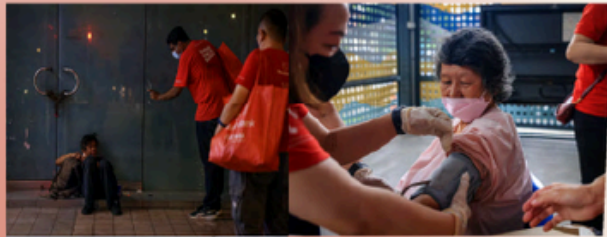




# ANNUAL REPORT



years of journey

***Alleviating Poverty Together -  
One Life, One Family, One Community At A Time***





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# PRESIDENT'S MESSAGE

The year 2023 marked the 15th year that KSK has served fellow Malaysians who are less fortunate. From serving the homeless and then moving on to serving the underprivileged, I am happy to say that we are currently serving many times over the recipients and beneficiaries compared to what when we started. All these would not have been possible if not for the vision and compassion of one man, Kyabje Tsem Rinpoche, the founder of KSK. He, too, was homeless while growing up in the USA, and that experience moved him deeply to provide for the needy. Also, kudos to the hardworking staff, dedicated volunteers, and kind donors and sponsors. They are the unsung heroes who have impacted the lives of thousands of people.

We anticipate the year 2024 might see more families falling into the poverty circle, and it might prove to be challenging. But, we, at KSK, will gear up to face the challenges because many Malaysians depend on our work. I thank everyone for their support and look forward to seeing your support in the years to come.

Sincerely,

Henry Ooi  
President





# GROUP MANAGING DIRECTOR'S MESSAGE

Dear Supporters, Partners, and Volunteers,

As we reflect on the past year, I am filled with immense pride and gratitude for the remarkable strides Kechara Soup Kitchen Society (KSK Society) has made in 2023. This year, we have not only expanded our reach but also deepened our impact, thanks to the unwavering support of our community.

In 2023, we embarked on several significant initiatives to enhance our operational efficiency and extend our services to more beneficiaries. We engaged a software implementation company to introduce an ERP system, which has been instrumental in streamlining our processes and enabling us to scale our impact. Additionally, we introduced two new software solutions to improve organizational communication and foster better alignment across our internal teams.

Our commitment to food redistribution saw a substantial increase, with the kilograms of food distributed doubling since 2021. This was made possible through new partnerships with organizations dedicated to redistributing surplus food and the addition of more charity partners, including orphanages and old folks' homes. As a result, our food bank now supports 179,000 beneficiaries, a significant leap from the 70,137 individuals we assisted in 2021.

One of our proudest achievements this year was the execution of our large-scale annual distribution to 2,000 families in the Orang Asli communities across 11 villages in Peninsular Malaysia. This initiative, supported by the Hilton Global Foundation and Hilton Conrad Foundation, underscores our commitment to reaching the most vulnerable populations.

Despite the successes, we faced challenges, particularly with the implementation of new systems and establishing Ipoh as our new hub. These efforts were crucial for our growth, and we are optimistic about overcoming these hurdles as we continue to evolve.

Our three main programs—Soup Kitchen, Food Bank, and Empowerment—remain the cornerstone of our services. The Soup Kitchen continues its street, static, and kitchen distribution, while the Food Bank manages dry provisions and surplus food distribution. Our Empowerment program has trained numerous beneficiaries in sewing and baking skills, leading to our first successful cookie production for a restaurant's Christmas orders.

Our volunteer force, now comprising +29,000 dedicated individuals with 700-800 active volunteers monthly, remains the backbone of our organization. They are complemented by our committed staff, who are the heart and hands driving our mission forward. I am deeply proud of their growth and dedication.

Looking ahead, we aim to forge more partnerships with FMCGs, wholesalers, and food manufacturers to enhance our surplus food redistribution efforts. None of our accomplishments over the past 15 years would have been possible without the collective effort of our donors, volunteers, partners, and community. We extend our deepest gratitude to everyone who has been part of our journey.

Every packet of food we distribute is a symbol of the combined efforts of farmers, cooks, volunteers, donors, and staff, imbued with love and embodying the true spirit of #kitajagakita. We hope this spirit continues to inspire and energize more people to join us in our mission to serve those in need.

Thank you for your unwavering support and belief in our work.

With gratitude,

Khong Jean Mei  
Group Managing Director





## EXECUTIVE SUMMARY

### VISION

Towards a nation of less homelessness, hunger, poverty, food wastage and a better quality of life.

### MISSION

Alleviating poverty together - one life, one family, and one community at a time.

### CORE VALUES

- **Serving with Kindness** - Offering support and resources to all individuals in need, regardless of background, religion, or ethnicity.
- **Promoting Sustainability** - Reduce food wastage and maximise resource utilisation through surplus food collection and collaborative partnerships.
- **Upholding Integrity** - Remain transparent in our operations and accountable to our beneficiaries and supporters.



# OUR TEAM



**Henry Ooi**  
President



**Elisa Khong**  
Group Managing  
Director



**Justin Cheah**  
Marketing Director



**Vivian Ong**  
Administrative &  
Finance Manager



**Chew Mingwen**  
Operation  
Manager



**Katie Choong**  
Food Bank &  
Empowerment  
Manager



**Khong Jien Howe**  
Public Relation,  
Senior Executive



**Ng Chin Sin**  
Operation  
Assistant



**Bernard Ting**  
Logistics



**Vickneswaran**  
Store Supervisor



**Ratna Krishnan**  
Client Case Officer



**Manonmani**  
Operation  
Supervisor



**Haziqah Azlyn**  
Administrative  
Assistant



**Siti Nur Asyikin**  
Administrative  
Assistant



**Atiqah Anwar**  
Public Relation,  
Executive  
Assistant



**Jenisha Raj**  
Public Relation,  
Executive  
Assistant



**Sunny Ooi**  
Project  
Coordinator



**Sean Ooi**  
Operation  
Assistant



**Andrea Lai**  
Operations  
Coordinator &  
Administrative



# OUR REACH

Since 2008, Kechara Soup Kitchen Society (KSK Society) has been serving Malaysians in their **moments of need**, providing food, welfare, medical aid, upskilling and more - nationwide.

## FOOD BANK

### SURPLUS FOOD

#### Daily

- Kuala Lumpur
- Selangor
- Penang
- Perak
- Negeri Sembilan
- Malacca
- Johor

#### Donations Dependent

- Kelantan
- Sarawak

### DRY PROVISIONS

#### Once every 6 weeks

- Kuala Lumpur
- Selangor
- Penang
- Perak
- Pahang
- Negeri Sembilan
- Malacca

#### Donations Dependent

- Kelantan
- Kedah
- Sabah

## SOUP KITCHEN

### HOT-FOOD

#### Kuala Lumpur

- Lunch - Weekdays
- Dinner - Saturday
- Lunch - Sunday (PJ)

#### Penang

- Lunch - Wednesday & Thursday
- Dinner - Saturday

#### Ipoh

- Dinner - Saturday

#### Melaka

- Dinner - Saturday

#### Johor Bahru

- Dinner - Saturday

### MEDIC

#### Kuala Lumpur & Johor Bahru

- Basic Medical Care
- Medication
- Haircuts

### WELFARE

#### Kuala Lumpur

- Rehoming
- Job Placement
- Mykad Replacement
- Hospital Follow ups
- Return to hometown
- Welfare Aid
- OKU Aid Assistance
- Deportation

## EMPOWERMENT

### SKILLS-SET TRAINING

#### Kuala Lumpur

- Baking
- Sewing

### EDUCATION

#### Tuition Twice Weekly

- Pahang

#### School Supplies

- All of Malaysia



6

Centres

+1.4M

meals served

+4.0M

food redistributed

# A DECADE AND A HALF WITH US

**2006 - 2023**



**For over 15 years, Kechara Soup Kitchen Society (KSK Society) has been a trusted organisation in Malaysia, supporting marginalised communities through its Soup Kitchen, Food Bank and Empowerment programmes.**





## 2006

Kyabje Tsem Tulku Rinpoche, who experienced homelessness at the age of 16 in America, began distributing food to the homeless in Kuala Lumpur in 2006, offering care to the neglected regardless of color, religion, or creed. What started as a simple act of kindness quickly grew as friends and motivated students joined him. Every Saturday night, they gathered to pack and deliver meals to those in need on the streets.

As word spread, we recognized that homelessness was a broader social issue that needed addressing. To better serve our clients – those who are homeless – we realized the need for a more structured and organized approach, leading to the creation of the Kechara Soup Kitchen Society (KSK Society). From its humble beginnings, KSK Society has grown into an important organization dedicated to providing kindness and dignity to the impoverished.







## 2008

In 2008, we made a significant step forward by formally establishing ourselves as an independent entity registered with the Registrar of Societies (ROS). This allowed for a more structured and organized approach to effectively address the homelessness situation faced by our clients. At that time, homelessness was virtually unheard of, sparking curiosity among those who learned about our food distribution rounds through word of mouth.

Each week, as we grew, we discovered new places with many stranded individuals. In one week alone, we provided food and assistance to 600 people. This drew questions and scrutiny about the existence and roots of homelessness, gradually garnering attention from the public and media.

Stigmatization was undoubtedly part of the challenge, and we felt a strong need for a voice to advocate for these less fortunate individuals. Instead of viewing homelessness solely as a social issue, we approached it as a problem to be solved, striving to create a more inclusive society.







## 2009

The evolution of KSK Society from our humble beginnings to a more structured and organized soup kitchen in Imbi is a testament to our commitment to serving the homeless and urban poor. Humbled by the support from sponsors and volunteers, we began the search for a physical soup kitchen to serve food daily from. This remained a distant dream due to the high cost of acquiring a building - until our prayers were answered. In 2009, a very kind lady (who wished to remain anonymous) donated her two-storey shop lot located in the heart of the capital city of Kuala Lumpur.

The AmBank Group, after reading about our work in the media, sponsored the entire renovation cost. The ordinary shop lot was transformed into a warm and inviting space, complete with a cozy dining area reminiscent of a decent restaurant. This setup aimed not only to provide nourishment but also to dignify the dining experience for the homeless, affirming their humanity. Additionally, the building's establishment as a community center for the homeless and urban poor facilitates the provision of daily meals, laundry services, and crucial welfare assistance.

What began as a soup kitchen evolved into a comprehensive welfare center, offering aid and support beyond just food. This strategic move not only enhanced tangible support for clients, but also attracted more volunteers and community engagement, positioning KSK Society for further growth and impact to serve those in need.







## 2010

Since our establishment in 2008, our approach to distributing food has focused on engaging with clients to better understand their circumstances and stories, thereby gaining insights into the root causes of their predicaments. To enhance our services, we began profiling and registering the individuals we encountered on the streets, culminating in a comprehensive database. This database has proved invaluable in our efforts to address the issues surrounding homelessness in Malaysia.

We also issued our own identification cards to aid in verification during food distribution and to assist individuals in dire situations. Notably, hospital representatives have contacted us regarding unconscious patients who possessed our identification cards. We were able to provide vital information to the doctors and assist in ensuring subsequent welfare support.

By 2010, we had forged important partnerships with the Ministry of Women, Welfare, and Family Development, as well as governmental agencies like Yayasan Kebajikan Negara. We contributed our insights and proposals to effectively address homelessness. Our collaboration with Yayasan Kebajikan Negara, in particular, yielded significant results, successfully facilitating the transition of numerous individuals away from life on the streets through this joint effort.





