

ANNUAL REPORT 2024

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HUNGER KNOWS NO BARRIERS

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A WORD FROM THE PRESIDENT

This year, the three pillars of Kechara Soup Kitchen have stepped up the efforts in providing dry provision and wet food, cooked food, empowering the unemployed with the necessary skill and providing knowledge of the world to the Orang Asli children living deep in the jungle off the riverbank of Kuala Tahan, Pahang. This was made possible with the generosity of kind and compassionate people who donated money and food. The year 2024 also saw many Malaysians, individuals and from corporates, who gave their valuable time to volunteer in the planned activities, such as packing and delivering cooked food to those living in the streets; collecting and delivering surplus wet food like vegetables and pastries and dry food to the registered beneficiaries in our database. And, the number of cases has increased significantly through assisting those in need of having their identity cards replaced, those looking for jobs, those seeking medical attention, those looking for a roof over their head in our charity partners' shelter homes, and reuniting those who lost contact with their families. We at Kechara Soup Kitchen are humbled by these meaningful experiences that enabled us to realise our mission and vision.

With the rising cost of food and basic necessities, we call upon you to continue working with us to create an impact to further alleviate the physical suffering of those in need.

I wish you a Happy New Year. May you have good health and may you live a long and healthy life, and may your goals be realised.

Thank you.

A handwritten signature in black ink, which appears to read 'Henry Ooi'. The signature is fluid and cursive, with a large loop at the end.

HENRY OOI
PRESIDENT

THE TEAM

YEAR 2024



Henry Ooi
President

Li Kim
Vice President

Elisa Khong
Group Managing Director

Justin Cheah
Marketing Director

Suthagar Soogumaran
Operations Manager

Vivian Ong
Admin and Finance Manager

Executives: Jien Howe, Alice Wong, Nur Ellena

Administrators: Asyikin, Haziqah, Natalie Tang, Vicky

Operations: Andrea Lai, Bernard Ting, Farid, Krishnan, Maya, Nazrul, Sunny Ooi, Sean Ooi

OUR MISSION AND VISION

Vision

Our vision is for a nation where no one is deprived of basic necessities due to poverty.

Mission

Food Bank:

Provide food security for the underprivileged community, through dry and surplus food assistance.

Empowerment:

Promote self-reliance and financial independence, through education and skill-sets programmes.

Soup Kitchen:

Reduce homelessness and poverty, through providing cooked food and community care.

OUR REACH

Beneficiaries

Homeless

Elderly

Disabled

Single Parent

Orang Asli

Children

Charity Partners

Orphanages and Shelters

Soup Kitchen and Food Banks

Halfway Homes

Rehabilitation Centres

Learning Institution

Local Community Groups

9,604

POOR FAMILIES

278

CHARITY PARTNERS

196,950

UNDERPRIVILEGED INDIVIDUALS

THE BIRTH OF A VISION

His Eminence Kyabje Tsem Tulku Rinpoche, a world-renowned Buddhist teacher and humanitarian, conceptualised Kechara Soup Kitchen Society (KSK) in 2006, which was officially established as a registered non-profit organisation in 2008. Guided by his compassionate philosophy that no one should suffer from hunger — regardless of background, belief, or gender — KSK was born with the motto "**Hunger Knows No Barriers.**" Inspired by Rinpoche's vision, students and friends began distributing food to **the poor and homeless on the streets**, marking the humble beginnings of the Soup Kitchen street distribution programme. This initiative gained momentum over time, and by 2011, similar activities were extended to Penang and Johor, thanks to the unwavering support of volunteers and sponsors. Many stranded individuals received not only food but also immediate assistance, such as **basic medical care and welfare aid**, giving them a chance to **rebuild their lives away from the streets**. As more individuals in need were identified, registration cards were introduced to streamline aid distribution and **gain deeper insights into the root causes of homelessness**.

By 2012, the data collected from these efforts led to the establishment of the **Food Bank programme**. With a focus on providing dry provisions to families in crisis, the programme aimed to **prevent vulnerable individuals from falling into homelessness**. This initiative flourished into a **nationwide effort by 2017**, in collaboration with hypermarkets and generous partners who contributed **surplus produce, fruits, and bakery items**. These were **redistributed to underserved communities**, both urban and rural. The **Empowerment programme** was launched in the same year, providing recipients of the Food Bank programme with **essential skills** such as **sewing** to help them **generate additional income**. In 2020, **baking classes** were introduced, **offering families a lifeline** during the economic challenges of the deadly COVID-19 pandemic.



During these difficult years, KSK launched the **Food Mission** and **School Mission** campaigns, **providing critical food aid and school supplies** to those severely impacted by the lockdowns, especially the **indigenous (Orang Asli) community**. Since 2023, KSK has further expanded its reach by introducing weekly **Knowledge of the World** classes for **Orang Asli children** in remote areas, equipping them with foundational knowledge to prepare for eventual formal schooling.

Today, what began as a simple act of feeding the homeless on the streets — driven by the vision and motivation of our founder — **has evolved into a multifaceted organisation**. KSK now runs **multiple pillar programmes** that have collectively **benefitted over 196,500 individuals**, helping them rise from poverty and build a brighter future.

This journey of growth and impact would not have been possible without the enduring support of our donors, sponsors, volunteers, staff, committee members and friends all these years. Your generosity and commitment have been the lifeblood of our mission, and we extend our deepest gratitude to everyone who has walked this path with us. Together, we continue to honour the legacy of compassion and care envisioned by **His Eminence Kyabje Tsem Tulku Rinpoche**.



OUR IMPACT

Maintaining Our Commitment

Our commitment to people in need has never wavered. In 2024, a total of **RM6,250,657.68** in value were distributed to those needful most, which was a slight decrease of 8.56% from 6,835,864.72 in 2023 and 16.95% from RM5,344,684.15 in 2022. As we approach many uncertainties in 2025, we thrive in garnering support from kind individuals and like minded entities to continue benefit and grow to provide more in tandem with our vision where no one is deprived of basic necessities due to poverty.

REFLECTIONS ON 2024

Steady Progress, Strong Leadership, and Overcoming Challenges

The year 2024 marked another successful chapter for Kechara Soup Kitchen (KSK). Our operations ran smoothly, allowing us to serve countless underprivileged individuals. However, the journey was not without its share of challenges. From resource limitations to evolving community needs, every obstacle tested our resilience and commitment to our mission of providing sustenance and hope.

GENERAL UPDATE

Expanding Horizons Through New Strategic Partnerships

2024 marked a **significant leap forward in our approach**, opening new opportunities to reach and assist more underprivileged communities. By **forging meaningful collaborations with new partners**, we have strengthened our capacity to fulfil our mission of alleviating hunger and improving lives.

Our partnerships with generous vendors from Pasar Borong Selayang, the Federal Agricultural Marketing Authority (FAMA), Diethelm Keller Siber Hegner (DKSH), Frasers and Neave, URC Snack Foods (M) Sdn. Bhd., Country Farms Sdn. Bhd., Yakin Sedap Sdn. Bhd., and Etika Sdn. Bhd., among others, have been transformative.

These collaborators provide a **greater quantity and variety of food** that is still good for consumption but would otherwise go to waste. By rescuing these items, we **divert them from waste streams and channel them to communities in need**, turning potential waste into hope and nourishment while **actively reducing greenhouse gas emissions**.

We are excited for 2025, trusting it will bring even more partners on board.



Strengthening Our Team for Greater Impact

In response to the increasing number of individuals in need, 2024 saw KSK **expand and strengthen our team to manage the rising workload** and ensure the seamless execution of daily operations and flagship programmes. New hires, particularly in Marketing and Fundraising, were brought on board to **enhance our commitment to delivering effective services** to those we serve.

