Chih Kwong  
Cherine Koh  
Chia S G Dorothy  
Children's Cancer Foundation  
Chong Swee Phin  
Chong Yi Wey Darryl  
Choong Yan Ting  
Christopher Goh  
Christopher Kang  
Christopher Tan Woo Teck  
Chua Ee Eng  
Chua Guek Neo  
Chua Mui Eng Marianne  
Chuang Xin Sulynn  
Claire Tee  
Corinne Wong-Fan  
Cornelis Hendrik Roolvink  
Danny Tan Chong Hwa  
Dario Campana  
Diane Seah  
Donna L Ronning  
Doris Sohmen-Pao  
Downtown Travel Services Pte Ltd  
Drayhall Capital  
DTZ Debenham Tie Leung (SEA) Pte Ltd  
Eastern Carpets  
Edna Stacey Gaban  
Edwin Tensingh Bella Samuel Jigme Harrison  
Elaine Coustan-Smith  
Elsevier (Singapore) Pte. Ltd.  
Elsevier Foundation (The)  
Essential Capital Pte Ltd  
Essential Capital Pte Ltd  
Esther Tung  
Evelyn Suarez  
Evi Carolina Tjandinegara  
Flower Diamond Boutique Pte Ltd  
Foo May Leng Doris

Francesca Scaramozzino  
Fun Hwee Leng  
Geh Min  
Geoffrey Seeto  
Gho Sze Kee  
Glenn Hong  
Global Radiance Ship Management Pte Ltd  
Goh Hian Fong  
Goh Hup Jin  
Goh Kian Tiong Jeremy  
Goh Li Li Margaret  
Helen Lyuu  
Heng Leong Leather Co (Pte) Ltd  
Hi-P International Limited  
Ho Bee Foundation  
Hong Siew Chen  
iFoundries (Asia Pacific) Pte Ltd  
Irene Ong Choo Yan  
Iris Kwan Yim Fong  
Jacqueline Lim  
Jane Lim  
Janet Lioh Woon Joo  
Japan Marine (S) Pte Ltd  
Jasmine Gan Leng Eng  
Jasmine Lee  
Jean Yip Salon Pte Ltd  
Jeannie Tien  
Jenn Low  
Jeremy Yeo  
John Friedman  
John Heng Boon Hong (Dato)  
John Tsai  
Joshua Navin Stanley James  
Julien Blocman  
Kam Chuanhui  
Kannan Ramesh  
Kate Tan  
Kuok Oon Kwong (Kay Kuok)  
Ke Pei Yi  
Ken Livingston  
Kenneth Anbang Wei  
Kenneth Ng Consultancy Pte Ltd  
Kentish Court Pte Ltd  
Kng May Choo  
Koh Shern-Wei  
Koh Swee Chun  
Kok Peet Leong  
Kong Wai Chean  
Koo Zhi Xuan  
Kwee Poh Gek  
Lau Chok Metal Engineering & Construction Works  
Lee Anne Adelaine Manzano  
Lee Keen Meng  
Lee Kim Hong Radiance  
Lee Lay Sire  
Lee Ming San  
Lee Shu Jin  
Lee Sooi Chuen Philip  
Lee Tin Hui  
Lee Xiaoping  
Lee Ying  
Leong Lai Peng (Jennifer Yeo)  
Leow Swee Chong  
Liane Budianto  
Lillian Tan  
Lim Ai Lin  
Lim Ka Chun  
Lim Keow Swee

Lim Neo Chian  
Lim Swee Lin  
Lin Yan  
Linda Soo  
Lionel Leo  
Lionel Leo  
Liyu Fang  
Loh Chee Kin  
Loh Mui Ling Felicia  
Loh Mui Ling Felicia  
Loo Kuen Feng  
Loretta Dalpozzo  
Lorraine Boon Ling Li  
Lucy Yeo  
Mak Yen-Chen Andrew  
Maniza Jumabhooy  
Margaret Klausner  
Mary Lian  
Melanie Teo  
Meng Heng Glass Pte Ltd  
Menon Sundaresh  
Michelle Khoo  
Moh Thye Foon  
Moore Stephens LLP  
Mr Franz and Mrs Alice Nick  
Mrs Yaseen  
Muhamad Nur bin Mohd Sabari  
Naoko Kato  
Narayanan Ramachandran  
National University Hospital (S) Pte Ltd  
Naveen Subramaniam  
Ng Kim Yong  
Ng Kim Yong  
Ng Kim Yong  
Ng Li San  
Ng Seng Hung Gary  
Ng Sing Siong Fiona  
Ng Yen Tiong  
Norman Tan / Ms Michelle Chue  
Ong Aik Leng  
Ong Eng Hwee  
Ong Hung Guan  
Ong Mei Ling Sharon  
Ong You Sheng  
Or Kah Keong Ranald  
Orion Offshore Marine Services Pte Ltd  
Pacific Radiance Ltd  
Patricia Castillo  
Philip Ho Meng Huat  
Philipp Gantner  
Phu Yee Nee  
Phua Tsae Ling Doris  
Poon Yeng Yeng Audrey  
Priyam Sethi  
Puah Tuan Soon Benson  
Quek Hiong How  
Rachel Tan  
Raena Ng Gek Hoon  
Rani Salaya  
Rebecca Xavier  
Reno Casimir  
Republic Plaza City Club (Singapore) Pte Ltd  
Ricky Teo Soon Cheong  
Room Service Team at Shangri-La hotel Singapore  
Rosa Wong  
Sabrina Coreno  
Sai Ram Nilgiri  
Sally Jane Blair