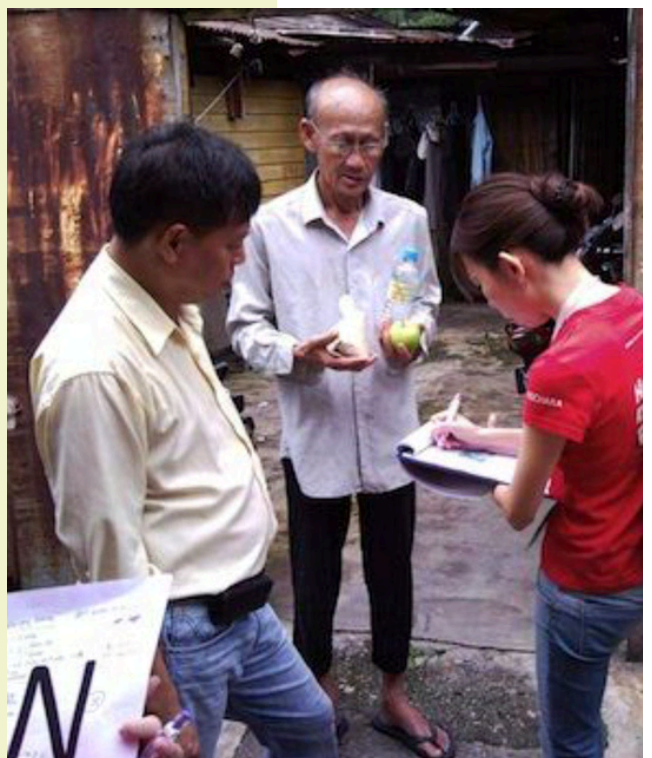


## 2011

By 2011, our operations had stabilized significantly, garnering attention from both print and online social media. That year, we expanded our outreach by establishing hubs in the northern and southern regions, replicating our Kuala Lumpur services in Georgetown and Johor Bahru. This expansion was made possible by dedicated individuals committed to making a sustained, positive difference in their communities.

In the same year, we experienced further growth with the establishment of medical services. This addition was crucial as many individuals we encountered required medical attention for either common street-related illnesses or terminal diseases. Accessing healthcare in general hospitals posed challenges due to financial constraints, logistical issues, and distance for many of those we served. Thanks to dedicated medical personnel, we were able to provide immediate solutions to many common illnesses as well as long-term wound care.

Additionally, we initiated daily food deliveries to the urban poor residing in one of Kuala Lumpur's oldest squatter areas, Kg. Bellamy. This village was home to a forgotten population of elderly individuals living with minimal support. This endeavor marked the first instance of our cooked meals reaching individuals who, despite having a roof over their heads, had fallen through the cracks of society.







## 2012

In 2012, KSK Society made a significant stride by establishing what is arguably Malaysia's first known food bank, operating from the same soup kitchen building in Imbi. Initially conceived to tackle the challenge of excess food donations, the food bank efficiently addressed the issue of oversupply by redirecting surplus provisions to nearby shelter homes and rehabilitation centers.

Simultaneously, we began reaching out to families in dire need of food assistance, some of whom were relatives of homeless clients we had previously assisted. As our efforts expanded, we developed a small database of these families, providing consistent provisions whenever resources and manpower permitted.

This food bank initiative, which started from a small room-sized storage space, propelled KSK Society to a new level, serving not only homeless and underprivileged individuals but also urban poor families. By assisting these families, we aimed to prevent further descent into poverty and reduce the risk of them falling into homelessness.

### AWARD

- Malaysian NGO Award
- EUROPA Sustainability Award







# 2013

Unbeknownst to us, our work gained international recognition. In 2013, a representative from the Association of Asia Food Banks (AAF) visited to learn more about our initiatives. Subsequently, we were invited to participate in AAF's symposium in Hong Kong, marking our inaugural involvement in an international conference—a moment of pride for our team.

Simultaneously, our soup kitchen operations expanded, distributing over 1,300 food packets in a single night. With an increasing number of homeless individuals requiring medical assistance, we established proper medical rounds with ambulance services to ensure optimal care for the homeless population.

In addition to direct service provision, we engaged in advocacy efforts, meeting with relevant ministries to raise public awareness about homelessness and amplify the voices of the often overlooked and marginalized community. Our overarching goal remains the reduction of homelessness, and we are steadfast in our commitment to aiding individuals in need and addressing the root causes of homelessness.







# 2014

The increasing awareness of homelessness has sparked numerous debates and discussions, prompting our active engagement with relevant ministries and stakeholders to address this pressing social concern. Through on-the-ground mapping efforts, we've gained a clearer understanding of the extent and nature of homelessness in Kuala Lumpur. These discussions have led to more coordinated food distribution and resource allocation, ensuring a more efficient and equitable approach to supporting those in need.

Furthermore, KSK Society has played a pivotal role in providing valuable suggestions and expertise to the relevant ministries, resulting in the establishment of Pusat Khidmat Gelandangan Medan Tuanku and Pusat Transit Gelandangan Kuala Lumpur. These centres aim to assist thousands of stranded individuals in transitioning away from their lives on the street, offering them a pathway to a better quality of life.

As a Strategic Partner of the Federal Territory of Malaysia and Dewan Bandaraya Kuala Lumpur (DBKL), KSK Society has played a vital role in bringing projects like Pusat Khidmat Gelandangan Medan Tuanku and Pusat Transit Gelandangan Kuala Lumpur (PTG) to fruition. These contributions not only underscore our dedication to addressing homelessness but also signify that our advocacy efforts are influencing the development of policies and strategies aimed at providing better support for the homeless population and ultimately resolving it.

## AWARD

- Iskandarian Malaysia Social Heroes Awards







## 2015

Utilising and analysing our ever-expanding database collected over the years, there is a clear indication for us to expand our Food Bank programme and introduce additional initiatives to meet the growing needs of the vulnerable communities we currently serve.

The data collected have succinctly outlined the root causes of homelessness, emphasising the imperative to not only continue serving the homeless and urban poor in cities but to also extend assistance to needy families on the verge of homelessness. Consistent support to these families have the potential to mitigate the risk of individuals slipping into homelessness.

In 2015, we received another invitation to the Association of Asia Food Banks (AAF) Symposium, this time in Taiwan. At the event, we engaged in the exchange of innovative ideas on food banking and proudly witnessed KSK Society's formal induction as a member of the coalition.







## 2016

In 2016, our food banking initiatives experienced notable expansion. Through new partnerships with TESCO Malaysia and KOMUGI, we began collecting surplus produce and bakery, distributing them to our existing beneficiaries and registered charity partners. This marked a significant milestone, laying the groundwork for broadening our operations and forging strong alliances with additional supermarkets. Building on this milestone achievement, we received a timely boost with the donation of our first three-tonne chiller truck from Segi Value Holdings Sdn. Bhd., helping us manage the increased daily operations.

During the same year, we forged a significant collaboration with Y.A.M. Tengku Zatahshah, a regular volunteer, to address food wastage from hotel buffet lines during the holy month of Ramadan. This landmark initiative, known as #ZeroFoodWastage, introduced another dimension to our surplus food programme by rescuing excess food from hotels and promptly distributing it to charity partners on the same night.







## 2017

By 2017, we had established a network of teams across Peninsular Malaysia, in partnership with TESCO Malaysia, which had expanded to all its stores nationwide. This collaboration enabled us to extend our services to rural poor communities, a previously unthinkable achievement. Our efforts had grown significantly, now encompassing support for both urban and rural poor populations. Dedicated volunteers from local areas played a crucial role in efficiently distributing these substantial donations to impoverished families and charity homes.

Additionally, we introduced empowerment services for individuals already enrolled in our food bank assistance program. Recognizing their potential, we provided skills training such as sewing to help them generate additional income to support their families. Volunteer trainers closely mentored the trainees, offering skills and emotional support, and monitoring progress through home visits.

Products crafted by these individuals were marketed on their behalf, creating a sustainable income source and fostering self-reliance. By integrating food assistance with skill-building initiatives, KSK continued to uplift and empower communities nationwide, promoting long-term resilience and well-being.







# 2018

2018 marked a significant milestone for us as we celebrated our 10th year in service to society. To commemorate this occasion, we organised the first-ever Food Bank Symposium in Malaysia, coinciding with our 10th Anniversary celebration dinner. The symposium brought together food bank experts from Association of Asia Food Banks to exchange insights and best practices, contributing to the advancement of food banking initiatives in the region. The anniversary celebration itself was a grand affair, uniting over 300 volunteers, sponsors, and supporters from across Malaysia to honour our decade-long journey of service and kindness towards the impoverished community.

In the same year, KSK Society was appointed as a strategic partner of the Malaysian Government's Food Bank programme initiative, known as "Food Bank Malaysia." Additionally, we forged strong partnerships with hypermarket giants such as AEON Co. and NSK, among others, further enhancing our capacity to address food wastage and insecurity on a national scale. These formalised partnerships strengthened our ability to fulfil our mission of serving the impoverished across Malaysia, including the often overlooked and neglected Orang Asli community.

## AWARD

- World CSR Leadership Award







# 2019

In 2019, we formed a significant partnership with the International Medical University (IMU) to establish a free clinic within our building in Imbi. This marked the first time in our history that we were able to offer medical and dental services at our own premise.

Another notable milestone in the same year was our invitation to participate in International Food Bank conferences held in London and Seoul, organised and facilitated by the Global FoodBanking Network (GFN) - an institution dedicated to providing technical expertise and capacity enhancements to food banks.

By 2019, our food bank operations had experienced exponential growth, surpassing the capacity of the small storage space we maintained in the Soup Kitchen building in Imbi. To accommodate our expanding operations, we relocated our food bank operations from Imbi to Seri Rejang, allowing for increased capacity and efficiency.

Additionally, we extended our assistance to the Batek tribe, an Orang Asli community in Kuala Tahan severely affected by flooding. This marked another milestone as we provided disaster relief to support this vulnerable community.

## AWARD

- The Brand Laundrette 2019 Award





## 2020

In 2020, KSK Society faced unprecedented challenges due to the devastating Covid-19 pandemic. It was worrying as we had barely moved into our newly rented warehouse unit in Seri Rejang which is still empty shortly before the lockdown. Nevertheless, we demonstrated resilience and adaptability, continuing our vital operations without faltering thanks to the overwhelming support from the public.

We also implemented innovative solutions by engaging third-party delivery vendors to distribute daily food assistance to beneficiaries in temporary shelters and their homes. Additionally, we facilitated bereavement services for those who tragically succumbed to Covid-19.

As part of our effort to help combat the pandemic, our seamstresses under our Empowerment programme produced countless masks and Personal Protective Equipment (PPE)s to be donated to hospitals and individuals in need.

In the same year, as online sales platforms surged in popularity, we empowered our trainees to venture into baking. This initiative proved highly successful in providing a lifeline for many individuals striving for livelihoods. Bakers would come into our Empowerment centre located on top of the warehouse floor to bake cookies in order to fulfil orders we have committed.







# 2021

In 2021, the nation persevered in battling the ongoing pandemic, building on the unity and resilience demonstrated the previous year. KSK Society embarked on its inaugural long-haul food delivery initiative, known as "Food Mission," benefiting 2,312 families residing in the outskirts of Peninsular Malaysia. Despite encountering numerous challenges, the journey spanned over a month, conducted under strict adherence to government-mandated Standard Operating Procedures.

Furthermore, KSK Society launched the "School Mission" campaign aimed at addressing the needs of underprivileged schoolchildren. Through this initiative, essential supplies, educational resources, and support were provided to ensure these students have access to the tools and opportunities necessary for academic success. The campaign also aimed to assist families grappling with the adverse effects of the pandemic.

New cookie products were also introduced to boost income opportunities for the bakers under our Empowerment programme. We also partnered with Famous Amos to upcycle their pre-loved linens into event door gifts.