Additionally, we **sought guidance from industry professionals** to refine our Marketing strategies and address long-standing challenges. This included support from **Ms Daphne Lourdes, General Manager of Atome**, and a team of consultants from the **Malaysian SOCIAL project**, who provided **valuable insights into our existing fundraising strategies and branding efforts**.

To further empower our team, we **introduced initiatives focused on unity, understanding, and skill development**. Internal trips to our hubs and distribution stops **provided staff with firsthand insights into on-ground challenges** and the impact of their work, **fostering a deeper connection to KSK's vision and mission**. For the first time in our history, team building and training programmes were implemented for both the CORE team and other staff members, **enhancing communication and understanding across all levels of the organisation**.



Strengthening Teamwork and Communication for a stronger KSK

In August, we **organised a team-building event** led by Mr. Terrence Dass to enhance communication, teamwork, and collaboration. The Core Team focused on leadership, conflict management, and teamwork, reinforcing KSK's values of harmony and empathy while the entire KSK team, including ground staff, participated in the **"Mindset of Collaboration and Team Building"** session, learning effective leadership and communication skills.

With 26 participants from senior management to ground staff, the event **fostered stronger relationships and a deeper understanding of different roles**. We also prioritised **team bonding, particularly for outstation staff, strengthening collaboration across hubs**. While some staff moved on during the year, we ensured smooth transitions despite challenges in recruiting logistics personnel. The dedication and teamwork of our staff remain the driving force behind KSK's success in serving those in need.

"The training has brought all of us closer to one another enabling us to connect rather than with the face in the laptop and voice in the phone. Various activities were crafted to ignite team work, creativity, critical thinking and leadership. I was amazed by the aptitude that my fellow colleagues possessed beyond their description" - **Alice Wong**.



Driving Progress Through Digitalisation

In 2024, we made significant strides in the digitalisation of our operations, a crucial step in managing our growing workload. We are deeply **grateful to Precomp (M) Sdn Bhd** for their essential integration services and to our generous sponsors for bringing this platform to life. This digital transformation has **strengthened our backend systems**, enhanced operational efficiency, and better positioned us to meet the increasing demands of our work.

One of the key development achieved in 2024 was the **implementation of an AI Chatbot**, which has been invaluable to our work. The chatbot streamlined incoming inquiries, consolidating them into a single channel and enabling more effective management of collaboration requests. What was once a fragmented process is now a **structured system, saving time and improving organisation**.

Moreover, this digitalisation has allowed us to **prioritise building and nurturing relationships with our supporters**, particularly those who have been with us from the beginning. In 2024, we engaged more meaningfully with our donors and volunteers, an aspect that was previously challenging due to limited capacity.

Through these digital efforts, we are optimising operations and **creating more opportunities to focus on what matters most — serving those in need and strengthening our connections with supporters**. Looking ahead, digitalisation is not just a technical upgrade — it's a commitment to innovation in service of humanity. By leveraging technology, we're better equipped to tackle food insecurity and poverty with precision, empathy, and efficiency.

KSK is proud to lead this evolution, and we invite supporters, volunteers, and donors to join us in using these tools to build a more efficient and connected future.



Expanding Capacity to Strengthen Food Rescue Efforts

In 2024, KSK made significant strides in expanding its operational capacity, particularly with the acquisition of three 3-tonne trucks. Thanks to generous sponsorships from OSK Foundation and the Global Foodbanking Network, a long-held vision became a reality — rescuing surplus food from the agricultural sector and wholesale markets. This development marked a major step forward in our mission to reduce food waste and provide nourishment to those in need.

The new vehicles allowed us to offload older trucks, **reducing maintenance costs and optimising our expenses**. This was crucial as we faced rising food prices, inflation, and increasing operational costs, which challenged our ability to continue providing for those we serve. The efficiency gained through these new vehicles ensured that more resources could be directed towards supporting our beneficiaries rather than covering maintenance costs. Additionally, we **created job opportunities for five underprivileged individuals**, currently recipients of our food bank programme, to support our food rescue efforts.

Despite the challenges faced, including unforeseen obstacles that hindered our progress in food rescue, we persevered. The difficulties were real, but our unwavering commitment to making a tangible difference kept us focused. While some existing sponsors sadly had to discontinue their support, and even though we may not have reached our anticipated targets, **the impact of our work remains invaluable**. We are resolute in our determination to continue pushing forward, ensuring that we remain a lifeline for those in need.



Ensuring Sustainability Through Regular Support

A reliable and consistent stream of support is vital for sustaining our programmes and delivering meaningful impact to those in need. In February 2024, we were thrilled to **launch the monthly donations feature on our website** after months of trials and development. Thanks to the **dedicated efforts of Elisa and Ryan**, donors can now conveniently make monthly pledges to support our cause through an online platform.

We are also deeply grateful to our corporate partners, including **Capsule Transit, Wre & Wire Products (M) Sdn Bhd and Yit Hung Hardware**, for stepping forward with substantial monthly monetary contributions. Their **consistent support has greatly strengthened our capacity to plan and execute programmes effectively and efficiently**.

Regular monthly donations are essential to the sustainability of our initiatives, allowing us to allocate resources strategically, expand our reach, and respond promptly to urgent needs. We encourage the public to join us as regular donors. By committing even a small monthly contribution, **you can play a crucial role in ensuring that no one in our community is left behind**. Together, we can create lasting change and build a stronger, more compassionate society.

The image is a screenshot of a web browser displaying a donation confirmation page. The browser's address bar shows 'a-donation/'. The navigation menu at the top includes 'About Us', 'What We Do', 'News/Updates', 'Donation', 'Get Involved', 'FAQ', and 'Contact Us'. The main content area features a large green checkmark icon and the text 'Payment Successful'. Below this, a horizontal timeline shows four steps: 'Donate' (with a dollar sign icon), 'My details' (with a clipboard icon), 'Payment' (with a credit card icon), and 'Confirm' (with a checkmark icon). At the bottom, it says 'Thank you! Your donation is being processed.' and has a red button labeled 'Return to donation page'. On the right side, there is a video overlay showing two women. The top woman is smiling and has the 'KECHAR' logo in the background. The bottom woman is also smiling and has her hands raised in a celebratory gesture.

15 GENERAL UPDATE

Ensuring Sustainable and Self-Sufficient Hubs Across Malaysia

Maintaining and strengthening our hubs is vital to the sustainability and efficiency of KSK's mission. **Each hub serves as a lifeline to its surrounding community**, ensuring consistent delivery of aid to the underprivileged while **fostering local engagement and support**.

In 2024, our hubs in Penang, Ipoh, and Melaka demonstrated steady operations, successfully maintaining their current capacity while **welcoming CSR participation on a more regular basis**. These accomplishments were made possible through the **addition of dedicated operations staff**, enabling us to extend more benefits to those in need. Notably, our **Melaka hub stood out as a model of self-sufficiency, with all operations fully managed by committed volunteers**—a testament to the power of community-driven initiatives and commitment.

However, challenges remain. Our Johor Bahru food bank operations have been significantly **impacted by the departure of key staff** and the difficulty in recruiting a suitable replacement to oversee the hub. Despite these setbacks, **the soup kitchen and medical activities have continued uninterrupted**, showcasing the resilience of our team and volunteers. **Reviving the food bank's full operational capacity remains a top priority**, and we are actively working to resolve these issues to ensure the hub can once again serve its community at full strength.

