



SUPPORT food

heart

TOYS

LOVED cheer

BREAD

VOLUNTEER

I CAN CARE

CREATE

HELP GIVE

BRIDGING

STRENGTH

connect

CARE heart

BIRTHDAY

FOOD FROM THE HEART

A Voluntary Food Distribution Programme
Annual Report 2012

LOVED TOYS
cherish

VOLUNTEER

assistance

SHARE

TOP UP
service



About Food from the Heart

Food from the Heart (FFTH) is a non-profit voluntary food distribution programme established in February 2003 when Singapore-based Austrian couple Henry and Christine Laimer decided to channel surplus food from bakeries to those in need.

Our mission is to reach out to the less fortunate and brighten their lives by alleviating hunger through a food distribution programme and bringing joy through the distribution of toys and birthday celebrations. As we work towards our mission, we embrace the values of professionalism, efficiency, transparency, and self-sustainability.

Our hope is that within these pages you see not only our mission in action, but the passion with which it was accomplished. We are proud of the work that Food from the Heart does, but most importantly, we are in awe of the selfless work that our many partners and volunteers undertake to help their neighbours in need.

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BOARD OF DIRECTORS

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Shahira Maya Sahar

Wang Xiaojia

Logistics Office

Mohamad Othman

Mohamad Zuraimi Muchi

Shari Raman

*Information accurate as at July 2013



Founded by Christine and Henry Laimer in 2003, Food from the Heart has grown into a major charity supporting the needs of underprivileged families in Singapore. Through our various programmes we supply food and emotional nourishment to over 23,000 beneficiaries each month.

Daily collection and distribution of unsold bread from over 100 bakeries and hotels with the help of 1,700 active volunteers on a daily basis. We distribute about 28,000 kg of bread to 153 welfare homes and needy families and individuals – reaching about 14,500 beneficiaries per month.

Distribution of food rations including unsold bread, collected non-perishable food items like canned food, rice, oil, noodles, beverages, even toiletries, and household items. There are 27 centres located across Singapore supporting 4,500 individuals.

Distribution of standardized Food Goodie Bags containing 10 kg of rice, 2 litres of oil, canned food, etc. These food items are given out by teachers to 50 of the neediest students and their families in our partnering neighbourhood schools. Corporations and private donors are encouraged to adopt these schools under the 'Adopt A School' programme. Number of beneficiaries per month: 4,000 individuals in 19 schools.

Other programmes include collection and distribution of toys to 4,000 underprivileged children annually and birthday parties for over 500 children and elderly each month.

Food from the Heart continues to be recognized for the benefits we bring to the community. In 2012, we were finalists in the Charity Council's Charity Governance Awards Programme in the category of small non-profit, voluntary organizations. We were also recertified for IPC status during this year.

Our committed and effective Board of Directors are committed to good governance and have decided on several new governance initiatives for 2013 including the establishment of two Board level committees: Finance and Audit and Fund Raising.

Overall, the financial performance in 2012 was excellent. Food from the Heart ended the year with a surplus of about \$306,300 which we will use to fund food distribution at additional schools and Self Collection Centres. The market value of the food we distributed during this year was around \$3.12 million or, said differently, for every \$1 we received from donors and sponsors we distributed \$1.83 worth of food.

Special thanks should be given to our donors and sponsors for their continued support.

Also, thanks to our almost 2,000 volunteers who pick up and distribute food and pack Food Goodie Bags at our warehouse, as well as help with the toy drive and birthday parties we hold. Finally, the staff in our office and warehouse deserves special mention for their continued dedication and hard work on behalf of our beneficiaries.

**Thank you all for helping make Food from the Heart
a continued success!**

CHAIRMAN'S FOREWORD
Ronald P. Stride

23,000

Number of people benefitting from Food from the Heart's five community programmes in 2012



\$2,166,346

Value of bread distributed in 2012

9

Number of years FFTH has been in existence



28,000kg
of bread salvaged per month

1,400
supermarket trolleys
of bread otherwise
DISCARDED



\$55

to support a family
for one month



8,000

toys collected annually



\$33,000

to support 50 children
from a school for a year

Weekly
bread missions

700

Number of volunteers
working on Bread Programme

1,700





Who can survive on a diet of **hope**?

