



KECHARA SOUP KITCHEN ANNUAL REPORT 2021

Target root issues of homelessness and poverty such as inequality, food insecurity and unemployment. We do this by practising non-discrimination in the help we give.

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MESSAGE FROM THE PRESIDENT

I am pleased to present our annual report for the year 2021, a year where Malaysians faced unprecedented challenges that resulted in more falling under the absolute poverty line.

As the nation worked towards implementing a national recovery plan, many were struggling just to get by on a daily basis. In response, Kechara Soup Kitchen (KSK) Society doubled down on its core operations, and launched numerous initiatives, to both better support clients living on the streets, and to provide relief for low-income families living in urban and rural areas. Part of those efforts included distributing 271,417kg of rescued food to low-income families, assisting clients to fulfill their vaccination mandate, launching a national food mission, and establishing two additional Food Banks. We now have premises for food storage in Kuala Lumpur, Melaka, Johor, Bentong and soon, Penang.

All of the above and so much more were made possible through generous donors, corporates who believed in our ability to execute various relief plans, and thousands of Malaysians who chose kindness in times of great need. Every day provides new challenges, and the hardworking team and volunteers have been working round the clock. There are no words to express my sincere gratitude toward every individual who is a true reflection of KSK's values.

With the lingering after-effects of the pandemic, there is still much more to be done. Please do get in touch with us if you wish to be part of the giving journey for the year 2022. We look forward to being of greater service to all of you this year.

Warm regards,



Henry Ooi



STAFF LIST AS OF 31 DECEMBER 2021:

Operations Director : Justin

Corporate Relation : Julia

Managers : Katie, Vivian

Ain

Bernard

Eric

Jien Howe

Joshua

Kishan

Krishnan

Maya

Mingwen

Siet Ting

Sunny

Uncle Ng

Vicki

Vidhya



SOUP KITCHEN

2021 was a roller coaster ride for Malaysians, but the impact was felt even more so for those without a home. The Movement Control Order (MCO) reduced the number of volunteers being able to distribute food to clients living on the streets. Despite the restrictions, dedicated and kind hearted volunteers still turned up for distribution rounds, whilst strictly adhering to standard operating procedures for everyone's safety. In real times of need, both staff and volunteers truly placed the welfare of others first before themselves.



94,389

meal sets were distributed on the streets

389

newly registered clients



MEDICAL SERVICES

One of the challenges street clients face is getting free medical aid. They are either afraid to get themselves treated fearing what the results might be or they cannot afford the cost of the treatment. Fortunately for them, a group of volunteer doctors are on hand weekly to do medical check-ups and or refer them to hospitals for emergency cases.

Street clients are vulnerable to all kinds of sickness and disease. Most of the common ones are skin problems, diabetes, bodily wounds, and high blood pressure. Hence we need more doctors to join us in volunteering their time.

435

cases were attended to by medical volunteers

WELFARE AID

KSK not only gives food but also provides welfare services to street clients and low income individuals who find it hard to get what they need. By providing for their needs, they would be able to save their money for other needed use and during emergencies. Some of the services are:

- Janice Yap, one of our kind sponsors who owns an optical shop in Kuala Lumpur (KL) gifted a new pair of reading glasses to Auntie Tham whose eyesight is deteriorating. Auntie Tham is a long time client of our soup kitchen, and now she can safely travel to collect her meals from KSK. Thank you, Janice!
- This client who lives on the street had a steel implanted in his leg, after an accident. He still has difficulty walking, and was delighted when we gave him a new wheelchair. He was not the only recipient, as over the years, we have given many wheelchairs to other street friends and to the less fortunate.
- One of KSK's clients passed away from Covid-19 complications. The hospital staff contacted us with the news of his passing after they found KSK's card registered to the deceased together with his other personal effects. We arranged for his funeral services because he had no next of kin.
- Volunteers climbed several flights of stairs to visit a small PPR flat where auntie Wong, 73, a regular recipient of Food Bank. Apart from poor living conditions, auntie struggles with failing health. We witnessed this once when we visited her to deliver dry food assistance. We immediately called an ambulance to send her to the hospital where she received treatment for severe fatigue and pneumonia. We footed her medical bills and escorted her home.