Keeping our hubs intact and self-sufficient is crucial to KSK's ability to deliver aid efficiently and sustain meaningful partnerships with corporate sponsors through CSR activities. A well-functioning hub not only provides immediate relief to the underprivileged but also fosters long-term change by creating opportunities for local communities to engage, volunteer, and support our cause. Strengthened hubs mean strengthened impact—a commitment we are determined to uphold.



Increased Visibility and Community Support in 2024

In 2024, KSK's visibility grew through various sharing sessions, forums, and conferences, allowing us to showcase our work and broaden our reach. A key highlight was our participation in the **Kuala Lumpur Standard Chartered Marathon**, where **200 runners supported our cause**, leading to increased donations and greater awareness. The funds helped sustain our **Empowerment programme**, which expanded its range of cookies carefully made by our bakers.

We also gained recognition from government agencies like the **Ministry of Domestic Trade and Consumer Affairs (KPDNHEP)** and **Kuala Lumpur City Hall (DBKL)**, strengthening partnerships and boosting public awareness. Suthagar, our Operations Manager, attended a meeting in Shah Alam to discuss improving the socio-economic conditions of Selangor's underprivileged, presenting KSK's efforts and urging government support under the **#KITASELANGOR MAJU BERSAMA#** initiative.

Additionally, charity events like **Chris Leong Method's Guinness World Records Malaysia** event further boosted our exposure. Media support from outlets such as **BBC Radio, ASTRO Radio, BFM 89.9, AiFM, The Star, The Sun, Free Malaysia Today, and Wiki Impact** amplified our message, engaging a wider audience.

Overall, 2024 marked a **year of significant growth in both exposure and advocacy**, propelling KSK's mission forward and strengthening our efforts to uplift the community.



Impactful Campaigns and Support in 2024

In 2024, KSK achieved significant milestones, reaching over 196,950 individuals through our various programmes, with ongoing daily activities such as street distributions, dry provisions, and surplus food programmes continuing to make a difference.

Our flagship campaigns, the Food Mission and School Mission, stand out as major highlights. The **Food Mission**, which focused on providing relief to flood-affected Orang Asli families, was made possible through the generous support of foundations, corporates, and individuals. We were able to offer much-needed assistance to this often-neglected community, known as the "Forgotten People." This campaign echoes our early efforts to support the homeless, where we saw a notable reduction in homelessness over time. We aim to replicate this success for the Orang Asli, working towards improving their lives and integrating them into Malaysia's diverse society.

In 2024, we reached a historic achievement with the highest number of people benefitting from a single campaign in our 17 years of service. A total of 3,621 Orang Asli families received essential food supplies, helping them recover from one of the most devastating floods in recent years.



Our **School Mission** also saw a positive impact, as more underprivileged Orang Asli children received school supplies such as bags and stationery, thanks to the continued support from foundations and corporate partners. Despite these efforts, there are still many children, particularly in remote areas, who must forgo education and enter the workforce at a young age. We are committed to continuing our support for these children to ensure their education and future prospects.

We would also like to express our gratitude to our logistics partners, **Lalamove** and **Shopee Express**, for their unwavering support in providing free logistics services throughout the year, particularly during the Food and School Mission deliveries. Their contribution has been invaluable in ensuring the smooth execution of these campaigns and also our daily operations!

The **dedication of our partners, volunteers, and supporters** inspires us to keep going. Their commitment strengthens our resolve to **continue the Food Mission and School Mission for the long term**. Together, we can make an even greater impact and ensure no child is left behind.



Empowering Communities Through CSR Partnerships

Corporate Social Responsibility (CSR) initiatives have been crucial in supporting KSK's mission to combat hunger and improve lives. Key contributions this year, such as **CIMB's Food Drive** during **World Food Day**, highlighted the power of CSR collaborations in addressing food insecurity. The **Sunway Group's** ongoing support, particularly through food donations to our Food Bank, has enabled us to reach more families in need.

Other CSR initiatives, including the **TDCX Food Drive**, **Boehringer Ingelheim** and **SMFT's** preloved laptop donations, and support from **Tenby International School**, **Agilent Technologies**, **Alice Smith International School**, **Myteksi Sdn Bhd**, and **Hada Labo**, have been instrumental in sustaining our work. Additionally, sports events like **Mountain Martial Arts** have contributed to our efforts.

These generous partnerships were vital in helping us to carry out our mission effectively. We are truly grateful to all our sponsors for their commitment to our cause. Here's to greater success in 2025!



Global Representation at the Food Banking Summit

In September 2024, our non-profit was honoured to participate in the **prestigious Global Summit organised by the Global Foodbanking Network, held in Sydney**. Represented by Justin Cheah, our Marketing Director, and Katie Choong, our Food Bank and Empowerment Manager, this annual summit brought together leaders, experts, and practitioners from food banks worldwide to exchange knowledge, share best practices, and explore solutions to global challenges.

The summit highlighted the critical role of food banks in addressing hunger, reducing food waste, and mitigating climate change. It emphasised the interconnectedness between the food system and the climate crisis, focusing on scalable and resilient solutions to combat these twin challenges.

By engaging with sister food banks, our team **gained invaluable insights and innovative strategies** that will enhance our local efforts to alleviate hunger and reduce food insecurity. This global exposure reaffirmed our commitment to creating healthy, sustainable communities through collaborative and impactful initiatives.



World Food Day 2024: A Milestone in Collective Impact

World Food Day, observed annually on October 16, highlights the global need for sustainable food systems, food security, and the eradication of hunger. Established by the Food and Agriculture Organisation (FAO) of the United Nations in 1979, it serves as a reminder of the importance of taking collective action to ensure access to nutritious food for all.

Our heartfelt thanks to the collective efforts of our partners, including **Lotus's Malaysia, AEON Co., AEON BiG, CIMB Bank, Sunway Group, Family Mart and many others**, our 2024 World Food Day event successfully raised over 15 tonnes of food. This meaningful collaboration continues to reinforce the importance of addressing food insecurity and promoting sustainable solutions to hunger.

This year, we took a new approach by hosting the event at our Food Bank premises in Seri Rejang, marking a return to our roots. It was a heartfelt moment as we welcomed **Her Royal Highness Tengku Datin Paduka Zatashah Binti Sultan Sharafuddin Idris Shah**, our royal volunteer, to officiate the launch. While previous years saw the event hosted at hypermarkets, this intimate setting underscored the core of our mission and strengthened our community ties.



World Food Day 2024: A Milestone in Collective Impact

Now in its **third consecutive year**, the World Food Day campaign has become a cornerstone of our efforts. The food collected through this initiative enables us to **continue supporting registered families under our care**, ensuring they receive much-needed provisions.

The event also had a **broader impact by attracting notable sponsors and contributors** to our food bank. In addition, widespread exposure through mainstream and online media platforms amplified our message, helping us reach more people and garner greater support for our cause, setting a strong foundation for even greater impact in the years to come.

Special thanks to Tengku Zatashah for gracing the event and aforementioned partners for making this event a resounding success. Together, we continue to pave the way for a hunger-free and compassionate Malaysia.



Honoured to be selected again for Kuala Lumpur Standard Chartered Marathon 2024

We were truly honoured to be selected once again as a beneficiary for the prestigious Kuala Lumpur Standard Chartered Marathon (KLSCM) 2024, marking our second consecutive year of participation. This event was a major highlight for KSK, with over 200 runners supporting our cause, significantly increasing both awareness and donations. The funds raised enabled us to continue our mission, providing vital food aid to 660 Orang Asli families and supporting the expansion of our Empowerment Programme, which produces an array of cookies made by the bakers in our programme.