It is a sad fact that thousands of needy in our community are never sure where their next meal is coming from.

But **NOW YOU CAN** help change that.

VOICES OF VOLUNTEERS

Get to know us through the words of our friends

“ I volunteer with FFTH because I feel it's an organization that's identified an ingenious way to help the needy. It feels awesome knowing that the food I deliver can go such a long way in **bringing people relief and happiness.** *Leonora Liu*

My purpose in joining the FFTH programme is to save wastage, alleviate hunger and **bring smiles to the faces of the less fortunate.** *Quek Jin Jong*

I have only joined FFTH for one and a half years. Although my service is just once a week, **I feel great** to be able to volunteer for the community. It is indeed a very meaningful experience!
Evelyn Lim

I found Food from the Heart by chance when I was searching for an **opportunity to give back to society.** Together with a few good friends, we sponsored the birthday celebration party for the old folks at Kheng Chiu Loke Tin Kee Home. Their kids also participated in the celebration, putting their entertainment talent & organization skills to good use. *Leong Mei Leng*

It is a great feeling to be able to make a difference in a small way through the bread runs for the last 9 years. Just a couple of hours per month, and **if more come forward to join our cause,** we can minimize wastage and help more people. *Chiang Kum Chuen*

After learning about the selfless community service Food From the Heart was engaged in, I made contact with them and chose the Birthday Programme organised at Child at Street 11. When I entered the place I saw a place with children's faces beaming with joy and happiness. Following this involvement, the Director of the VWO Vashima Goyal was working on a social transformation project involving the children as co creators and the project was in need of some professional help in areas which I could extend my support. I felt this was a **perfect way to do something meaningful and make a wee bit of difference.** I am ever grateful to Food From the Heart for this wonderful opportunity and will be more than willing to volunteer again should I have an opportunity. *Deepa Palande*



TESTIMONIALS: HOW WE DO IT

We rely on the services of community organizations to help us assist those in the community that need a helping hand. We are grateful for such a relationship & its benefits are passed on to the greater community.



We can't begin to express what the bread and food rations means to our beneficiaries.

These gifts not only lightened their financial load but also their hearts.

Thank you again from the bottom of our hearts. *Grace Tay, Programme Executive, Harvest Care Centre*

Thank you so much for the never ending support from your partners, colleagues and volunteers. The breads sent to Jamiyah Halfway House are channeled to our residents who bring them to work for lunch, thus helping to save on spending. On some days, we distribute the bread to the family members of our residents during in-house visits, as well as other low-income families. *Mohan Krishnan, Clerical Support Officer, Jamiyah Halfway House*

We really appreciate the valuable services that Food from the Heart provides to our community. Without the help and support of the Food Goodie Bag and Bread Programme, **it would be impossible** to provide food to many of the senior citizens in our community. *Nancy Low, Vice Chairman, Kolam Ayer Senior Citizens' Executive Committee*



Volunteers from Food from the Heart have been sending bread and pastries to Christalite Methodist Home almost every day for the last two years, even on weekends and public holidays. The bread has provided variety for the residents, and they look forward to it very much. It has almost helped to defray some of the operating costs of the Home. But most of all, we truly appreciate and are thankful for the volunteers who pick up and deliver the bread to us in the evenings after their work. **Their concern and effort to give to our residents is more than appreciated.**

Florence Ho, Director, Christalite Methodist Home

Our beneficiaries not only enjoy a wide variety of breads and buns daily, but they are also **blessed with occasional treats** like biscuits, drinks, moon cakes, canned food etc. Big thank you to Food from the Heart!
Leah Tan, Centre Manager, New Hope Community Services



BREAD DISTRIBUTION PROGRAMME

Food from the Heart was conceived with a mission to bridge the gap between hunger and food wastage with the bread programme as its pioneer project in February 2003. With the help of 1,700 active volunteers who are assigned regular routes, Food from the Heart gathers fresh unsold surplus bread and distribute it to over 14,500 beneficiaries from more than 150 welfare homes, senior activity centres, self collection centres and other needy families islandwide.

