

CHILDREN'S BOOK + SELF EDUCATIONAL KIT

"WHERE IS MY FUR?"

The first children's book that helps kids with
hair loss feel seen, brave, and never alone

Used in pediatric oncology wards, schools, and families worldwide

6.9M+

POTENTIAL AUDIENCE

9,620+

CHILDREN ENGAGED

5

KIT COMPONENTS

0

MARKET PEERS WITH SEL

ABOUT THE PROJECT

“Where Is My Fur?” is a global charitable and educational initiative designed to support children experiencing hair loss due to alopecia, chemotherapy, illness, or stress. Our mission is to foster a culture of empathy and inclusion through therapeutic storytelling and specialized educational tools.

THE EDUCATIONAL KIT INCLUDES

- ✓ **Children's Book** with therapeutic narrative
- ✓ **SEL Module** (Social-Emotional Learning curriculum)
- ✓ **Emotion Map** for child-led emotional development
- ✓ **Parent & Educator Guide** for safe communication
- ✓ **Support Cards** and methodological resources



PARTNERSHIP OPPORTUNITIES



Hospitals

Sponsor kit donations to pediatric oncology wards. Provide emotional support for children during their treatment journey.



Schools

Implement the SEL module to build a culture of empathy and a safe environment for all students.



Corporations

Fund production, launch co-branded CSR initiatives, and help us scale our global impact with measurable outcomes.



Media

Be the voice: share our story through editorial features, social campaigns, and increase visibility for children who need this most.

Buy One.
Give One.
Change a life.

MEET THE FOUNDER

Myroslava Novosilska, MD, PhD — A board-certified Dermatologist-Oncologist, Trichologist, and Hair Restoration Surgeon.

Her clinical expertise and daily work with children facing hair loss inspired this initiative to heal not just the body, but the heart.

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