With perseverance, innovation, and unwavering commitment to serving the vulnerable, KSK Society continued to make a significant impact despite the challenges faced.







# 2022

In response to the devastating floods in Baling, Kedah, KSK Society initiated its first-ever flood relief mission, delivering essential humanitarian aid to the affected victims. This represented a significant expansion of KSK Society's aid efforts, underscoring our dedication to assisting communities in times of crisis.

In 2022, we expanded our reach by establishing a new hub in Ipoh, made possible through the generosity of a supportive individual. This expansion aimed to address food insecurity in the region, allowing KSK Society to further its mission of ensuring food access for those in need while fostering community partnerships and engagement in Ipoh.

Additionally, in the same year, we launched a nationwide "World Food Day" food drive campaign for the first time and welcomed AEON BiG as a new partner, facilitating the rescue of surplus food and extending its benefits to more individuals in need.

## AWARD

- Malaysia Best Business Award 2022







# 2023

We achieved significant milestones by formalising partnerships with QL Kitchen, PandaMart, and Shopee. These collaborations provided us with a consistent and varied supply of surplus food resources, allowing us to extend our reach and serve a larger number of underprivileged individuals and communities in need.

To meet the increasing demand for addressing food insecurity among the elderly poor, we expanded our efforts by launching our inaugural soup kitchen distributions to support elderly individuals living in the Pudu Market area, Lebuhraya Canarvon, Penang and Kampung Cina, Melaka.

As for Empowerment, basic education programmes were established for the first time. Weekly classes were held in Kg. Orang Asli Atok (Taman Negara) and Sg. Temon (Johor Bahru) throughout the year. Another milestone for KSK Society was partnering with the renowned brand Mei by Fatspoon to produce sumptuous cookies for our ever-growing list of supporters.

We resumed attending international food bank conferences organised by the Global Foodbanking Network in Mexico and Bangkok after it was halted due to the deadly Covid-19 pandemic.





## GENERAL UPDATE

As we reflect on the past year, we are pleased to present our annual report highlighting the key milestones, achievements, and initiatives undertaken by KSK Society.

Through dedicated efforts and unwavering commitment, we have continued to make significant strides towards our mission of empowering communities and transforming lives across Malaysia.





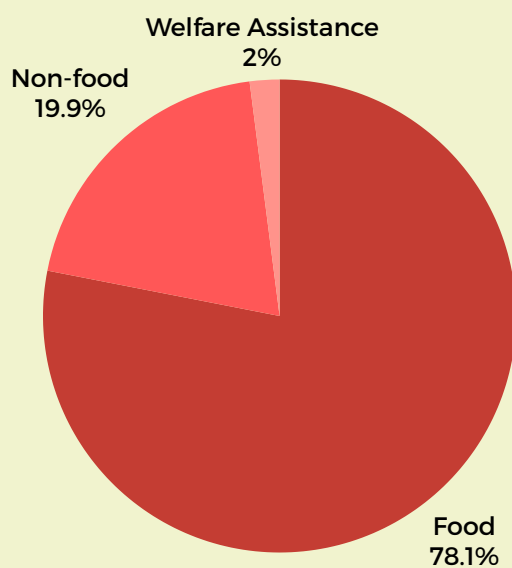
# GENERAL UPDATE



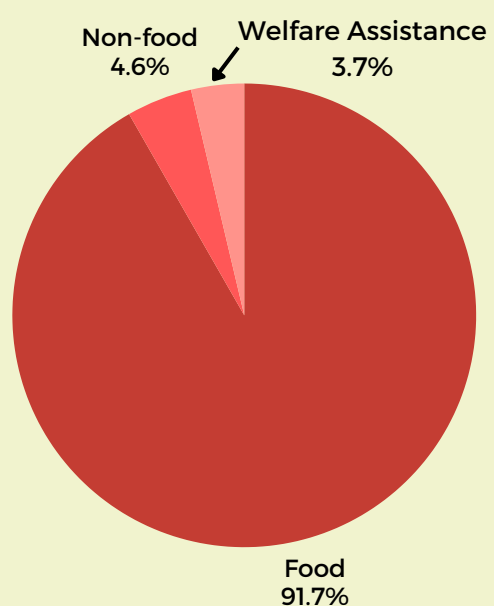
The total donation of food and welfare services provided to our beneficiaries had **increased by 21.81%** from RM5,344,684.15 in 2022 to RM6,835,864.72 in 2023.

This increase highlights our continued commitment to supporting the community by providing essential resources and assistance.

2022



2023





# GENERAL UPDATE

## Staff Expansion and Operational Enhancement

Substantial augmentations to our existing team were made to accommodate the expansion of our operations. The integration of additional personnel into our workforce has not only bolstered our operational capacity but also enabled us to enhance the effectiveness and efficiency of our on-the-ground programmes.

Furthermore, the inclusion of new team members also enabled us to reinforce our initiatives aimed at sustaining our society through strengthened Public Relations and Marketing endeavours. As of December 2023, our nationwide operations are supported by a total of 31 team members.



## Awareness Event

Participation in events like Kind Malaysia 3.0 significantly enhanced our visibility within the community. We were deeply honoured to take part in such large-scale events, which played a pivotal role in amplifying our outreach efforts to the general public.

Community engagement is crucial for raising awareness about our mission and initiatives. Kind Malaysia 3.0, held at the Malaysia International Trade and Exhibition Centre (MITEC) in March last year, provided a platform for our Marketing Director, Justin Cheah, to participate in a panel discussion, one of the highlights in this prestigious event.



## Working together

Our continuous endeavours on the ground are reinforced through our established collaborations with Dewan Bandaraya Kuala Lumpur (Soup Kitchen programme) and Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (Food Bank programme). We are privileged to receive recognition from both entities, showcasing their steadfast support for our contribution to tackle social welfare challenges and uplifting vulnerable communities.



## Celebrating Partnership and Collaboration

In 2023, we are invited to an appreciation dinner hosted by the Ministry of Domestic Trade and Living Cost. The event underscored the importance of our collaboration in advancing shared goals, emphasizing the mutual benefit derived from our joint efforts.



## DBKL Appreciation and Hari Raya Celebration Dinners

Vivian Hor, our Soup Kitchen and Administration Manager, had the honour of representing KSK at an appreciation cum Hari Raya celebration dinner hosted by the Dewan Bandaraya of Kuala Lumpur.

This event recognised KSK's unwavering commitment in working together to address homelessness issues in the capital since 2014. Similar functions were also held in Ipoh and Johor Bahru, well represented by local staff and volunteers.







## Participation in the Kuala Lumpur Standard Chartered Marathon 2023

During our debut year of participation in the Kuala Lumpur Standard Chartered Marathon 2023, we effectively heightened awareness and garnered backing for our mission. We express our deepest appreciation to Dirigo Events and Standard Chartered Marathon Kuala Lumpur for selecting KSK Society as one of the esteemed charity partners. A heartfelt acknowledgement is extended to local celebrity Ram Anantha for his invaluable endorsement, which significantly bolstered our endeavours throughout this prestigious event.

## Internal Trip for Staff Engagement

We organised internal trips to different hubs to strengthen team bonds and unity among staff members while promoting a deeper understanding of local operations, challenges, and successes. These trips serve as an opportunity for staff to connect, build relationships, and enhance teamwork, fostering a greater sense of camaraderie within the organisation.

By providing firsthand experience of on-the-ground operations, we aim to align our team with our organisational mission and goals. This initiative not only rewards staff for their dedication and hard work but also facilitates better communication and collaboration across all levels of the organisation.







## FOOD BANK

We began reaching out to families at high risk of homelessness and welfare organisations back in 2012, providing food provisions collected from our soup kitchen base in Imbi. Some of these families were relatives of the homeless clients we have assisted along the way. The establishment of food banking services for families in need aimed to address their food insecurity challenges and prevent further hardship leading to homelessness.

Since then, the number of beneficiaries has grown exponentially. As of 2023, we are already supporting thousands of families nationwide with regular supplies of dry provisions, and more than 170,000 underprivileged individuals living in social welfare organisations such as shelter homes, rehabilitation centres, and learning institutions nationwide, which we refer to as charity partners, benefit from our regular supply of surplus produce. This is made possible through daily surplus food donations from our hypermarket partners over the years.

We are proud of the progress made in our food rescue efforts and strategic partnerships. Through collaborative efforts and the unwavering dedication of all stakeholders, we have been able to make a significant impact in creating an ecosystem to address food insecurity and wastage, while benefiting underprivileged individuals and families, helping them lead healthier and more stable lives.





## Our Beneficiaries

### Urban & Rural Poor



Homeless



Senior citizen



Disabled



Single parents



Orang Asli



Children

### Charity Partners



Orphanages



Shelter Homes



Soup Kitchen  
& Food Bank



Halfway  
Homes



Rehabilitation  
Centres



Learning  
Institutions



# 4,000+

families served

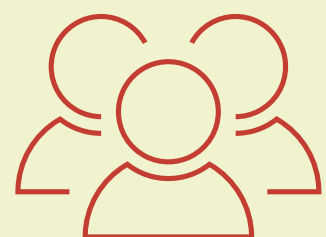


# 250+

registered charity  
partners

# 179,000+

individuals served







**10,755**  
food packs provided



**484,933.62<sub>kg</sub>**  
surplus produce rescued



**734,039.62<sub>kg</sub>**  
weight served in total



**921,373.88<sub>kg</sub>**  
CO2 emissions prevented



## Three Years, Thousands Fed: A Shared Effort

Since 2021, our food bank has shown tremendous progress, experiencing a growth of more **than 300%**. Our goal is to reach at least 1,000,000kg of rescued surplus food by the end of 2024. Throughout the challenges since the pandemic, we have continuously expanded our efforts, raising more food to support many needy individuals. Our growth is rapid, and our commitment to the community remains steadfast.

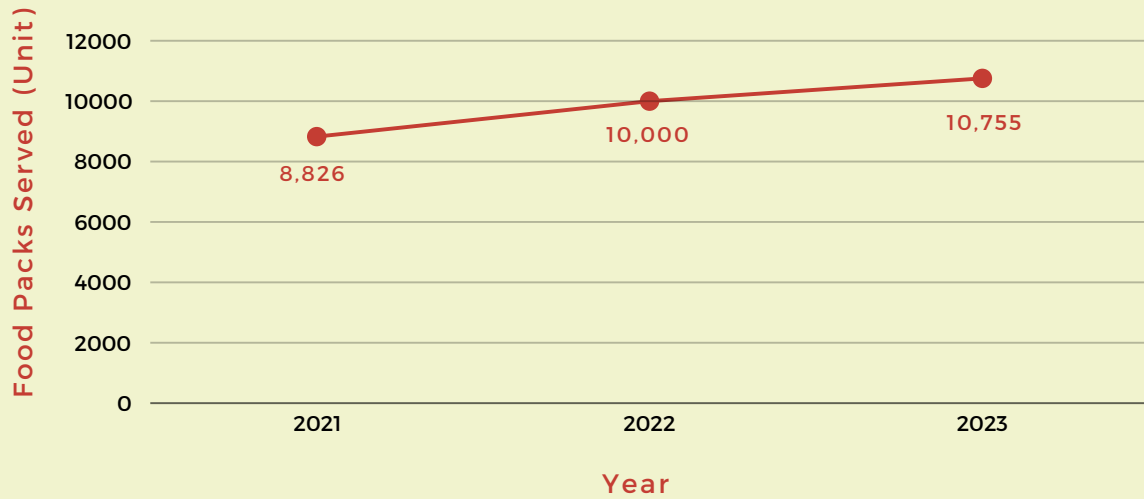
Through continuous recruitment of new partners, big and small, we aim to secure even more food for 2024. We are focused on improving efficiency to benefit underprivileged individuals and charity partners. By sourcing more available food products, we can reach more people in need.