We would like to extend our heartfelt thanks to the organisers, Dirigo Events, and Standard Chartered Bank, for their continued belief in and support for our work. Their efforts and commitment have made a tangible difference in the lives of those we serve.

We are deeply touched by the kind words of the runners who participated in the marathon:

"Running makes me happy but running for a cause hopefully makes others in the need to be happy as well." – ABDUL KARIM ENDUT



Partnership with Nestlé Malaysia: A Step Forward

We are honoured to be one of the beneficiaries of **Nestlé Malaysia's Gaji Seumur Hidup (Salary for Life) initiative** this year, which contributed **RM42,000** towards our cause. This marks the second time we have benefited from this meaningful programme, with RM36,000 raised previously.

Nestlé Malaysia's Gaji Seumur Hidup initiative resonates deeply with our mission by addressing social welfare and fostering long-term solutions for underprivileged communities. By providing financial assistance and championing community development, the programme aligns seamlessly with KSK's efforts in poverty alleviation and empowerment.

We are also delighted to have **connected directly with Nestlé Malaysia's Chief Executive Officer, Mr Juan Aranols**, during this event. This engagement has laid the groundwork for an expanded partnership, and we are excited to officially be onboarded as a long-term collaborator with Nestlé Malaysia to further our shared mission of creating meaningful impact in the community.



Official Launch Of Our Partnership With KFC Malaysia

Since 2019, Kechara Soup Kitchen (KSK) has been honoured to partner with KFC Malaysia in their **Harvest Project**, a global initiative aimed at redirecting surplus food to underserved communities. This collaboration has been a cornerstone of KSK's efforts to tackle food insecurity while promoting sustainability, and it has proven invaluable, especially during the pandemic.

Starting with **30 KFC outlets in the Klang Valley**, KSK has been collecting surplus food from KFC Malaysia diligently, ensuring that quality food reaches those who need it most. By the end of 2023, we had successfully received and **distributed a total of 6,547 kilograms of surplus food**, benefitting countless individuals and families in need. This initiative has not only alleviated hunger but also helped reduce food waste, aligning with KSK's commitment to making a meaningful impact in the community.

In 2024, KFC Malaysia expanded the Harvest Project to include 54 KFC outlets across the country, reaching areas beyond the Klang Valley, such as Nilai, Johor, and Penang. In just one month of the expanded programme, **KSK helped collect almost 600 kilograms of surplus food**, equivalent to **1,700 KFC snack plates**, which were distributed to over **18 charity homes**.

This partnership has been an essential part of KSK's mission, and we are deeply grateful to KFC Malaysia for their continued support. Through the Harvest Project, KSK has been able to strengthen its food distribution efforts and provide consistent meals to those in need, reducing hunger while **promoting a more sustainable food system**. We look forward to continuing this partnership and expanding its reach in the years to come, ensuring that no one is left behind.



Supporting Local Communities: Partnering with Lotus's Buy Local Campaign

KSK had the privilege to be a part of Lotus's Malaysia organised campaign called **Buy Local Campaign**. This campaign in partnership with the **Ministry of Domestic Trade and Cost of Living (MDT COL)** at Lotus's Setia Alam on 15 August 2024. This is a significant initiative aimed at uplifting local farmers, food producers, and small businesses. **This partnership enabled KSK to showcase work for the underprivileged community and gained much needed awareness.** The event also provided an opportunity for four local social enterprises to showcase their products and services, which can contribute to job creation, increased economic activity, and enhanced food security. We had the honour of welcoming His Excellency **Datuk Amizan Bin Mohd Ali, Minister of Domestic Trade and Cost of Living**, to our booth and presenting our work to him.



Sharing experience with Aksata Pangan

In October, we welcomed representatives from Aksata Pangan, our newly established sister food bank from Indonesia who visited our operations to explore strategies for tackling food insecurity and reducing food waste. The visit provided an opportunity for both organisations to exchange ideas and strengthen our shared mission of addressing hunger with dignity.

Aksata Pangan's team observed KSK's operations, participated in meal distributions, and discussed best practices in food safety, surplus food management, and distribution efficiency. This collaboration has opened the door for future partnerships, focusing on sustainable food security initiatives and regional awareness campaigns.

We are grateful for this opportunity to work with Aksata Pangan, as it marks the beginning of a promising partnership aimed at creating a future where food access is a right for all.



FOOD BANK



Our Food Bank: Addressing Hunger, Reducing Waste, and Expanding Impact

Since 2012, Our Food Bank has played a crucial role in fighting hunger and poverty, serving underserved communities, including homeless individuals, low-income families, and marginalised groups.



11,471

sets of provision packs
provided to registered
families in need regularly

580,180

kilogrammes of food
provisions and surplus
produce distributed

1,706,412

meals provided for the needy

Nourishing Lives, Strengthening Communities: Our Impact in 2024

In 2024, we are proud to share that we have distributed a total of **11,471 sets of provisions** and **successfully rescued 251,730.15kg of surplus food** through our dedicated partnerships. These contributions have made a tangible difference in the lives of countless individuals, ensuring that those most in need have access to essential nourishment.

As we reflect on the years of service, it is heartening to see the positive impact we have had. Over time, our efforts have consistently supported thousands of families, who rely on our food assistance on a regular basis. We are **grateful to have been part of their journey** and **honoured to witness their resilience in the face of hardship**.

In our continuous effort to provide targeted support, we have also been able to **relieve 309 families from our delivery roster**. These families have either moved on to greater stability or no longer meet the criteria for our assistance, which is a **testament to the long-term positive effects of the services we offer**.

Looking ahead to 2025, we are determined to make an even greater impact. With a **clear focus on expanding our reach** and enhancing our services, we aim to help even more families, strengthen our partnerships, and continue our mission to alleviate hunger and poverty. Together, we will work to ensure that no one is left behind, as we build on the foundation of success laid over the past years.



A Sparkling Success: Partnership with Country Farms Sdn Bhd and Etika Holdings

Building on the success of our collaboration with Country Farms Sdn Bhd and Etika Holdings, we **successfully rescued a large quantity of near-expiry products**. This generous contribution **brought immense joy to the recipients**, many of whom reside at our charity partners' facilities.

The sparkling water, **often considered a luxury and rarely available in charity homes**, was a **special treat for those we serve**. We are deeply grateful for the trust and ongoing support from Country Farms Sdn Bhd, which **enables us to continue fulfilling our mission as a multi-faceted food bank dedicated to improving the lives of those in need**.



Food Mission 4.0: A Milestone in Impact and Collaboration

In its fourth iteration since its inception in 2021, Food Mission 4.0 marked a **significant milestone** for KSK. A total of **72,021.69kg** of food was distributed, benefiting **14,484** individuals across **44** villages throughout Peninsular Malaysia. This mission set a new record, both in the number of families impacted and in the scale of food distributed in a single day — making it the **largest distribution undertaken by KSK to date**.

Originally launched to support families affected by the devastating pandemic and the subsequent rise in food prices, this year's Food Mission also **extended its reach to those impacted by the recent floods**. Many of the villages we served were among the hardest hit, adding a deeper sense of purpose to this initiative.

The operation was not without its challenges. **Coordinating logistics and communication for such a large-scale distribution was daunting**, especially as some villages were in remote locations. However, the **seamless teamwork among our staff, volunteers, and community members made the mission possible**. Obstacles were resolved with resilience, and by the end of the day, we **received heartwarming feedback from recipients**, grateful for the food packs. Communities rallied together, with residents stepping in to help unload, organise, and distribute food to registered families.