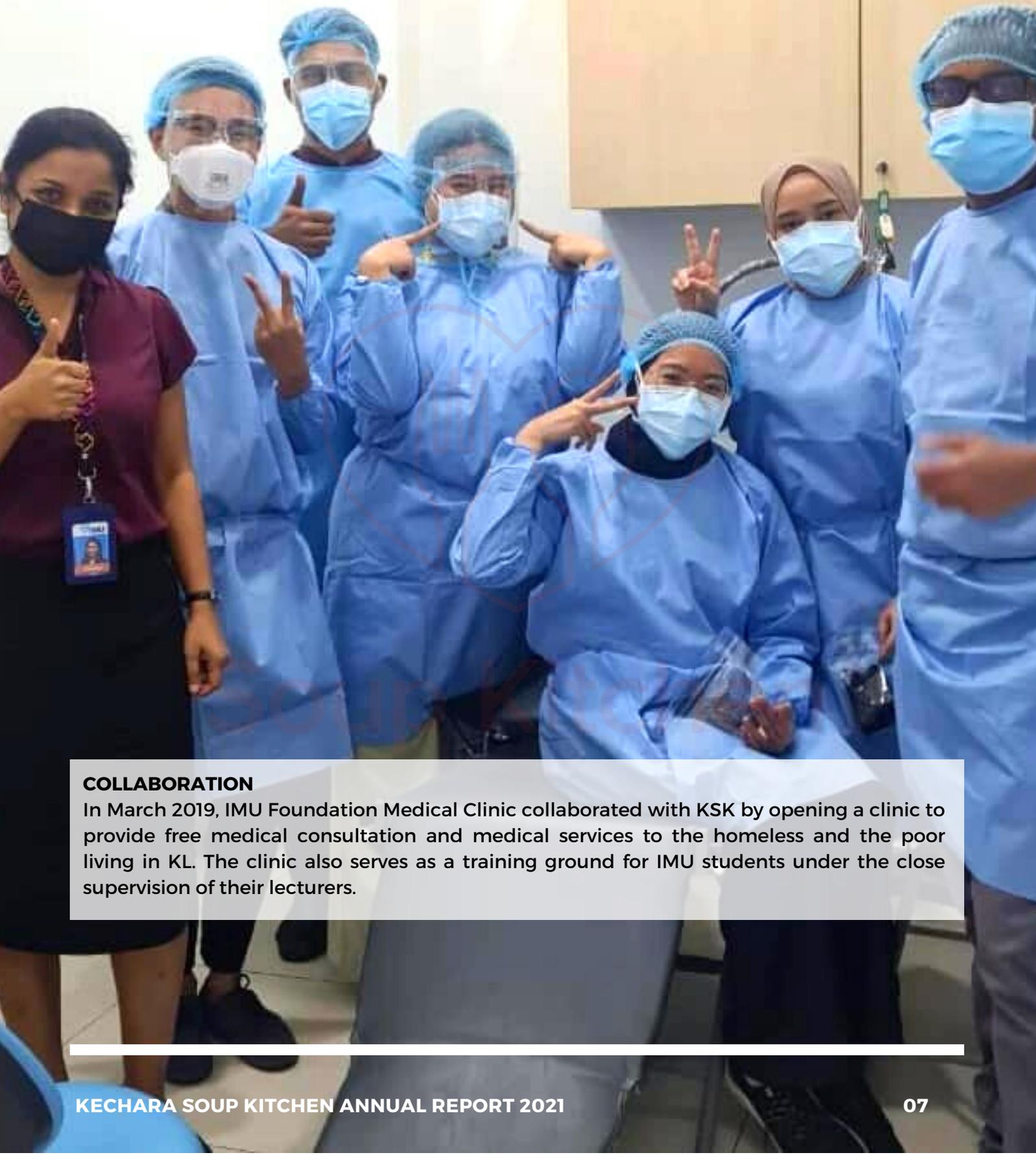
- Many clients requested KSK to assist them in registering for their Covid-19 vaccination so they could apply for jobs, protected from Covid-19, travel back to their hometown or apply to stay in shelter homes. Our staff registered them with the relevant authorities, transported them to the vaccination centres, and followed up with them for post-vaccination side effects. We are proud of our staff for going the extra mile.
- The sightless community, mostly working as masseuse, suffered tremendously not only because of the pandemic but also from the enhancement of technology (touch screen mobile phone). During the MCO and lockdown, massage centres had to temporarily close for business.