With more surplus food up for collection, we stand to benefit even more underprivileged individuals. Surplus food is no longer just a want; it is a need for many. Addressing this need is crucial to our mission.

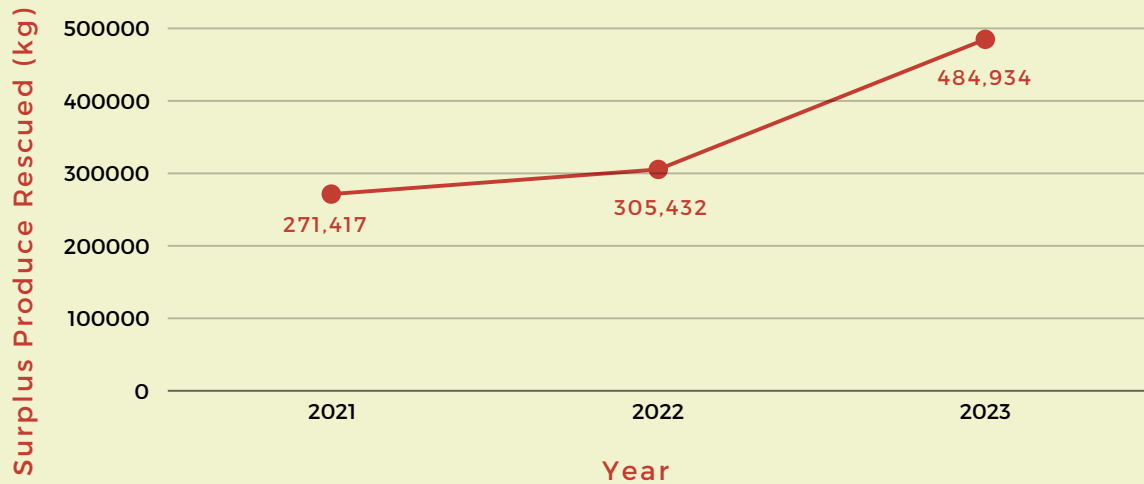




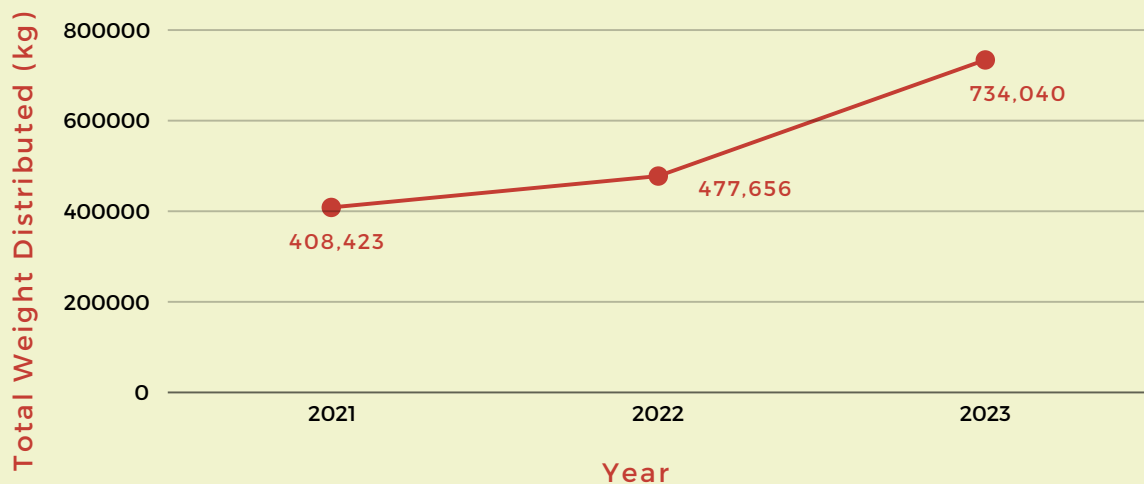
### Food Packs Served



### Surplus Produce Rescued



### Weight Distributed





## Environmental Impact

In 2023, by diverting 484,933.62 kilogrammes of surplus food from landfills, we prevented approximately 921,373.88 kilogrammes of CO2 emissions.

Over the past three years, we have diverted a total of 2,017,387.18 kilogrammes of CO2 emissions:

- **2021: 515,692.30 kilogrammes**
- **2022: 580,321.00 kilogrammes**
- **2023: 921,373.88 kilogrammes**





## DIRECT TO BENEFICIARIES



## DIRECT TO CHARITY PARTNERS





## The Importance of Helping Beneficiaries Through a Food Bank

Food banks play a crucial role in addressing food insecurity and ensuring community access to nutritious food. Our food bank is committed to providing this essential safety net, offering stability, hope, and a foundation for a healthier future.

The services we provide have far-reaching impacts on individuals, families, and communities as we address issues such as food insecurity, nutritional support, and financial stability through our Empowerment programme, community building, mental well-being, and strengthening local food systems. In conclusion, our food bank is an essential institution providing more than just food.

By supporting our food bank, we help create healthier, stronger, and more resilient communities.





## PROGRAMMES AND SERVICES

The Food Bank remains a core component of KSK Society's operations. Beyond our various endeavours to ensure continuous food supplies through partnerships, collaborations, and donations management, the bulk of the work in our food bank revolves around key operational activities that ensure the effective collection, storage, and distribution of food to those in need.

These activities are crucial for maintaining a steady flow of food donations, ensuring food safety, and providing support to beneficiaries on a daily basis. While backend coordination is essential, data reporting on our work is also highly significant to ensure we continue making progress towards reducing food wastage and providing long-term solutions to hunger and food insecurity.





## DAILY PRODUCE AND BAKERY COLLECTIONS



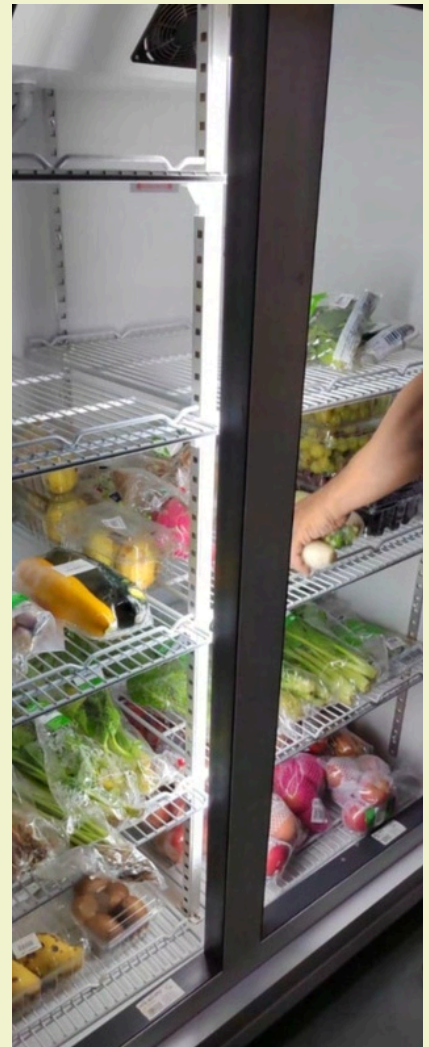


## WEEKLY COOKED FOOD RESCUE





## MONTHLY NEAR EXPIRY FOOD PRODUCTS





## ADHOC AND SEASONAL CALLS FOR RESCUE





## EXPANSION

Expanding our network of reach and maintaining the hubs is by no means an easy task. Since 2017, we have expanded to Perak, Pahang, Melaka, Sabah and Sarawak. This is in addition to Penang and Johor.

From the basics of ensuring cleanliness to managing logistics, our lean team makes sure we operate as efficiently as possible for the benefit of our recipients.





## PENANG

The team has grown to handle more CSR activities, paving the way to become self-sustainable.





## PERAK

Increased in distribution capacity,





## PAHANG

Became a hub for our work in helping the Orang Asli community.





## MELAKA

Maintained growth and self-sustained operations.





## JOHOR

Flourishing CSR and volunteering activities.





# Negeri Sembilan, Sabah and Sarawak

Made possible by committed individuals.







### Increased Food Rescue Capacity

2023 was regarded to be our breakthrough year. Our food rescue operations have experienced remarkable growth, with the capacity to rescue surplus food tripling over the past year. This expansion has enabled us to rescue and redistribute even more nutritious food to individuals and communities in need, thereby mitigating food wastage and addressing food insecurity on a larger scale. Moving forward, our aim is to sustain this momentum and explore additional avenues to rescue even more food, making it available to a greater number of underprivileged individuals.





## Securing Long-Term Food Partnerships

Through our set goals, our team has been working hard to secure collaborations and long-term partnerships with food manufacturers and corporate entities throughout the year. Thanks to the enormous amount of effort put in, we were not disappointed.

Such glaring examples include the establishment of long-term partnerships with reputable entities such as QL Kitchen, Shopee, and Panda Mart, who have generously committed to our cause. These collaborations have not only addressed food wastage but also benefited thousands of individuals in need, demonstrating the power of sustainable food redistribution initiatives.



## Product Sourcing

Over the years, we have successfully secured more food partners and are now working to connect with additional partners, particularly those in the food services, manufacturing, and farming sectors. This approach enables us to diversify the food we distribute, ensuring that recipients receive a variety of nutritious options, including vegetables and fruits.

We continue to welcome corporate and individual donors, expanding our network to enhance the quality and variety of food available to those in need.



## LOGISTICS

One of our main challenges has always been logistics. With the increase in daily operations for rescuing surplus food and delivering dry provisions, we are grateful to our logistics partners for their invaluable support. GD Express Carrier Bhd (Gdex) and Lalamove, in particular, have been instrumental in reinforcing our delivery routes and drop-off points, allowing us to efficiently aid 2,312 Orang Asli families and 1,500 school-going Orang Asli children across Malaysia.

Their involvement has been crucial, enabling our team to focus on daily operations without logistical worries. As we grow and digitalising our work, we aim to streamline processes, and ensure prompt delivery of perishable items. We also look forward to effective inventory management solutions to enhance our storage efficiency.

By leveraging their expertise in supply chain management, our logistics partners significantly enhance our operational capabilities. This collaboration is vital for reinforcing capacity, ensuring food security, and effectively addressing the needs of vulnerable populations. We continuously seek to improve and welcome more ideas and collaborations with logistics companies to benefit more needy individuals.





## Sustainable Food Collection

Collecting surplus food, which is still in good condition, is vital to our work. It allows us to stretch our resources, increase our capacity, and deploy more people on the ground to rescue food.

Purchasing food in the long run is not sustainable and does not support our Environmental Sustainability Governance (ESG) goals. Purchasing food limits our reach and may lead to generating more surplus food.

By focusing on surplus food collection, we can stretch our resources further, reach more individuals in need, and promote sustainability and community involvement.



## Special Shoutout

Without our logistics team, our food bank would not have been able to achieve the level of distribution we did throughout 2023.

Special thanks to our team of unsung heroes—our volunteers—who contributed their time and effort to make our world a better place.

We extend our utmost gratitude to all stakeholders, including donors, sponsors, volunteers, staff, and partners, for helping create a better world.

Our significant improvements in 2023 would not have been possible without your contributions!





## Securing Much Needed Extra Warehouse Space

With a remarkable achievement of more than tripled output in 2023, efforts have been made to search for warehousing space to cope with the increased need for storage. We extend our utmost gratitude to STM Lottery Sdn Bhd for answering our plea by providing their existing unused shop lots space in Seri Kembangan with a combined capacity of 6,000 square feet.