Samar Gurung  
Sameer Ships Pte Ltd  
Saw Phuiay Ling  
Seah Jade Wei  
Seah Jade Wei  
Seing Ee Yaw  
Seng Kok Kwan  
Seow Suan Keow Heather  
Shinsaku Ono  
Shirley Lee  
Shirley Yap  
Sim Puay Jain Edwin  
Sing Peng Khoon  
Soh Jun Rui Cory  
Sophie Webb  
Stephen Monaghan  
Steven Luk Chien Peng  
Steven Mong Pu Wen  
Suhardy Citra  
Supriya Ghosh  
Susan Peh  
Sushanya leenabanchong  
Tam Heng Chun  
Tan Boon Hoe Eric  
Tan Boon Khai  
Tan Cheng Soon  
Tan Chong Tee Ronny  
Tan Puay Kern  
Tan Seet Koh  
Tan Shien Ming  
Tan Shu Shan  
Tan Wee Siang  
Tan Wu Meng  
Tan Yun Feng  
Tang Weili  
Tanglin Trust School Limited  
Tee Kwee Hwa  
Thanadet Wong Wan Chot  
Then Siew Chin  
Theresa Foo  
Toh Chiew Lian  
TTJ Design & Engineering Pte Ltd  
Unimarine Shipping Services Pte Ltd  
Ursula Rose Goh  
Verena Siow  
Victor Syn Chee Hoong  
Vijayakumar Gunasekaran  
Way Company Pte Ltd  
Wilson Christopher Geoffrey  
Wong Foot Hin  
Wong Mei Yin  
Wong Shaou-Yi, Ruth  
Wong Siew Foong  
Xavier Pougard  
Xu Bao Juan, Sally  
Yap Chee Keong  
Yap Choon Ching  
Yap Jia Hao  
Yeoh Eng Juh (Allen Yeoh)  
Yeoh Sin Hock  
Yerlan Baudarbek-Kozhatayev  
Yew Hwa Ling  
Yong Ya Jet, Roselyn  
Yuen Yew Hong Magdalene  
Zheng Yiquan Pamela

*Companies or names listed on this page reflect donors, pro-bono partners and key volunteers who have supported VIVA's mission in Year 2014.*



# Staffing & Volunteers

Now into its 9<sup>th</sup> year of operations, VIVA continues to be managed by a small operational team of 2 full-time staff consisting of a General Manager and a Finance & Administration Manager.

The VIVA team works closely with the doctors and nurses from partnering institutions such as NUH which will operationalise projects catalysed and funded by VIVA Foundation. The VIVA team is also blessed to be supported by a small but big-hearted cast of volunteers who give of their time and talents towards the various programmes, initiatives, events and activities driven by VIVA.



.....  
*My son was diagnosed with leukaemia and received chemotherapy treatment in Singapore. I have been supported by many people here so naturally gained the desire to help others. I came to know of VIVA Foundation through his doctors and hospital, and decided to volunteer with them.*

*I volunteer for 2 hours each week and help to pull together some research and medical information from my experience as a parent of a cancer patient. I hope these can help other parents in similar situations. I strongly agree with mission of the Foundation. I am hoping advanced treatments will save more children with cancer like how these are saving my son*

*Naoko, Parent and VIVA Volunteer*  
 .....





*Future plans  
& commitments*



# Future plans & commitments

Over the last 9 years, VIVA has made good headway in bringing **focus, facilities and funds** to childhood cancer. However, there's more work to be done.