This achievement would not have been possible without the generosity of our sponsors and supporters. We are deeply **thankful to Hong Leong Foundation, Sunway Group, UOB Bank (Malaysia) Berhad, Allianz Malaysia, and individual donors** for their financial contributions. We are equally grateful to **Shopee and Lalamove** for their invaluable logistical support, ensuring that the food reached those in need promptly and efficiently.

As we look back on the success of Food Mission 4.0, we are filled with gratitude and inspired to continue this vital initiative in the years ahead. **Together, we can make an even greater impact** in the fight against food insecurity and poverty.

"Terima kasih atas bantuan, kami sangat bersyukur kerana KSK sudi menolong dan KSK merupakan satu-satunya NGO yang selalu huluskan bantuan kepada kami".

Tok Batin Rani, Kg. Orang Asli Chenderiang



A Journey of Resilience: Nur Aminah's Path To Stability

Nur Aminah's story is a testament to resilience, self-reliance, and the power of collective support. Once homeless and struggling on the streets, she and her family were discovered by our Ipoh team during a street distribution round. Immediate aid was provided in the form of meals and essentials, offering them a crucial lifeline.

With KSK's intervention, temporary shelter was arranged, ensuring a safe environment for her children, along with food supplies and basic necessities. Employment opportunities were secured for her spouse at the time, and efforts were made to support their transition towards independence. However, due to personal and financial difficulties, particularly involving her mother-in-law, Nur Aminah made the difficult decision to part ways with her husband.

Today, she is building a better future for herself and her children. Now living in Taman Cempaka, Ipoh, she has secured a job as a school cleaner near her home, where all her children are also enrolled for schooling. With additional financial aid of RM500 from Baitumal, she is able to provide a more stable and secure life for her family.

Her journey reflects not only the impact of KSK's food bank programme but also her own determination to improve her circumstances. From a life of uncertainty on the streets to one of stability and renewed hope, Nur Aminah's story is a powerful reminder that with the right support and perseverance, transformation is possible.

We are especially happy for her and her children.



Sustaining Hope: How Food Security Keeps Mr Sandra's Family Afloat

Mr Sandra's story is one of **resilience in the face of immense hardship**. Three years ago, an accident at work left him immobile, drastically altering his family's life. With no means of transportation and limited literacy, he and his wife struggled to access basic necessities, often **walking long distances just to buy groceries**. Their living conditions remain challenging — a simple zinc-roofed wooden house on the outskirts of town—while their daughter stays with her grandmother due to their difficult circumstances.

Despite these obstacles, **KSK's Melaka team has been unwavering in supporting Mr Sandra and his wife**, ensuring they have access to essential food supplies through our food bank programme. Volunteers have also **assisted in navigating the welfare application process**, which has provided much-needed financial relief. Now, with a combination of welfare aid and continued food support, the couple remains afloat, proving their resilience in the face of adversity.

While their struggles persist, **food security has been a crucial lifeline, preventing hunger and allowing them to focus on rebuilding their lives**. We at KSK are committed to extend our reach to those in need, no matter how remote, ensuring that no one is left behind.



Food Safety Programme by The Global FoodBanking Network (GFN)

We are deeply grateful to have been included in the Food Safety Programme by the Global FoodBanking Network (GFN). This initiative ensures that food banks worldwide uphold the **highest standards of food safety and quality**. Through comprehensive training on proper food handling, temperature control, and hygiene, the programme **safeguards the health of beneficiaries while enhancing the efficiency** of food distribution systems.

Achieving internationally recognised safety certifications remains one of our top priorities, as it enables partnerships with major producers and suppliers. With the support of GFN, we have adopted vital risk management tools, including standard operating procedures and compliance tracking systems. Additionally, the integration of inventory and temperature monitoring technology ensures safe, high-quality food reaches those in need.

We are profoundly thankful for GFN's ongoing efforts, which continue to make a lasting and meaningful impact on communities worldwide.

The Global FoodBanking Network

Food Safety Program

The Global FoodBanking Network

37 FOOD BANK

#zerofoodwastage initiative

The #zerofoodwastage initiative reflects our commitment to tackling food waste while alleviating hunger in vulnerable communities. This year, with the **involvement of 23 hotels**, we **successfully rescued 2.3 tonnes of surplus food**. This initiative is crucial not only in reducing environmental impact but also in ensuring that perfectly good food reaches those in need rather than being wasted.

We are **deeply thankful to Tengku Zatashah**, whose **steadfast advocacy since the initiative's inception in 2016** has been pivotal in encouraging hotel participation. Her efforts have **led to the rescue of over 30 tonnes of food to date**, significantly expanding the initiative's reach and impact.

A special mention goes to our **dedicated volunteers and team members**, whose tireless work during Ramadan to rescue food from hotels is no small feat. The demanding schedule throughout this period requires unwavering commitment, and we wholeheartedly acknowledge their efforts. Their hard work contributes to building a **better Malaysia**, one where compassion and community support play a central role in addressing hunger and food waste.

Together, with the continued support of our partners and volunteers, we aim to further scale the #zerofoodwastage initiative, ensuring that surplus food never goes to waste and continues to nourish those who need it most.



More food from the direct source

We are proud that over the years, we have successfully helped our existing partners to be aware of their food waste, which over the years helped them to **cultivate their purchasing and waste management behaviour**. As a result collections from hypermarkets especially have reduced immensely.

We have now embarked on food sourcing to rescue food from the very direct source, **agricultural sectors and food manufacturers**. With efforts already made to **connect with more FMCGs**, we started rescuing food from wholesale markets are pathing the way for us to do food rescue from **farms and nursery in the future**, the direct food supply from the entire chain.

Efforts also to **streamline processes and procedures** which will help in **reducing unnecessary workloads and be more efficient** with on ground activities. We aim to be able to deploy more staff to be on the ground for **more community engagement** with the firm belief that by doing so, we will be able to help more families to be out of poverty from their current predicament.



EMPOWERMENT



SKILL-SETS TRAINING: BAKING AND SEWING

33

Total bakers and
seamstresses

26,993

Total baking and sewing
products produced

Empowering Lives Through Sewing and Baking

Our Empowerment programme began humbly in 2017, introducing sewing to recipients of our food bank programme. Many of the women we worked with were **confined to their homes**, unable to take on traditional jobs due to responsibilities such as caring for young children or ill family members. Recognising their potential, we proposed sewing as a way for them to **earn an income from the comfort of their homes**.

Initially, the journey was far from easy. Volunteers went **door-to-door**, training these women to sew while navigating the challenges of **limited resources and skills**. However, what started as a small trial blossomed into something truly impactful. The programme not only **provided a source of income** for these women but also **instilled a sense of purpose and confidence in their lives**.



Leveraging Partnerships for Greater Impact: Collaborations with POKOK and MEI by Fatspoon

In 2024, we continued to capitalise on strategic partnerships with established brands, leveraging their expertise to create **new opportunities and products**. Working closely with partners like **POKOK and MEI by Fatspoon** allowed us to introduce innovative products and flavours, reaching a wider audience while empowering individuals in need. This **OEM** (Original Equipment Manufacturer) approach **has proven effective**, enabling us to benefit from the strengths of these brands while supporting our mission.

Through our collaboration with POKOK's **Kueh Mueh Box Campaign**, we introduced **Nutella Kaw cookies** and **pineapple tarts**, with proceeds directed towards empowering individuals in need. Similarly, our partnership with MEI by Fatspoon and **Whimisgirl** brought fresh ideas and new trainers onboard, further enriching the skills and creativity of our team. These collaborations not only resulted in new flavours but also innovative ways to promote our products to customers.