While we are grateful for this contribution, we continue to search for additional warehousing space in our bid to further expand our capacity to rescue more surplus food generated from other sectors in the food industry.



## Expansion and Capacity Building

While we are working towards securing more warehousing space in the headquarters, we have also expanded by hiring more on-ground staff in both Penang and Perak hubs to cope with the increased operations. This initiative has helped in smoother operations and enhanced our outreach efforts.





## Breakthrough year for foodbanking

2023 marked a year of milestones for our food bank. For the first time in our history, we successfully redirected a total of 79,000 bottles of CHI Forest Sparkling Water donated by Country Farms Sdn Bhd to all our charity partners supporting underprivileged communities.

This achievement highlights our capability in assisting food manufacturers in resolving surplus food issues, thereby preventing food wastage on a large scale.

We extend our heartfelt gratitude to GD Express Sdn Bhd for providing logistics assistance to facilitate the mobilisation and redistribution of these 79,000 bottles of drinks to those in need.





## EVENTS

# GLOBAL FOODBANK NETWORK'S FOOD BANK LEADERSHIP INSTITUTE (FBLI) IN MEXICO

In 2023, it was indeed a busy year for everyone at KSK Society. We were honoured to participate in the Global Foodbanking Network's annual global summit in Mexico City, represented by Elisa Khong and Justin Cheah, as well as the regional meeting in Thailand, represented by Justin Cheah, Katie Choong, and Chew Mingwen. These fruitful learning trips provided opportunities for us to share our work, ideas and best practices.

Elisa, of her own accord, also visited our sister food banks, Feeding Hong Kong and Second Harvest in Japan, during her personal trips to learn best practices and improve our operations.

Additionally, throughout the year, we welcomed experts from various countries who visited our food bank as part of their research projects.





## EVENTS

# GLOBAL FOODBANK NETWORK'S ASIA PACIFIC FOODBANK CONFERENCE (FBLI) IN THAILAND





# COMMUNITY ENGAGEMENT AND AWARENESS

## Public Forums and Talks Events

One of the ways we are creating a food safety net is by promoting food bank development. Our efforts include public speaking, holding symposiums, conducting research, and participating in study sessions organised by various universities and stakeholders.





# COMMUNITY ENGAGEMENT AND AWARENESS

## KIND MALAYSIA 2023

In a bid to promote kindness and community engagement, KSK Society participated in Kind Malaysia 3.0, held at MITEC (Malaysia International Trade and Exhibition Centre) in March 2023. The event provided an ideal platform for KSK Society to showcase its mission and initiatives aimed at serving marginalised communities across Malaysia.

Notably, KSK Society's Marketing Director, Justin Cheah, was invited to be one of the panellists for the discussion on "Kindness Unites Humanity," underscoring the organisation's commitment to fostering compassion and unity within society.

Reflecting on the event, KSK Society expressed gratitude for the opportunity to be part of Kind Malaysia 3.0 and to interact with individuals who share a common vision of service and kindness. As the organisation continues its mission to serve those in need, it looks forward to forging even stronger bonds with the community and empowering more individuals to make a difference.





# COMMUNITY ENGAGEMENT AND AWARENESS

## KUALA LUMPUR STANDARD CHARTERED MARATHON 2023

One of the significant milestones KSK Society achieved in 2023 was by being elected as one of the beneficiary non-profits in the Kuala Lumpur Standard Chartered Marathon 2023's Run For A Reason campaign, marking the first time in our history. This selection serves as a testament to our impactful work benefiting the community, particularly aimed at aiding the Orang Asli community with food support.

A total of RM30,000 was raised through this initiative, thanks to the generous contributions of runners and donors. We express our sincere gratitude to Standard Chartered Bank Malaysia and Dirigo Events Sdn Bhd for their belief and trust in our organisation. With continued collaboration and support, we are committed to making a positive difference in the lives of those in need.



AN OFFICIAL CHARITY PARTNER FOR RUN FOR A REASON

### RUN FOR KSK SOCIETY AT THE

KUALA LUMPUR  
Standard Chartered  
Marathon 2023



Find out more >>>>

Funds raised will be used to purchase food provisions for needy families under our care.





# COMMUNITY ENGAGEMENT AND AWARENESS

## WORLD FOOD DAY 2023

Throughout the month of October 2023, we organised a 3 week nationwide food drive in collaboration with three major hypermarket brands in AEON BiG, AEON Co. and Lotus's Malaysia spanning a combined 17 outlets across five states in conjunction with World Food Day 2024.

Buoyed by the successful inaugural food drive campaign held last year, the aim was to raise essential food items from generous individuals to be distributed to families and charity partners in need. Participation in the food drive was made convenient for donors, who had the option to drop off donations at any of the 17 participating hypermarkets or at our designated food banks to encourage participation. In the end, a total of 11 tonnes of dry food was raised much to the delight of everyone involved.

The success of the campaign was further amplified by the dedication of KSK Society's staff and volunteers, who embarked on fulfilling weekend road trips throughout the weekends leading to World Food Day with our Volvo truck to promote the initiative. Their efforts were met with enthusiasm from shoppers, many of whom lined up to donate food and inquire about volunteering opportunities, showcasing the community's solidarity and kindness.

The collective impact of the food drive underscores the importance of collaborative efforts in addressing pressing social issues and fostering a culture of giving and compassion nationwide.





# COMMUNITY ENGAGEMENT AND AWARENESS

## WORLD FOOD DAY 2023





## Summary

Our Food Bank plays a crucial role in promoting Environmental, Social, and Governance (ESG) principles by reducing food waste and carbon emissions for our partners, while also helping those in need. By collecting food that would otherwise end up in landfills, we have helped companies to save on disposal costs and provide essential support to the community.

Over the years, collaboration with food partners has significantly reduced food wastage within their companies. We provide reports and updates to help them adopt more sustainable practices and improve on forecasting.

In 2023, we engaged many companies in Corporate Social Responsibility (CSR) initiatives, offering them tangible ways to support local communities through food donations and volunteering. This not only enhances their reputation and brand but also fosters a sense of community involvement and increases employee morale and job satisfaction. Our volunteering programmes promote transparency and accountability, allowing volunteers to interact directly with beneficiaries and enhance their own governance practices.

Collaborating with food banks helps food companies contribute to a sustainable and equitable food system while improving their ESG performance, benefiting both their business and the wider community.





## BENEFICIARIES TESTIMONIALS



"I'm Frankie, blind due to glaucoma since 2008. I live in Cheras with my 85-year-old mother, who has dementia and struggles with daily tasks. We rarely go outside. Thanks to a thoughtful uncle, who passed away, a social worker from a food bank visited us. Their help has been consistent and invaluable. Without them, we'd be lost. We're grateful for their ongoing support, which has been a lifeline for us. The food bank's care has been a beacon of hope for those in need, like us. We're deeply thankful for their assistance and hope they continue their meaningful work." - Frankie



"Alhamdulillah, KSK's banyak membantu kami dari segi makanan kering. Makanan yang diberikan membantu kami untuk meneruskan kehidupan harian. Tanpa sedar, bantuan tersebut mengubah kehidupan kami menjadi lebih baik sedikit demi sedikit." - Puan Zuraina



"You have my sincere gratitude for supporting us during this trying period. Our lives were completely upended by my limb loss, especially considering our meagre resources. Your assistance with my OKU application is greatly appreciated and provides hope throughout our darkest moments. Thank you KSK." - Uncle Sandra



## BENEFICIARIES TESTIMONIALS



"We have been benefiting from KSK's food bank for many years. We are grateful to KSK for sending over their surplus produce every week as not only are the supplies very useful for our residents' consumption, but they have also helped keep our expenses to a minimum. Furthermore, they are still in very good condition, and it is too wasteful to throw them away." - Mr Cheong - Tong Sim  
Senior Citizens Care Centre



"We have had a longstanding partnership with KSK Society, and they have consistently provided invaluable support to our shelter home over the years. One of our founder's visions was to assist those who are stranded and uncared for; however, our resources and outreach are limited. Nevertheless, through our collaboration with KSK, we have successfully fulfilled that vision." - Sister Kavitha,  
Ebenezer Home



"Our collaboration with Kechara Soup Kitchen has been deeply fulfilling. Their dedication to serving the community, particularly those with special needs, has motivated us to ensure our participants receive the necessary support and accommodations to fully engage. We've been inspired by KSK's holistic approach, which goes beyond providing food to empowering those in need.

Together, we've undertaken various initiatives, including fundraising and volunteer drives, making a tangible impact on many lives. This partnership aligns perfectly with our organisation's goals of social responsibility and community outreach. Thank you for the opportunity to share our testimonial, and we eagerly anticipate continuing this impactful partnership." - Puan Rosidah - OKU Taiping



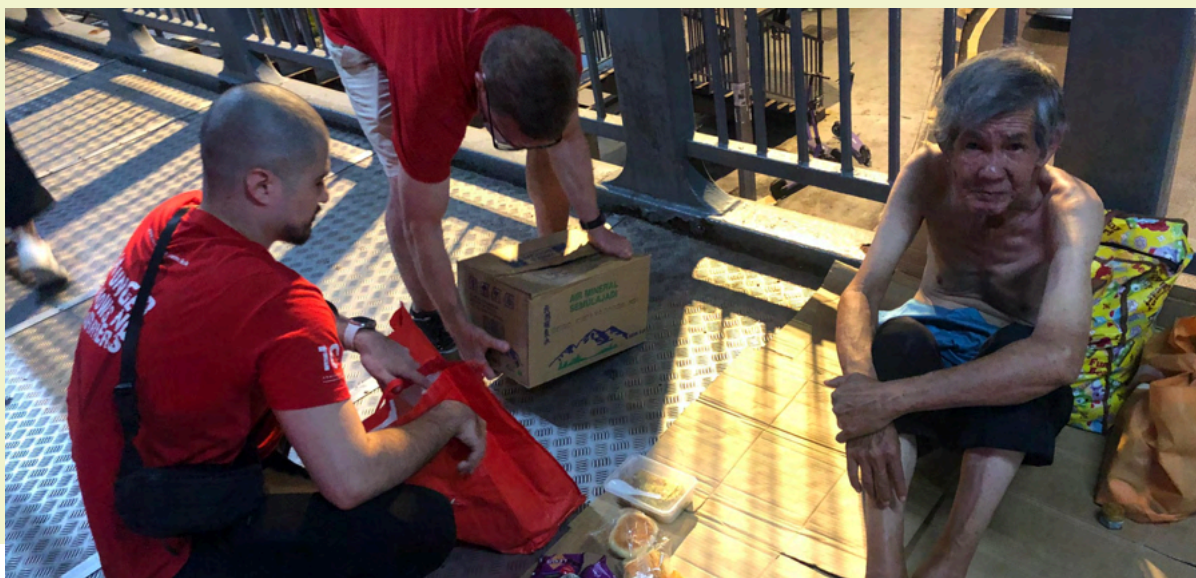


## SOUP KITCHEN

Our Soup Kitchen programme was established in 2008 to provide ready-to-eat vegetarian food to the homeless and urban poor community, whom we refer to as clients, with the aim of addressing immediate needs we discovered on the streets. As we grew, we were able to organise daily distributions from our physical soup kitchen and extend similar activities to other regions of Malaysia by 2011.

Additionally, we expanded our services to include basic medical care and welfare assistance for our clients, helping them reintegrate into society through job placement, rehoming, replacement of lost documents, rehabilitation, hospital follow-ups, welfare aid applications, and more. Through the dedication of our staff and volunteers, we significantly reduced the number of people living on the streets over the years.