Food from the Heart's volunteers are a mix of local and expatriate professionals, students, housewives, retirees and blue-collar workers – including more than 50 City Cab drivers, who either deliver the bread themselves or ferry fellow volunteers to delivery points free of charge. Using their cars, motorbikes, vans, public transportation and even on foot, the volunteers take turns to ensure that the bread reaches as many underprivileged individuals as possible.

For this very reason Food from the Heart is dependent on its volunteers for helping to “salvage” these breads, as well as bakeries and major hotels for their partnership to reach out to the needy and at the same time prevent food wastage. Collectively, the hotels and bakeries donated a retail value of approximately \$2,166,346 worth of unsold bread and baked goods in 2012 to help neighbors in need.



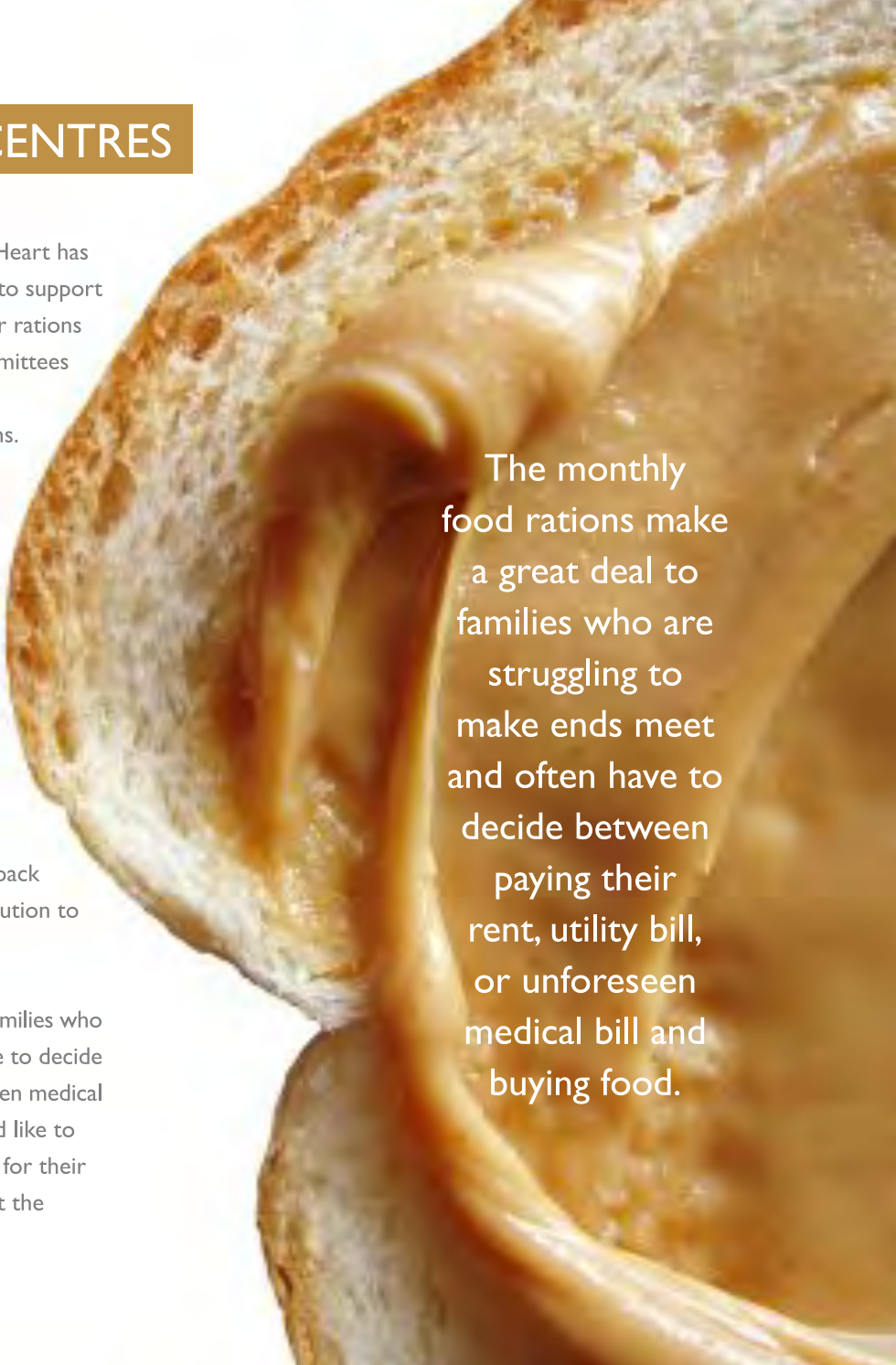
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SELF COLLECTION CENTRES