VIVA's plans for 2015 and the future include:



## GROWING THE ST JUDE-VIVA FORUM

into a multi-faceted education and collaboration platform for not just scientists, doctors, but nurses and families as well. It is our long-term vision that Singapore and the Forum will grow in international stature and be recognised as a leading platform and hub for the exchange of knowledge in childhood cancer.



## OFFICIALLY LAUNCHING VIVA'S THIRD KEY FACILITY

the VIVA-NUS Centre for Translational Research in Acute Leukaemia (CenTRAL) which will further build on the good progress made in improving the cure rates of blood cancers like leukaemia, by translating more cures and novel therapies from the bench to the bedside.



## INCREASING OUR FOCUS ON CLINICAL CARE AND RESEARCH FOR CHILDHOOD BRAIN AND SOLID TUMOURS

by establishing a new partnership with KK Women's and Children's Hospital. Blood cancers such as leukaemia now see a higher cure rate in Singapore, however outcomes for most childhood solid tumours still remain inferior to blood cancers. Brain tumours are the second more common childhood cancer after Leukaemia, and hence there is a need for VIVA to now focus more on solid cancers. World-renown St Jude Children's Research Hospital (Memphis, Tennessee, USA) has already pledged their support in the form of expertise and knowledge-exchange behind this project. In order to get this 3-year programme going by 2016, VIVA will help to raise \$8.2 million, while KKH will be committing \$4.75 million of their own funds. This means VIVA will need to raise at least \$2.7 million per year for the next 3 years.



## LAY A STRONGER FOUNDATION FOR GREATER GROWTH

through building up VIVA's organisational capability, such that the Foundation can grow its work efficiently and effectively while keeping to a lean but mean staffing team.



# *Financial Summary*

# Total Income

## UNRESTRICTED GENERAL FUNDS

### Income from generated funds

#### i. Voluntary income

- Donations - general
- Donations - in kind
- Care & Share Movement Grant

#### ii. Investment income

#### iii. Activities for generating funds

- Funds raised from Love Gala

### Income from charitable activities

#### i. Registration Receipts for St Jude-VIVA Forum 2014

### Other income

### TOTAL INCOME

	AUDITED 31 December 2014	AUDITED 31 December 2013
Total Fund (\$\$)	Total Fund (\$\$)	Total Fund (\$\$)
	869,786	419,183
	5,274	-0
	77,960	-0
	15,474 <sup>A</sup>	6,164
	580,285	- 0
	147,921	113,357
	587	78,448
<b>TOTAL INCOME</b>	<b>1,697,287</b>	<b>617,152</b>

#### Notes

A. Investment income here was derived from bank interest in 2014.

Updates on interest from Endowment Funds set up in NUH/NUS as a result of VIVA's facilitation are separately reflected within VIVA's 2014 Financial Report.

These endowed funds belong to NUH/NUS and help with the financial sustainability of long-term projects catalysed and seed-funded by VIVA.

INCOME FROM  
VIVA PROGRAMME:  
ST JUDE-VIVA  
FORUM 2014  
(e.g Conference Fees)

INCLUDES  
DONATIONS &  
GOVERNMENT  
CARE & SHARE  
GRANT

FUNDS RAISED  
VIA LOVE GALA  
CHARITY

INCOME  
FROM BANK  
INTEREST  
AND OTHER  
INCOME

- Voluntary Income
- Investment Income & Other Income
- Income Activities For Generating Funds
- Income From Charitable Activities

#### Reserve Policy

1. The Foundation shall maintain a reserve of at least \$1 million (in accordance to reserve policy approved by VIVA Board in June 2015).
2. This is to ensure continuity in its charitable activities, programmes and operations.
3. VIVA's Reserve Policy is constantly reviewed by the Board to align to the Foundation's needs.
4. With the approval of the Board, the Foundation is able to draw down from its reserve to meet its operating expenses if necessary to ensure ongoing activities are not disrupted.



# Total Expenditure

## UNRESTRICTED GENERAL FUNDS

### Cost of generating funds

#### i. Cost of generating voluntary income

• Non-claimable GST input tax	5,252	12,936
• Maintenance fees	53,580	129,981
• Cash donation	-0	250,000

#### ii. Fundraising activities

• Fundraising expenses	61,839	-0
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### Charitable activities

• Direct operating costs of St Jude-VIVA Forum 2014	233,069	199,515
• Cash gift for Cancer Immunotherapy Clinical Research	1,000,000 <sup>A</sup>	-0