Every day, our hardworking team works tirelessly behind the scenes to maintain momentum and serve every one of our clients, regardless of race, religion, or gender.





2023 was not without its fair share of challenges, but fortunately, each one was dealt with ease thanks to our dedicated team supporting daily operations. As we celebrate our 15th year of providing comprehensive services on the streets of Malaysia, there arose a need to streamline our operations to better serve our clients. Despite the challenges of 2023, our operations remained resilient and smooth.

Enter Mr. Chew Mingwen, our Operations Manager, previously a Personal Assistant to our President, Mr. Henry Ooi. Mr. Chew took over the daily soup kitchen operations from Ms. Vivian Ong, who had been at the helm since 2017. Vivian gracefully relinquished her position as Soup Kitchen Manager to focus solely on Administration and Finance. This change in portfolio was necessary to better serve our clients, and we ensured a seamless transition, maintaining continuity and efficiency in our services on the streets.

### Enhanced Delivery Capabilities

To enhance our distribution capacity, especially at static distribution stops in Pudu and Medan Tuanku in Kuala Lumpur, as well as in near-inaccessible areas on the outskirts, we acquired a new 4-wheel drive vehicle. This acquisition will facilitate the delivery of essential supplies to the aforementioned places and communities living in hard-to-reach areas, such as Orang Asli villages.



### Gastronomic Partnership for a Cause

One of the highlights of the year was the remarkable collaboration between Au Jardin and KSK Society in Penang. Four Michelin-starred chefs, Chefs Kim Hock, Johnson, Yamauchi, and Aidan, came together for an extraordinary 8-hands dinner at Au Jardin, showcasing their culinary mastery. Partial proceeds from the event were generously donated to support our street distribution activities. This partnership not only delighted diners with sumptuous meals but also made a meaningful contribution to our cause.





## Outreach Initiatives and Services Expansion in Johor Bahru and Melaka

One of the many efforts initiated in 2023 was to locate and assist stranded individuals residing outside the city centre. One such feat was initiated in Johor Bahru where a small group of stranded individuals were discovered and being handled with care, acknowledging that they are not accustomed to receiving assistance from charity groups.

The same efforts were also made in Melaka where the team also initiated to identify individuals in need. Through a recommendation from local volunteers, we were able to identify a group of stranded elderly individuals living on their own in the Kg. Bukit Cina area and we began providing ready-to-eat meals to this group in July. Thanking sponsors who have made heartwarming commitments to our Melaka team to continue serving.



### Lotus's Sama-Sama Hidup

In collaboration with Lotus's Malaysia, we initiated the Sama-Sama Hidup Baru programme to uplift homeless and urban poor communities by providing access to better hygiene care and nutritious meals across all our soup kitchen hubs in Malaysia.



The programme began at Pusat Khidmat Gelandangan Medan Tuanku and Pudu Market before expanding to Johor Bahru, Ipoh, and Georgetown. Ms. Hanim Hamdan, Head of Communications and CSR at Lotus's Malaysia, highlighted the company's commitment to community investment and support through the #KitakanJiran spirit.

A successful digital fundraising campaign was organised and raised RM60,000 to support the initiative, with additional contributions of 280 hygiene care packs from Lifebuoy and Clear for individuals at Pusat Khidmat Gelandangan Medan Tuanku.





## Empowering Individuals to Rebuild Lives

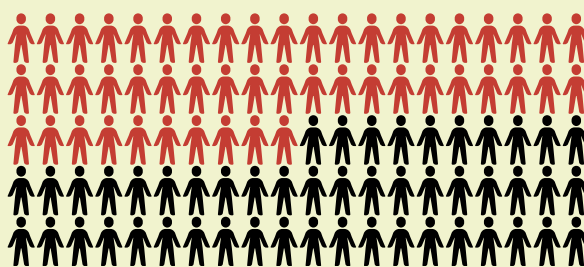
Mr. Lee, whom we helped last year to replace his lost documents, has long since moved on from his homelessness situation. He returned to pay us a visit and surprised us with a box of 'Musang King' durian, still deeply grateful for what we did for him. This simple yet exemplary gesture has deeply moved and inspired us to continue our efforts in helping more individuals like Mr. Lee rebuild their lives and regain self-worth and dignity.

Through our assistance, Mr. Lee transitioned from a life filled with uncertainty and homelessness to an independent individual successfully reintegrated back into society. His journey serves as the example that KSK Society has hoped for since the inception of our activities, and it is now bearing fruit.



# 116,151

## Meals Served



As we reflect on the operational highlights of 2023, we are reminded of the resilience that drive our organisation forward. Despite the challenges, we have continued to expand our reach, forge meaningful partnerships, and positively impact the lives of those in need

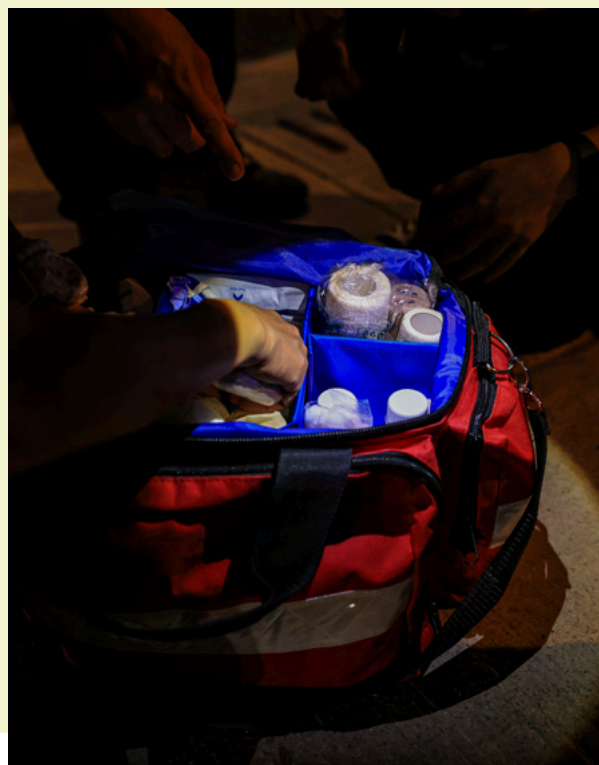
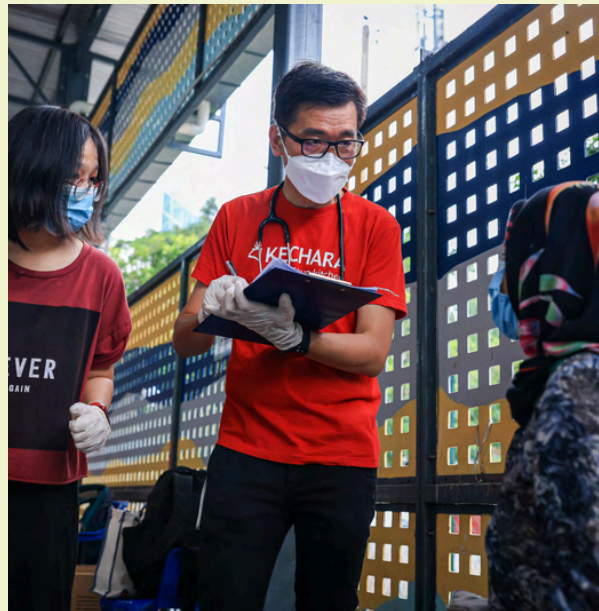




## MEDIC

This year, we have made significant strides in expanding our services and partnerships to better serve the healthcare needs of our beneficiaries.

A total of **2,786** cases were attended in the whole of 2023, a **38.4% increase** from last year, highlighting the severe need for health care on the streets.





## Inventory System for Medical Supplies

Having provided essential basic health care on the streets since 2012, we have come a long way. Efforts were made to improve our inventory records and data entry. The improvement was necessary as our goal is to be more efficient in our services, knowing that increased efficiency means helping more people. The implementation has not only helped us become more efficient in procurement but also in database management. Utmost gratitude to all our staff and volunteers for making this a reality.

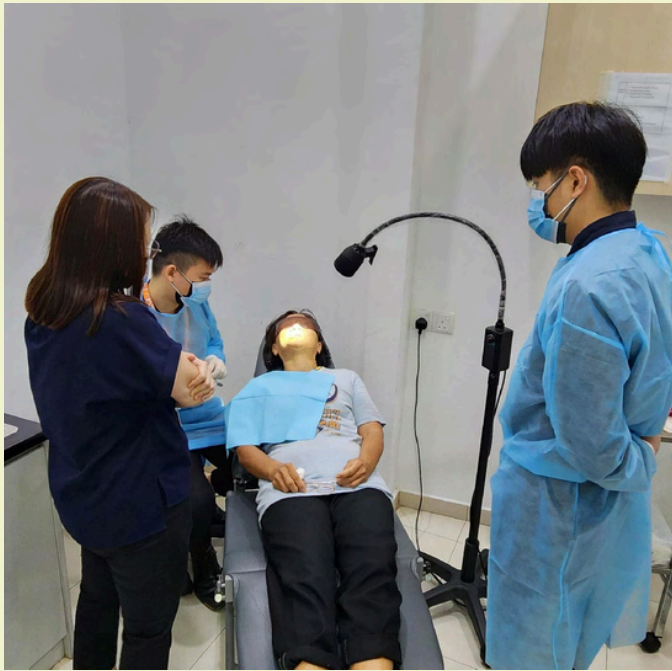


## Long-Term Sponsorships with AM PM Pharmacy

One of the significant milestones we achieved in 2023 was striking up a partnership with AM PM Pharmacy, who has generously committed to sponsoring the cost of our medication procurement on a long-term basis. We are very humbled by the support as it has been instrumental in helping us expand our capacity to provide quality healthcare services to those in need.







## Acupuncture Services

In addition to the conventional mainstream medical services provided to our clients, we introduced acupuncture services to complement the existing offerings.

Thanks to Chinese medicine practitioner Theresa, therapeutic acupuncture services became available to our clients at our static distribution stop in Pudu. This addition offers an alternative approach to addressing common ailments such as frozen shoulders, joint, and muscle pain, enhancing the range of care we provide. Theresa's technique for therapeutic treatment is unique where no needles are used for such treatment.

## Expansion of Healthcare Services at IMU

In our fifth year of collaboration with the International Medical University (IMU), we sustained our provision of basic medical support from our soup kitchen in Imbi. Alongside the existing dental and chiropractic services, additional basic services such as general practice and Traditional Chinese Medicine (TCM) were incorporated into the list of services. Operating from the free clinic facility generously provided by the IMU Cares Foundation since 2019, we have steadily revitalised basic medical services and addressed numerous health issues encountered by our regular clients, despite the unfortunate interruption caused by the pandemic.



As we conclude the fiscal year 2023, we are proud of the progress made in advancing our healthcare initiatives. Through strategic partnerships, service expansions, and the introduction of new therapies, we have enhanced our ability to meet the diverse healthcare needs of the community.