Promoting Our Products

Our products performed well, particularly at events, with a strong base of repeat customers who continue to support our initiatives. It was truly heartwarming to receive direct feedback from customers, with some even **approaching us on the streets to congratulate us on the quality and taste of our cookies.**

However, while the progress has been encouraging, **more effort is needed to amplify the promotion of our cookies** to drive **further income** for our bakers. Increased visibility will help generate more orders, ultimately supporting our mission to **empower individuals and provide them with sustainable opportunities.**



What Our Bakers say

"At 62, I feel lucky to still be able to work here and support myself. Despite the challenges of being on my own, this job has given me not just a living but also a sense of purpose and friends to share my days with."

—Halimah Binti Mbhd, Single Mother, Danau Kota

"Being here has been truly fulfilling. In just six months, I've learned to make so many types of cookies while earning an income to support my family. I'm grateful for this opportunity and even recommended my friend to join as well."

—Dolly Choong Lee Ping, Desa Rejang



EMPOWERMENT



ORANG ASLI CHILDREN EDUCATION PROGRAMME

100

Total Orang Asli children benefitted

64

Classes held

Orang Asli Education Programme

In 2024, our Orang Asli Education Programme **continued to expand**, with **100 children from the Batek tribe** enrolled in classes. Nearly half of these children came from neighbouring villages, but due to limited resources, we could only hold **classes in one central location** rather than in their respective villages. This approach proved more efficient and allowed us to focus on **creating a stronger learning environment**.

Building trust with the Orang Asli communities, particularly with the Tok Batin (village leader), has been instrumental in the programme's success. Developing relationships over the years has been key, just as it has been in other initiatives. **Communication has gradually improved** as we built mutual understanding, **overcoming language barriers** to create an engaging and fun learning experience for children who had never attended school before. Maintaining their interest in our classes is crucial at the moment.



We are particularly glad to have **provided year-long education** for the Batek tribe children in Kg. Atok. While it has been both tiring and trying to **secure their participation, winning their trust** in the first place **was a significant challenge**. As nomads, they often move from place to place, making it difficult to bring them together consistently.

Despite these challenges, we believe the effort is worthwhile, and we know that **more time and consistent engagement will be required** to develop these children further and **help them thrive in the future**.

Our primary goal is to **provide these children with a strong educational foundation** that can lead to formal schooling. While it took time for many to adapt, we have **seen encouraging progress**, with some children making remarkable improvements. We hope this **will contribute to reducing dropout rates** among Orang Asli children in the years to come.



New Classroom and Facilities For The Indigenous Community In Kg Atok

Thanks to the **generous support of SC Johnson**, we were able to construct a new classroom in Kg. Atok to **accommodate the increasing number of students** following the successful first year in 2023. The only existing classroom in the area had begun to deteriorate, with broken tables, chairs, and the flooring in need of repairs. **Despite logistical challenges due to Kg. Atok's remote location**, the classroom was completed, providing a safe and conducive learning environment for the children.

In addition to the classroom, we built a new toilet and washing area, as the previous facilities had become unusable. **Water tanks with filters were also installed** to ensure the community has access to clean water. These **improvements are vital for the children's health and well-being**, emphasising the importance of creating a sustainable, safe and conducive learning space.

This year, we **also partnered with Kiwanis to conduct health screenings in Kg. Sg. Temon**, recognising the importance of monitoring the health of Orang Asli communities. Both Kg. Sg. Temon and Kg. Atok completed year-long educational programmes, with families expressing pride in their children's achievements.

We are **proud of the progress made in 2024** and remain committed to empowering Orang Asli children and their communities through education and support, fostering a brighter future for all.



EMPOWERMENT



ON STREET MEDIC AND WELFARE ASSISTANCE

978

On street medical
cases attended

157

Welfare assistance
cases attended

New Innovations: Launching an Inventory System for Medical Supplies

Recognising the need for efficiency in medical aid delivery, KSK implemented an inventory management system for its medical programme. This system allows for real-time tracking of stock levels and records, improving the allocation and replenishment of essential supplies. As a result, the quality and consistency of care provided to beneficiaries have greatly improved, supporting our ongoing efforts to deliver efficient and sustainable medical assistance.

We also extend our heartfelt thanks to AA Pharmacy, AMPM Pharmacy our volunteers, and all those who contributed to the success of 2024. Through their support, we are building a future where kindness, health, and opportunities are accessible to everyone. Another bright note, Biocon Sdn Bhd have committed to a quarterly donation to both KSK's Kuala Lumpur and Johor medic team. This is very heartwarming news for us.

We invite you to join us on this journey of compassion and change — whether through donations, volunteering, or simply spreading the word. Every action, no matter how small, makes a difference in creating a better future for those in need.



In 2024, KSK's welfare efforts demonstrated significant progress, with a **notable increase in the number of cases addressed** — 157 cases, compared to 138 in 2023. As our team expands, we have been **able to handle more complex cases**, particularly on the streets, proving this strategy to be highly effective. A key development this year was the deployment of a dedicated officer, Krishnan, to manage welfare cases, significantly improving efficiency. Additionally, we have **onboarded new staff** who are undergoing training to share the workload, which was previously handled solely by Krishnan.

"Thank you KSK for helping me with meals and my medical follow ups. The dedicated team ensured that I received the care I needed, something I could not have managed on my own. I am deeply touched by KSK's efforts in helping those in need, and I am forever grateful for the assistance I have received. Thank you, Kechara Soup Kitchen, for giving me hope and care when I needed it most."

Madam Chan



"I would like thank KSK very much for helping me a lot. I am thankful that Krishnan had bought me clothes and shoes for me to go for my new job. Not many would provide this sort of help to people who has homelessness issue.

Now, I am have a job and felt a lot better because of this job, i have a bit of cash to fulfil my daily needs, including a place to stay. "

Shukri

51EMPOWERMENT

Our initiatives have extended well beyond food assistance. Notably, there was an **increase in cataract treatment cases**, with over 20 clients in Pudu receiving treatment throughout 2024. **Preventing blindness among the underprivileged is vital**, and we are proud of the impact we've made in preventing further deterioration in their conditions. While **hospital followups remain the most time-intensive part of our work**, we remain committed to addressing these critical health concerns with determination.

As our team gains more experience, we have been able to manage more acute cases, such as bipolar disorder, which required careful and empathetic intervention. We also addressed unique, long-term cases, including Jabar and his family, where we **worked over several months to secure their well-being**. Another notable case was that of Mr Subramaniam, a **young man facing homelessness, who successfully moved on to a better opportunity**.

A particularly poignant moment was the passing of Uncle Foo, whom we **supported in his final days, arranging for proper bereavement services**. Additionally, we took steps to **rehome his brother**, who was left behind and is unable to care for himself.

KSK has also **made strides in providing job placements for clients** determined to overcome their challenges. We are pleased to report that three clients have **secured full-time employment**, and one has **obtained part-time work**, marking a significant step towards **independence and self-sufficiency**. These **successes inspire us to do more** in this challenging but rewarding field.

These efforts highlight our unwavering commitment to addressing the diverse needs of our clients. As we **continue to grow**, we look forward to **expanding our services further**, reaching and **helping even more people in the coming years**.



Empowering Hearts: The Dedicated Krishnan

Krishnan has been an integral part of the KSK team for the past six years, joining just before the pandemic. As a Client Case Officer within the operations team, Krishnan has played a crucial role in ensuring more clients receive assistance. Not only is he responsible for coordinating welfare appointments, but he also manages the regular food distribution activities that are central to KSK's mission.

