

# MEDIA RELEASE



FOR IMMEDIATE RELEASE

## GOBALD 2023 OFFICIALLY LAUNCHED, TARGETS TO RAISE RM1 MILLION TO HELP KIDS FIGHT CANCER

*Registration opens today at [www.gobald.my](http://www.gobald.my)*

**KUCHING  
26 MARCH 2023**

Sarawak Children's Cancer Society (SCCS) today launched its signature annual awareness and fundraising campaign, GoBald 2023, at Vivacity Megamall, to raise funds in support of children battling childhood cancer and their families in Sarawak.

Themed "Dare to Dream", this year's campaign aims to encourage children with cancer and childhood cancer survivors to have the courage to dream big, look ahead with optimism and set long-term life goals. Today's launch event saw the courageous act of two parents who went bald in support of their children with cancer.

This year, GoBald targets to raise RM1 million and shave 350 heads. Participants signing up for GoBald 2023 can choose to raise funds and shave their heads, or raise funds only.

Individuals interested in going bald are required to raise a minimum of RM300, with the opportunity to shave in front of a live audience at two public events happening this year in Kuching and Miri. The alternative to support virtually remains with the option of shaving at a salon in your area or from home. Satellite shaves are also open to any businesses, organisations and corporations who wish to partner with GoBald in raising funds for Malaysia's childhood cancer community as part of their Corporate Social Responsibility (CSR) initiatives.

The funds raised from GoBald 2023 will help ensure children with cancer get access to integrated and improved care, treatment and facilities they need to get better to pursue their dreams.

"With about 50 to 70 new childhood cancer cases in Sarawak every year, SCCS needs about RM2 million each year to provide essential support services, assistance and care to families affected by childhood cancer. In 2022 alone, our total expenses rounded up to RM1.97 million, supporting more than 150 families in their cancer-fighting journey," said SCCS President Rodney Wong.

"As a non-profit organisation, the support services provided by SCCS are primarily funded through public donations. GoBald is one of our major funding resources, alongside Corporate Social Responsibility (CSR)

projects carried out by corporations and our Monthly Donation Programme. In 2022, we were able to raise RM824,107 from GoBald and this funds almost 50% of our annual expenses,” he added.

Amongst essential support provided in 2022 were sponsorship of medical procedures, drugs, consumables, lab tests and prosthesis to 51 patients worth RM459,425; monthly financial subsidy for families totalling to about RM108,700; sponsorship of medical equipment and paediatric ward upgrading for Sibü and Miri General Hospital worth a total of RM74,196; provision of 1,788 night stays for 31 outstation families at SCCS Kuching halfway home worth about RM182,924; transportation subsidy to support 46 families for 219 hospital trips costing about RM48,328 and other items and emotional aid.

Wong said that SCCS has strong plans to expand new areas of support while enhancing the provision of its existing essential services in 2023.

“This year, we are going to fully sponsor medical expenses not covered by government hospitals for all B40 household groups, with a family monthly income of RM2,500 and below. Plans are also underway to upgrade the Oncology patients’ rooms at the Sibü Hospital and the daycare centre at the Bintulu Hospital. In addition, we are working closely with the medical team of various government hospitals to ensure they are equipped with the essential medical equipment to provide better care for little cancer fighters,” Wong elaborated.

“With these ongoing plans, we need to step up our fundraising efforts so that more funds can be allocated to realise these projects to help children and families in need,” he said.

The GoBald 2023 campaign also calls for participation from members of the public, corporations and agencies in helping to increase childhood cancer awareness in Malaysia through the solidarity act of head-shaving.

Wong remarked, “One bald head will attract some stares, five will raise some eyebrows and a dozen will spark a conversation. This is how we can shine a spotlight on childhood cancer and mobilise more support from our surrounding community to help kids in their cancer-fighting journey.”

“Our sponsors this year are also long-time supporters of GoBald and the childhood cancer cause. They are a testament to our generous community who continue to enable us in continuing what we do at SCCS,” said Wong while expressing his appreciation to the sponsors and partners of GoBald 2023 – Media Partners Era Sarawak, MY Sarawak and HITZ Sarawak; Salon Partners Ray’s Salon, Maison Monica Hair & Beauty Academy, Paul & Jennifer, Danny Hair Academy and T2H Eternity Saloon; Events Partners Micklong Bridal Studio, Aaron Soon Photography, Snail Photography, DK Photography, Village Sound and Orangutan Creation; as well as Venue Sponsors Kuching’s Vivacity Megamall and Miri’s Permaisuri Imperial City Mall.

Registration for GoBald 2023 opens today at [www.gobald.my](http://www.gobald.my), with more details on how to join at our website. For the latest updates on GoBald 2023, follow us on our Facebook page – [facebook.com/GoBald](https://facebook.com/GoBald).  
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Two parents of childhood cancer patients went bald at today's launch event in support of their children with cancer.



Shavees pose in a group photo with the official sponsors and partners of GoBald 2023.

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## About Sarawak Children's Cancer Society (SCCS)

**Mission:** To provide care and support for Malaysian children and their families who are suffering from childhood cancer in Sarawak.

The Sarawak Children's Cancer Society is a non-profit organisation founded in November 2001, dedicated to meeting the needs of families of patients diagnosed with paediatric cancer in Sarawak irrespective of race, religion, age or gender. The SCCS committee is made up of 70% patients' parents and 30% volunteers. The Society has supported more than 1,500 children since 2001.

### Our Services

#### Support

Through counselling sessions, home visits, support programmes, youth and family camps, and informal friendships, SCCS provides emotional and moral support to members of its community. **In 2022, SCCS provided more than 900 caring sessions to families.**

#### Accommodation

SCCS operates a 13-bedroom Children Cancer Centre (CCC) as a temporary living house for outstation patients, with full provision of food and amenities. Daily shuttle services are provided to and from the hospital. The home **housed 31 families** in 2022.

#### Financial Assistance

Caring for a child with cancer is beyond the means of most of the patients we serve. To families demonstrating financial need, SCCS provides monetary assistance through monthly financial subsidies, medical treatment not covered by government and transport subsidies. **38 families received financial aid in 2022, amounting to a total of over RM106,500 while monthly transport subsidies were provided to a total amount of over RM48,000.**

#### Education

SCCS holds talks and campaigns to educate the public about cancer and the stigmas often attached to it. Educational and craft activities are also organised for the children to keep their minds off the treatment. SCCS also supports funding for medical staff training to allow them to provide better care for the patients. **21 children** also received **education incentives** for completing UPSR, PT3 and SPM, with added incentives for outstanding grades.

#### Recreation

SCCS organises outings, holiday camps, children parties and other activities for children and their families to heighten the spirit of the families. For children with cancer, each birthday is a victory. **SCCS held birthday celebrations for 67 children at both the ward and the halfway home, in 2022.**

Official Website: [www.sccs.org.my](http://www.sccs.org.my)

Facebook: [fb.com/sccsmy](https://www.facebook.com/sccsmy)

Instagram: [@sccsmy](https://www.instagram.com/sccsmy)