



SOUP KITCHEN : 7,740 SETS OF FOOD DISTRIBUTED

Despite the heavy rains this October, our team's dedication remained steadfast as we continued to serve the urban poor and homeless community with warm meals and comforting smiles. We were thrilled to share special treats on the streets, thanks to donations of surplus mooncakes from various entities after the recent Mid-Autumn Festival. The festive flavors brightened the rainy nights, reminding everyone of the power of sharing and compassion. Meanwhile, the ongoing registration and house assessment exercises at the Medan Tuanku distribution center continued uninterrupted, rain or shine, as we remain committed to providing much-needed support.



MEDIC: 32 STREET CASES ATTENDED

In October, our Medic Team continued to deliver essential first aid and basic medical support to those in need at our distribution stops. We managed numerous emergency cases, some of which required hospital admissions. Additionally, our dedicated team remained on the ground, treating minor wounds and injuries while providing comfort and care to our clients.



WELFARE: 12 CASES WERE ATTENDED

This October, we encountered both loss and hope. One of our team leaders reported that our regular client, Uncle Foo, had sadly passed away by the time they arrived for their routine visit. A bereavement service was arranged for the late Uncle Foo, made possible through the generous sponsorship of Xiao En Centre. Uncle Foo left behind a brother with no capacity for self-care, whom we successfully helped rehome in a shelter. On a more hopeful note, we received numerous requests for job placement assistance from individuals on the streets—a heartening sign of their determination to rebuild their lives.



FOOD BANK : 922 DRY FOOD PACKS DISTRIBUTED, 13,486.30 KG SURPLUS FOOD RESCUED

October marked our busiest month yet for the food bank, with numerous impactful activities taking place. We proudly launched our World Food Day campaign, held for the first time at our food bank in Seri Rejang, Setapak. Now in its third year, this campaign has become a cornerstone of our programs, underscoring our commitment to addressing food insecurity. The event was graciously officiated by Y.A.M. Tengku Datin Paduka Zatashah Binti Sultan Sharafuddin Idris Shah, whose presence added significance to the occasion. With the support of our media partners and friends, the campaign received extensive coverage, amplifying our message.



A standout highlight of the campaign was CIMB Group's generous donation of 9,000 kg of dry food provisions through its internal food drive. This incredible contribution set a shining example for others to follow. With the help of our dedicated staff and volunteers, the donated food was successfully mobilised and distributed through our food bank, ensuring it reached those who needed it most.



This year's World Food Day campaign focused on raising public awareness about food insecurity and food waste, while delivering essential food supplies to those in need, particularly the Orang Asli community. Our goal is not only to provide immediate relief but to inspire collective action towards a more equitable and sustainable future.



EMPOWERMENT: 149 TUBS OF COOKIES PRODUCED

Three delightful new flavours were introduced for Deepavali: Genmaicha White Choco Sugee Butter, Almond Raisin Sugee Butter, and Choco Walnut Sugee Butter – a sweet addition to our efforts in helping to generate extra income for the bakers of our Empowerment programme. These items proved to be highly popular at our promotional booth throughout October! In addition to our regular operations, our team embarked on a 3D2N trip to Taman Negara to monitor the progress of Orang Asli children participating in our weekly held basic education programme. During the visit, we delivered essential food provisions and spent quality time with the children, creating stronger bonds and fostering trust. It was heartening to see the children progressing well in their studies, a testament to the dedication of their hardworking teachers.



EVENTS

To conclude a bustling October, we were deeply honoured to once again be selected as one of the charity beneficiaries at the Kuala Lumpur Standard Chartered Marathon (KLSCM) 2024, marking our second consecutive year of participation. Through the Run For A Reason category, we successfully rallied numerous runners to represent our cause. Our booth at the event provided valuable exposure, enabling us to connect with supporters and raise greater awareness about the important work we do.



In addition, we were invited to speak at the “Customer Service Week” event graciously organized by UMobile. This platform allowed us to share insights about our mission while gaining incredible support for our World Food Day food drive initiative.

We are deeply grateful for these continued partnerships and the community's unwavering commitment to fighting poverty. These opportunities remind us of the collective impact we can achieve when we work together toward a common goal.



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