Mr Lee who runs a social enterprise to empower the blind community in Brickfields, KL reached out to KSK to help these communities as they have no source of income. We responded and distributed 204 sets of hot meals to them. The meals were bought from local eateries around Brickfields to support the small businesses there. We found sponsors who continue to donate for the weekly meals.

In addition, we distributed 400 sets of dry food worth a total of RM40,000 to unfortunate families at Yayasan Orang Buta Malaysia.



“Remember that the happiest people are not those getting more, but those giving more.” —
H. Jackson Brown Jr.



COLLABORATION

In March 2019, IMU Foundation Medical Clinic collaborated with KSK by opening a clinic to provide free medical consultation and medical services to the homeless and the poor living in KL. The clinic also serves as a training ground for IMU students under the close supervision of their lecturers.

FOOD BANK

A lot of effort was put into improving the livelihood of marginalised communities in rural and urban areas by providing them with food and basic necessities. The money they saved from this, was instead used for their children’s education, health-related expenses, house repairs and emergency purposes. The number of recipients assisted by us increased by 130% in 2021.

67,398

individuals were benefitted from surplus distribution

271,417kg

of food were rescued from fast food restaurants, cooked food from hotels and hypermarkets



8,826

low-income families were benefitted from dry food provisions

137,006kg

of dry food provisions were distributed to low-income families



BACK TO SCHOOL

Planned in July 2020, the Back To School campaign was carried out in early 2021. Thanks to generous donors and sponsors, 565 primary school students each received a school bag containing stationeries, water bottle, a pair of shoes, socks, fabricated face masks, and hand sanitiser. We plan to run this campaign annually, projecting to benefit more students.



2021 FOOD MISSION

The Food Mission is an annual national distribution. In 2021, dry food totalling 46,240kg were distributed to 2,312 families in Kuala Lumpur, Selangor, Kelantan, Terengganu, Pahang, Negeri Sembilan, Johor, Melaka, Pulau Pinang, Perak and Kedah. A total of 3,914km was covered by Kechara Soup Kitchen via a 24ft truck sponsored by Volvo, carrying food to 27 locations.





The Forgotten People

We first gave food assistance to two Orang Asli villages consisting of 200 families in the year 2018 in Bentong, Pahang followed by Selangor, Perak, and Kedah.

The MCO crippled the Orang Asli community in Taman Negara National Park, Kuala Tahan, Pahang.

As the National Park was closed because of the MCO and the annual monsoon season, the villagers there struggled to make ends meet. After learning of their plight, we raised RM53,495 to buy 2.5 tonnes of dry food for them. Their food source depends upon hunting for wildgames and fishing; foraging for tubers, plant roots and leaves, wild vegetables and fruits in the forest.

Their main income is from tourism - where tourists charter their sampan to tour the villages, mostly located along the river bank. This year's flood was unprecedented with the rising river water exceeding the danger level. We launched a second crowd-funding in November and successfully raised RM54,190 from generous and kind-hearted Malaysians to buy 1.3 tonnes of dry food, tarpaulins and aluminum kettles.



BENTONG

We rented a shop lot in Bentong to store dry food provisions to serve the low-income families living in the state of Pahang.

The MCO resulted in further hardships for an estimated 19% of people who are classified as living within poverty in Bentong. Among them are the Orang Asli, of which 50% are considered poor, while another 33% as hardcore poor.



EXPANSION OF SERVICES

An expansion is never easy especially for a non-profit organisation like KSK as we depend solely on donations. Despite the challenges, we managed to give food to recipients in Sabah, thanks to the volunteers there.