In the midst of our work to empower those in need, we've also had the privilege of empowering our very own personnel, with Krishnan being a prime example. A dedicated and humble individual, Krishnan's passion for his work shines through in everything he does. His empathy and respect for clients foster a strong bond, making him a beloved figure among those he serves. His kind-hearted nature and affection towards the clients make them feel valued and cared for.

Krishnan is highly respected by his colleagues, thanks to his expertise and unwavering commitment to his role. His youthful energy, vibrancy, and active presence around the office have earned him the title of the "blue-eyed boy" of KSK. Loved by all, Krishnan's exceptional work ethic and compassionate spirit will continue to make a lasting impact.



SCHOOL MISSION CAMPAIGN

The School Mission campaign was launched to **ease the burden faced by Orang Asli families** in preparing their children for school. These indigenous communities often struggle to meet basic needs, making education an unattainable luxury for many. The **financial strain frequently forces parents to send their children to work at a tender age, sacrificing education for additional income to support the family.**

Recognising education as a powerful tool to improve the quality of life and break the poverty cycle, this campaign aims to **encourage children to stay in school.** By providing school bags, stationery, and other essentials to children who show interest and potential in education, we **hope to inspire both students and parents to prioritise schooling.**



In Kg. Atok, we are already supporting 100 children with Knowledge of the World classes twice a week. **Expanding our efforts to include educational supplies is a natural progression**, aligning with our mission to create lasting, impactful change for the Orang Asli community. Through these initiatives, we **aim to pave the way for a brighter future and a pathway out of poverty**.

In 2024, we proudly **delivered much-needed school supplies to 1,200 children across 32 villages throughout Peninsular Malaysia**. It was truly heartwarming to witness the relief on parents' faces as they received the school bags for their children, and the **excitement of the children as they eagerly opened their bags to explore the items inside**.

As a special touch, we **included cookies carefully baked by our baking team**, a delightful treat warmly welcomed by the children.



SOUP KITCHEN



STREET DISTRIBUTION

104,444

Total meal sets
distributed in 2024

11,038

Total clients
registered to-date

Food Distribution

In 2024, Kechara Soup Kitchen distributed **104,444 sets of food** across all four of our operational hubs: **Kuala Lumpur, Georgetown, Ipoh, Melaka, and Johor Bahru**. Despite the challenges of securing consistent funding, especially with two weekly sponsors withdrawing from their commitments, we remain steadfast in our dedication to serving our regular clients. Our motto, **"Hunger Knows No Barriers"**, drives us to ensure that even in difficult times, no one is neglected.

Thanks to the continued success of our street distribution efforts, we have been able to maintain our vital food services. These partnerships, built on compassion and commitment, have **significantly strengthened our capacity** to address the growing need for food security. The support from organisations such as **MServ, Mfex, and Swift Support Services Malaysia** has enabled us to **provide uninterrupted access to fresh, balanced meals for the homeless and low-income families**. These meals not only nourish the body but also provide comfort and promote emotional well-being.



Through these collaborations, we have **expanded our outreach to marginalised communities** who struggle with regular access to meals. Thousands of meals have been distributed with care, and the positive impact of these efforts is clear. Together, we offer hope to those facing hunger, strengthen the resilience of vulnerable individuals, and encourage a broader sense of giving within the community.

We are deeply grateful for the unwavering support of our partners. Their **contributions have made a real difference** in our mission to feed the hungry with dignity and compassion. With their continued support, we move closer to a future where no one goes to bed hungry, and where communities are united in care and service.



SPONSORS AND DONORS

Platinum (RM100,000 and above)

Anonymous

OSK Foundation

Shopee Mobile Malaysia Sdn Bhd

Stonex Financial

Sunway Group

The Global Foodbanking Network

Gold (RM50,000-RM99,000)

CIMB Bank Berhad

Lee Wan Lik

Lian-Bee-Jeco (M) Sdn Bhd

Lotuss Stores Malaysia Sdn Bhd

Wire & Wire Products (M) Sdn Bhd

Xevera Sdn Bhd

SPONSORS AND DONORS

Silver (RM20,000-RM49,000)

40FT Container Sdn Bhd
Agilent Technologies LDA (M) Sdn Bhd
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Clarence Gerard Boudville
Dirigo Events Sdn Bhd
Harlow's & MGI Sdn Bhd
Kopius Sdn Bhd
MFEX Malaysia Sdn Bhd
Million Dollar Round Table

Mserv Malaysia
Nestle Products Sdn Bhd
Rotho-Mentholatum Sdn Bhd
SOGO (KL) Dept Store Sdn Bhd
Stone Empire Mktg Sdn Bhd
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UOB (M) Bhd
Yee Kok Chee

Bronze (RM10,000 - RM19,000)

Capsule Transit Sdn Bhd
Container Hotel Group Sdn Bhd
Delitea Sdn Bhd
Eric Gustav Holthusen
Fat Spoon Sdn Bhd
Fujair Global Sdn Bhd
HLBB Finance Operations
Jefloy Sdn Bhd
Khazanah Nasional
KPMG PLT
Kuhan Ganeshan
Leong Pei Chie
Liu Kung Peng

Mercedes Benz Malaysia
Ng Soon Hong
Ong Jia Jen
Orbiting Scientific
Premanand Jearajasingam
Siew Shyh Shen
SMJ Teratai Sdn Bhd
Syarikat Ong Sdn Bhd
Tan Hock Chye
The Film Engine Sdn Bhd
Tunku Abdul Rahman (PG CCV)
Yap Kim San
Zim Holdings Sdn Bhd

TESTIMONIALS

"Kechara Soup Kitchen's mission to uplift the underprivileged communities across Malaysia resonates deeply with Sunway's corporate responsibility commitment to leave no one behind. Since 2017, our partnership with Kechara to distribute food, essential supplies and emergency aid to the homeless and those affected by natural disasters has positively impacted tens of thousands of lives. We look forward to continuing this shared journey in building a society where no one goes hungry."

Nik Tasha Nik Kamaruddin
Chief Brand Strategy Officer
Sunway Group



"Agilent's partnership with Kechara Soup Kitchen has provided our employees with meaningful opportunities to positively impact the community. We are honored to support Kechara with volunteer efforts and donations, aiding their mission to serve marginalized communities, including the urban poor and Orang Asli. This collaboration has fostered a sense of engagement and fulfilment among our employees as they witness the tangible difference being made in the lives of those in need"

Celia Ch'ng
Associate Vice President of Finance
Agilent Technologies LDA (M) Sdn Bhd



TESTIMONIALS

"Kechara Soup Kitchen has been our trusted NGO partner for the past few years. Together, we have organised outreach programmes that harness the collective efforts of our employee volunteers to provide much needed aid to underserved communities. We look forward to bringing greater impact with KSK."

Martin Thorvaldsson
Head of Community
Xevera Sdn Bhd

"Community well-being is a key pillar of OSK Foundation, and we are committed to initiatives that create a direct and positive impact. In 2024, we strengthened our partnership with KSK by sponsoring two (2) additional food distribution trucks, helping to expand their reach to more underserved communities.

Food security remains a growing concern, and KSK continues to play a crucial role in providing essential meals to those in need. We are proud to support their efforts, and appreciate their dedication to serving vulnerable communities. Through this collaboration, we aim to enhance food accessibility and contribute to a stronger, more supportive society".

Cheryl YC Ong
Chief Executive Officer
OSK Foundation



TESTIMONIALS

We at Kumar's would like to express our heartfelt admiration and support for the invaluable work that KSK does for the underprivileged in our community. The efforts they put into alleviating hunger and providing support for the poor are truly commendable and resonate deeply with our company's values.