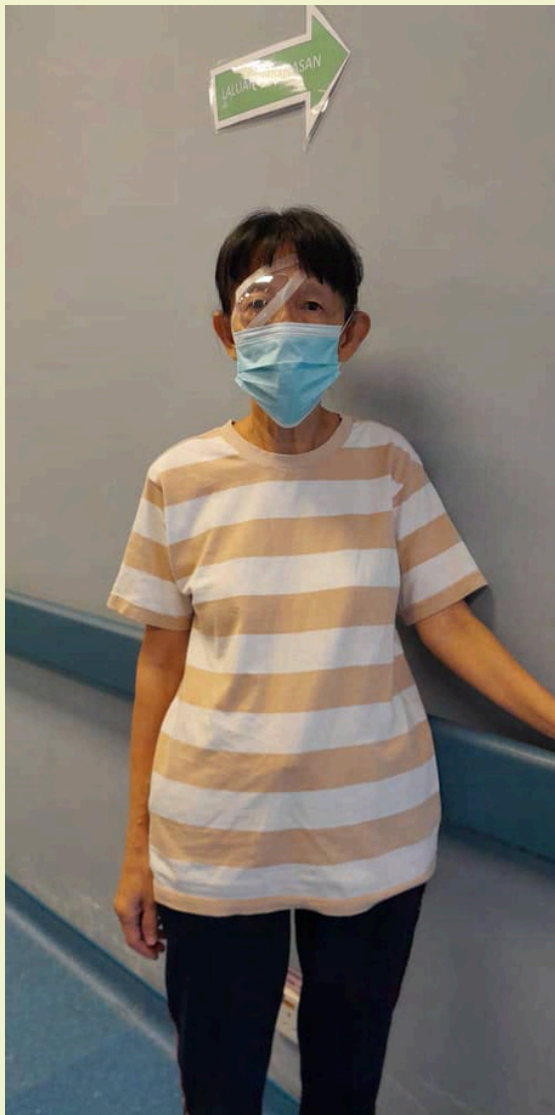




## WELFARE

As we reflect on the past year, we are humbled by the impact of our welfare services team on the lives of those in need. Welfare services are seen as one of the most effective ways to assist our clients in transitioning away from life on the streets. Cases such as job placement, rehoming, rehabilitation, medical follow-ups, welfare aid applications, and many more are dealt with on a daily basis to ensure clients receive the best possible solutions to their problems.

The number of cases attended to this year nearly tripled compared to the previous year, marking a substantial shift in our momentum towards addressing acute cases identified on the ground. With our Client Case Officer effectively managing all cases with utmost efficiency, we are further inspired to redouble our efforts and efficiency to assist even more clients in resolving their socio-economic challenges.





## Addressing Cataract Problems and Providing Welfare Services

Since the launch of static distribution in Pudu late 2022, we have been able to assist numerous clients who were previously unaware of the welfare services available to them.

One of the most concerning revelations from our Pudu distribution point was the prevalence of health issues among our clients, particularly concerning cataracts.

Many were unaware of their entitlements, exacerbating their conditions.

Through our efforts, we aided clients in overcoming cataract-related and other health issues at this distribution point alone, restoring their vision, assisting them in transitioning to a new environment, and improving their quality of life.



## Providing Lifesaving Support and Assistance

Our welfare services extend to providing lifesaving support to individuals facing dire circumstances on the streets. From daily dressing assistance for those recovering from injuries to addressing acute cases such as bipolar disorder, our team is dedicated to ensuring the well-being and safety of all individuals in need.

# 140

## Case Attended

As we close the welfare section for the year 2023, we reflect with pride on the strides we've taken in improving social services and support systems. Through collaborative efforts, program expansions, and innovative approaches, we've strengthened our capacity to address the multifaceted welfare needs of our community.





## BENEFICIARIES TESTIMONIALS



"I am forever grateful to KSK for helping me when I was really down and out back in 2009. I was very depressed, losing hope and did not know what to do. Fortunately KSK found me and believed in me. They gave me the respect and guidance to help pave the way for me to patch my life back together. I am now living a stable life back in my hometown in Sarawak counting my blessings." - Laburd



"Your help during my cataract surgery journey is invaluable. You were my hope through medical appointments and surgery at the hospital. It helped ease my financial worries. Thank you KSK Society." - Pang



"Thank you all for your support. With your help, I got a job, medical care, banking assistance, clothing, and temporary shelter. Your kindness has changed my life. Grateful to KSK Society and volunteers." - Ibrahim



"I am deeply grateful to KSK Society for their invaluable support, which helped me secure a job as a security supervisor. Their ongoing assistance, including help with medical needs, made my transition easier. I sincerely appreciate their generosity, commitment, and encouragement, as their kindness has truly changed my life." - Kumaraguru



## EMPOWERMENT



Throughout the year, our focus has been on cultivating new partnerships to inspire innovative ideas. These collaborations have resulted in the development of new products and expanded income opportunities for our bakers. By leveraging this equation of forging new partnerships to generate fresh ideas that translate into innovative products, KSK Society has successfully supported and diversified the revenue streams of our bakers.



In 2023, our Empowerment programme achieved a significant milestone by providing basic education to those marginalised, particularly within the Orang Asli community. Tuition classes were conducted over weekends for a total of 100 Orang Asli children from two villages: Kg. Sg. Temon (Johor Bahru) and Kg. Atok (Taman Negara), focusing on literacy and numeracy skills. The encouraging progress observed among the children motivates us to sustain and expand this essential service in the long term. This achievement is the result of collective efforts, involving extensive planning and dedication from all parties involved.





## Innovative Product Promotion

In response to the ever-evolving baking industry, our team has been actively seeking new recipes and products to enhance our bakers' income opportunities. In 2023, we introduced pineapple tarts as the latest addition to our extensive range of cookie products. This new offering was launched during Hari Raya festivities. Since then, pineapple tarts have become a staple in our cookie lineup. We have also refined packaging and quality to meet the increasing demands of cookie enthusiasts.



## Partnership with Mei by Fatspoon

2023 marked a significant breakthrough year for our baking department, as we successfully forged a partnership with Mei by Fatspoon, renowned for their high-quality baked goods, with two exclusive Christmas flavours. Partnering with Mei by Fatspoon was an obvious choice, given their established brand and loyal customer base. This partnership allows us to focus on production while leveraging the expertise of Mei by Fatspoon in sales and marketing.





## Educational Support for Orang Asli Communities

In 2020, our initial contact with the Orang Asli "Batek" community, particularly in the outskirts of Taman Negara, revealed their severe lack of sufficient support systems to uplift them from poverty, including basic food and education. Recognising the need for significant improvements, we began efforts to provide consistent supplies of food provisions for the families and basic education to the children. Since February 2023, lessons in writing, reading, and mathematics have been introduced, complemented by engaging fun learning activities to ensure the children's continued interest and participation. Over the past year, our initiatives have supported Orang Asli families in Kg. Atok, Taman Negara, witnessing remarkable educational and social growth in the children. Through the efforts of the locals in Kg. Atok, a total of 26 children from Kg. Atok has already been enrolled in mainstream schooling. Inspiring!

Similar classes were also held in Kg. Sg. Temon in Johor Bahru for children of the "Seletar" tribe living in the area. Many of these children faced various challenges in life, leading to loss of interest in schooling or dropping out, and becoming more distant from mainstream society, perpetuating poverty. We believe that by providing this avenue on a long-term basis, we can help provide the necessary stepping stone for these children to continue their life journey and eventually break the cycle of poverty.

We are thankful for the significant financial support provided by UOB Bank (Malaysia) Berhad throughout 2023, enabling us to run the essential education programme in these two villages. We are also incredibly grateful for the assistance of wonderfully dedicated individuals in helping us provide this very basic education, which we sometimes take for granted.





**Kampung Orang Asli Sg. Temon - Educational Support**







## School Mission

Our School Mission 2023 initiative also provided over 1,100 students living in 28 villages all over Peninsular Malaysia with essential school supplies, alleviating financial burdens on families providing for their children's education.

Already faced with challenges to provide food for their family due to the rising cost of living, many have struggled to support their children's education, KSK Society rallied the public to support Orang Asli families in overcoming the challenge of providing school supplies for the new school term.



# RM185,275

## Income Generated

# 8,117

## Tubs Produced



As we reflect on the accomplishments of the past year, we are inspired by the impact of our innovation and community empowerment initiatives. Through strategic partnerships, educational programmes, and product innovation, we have made significant strides in creating positive change and empowering individuals and communities in need.



## Project Cycle Safe by CIMB Foundation

Late November, we successfully distributed dry provisions to 200 families and provided bicycles for 100 school-going children in Kg. Orang Asli Batu 16, Gombak. This was made possible thanks to the generous support of CIMB Foundation. Accompanied by CIMB Foundation representatives, we handed out these much-needed items at the community hall - bringing relief to the families and joy to the children.

Ms. Rohani, the secretary of Tok Batin, shared that the provisions alleviated the financial burden for families, and the children were ecstatic about receiving bicycles—some were even moved to tears! This impactful initiative has truly made a positive difference in the lives of the recipients, and KSK Society is proud to have played a part in it. A heartfelt thanks to CIMB Foundation!





## BENEFICIARIES TESTIMONIALS



"Joining KSK nearly three years ago, time flies when you're part of such a vibrant community. The baking classes have been a game-changer for me. They have not only enhanced my skills but also ignited a passion I didn't know I had. KSK has truly changed my life, and if I could secure a full-time job through this experience, it would be even more amazing." - Loo



"Thank you for helping my village, thank you for the food and teaching the children. I am happy some of the children are already attending school." - Tok Batin Tenggiri, Kg. Atok



"Saya mula mengenali Kechara pada November 2022. Saya aktif dalam aktiviti pembuatan pelbagai jenis biskut setiap hari. Penglibatan ini membawa pengalaman baru dan mengubah banyak aspek hidup saya, memberikan warna baru dalam rutin harian dan memperbaiki kehidupan secara keseluruhan." - Puan Rubita



"I became part of Kechara in 2012 and joined the baking section. As a single parent, this activity really helps me to earn extra income. And I've learned a lot through this program. Especially the flexible hours allow me to drop and pick up my kid from school without any issues. Besides income and flexible working hours this program helps to maintain my mental health. Interacting with different people, learning new aspects makes me overcome stress in life and boost up my mental health."



## PARTNERS TESTIMONIALS



### **Lotus's Malaysia, Sama-sama Hidup Baru**

"Thanks to all our customers who had graciously donated their My Lotus's points into our 2023 Sama-Sama Hidup Baru programme, we were able to raise the funds needed to support Kechara in their efforts to help the homeless and urban poor in Klang Valley and in other parts of the country. It is always in our hopes to have more programmes such as this - inviting our customers and partners to be a part of our Lotus's #KitakanJiran initiatives and make a difference in the lives of those that need it the most" Hanim Hamdan, Head of Communications and Sustainability of Lotus's Malaysia.