Also for the first time we gave food to an Orang Asli village in Baling, Kedah.



CHARITY BAZAAR

With great appreciation towards Jaya One, KSK was able to raise funds for our operating costs. Furthermore, awareness of the society's various services for the community was created amongst the public living in Petaling Jaya. With the shoutout from Jaya One's management team, the mall's shoppers generously donated dry food to us.



PROGRAM FOOD BANK MALAYSIA (PFBM)

Our inclusion in the initiative by Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna, spearheaded by Dato' Sri Alexander Nanta Linggi, is a significant honour for us. It recognises the work that the kind donors, sponsors, volunteers and we have done and continue to do for our community.



Scan here to read press coverage



EMPOWERMENT

To foster financial independence for the low income group and the jobless, the empowerment pillar of KSK teaches them skill sets such as sewing and baking in our Food Bank premises. Most of these trainees are stay-at-home parent(s) minding their family and single parents.

BAKING

Much to the joy of the bakers, 3,552 tubs of cookies were sold! We look forward to expand this programme to rope in more bakers and introduce different recipes.



SEWING

Seamstresses working on a project for Alice Smith School (a strong supporter of the Kechara Empowerment).

This project was considered a success as 200 units of toys (made with upcycled school uniforms) were sold. They also sewed and sold 800 face masks, totalling RM9,400.



TESTIMONY**Puan Sarinah, Empowerment's
Seamstress and Baker**

"I am a mother of seven children, a housewife, and I often accept jobs such as baking and sewing as a source of income.

Kechara Empowerment has allowed me to bake and sew part-time to earn money. With the class I've attended at Kechara Empowerment, I have gained more knowledge and experience. I have some pocket money for myself and my children with this initiative."

**Ms Veeramal, Empowerment's
Seamstress and Baker**

'My name is Veeramal. I'm 46 years old. I'm a housewife and my husband is unfit to work because he had stroke attack last year. Even though we receive financial aid from Jabatan Kebajikan Masyarakat, it's barely enough to sustain the basic needs of my family. I've seven children ranging from 8 to 18 years old. The eldest is taking a Diploma in Psychology with the PTPTN loan. I got to know about Kechara Empowerment from my friend and joined in

March 2022. I'm so happy to earn some wages to pay school bills and buy groceries. I like working here. Thank you!

3,552

tubs of cookies sold

33

bakers and seamstresses

1,000

items sewed and sold

MORE FUTURE-FACING FORWARD IN THE YEAR OF 2022

In 2021, all of us encountered many challenges – the pandemic saw many months of lockdown followed by natural disasters such as landslides and floods at the end of the year. We are truly humbled and proud to witness so many Malaysians who were willing to put their personal priorities aside, to help those who were in need. Witnessing real unmet needs, KSK is focused on reducing poverty in Malaysia by carrying out the following initiatives in 2022:

FESTIVE TREATS

KSK launched Festive Treats, distributing wholesome meal sets to clients living on the streets. Understanding that many have been missing out on multiple annual celebrations, we wish to continue the Festive Treats project to provide a meaningful experience for clients during the festive seasons.

PENANG OFFICE

After 11 years, KSK's office moved from Jalan Ariffin to 2 units on Lorong Carnarvon. As there is a greater need to provide assistance to families living in the Northern states within Malaysia, the new location will be essential for all 3 of the society's services: Soup Kitchen, Food Bank and Empowerment Center.

BE THE LIGHT

2,312 low-income households benefitted from our Food Bank dry food distribution this year. To provide further support to the aforementioned families, the Be The Light campaign is initiated to distribute basic home necessities and appliances such as mattresses, electric kettles, rice cookers, standing fans, and school supplies.

VOLUNTEERS

The services that KSK provides to the community would not be possible without the hard work and incredible dedication from volunteers. Coming from all walks of life and with different backgrounds, no words can express the gratitude that the team and recipients have for your steadfast commitment.

