

# SMACF X KOI

## Supporting Tomorrow's Doctors Today



Text by Sara Kwok, Executive, SMA Charity Fund

As we enter into our third year of the pandemic, the fight with the ever-evolving COVID-19 continues unabated. With many underprivileged students feeling the harsh effects of the economic fallout from the pandemic, SMA Charity Fund (SMACF) endeavours to answer their call for financial assistance through the disbursement of bursaries for living expenses.

However, SMACF's support for underprivileged students is limited by our financial capacity. With this in mind, SMACF launched its annual fundraiser on Giving.sg, titled "SMACF Donation Appeal 2022", hoping to garner sufficient donations to maximise the Tote Board's dollar-for-dollar matching grant which is capped at \$250,000 per financial year.

After three years of offering customised bears as a token of appreciation to our generous donors, SMACF has decided to work with well-known bubble tea brand KOI in 2022 to offer donors a limited edition customised SMACF-KOI card for every donation of S\$150 and above. The **limited edition** SMACF X KOI card comes with a complimentary prepaid value of S\$10. Donors will also get to enjoy all the privileges of a KOIThélicious card member (terms and conditions apply).

This initiative is especially dedicated to our loyal donors who have played such a pivotal role in helping SMACF get to where we are today. We would like to take this opportunity, through our current fundraising campaign, to gift our



SMACF x KOI card design

donors a little token of appreciation for their support and generous contribution in spite of the challenging times.

KOI has been a long-standing bubble tea brand known in Singapore for its unique flavourful ingredients and authentic taste which keeps bringing people back for more. KOI's tagline: "With KOI, happiness happens naturally", is aligned with what SMACF would like to express to our loyal donors. Be it an occasion, a simple gathering, or even just taking a short noon break, there is always reason for a cup of KOI. Take this opportunity to treat yourself or the people around you while *Supporting Tomorrow's Doctors Today*. Let us each play our part and be a profession that cares.

Have you had your KOI today? ◀



Scan here to  
donate now