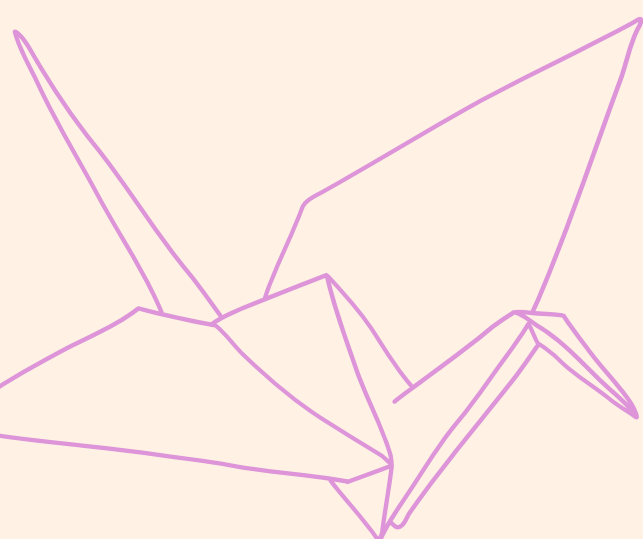




# PROJEK KASIH



**Projek Kasih is Ain Society's annual fundraising campaign, launched in 2013.**

Beyond fundraising, Projek Kasih shines a light on the cancer patients' stories, raises public awareness, and builds a caring community that stands in solidarity with those most in need. It is a reminder that even in hardship, compassion and connection can make all the difference.

The signature colour is purple and every guests came donned in purple.

## GUEST OF HONOURS

2013



**Mdm Halimah Yacob**

Gracing the event as the 9th Speaker of Parliament

2015



**Prof. Fatimah Lateef**

Medical advisor for Ain Society, MP for Marine Parade GRC, Senior Consultant ED in SGH

2019



**Muhammad Faishal Ibrahim,**

Senior Parliamentary Secretary for MOE, MP Nee Soon GRC

2023



**Mdm Halimah Yacob**

Gracing the event as "Her Excellency Madame" as the 8<sup>th</sup> President of Singapore

2024



**Mdm Halimah Yacob**

Gracing the event as Patron of Ain Society, and chancellor of SUSS

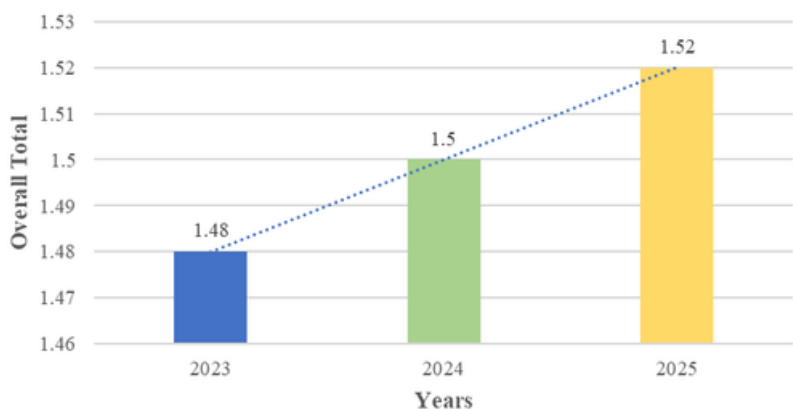
2025



**Mdm Halimah Yacob**

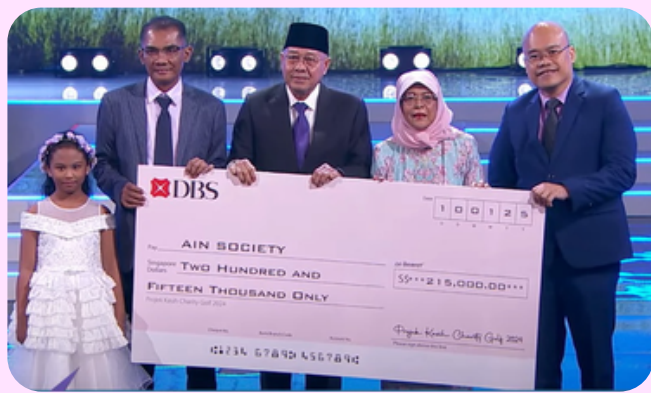
Gracing the event as Patron of Ain Society, and chancellor of SUSS

**Fundraising Amount (Per Million)**



## PROJEK KASIH FUNDRAISING MILESTONE

Fig.1: Over the years, the support from the community has grown stronger. The funds raised peaked in 2024 – a clear sign that more people are stepping forward to show they care. It has since increased in 2025, although only slight increment as a result of the inflation in the economy.



Each year, our team journeys alongside individuals and families whose lives have been turned upside down by cancer. Many are struggling not just with illness, but with job loss, caregiving fatigue, emotional isolation, and the heavy cost of treatment.