VOLUNTEERS TESTIMONIALS

"It was a very good experience, it made me realise that there are so many people out there in need. It shows how lucky I am to have shelter over my head and have food to eat. While I was walking from the car park to KSK, I saw a few people laying by the roadside. It made me really sad seeing them in a situation like that. The KSK team did a very good job making sure each person only takes what they need over the counter and no more than that because there are still lots of people queuing. Overall, it was a great experience, it's something I've never experienced before." - Natalie Ng



"It was a pleasure to help. I would love to volunteer again in the near future. The KSK team was very helpful in assisting us. It was a heartfelt experience". - Aisyah



"My experience with KSK was really good. All the volunteers were nice. They explained our task clearly and were patient to answer any question asked by us. KSK provided us with an insight into the lives of the people to help us understand these people's situations clearly." - Danial Brian



"One thing we have learnt through our clients, they are so HAPPY and grateful with all they have. There were times, we run out of distribution items, they are willing to share with one another. Which is so HUMBLING for us to witness this. Every week, there is something valuable we take back. So much to learn from our clients. They are truly the embodiment of Living life joyously. And it's so good to come back every week to witness their smile and drench in their happiness." - Thivya



SPONSORS



Working with a dedicated partner like Kechara Soup Kitchen (KSK) has been a sheer delight and an eye-opener. The team at KSK possesses uncanny know-how about the most effective way to invest efforts into empowering those who are struggling, by providing them with exactly what they need. Their exemplary and single-minded dedication to the cause has brought much positive impact to the community. Through their efforts, those who wish to volunteer can jump right into the task without having to worry about all the pre-work.



Working with the dedicated team at KSK has been a rewarding experience - their passion for serving marginalized and vulnerable was inspiring from the first day of engagement. They were prompt, professional and knowledgeable, providing a clear strategy to allocate resources efficiently with the goal of enhancing the quality of lives for the underprivileged.

They were transparent and meticulous in how resources were deployed, and kept sponsors engaged and informed on a frequent basis. We are excited to continue collaboration and participate in the great progress the KSK team is doing to benefit underserved areas!

Lester Wong
Executive Vice President and Chief Financial Officer



Everyone has felt the impact of COVID-19 in one way or another and during these challenging times, it is indeed heartening to have charity organisations such as Kechara Soup Kitchen and others who meet the challenges of the pandemic and continue to reach out to those in need. Their contribution to society is significant towards helping families and those who are living with hunger.

At Novo Nordisk, we strive to give back to our local communities in hopes of making a positive impact in their lives, and we are proud to support Kechara Soup Kitchen in their efforts to help the less fortunate. Despite the social distancing in place, Covid-19 has also brought us closer together, and we hope that our contributions will go a long way to help the communities in need.

Mr. Richard Abela
Vice-President & General Manager
Novo Nordisk Pharma (Malaysia)
Sdn. Bhd.



We were very happy to work with Kechara Soup Kitchen to make the Food Mission 2021 and several other initiatives successful. Helping over two thousand needy families nationwide would not have been made possible without the joint efforts of the dedicated KSK team, to reach out to as many families as we could during these difficult times.

SPONSORS AND DONORS

Platinum (RM100,000 and above)

AEON Co. (M) Bhd

Kulicke & Soffa (M) Sdn Bhd

Lotus's Stores (Malaysia) Sdn Bhd

Pit Stop Community Cafe

PPB Group Berhad

The Global Foodbanking Network

Volvo Malaysia Sdn Bhd

Gold (RM50,000 to RM99,999)

Huatland Development Sdn Bhd

Malaysia Resources Corporation Berhad (MRCB)

MBSB Bank Berhad

Novo Nordisk Pharma (Malaysia) Sdn Bhd

NSK Trade City Sdn Bhd

OCBC Bank (Malaysia) Berhad

Prudential Assurance Malaysia Berhad

Seri Zenith Engineering Sdn Bhd

The Alice Smith School Foundation

Yilo Sbj Sdn Bhd

... and a big "Thank You" to YOU!

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Soup Kitchen

KECHARA
SOUP KITCHEN

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MORE INFO

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