### **AEON CO (M) BHD**

"It has always been in AEON's DNA to actively engage and help the community within our ecosystem. We are grateful to partner with an organisation as compassionate as Kechara Soup Kitchen, sharing our steadfast commitment to aiding those in need, particularly through initiatives like the World Food Day food bank drive. Together, we are making a tangible difference in the lives of the marginalised community, and we look forward to continuing this partnership." Dr Kasuma Satria Mat Jadi, Chief Human Resources Officer, AEON CO (M) BHD



### **AEON BiG (M) Sdn Bhd**

"AEON BiG is honoured to collaborate with Kechara Soup Kitchen Society, marking another meaningful stride in our commitment to aiding the less fortunate. It is with great pride that we join hands to make a difference, reaffirming our dedication to serving the community."- Sheikh Farouk Sheikh Mohamed, Managing Director, AEON BiG (M) Sdn Bhd



## PARTNERS TESTIMONIALS



### Shopee Malaysia

"Kechara Soup Kitchen Society's work in the community is truly inspiring. Since 2023, Shopee has partnered with KSK, providing monthly contributions to ensure essential food resources reach those in need. Our involvement extended to assisting in their Food Mission campaign last December, where we assisted with transporting supplies to Kampung Orang Asli Lubok Legong, Kedah through SPX. Whether it's through educational outreach, support for local businesses, or providing basic necessities during festive seasons and times of disaster, each initiative stems from our belief in creating positive change. This collaboration speaks the heart of what we believe in - making a meaningful impact together. Our commitment doesn't end here; we're committed to continuing this journey alongside KSK." - Terence Siau, Co-founder's Office and Country Head, Sea Ltd



### Le Méridien Kuala Lumpur

"Le Méridien Kuala Lumpur is proud to have been the first and longest-serving Marriott International Malaysia hotel collaborating with KSK, and we are equally proud to have inspired other properties under Marriott International to join forces in this noble cause. Since 2011, our journey alongside Kechara Soup Kitchen Society has been nothing short of inspiring. From humble beginnings to a nationwide operation, it has been a privilege to witness and support KSK's unwavering dedication to serving our community with kindness. We are honoured to have contributed to their impactful work, creating positive changes in society." - Ms Jaclyn Low, Director of Human Resources



### QL Kitchen Sdn Bhd

"KSK's programmes have a profound impact on communities. The food surplus programme resonates with our commitment to feed a growing population while operating sustainably. As a subsidiary of a food production group built on creating nourishing products from agro resources, we understand the resources needed to bring food to the table. This partnership with KSK is a win win opportunity that redirects surplus food to vulnerable communities, benefitting society while reducing wastage." - Ms. Chia Juak Sui, Director of QL Kitchen Sdn Bhd



## PARTNERS TESTIMONIALS



### Kind Malaysia 3.0

"I have been involved with Kechara Soup Kitchen (KSK) as a volunteer at the beginning many years ago. From there, I have been following the good work of KSK and how it has grown and developed over the recent few years under the leadership of Justin Cheah. When I was tasked to come up with the programme for Kind Malaysia 3.0 in 2023 and the goal was to provide a platform for non-profit and social organisations in Malaysia to learn from more established homegrown non-profit organisations, I knew KSK would be a great example and Justin is the perfect person to share his journey as well as KSK's story. Justin's background and experience is highly relatable to all who work in the nonprofit sector. The challenges and triumphs of KSK over the years serves as a guide to other organisations in the same field. I was even more impressed when Justin was open to share not just the successes but really the challenges faced and the resilience it takes to continue to succeed in creating impact in this sphere. I am glad that Justin and KSK took the time to be a part of Kind Malaysia 3.0 and hope they will be there to do the same again in future events of such kind." - Dee Dee Quah,



### KL Marathon - Dirigo Events

"Having Kechara Soup Kitchen Society on board as a beneficiary for the first time in the Kuala Lumpur Standard Chartered Marathon event is a momentous occasion. As the co-founder of Dirigo Events, I am delighted to support KSK's impactful work in serving the community with kindness and dedication. Their presence adds depth and meaning to our event, and I am honoured to be part of their journey towards creating positive change in society." - Gloria Ng, Co-founder of Dirigo Events



### Mei by Fat Spoon

"We chose to work with KSK Society because of the confidence that the resources donated would be 100% directed to the right cause & beneficiaries. We worked with a wonderful hands-on team who truly cared for the beneficiaries & experiencing how lean, committed & efficient the team worked was truly an added bonus. So happy that we have collaborated twice this year - and looking forward to many more!" - Michelle and Melissa Pong, Mei by Fat Spoon



# VOLUNTEERS





## VOLUNTEERS



# I WANT TO VOLUNTEER!

Join the Heartbeat of Compassion! Volunteer with KSK Society.

Ready to make a real difference in your community? Join us at Kechara Soup Kitchen and become a force for positive change! With every meal served, every smile shared, and every hand extended, you'll be part of a movement that nourishes both body and soul.

Contact: +6010 3333 260

Website: [www.kecharasoupkitchen.com](http://www.kecharasoupkitchen.com)

Whether you are a seasoned volunteer or looking to start your journey in giving back, we welcome you with open arms. Together, let's sow seeds of hope and harvest smiles that last a lifetime!

Join us and let's serve with love.

Together, we can change lives.

#KecharaSoupKitchen #VolunteerWithPurpose



# ACKNOWLEDGEMENT LIST

## PLATINUM

RM 100,000 and above



Creador  
Foundation



Dato'  
Douglas

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## GOLD

RM 50,000 - RM 99,000

CIMB Bank Berhad

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## SILVER

RM 20,000 - RM 49,000

Anaika Collections Sdn Bhd

- Beckhoff Automation Sdn Bhd
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- Kuala Lumpur Standard Chartered Marathon 2023
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- Sunway Construction Group Berhad
- SWIFT Support Services Malaysia Sdn. Bhd.
- Syarikat Ong Sdn Bhd
- Warner Pump Malaysia Sdn Bhd
- Xevera Sdn Bhd

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## BRONZE

RM 10,000 - RM 19,000

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# MEDIA COVERAGE



MELODY Podcast  
Kechara Soup Kitchen



Youthphoria by  
malaysiakini

Homelessness:  
Victims of  
circumstances or by  
choice?

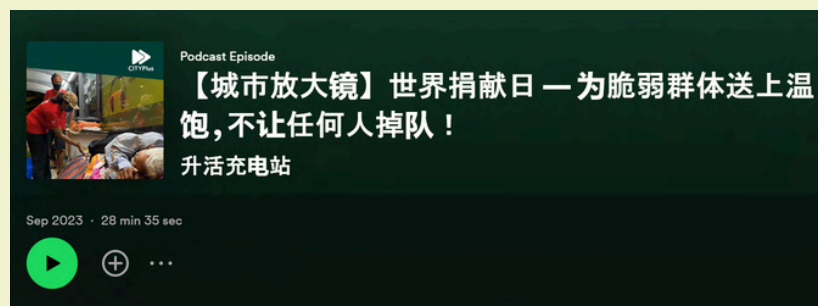


BFM Podcast

Serving Hope:  
Kechara Soup Kitchen Unites  
Communities in Urban Struggles

City Plus FM

World Food Day:  
Essentials Supplies to  
Vulnerable and  
Doesn't Let Anyone  
Fall Behind!



PODCAST





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**Kechara Soup Kitchen Society (KSK), a charitable non-profit organisation that assists homeless people, recently shared an emotional story about one of its former aid recipients**

In a Facebook [post](#), the NGO shared the story of Mr S (not his real name), a homeless man who initially came to their shelter seeking safety and employment after being separated from his family.

KSK managed to assist the man by placing him in temporary housing at Pusat Transit Gelandangan (PTG) in Kuala Lumpur shortly after.

He was then offered a part-time job with the added benefit of an easy commute.

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**@ThreeeP: "Everyone also ca..."**

**@ThreeeP: "Everyone also cannot dance." 🤖**  
It's true, admin pun takleh dance.  
#malaysianartist

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**LIFE**

**Kechara Soup Kitchen praises 'Uncle Durian' for protecting housemate, staying positive despite being stabbed**

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**Golf Retailer Rescues Surplus Groceries with Kechara Soup Kitchen Society**

OCTOBER 2, 2023 / SUSTAINABILITY





Portal Berita Malaysia [info@ramarama.my](mailto:info@ramarama.my)

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## Impacting Lives: Paradigm Mall Petaling Jaya And Kechara Soup Kitchen Embark On A Food Donation Drive

PETALING JAYA, 3<sup>rd</sup> September 2021 – In an effort to reach out and make a difference in the lives of those in need, Paradigm Mall Petaling Jaya, a shopping mall under WCT Malls Management Sdn Bhd ("WCT Malls") has initiated a food donation drive for those who are adversely impacted by the pandemic. This

**Berita Terkini**

**March**

With all students finally back on our campuses and vaccination happening globally, there was cause for optimism and hope. The challenges of the pandemic had not prevented our community from supporting needy urban families in Kuala Lumpur though and our [Foundation's #BuildKindness campaign](#) continued to support 25 poor urban families of the Kechara Soup Kitchen Malaysia (KSK).

Face to face learning also brought opportunities to restart some of the activities we had been missing; in JB our Year 6's were able to do their [new skills presentations](#) (part of their year long Year 6 Challenge), we saw the return of International Week and our fabulous student prefects for STEM at EP treated staff and students to a medley of activities and learning moments as part of [STEM Week](#) - a week-long exploration of all things Science, Technology, Engineering and Maths related.

There was also success for the Geography Department with [Emily and India winning the British Geological Society 'National Schools Geology Challenge'](#)

**Let's Build Kindness Together**

FOUNDATION KECHARA soup kitchen

## Lotus's aktifkan kempen Sama-Sama Hidup Baru

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Balutan seluruh badan Faisal sudah mula dibuka

'Saya tarik rambut,



# MEDIA COVERAGE



**The Global FoodBanking Network**

Our Role in FOOD SYSTEMS | Our APPROACH | Our IMPACT | About GFN | Support OUR MISSION | DONATE

**ADVANCING FOOD BANKS**

### Celebrating the Faces of Food Banking

September 20, 2023

Take a moment to learn about—and thank—the people who make food banking possible.

Last year, members of The Global FoodBanking Network made sure 32 million people facing hunger knew where their next meal was coming from. It's an incredible collective effort—and it took thousands of dedicated, hardworking people to make it happen.

We want to make sure these exceptional people around the world don't go unnoticed, so we're Celebrating the Faces of Food Banking. These are the people who make food banks and hunger alleviation around the world possible—from those harvesting produce on the farm to those serving up a hot meal or distributing parcels of food to those who need it most.

For the next couple of weeks—and every week—we hope you'll join us in Celebrating the Faces of Food Banking who ensure that everyone has a full plate of food. You can send your own personalized message using the form below. Make sure you use the dropdown menu to choose the specific food bank you would like to thank.

**Food banks are powered by people, and these are just a few of the individuals alleviating hunger in their communities across the globe.**

Thank a Food Banker

Would you like this message shared with a specific GFN member food bank?

No preference - Send to any food banker on my behalf

**Candid.**

Philanthropy News Digest

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## Making a difference to the needy

November 13, 2023 | The Star

TO commemorate World Food Day, Lotuss Stores (M) Sdn Bhd (Lotus's Malaysia) handed over 1,500kg of pantry staple foods, drinking water, cooking oil and other necessities to Kechara Soup Kitchen.

The goodwill gesture, for the second year running, benefitted over 300 underprivileged families across the country.

"One of the primary intentions of this initiative is making sure that Kechara has enough supply of nutritious food that

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MALAYSIA

## Soup kitchens fret for poor and hungry as Malaysia's inflation soars, donations dip

10 SHARES

MALAYSIA / 19 h ago

Fahang Sultan: Muslims must unite to defend their faith

MALAYSIA / 9 h ago

Impending huge public sector pay hike gets economists thinking about where the money is

**FMT**

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## Kechara hopes to help people break the poverty cycle

Danish Raja Reza - 28 Sep 2023, 10:00 AM

The charity has adopted a three-pronged approach to enable many to get back on their feet.

10 SHARES

Total Views: 921

Kechara Soup Kitchen has gone beyond the provision of meals to offer more substantial assistance to those in need.

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## Lotus's Malaysia, Kechara Soup Kitchen kumpul 1,500kg makanan

Oleh NORSHAHZURA MAT ZUKI Follow

16 Oktober 2023 01:01pm Masa membaca: 4 minit

This truck is donated by Volvo Malaysia for

**KECHARA** Food Bank

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Lotus's #KITAKAN JIRAN

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MALAYSIA

## Soup kitchens in Malaysia fear soaring rice prices will affect mission to feed the needy

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MALAYSIA / 15 h ago

DPM Zahid extends condolences to family of victim in fallen tree incident

NEWS ARTICLE



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**Food Bank and Empowerment**

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G080, Ground Floor, Terminal Pahlawan, Jalan Merdeka, Bandar Hilir, Melaka  
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**PAHANG****Food Bank**

P6, Pusat Perniagaan Repas Point, 28700 Bentong, Pahang Darul Makmur  
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