### Governance costs

• General and administrative expenses	48,208	65,745
• Audit fees	8,000	8,000
• Depreciation	531,180 <sup>B</sup>	530,565
• Professional fees	-0	19,846
• Salaries and related costs	163,904 <sup>C</sup>	184,679

<b>TOTAL EXPENDITURE</b>	<b>2,105,032</b>	<b>1,401,267</b>
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Net Expenditure Before Tax Expense	(407,745)	(784,115)
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Tax Expense (Income Tax Exempted Charity)	-0	-0
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<b>NET EXPENDITURE</b>	<b>(407,745)</b>	<b>(784,115)</b>
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Gross transfers between funds	-0	-0
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<b>NET MOVEMENT IN FUNDS</b>	<b>(407,745)</b>	<b>(784,115)</b>
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## RECONCILIATION OF FUNDS

Total funds brought forward	27,525,957	28,310,072
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<b>TOTAL FUNDS CARRIED FORWARD <sup>1</sup></b>	<b>27,118,272</b>	<b>27,525,957</b>
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Available fund balance	<b>4,825,711 <sup>D</sup></b>	4,751,457
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Donated space (this asset cannot be monetised)	22,292,501 <sup>E</sup>	22,774,500
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	<b>27,118,212</b>	<b>27,525,957</b>
--	-------------------	-------------------

PROPERTY MAINTENANCE FEES &  
NON-CLAIMABLE GST INPUT TAX

DEPRECIATION  
OF DONATED  
PROPERTY

AUDIT FEES

GENERAL &  
ADMIN EXPENSES

SALARIES &  
RELATED COSTS

COST OF ORGANISING  
THE LOVE GALA  
FUNDRAISING EVENT

CANCER  
IMMUNOTHERAPY  
RESEARCH  
(this amount was first  
donated to VIVA by  
Lee Foundation in  
2013 and transferred  
to NUS for programme  
implementation in 2014)

COST FOR ORGANISING  
ST JUDE-VIVA FORUM 2014

■ Charitable Activities      ■ Cost of Generating Voluntary Income  
■ Governance Cost      ■ Cost of fundraising Activities

### Notes

- A. In 2014, a cash gift of \$1,000,000 was made to the National University of Singapore to fund its cancer immunotherapy clinical research as part of the CenTRAL project.
- B. VIVA received a donated space from Far East Organisation in Feb 2011 at the Novena Specialist Centre. This amount captures the property depreciation of this donated space.
- C. For the calendar year of 2014, no staff was paid more than \$100,000 in salaries and related costs. For the year 2015, this will be declared accordingly in Annual Report 2015.
- D. **VIVA has an available fund balance of \$4,825,711.** The remaining \$22,292,501 is considered as unavailable funds and is only reflective of a valuation of its donated premises.
- E. As the premises donated to VIVA is zoned as a donated civic and community institution space, it cannot be monetised or rented out for profit. Today, VIVA manages this space as a licensor, sharing it with other childhood cancer related organisations.

# Support Us

*Join us in our mission to rewrite the future of childhood cancer!*

## MAKE YOUR DONATION



Your giving can be life-giving. We are thankful for donors like you who are willing to contribute to VIVA's mission. Big or small, your giving counts. Just like one of our donors has said before – when raindrops come together, they form a mighty river!

VIVA Foundation for Children with Cancer is committed to minimising its operating and fundraising costs such that most of the funds are directed towards programs and initiatives that will save lives of children with cancer.

## VOLUNTEER WITH US



Contact us at [enquiry@viva.sg](mailto:enquiry@viva.sg)

There are different ways in which you can donate to support VIVA's mission.



### BY CHEQUE

For donations by Cheque, please make your cheque payable to: "VIVA Foundation For Children With Cancer" and mail to or drop off at VIVA Foundation Office;

8 Sinaran Drive #03-01 VIVA Hub  
Novena Specialist Center Singapore 307470

*(Please include your name and contact number, or company, at the back of the cheque)*

*For 2015, donations of \$50 and above are eligible for 3 times tax deductible receipts. Your donation will be automatically reflected in your tax assessment if you provide your Tax Reference Number (e.g. NRIC/FIN/UEN).*

## BE OUR PARTNER

Contact us at [enquiry@viva.sg](mailto:enquiry@viva.sg)

## sggives

### ONLINE VIA SG GIVES

*(for Singapore-based programs)*

SG Gives, or Singapore Gives, is an online donation portal for donors who seek to give to Singapore-registered charities. It is set up and managed by the National Volunteer & Philanthropy Centre (NVPC) but all donations come directly to VIVA Foundation.



 (65) 6694 3370



[www.viva.sg](http://www.viva.sg)