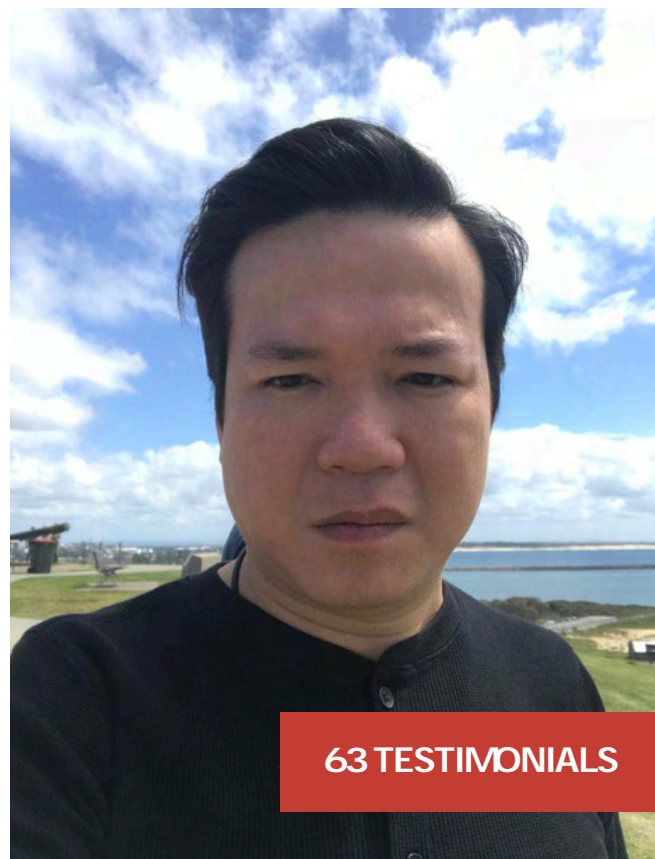
We are deeply inspired by the compassion and dedication that KSK shows in making a positive difference in the lives of those in need. This is why we are proud to support KSK's operational expenses on a monthly basis and donate food regularly, so that we can play a small part in helping to improve the lives of those they serve.

We look forward to continuing our partnership with KSK and being part of the incredible work they do.

**Dato' Anathkumar, Founder
Kumar's**

"At Precomp (Malaysia) Sdn Bhd, we believe that technology should serve a greater purpose—helping those who help others. Supporting KSK in their digital journey is our way of giving back, ensuring they can continue their incredible work with greater efficiency and reach more lives in need. We are honored to be part of their mission."

**Steven Lee, Director
Precomp (Malaysia) Sdn Bhd**



UPCOMING PLANS

With a successful 2024 behind us, Kechara Soup Kitchen is **more committed than ever to expanding our reach and enhancing our impact in 2025**. We will continue refining our processes, strengthening partnerships, and empowering our team to serve better, bringing hope and dedication into the new year.

Looking Ahead: Our Plans for 2025

As we step into 2025, KSK is focused on growth, collaboration, and providing more comprehensive support to those in need, all while maintaining stability and sustainability. Despite the challenges ahead, we are determined to **build on our past achievements and push forward** in our mission to combat hunger and poverty.

Expanding Our Reach Beyond the City Centre

Our commitment to reaching communities beyond Kuala Lumpur's city centre will continue. We will **map underserved neighbourhoods**, identify individuals and families facing food insecurity, and ensure they receive the necessary support through mobile food distribution and partnerships with local organisations to help build sustainable support systems, ensuring long-term assistance for those in need.



Providing More Welfare Assistance

In 2025, we will expand our welfare services, including increased food distributions and additional support for broader poverty-related issues such as healthcare and education. Our health missions will focus on remote areas, providing crucial medical care and working towards a future where poverty and hunger are no longer barriers to a better life.

Strategic Partnerships and Collaborations

Strategic partnerships will play a vital role in amplifying our impact. We will engage with businesses through CSR initiatives to secure long-term support and deepen our collaborations with food partners and charity organisations, pooling resources to create a greater collective impact.

Building on Success as a Team

A key priority for us in 2025 will be fostering unity and teamwork within KSK. Success is built on the strength of our team, and by working together with a shared purpose, we will continue to maximise our impact and achieve our goals efficiently. Harmony and collaboration will be crucial as we build on our past successes and strive for even greater progress in the coming year.



VOLUNTEERING

We are **incredibly grateful for the dedicated volunteers** who have supported us over the years. Their efforts are vital to our operations, accounting for nearly 90% of our work. Volunteers play a key role in activities such as food provision deliveries and surplus food rescues, which are critical to our mission of addressing food insecurity.

Their selfless contributions allow us to reach more families in need while reducing food waste. As we continue to expand our impact, we remain **focused on recruiting more volunteers to support our food bank activities**. With their help, we can ensure that no one goes hungry and continue to serve our community effectively.



I became involved with KSK in 2022. I admire how KSK unites people from diverse backgrounds and cultures to work towards a shared goal. I feel very much part of KSK Society's family with a strong sense of belonging within KSK's community and my volunteering journey has been immensely fulfilling, providing me with valuable on-the-ground experiences. I find joy in interacting with everyone, especially the clients whose smiling faces brighten her day. Volunteering at KSK transcends mere altruism. It's about forging meaningful connections, making a positive impact on the community, and perpetuating the legacy of kindness instilled in her by my late father. ~ **Anis**

"I have been volunteering with KSK since 2013, introduced by a friend of mine. I was drawn to KSK's mission and ethos of uplifting the underprivileged and fostering hope and appreciate its holistic approach to tackling homelessness and poverty, creating sustainable solutions and community spirit. I have had profound moments of connection and humanity while volunteering. My empathy grew, realising the impact of simple acts of kindness. Volunteering gave me a sense of purpose and gratitude". ~ **Carolyn**

"We have been volunteering for the past two years. We started with Medan Tunku static but for the past year have been volunteering at Pudu Static on a regular basis. We checked online for NGOs who are involved in the food distribution for the urban poor and homeless and decided KSK provides us the best avenue to serve the poor and needy and have never turned back since then. Giving to charity can be in cash or kind so we decided to devote our time in helping Kechara in their activities as a way of our contribution in giving back to the community. It is a very self fulfilling act and we are happy to be part of the work carried out by KSK. We would like to thank Kechara for giving us the opportunity and space to contribute back to the society. Thank you KSK." ~ **Verammah**



OUR HUBS

KUALA LUMPUR

Soup Kitchen

17, Jalan Barat. Off Jalan Imbi, 55100, Kuala Lumpur
+6010 3333 260, +603 4131 9383

Food Bank and Empowerment

10, Jalan Seri Rejang 3, Setapak Jaya, 53200, Kuala Lumpur
+6017 3388 462, +603 4131 9383

PULAU PINANG

Soup Kitchen and Food Bank

56 & 58, Lorong Carnarvon, George Town, 10100, Pulau Pinang
+6012 495 5658

JOHOR

Soup Kitchen and Food Bank

80, Jalan Molek 2/1, Johor Bahru, 81100 Johor Darul Takzim
+6012 7388 642

MELAKA

Food Bank

G080, Ground Floor, Terminal Pahlawan, Jalan Merdeka, Bandar Hilir, Melaka
+6010 333 3260

PAHANG

Food Bank

P6, Pusat Perniagaan Repas Point, 28700 Bentong, Pahang Darul Makmur
+6017 3388 462

PERAK

Soup Kitchen and Food Bank

Ground Floor, 15, Medan Bendahara 2, 31650 Ipoh, Perak.
+60 12-233 8462

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Scan here to donate:



THANK YOU

FROM EVERYONE OF US IN KSK

