

2016 YEAR IN REVIEW

PROJECT TOMORROW

After several months of preparation, April saw the launch of “Project Tomorrow” campaign. This ambitious three-year plan, to add another 50,000 new donors onto the register, will see the BMDP more actively engaging the community with roadshows and exhibitions and for the first time in our 23 year history that we ran a media outreach and advertising campaign.

There were 2 phases to 2016’s campaign - one to create awareness and the other to educate the public.

Through Project Tomorrow and other recruitment efforts, 17,000 new donors signed up! With 2016’s target achieved, we are hyped up for 2017!



The first phase created awareness about bone marrow donation. The public were asked to make a choice – the right one being to be a bone marrow donor and choose to save a life.



A series of gifs were made to debunk the myths and misconceptions that surrounded bone marrow donation in the second phase.

ANNUAL GALA



The 2016 gala was held at The St Regis Singapore’s John Jacob Ballroom with the theme of “Some Enchanted Evening” to raise fund for BMDP.

BMDP patron, minister for Home Affairs and

Law, K Shanmugam, was the guest-of-honour for the night. Through the dedicated effort of the gala committee, \$680,000 was raised to help us pay for the tissue typing of new donors!

WORLD MARROW DONOR DAY

Back for a second year to commemorate World Marrow Donor Day, ‘WHEN THE WORLD STOPS’ was on an even bigger scale. The “statues” were joined in catching the attention of the public by a 120-strong flash mob and one of Singapore’s best-known percussion bands, Samba Masala.



Guest-of-Honour Tan Chuan-Jin, Minister for Social and Family Development, joined in our celebrations and also pledged his support by doing a simple cheek swab and signing up as a bone marrow donor.

IDRC



Strengthening our position as a leading Asian register, the BMDP hosted 220 delegates representing 43 countries and donor registers from around the world at the International Donor Register Confer-

ence in May. The event delivered four high-impact days of sharing ideas and the latest news and happenings from the world of transplantation.

BMDP FLAG DAY



We saw the best in the human spirit when volunteers came in groups to support our inaugural Flag Day that happened in September. They brought their families, kids, friends and colleagues down to locations island wide and tried their best to fill up our tins. One young volunteer exemplified the definition of generosity and donated his whole piggy bank to our cause. These special moments keep us motivated and that’s exactly why you will

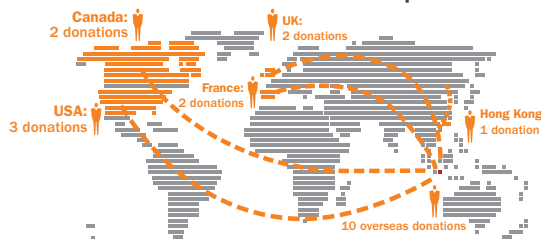
hear our rally cry to help us again next year.

HARD FACTS



17,174
new donors joined our register

31 Singaporeans donated their stem cells
21 of them donated to local patients



171
Patient Requests

49
Transplants