To reach out to the heartlands, Food from the Heart has set up Self Collection Centres across the island to support beneficiaries with essential food items and other rations on a regular basis. Working with residents' committees and family service centres, needy families are identified and supplied with monthly food rations.

To supply the monthly food rations for 27 Self Collection Centres across Singapore, food drives are held in schools and corporations, whereby students and staff are encouraged to donate food items respectively. This activity helps build enthusiasm and gets everybody working towards a common goal. The food items that are collected in schools and offices are sorted at Food from the Heart's warehouse by employees and dedicated volunteers who repack all the non-perishable donations for easy distribution to the community.

The monthly food rations make a great deal to families who are struggling to make ends meet and often have to decide between paying their rent, utility bill, or unforeseen medical bill and buying food. Food from the Heart would like to thank all participating schools and corporations for their commitment and generosity that directly benefit the beneficiaries and their families.



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TOYS FROM THE HEART

Most people take for granted that the Christmas tree will be decked with piles of gifts and toys. But many children will never have that luxury. Food from the Heart teams up with corporates, schools and donors to bring special gifts to precious little ones at the annual Toys Buffet event. Especially during the holiday season, a small toy, a teddy bear, or doll can brighten a needy child's life. A simple act of love and compassion, like giving a child a toy, can bring joy and hope to a little one where hope seems lost.

Every year, students from primary schools through secondary schools and tertiary institutions pitch in to help collect and distribute toys, and also play the role of a toy ambassador at the annual Toys Buffet by chaperoning the children beneficiaries at the event. By doing so, they are made aware of the plight of the needy and learn the joys of giving and the value of community service. Corporations are also encouraged to participate by supplying toys and taking up a booth at the event.

While Food from the Heart organizes, coordinates and manages the Toys Buffet, the ultimate success depends on the support of the local community and the generosity of corporations and individuals who donated the toys. All the work that the volunteers put in were appreciated too as they all showed enthusiasm and organization to help make it a fun experience for everyone involved.



A simple act of love and compassion,
like giving a child a toy,
can bring joy and hope to a little one
where hope seems lost.



BIRTHDAYS FROM THE HEART

A child's birthday is a very special day, and we believe every child has the right to have it recognized. Its celebration is fundamental to the development of self-esteem, and we know that self-esteem begins at home, and that healthy self-esteem is crucial to a child's ability to develop and learn successfully.

However, for disadvantaged children who are living in poverty or homeless, birthdays pass with little or no celebration due to a family's limited financial resources. There are many children who do not believe they have a birthday, or that they deserve a birthday, as it is never celebrated.

Birthdays from the Heart was inceptioned in December 2004 with this intention to bring joy to less privileged children and elderly by celebrating their birthdays at monthly birthday parties. Every month, birthday celebrations are held at six welfare homes with specially chosen presents and cakes sponsored by individuals and corporations. The entire event is about self celebration and showing each child or elderly that they are loved, valued and deserve to be celebrated.

We are thankful to corporations, donors and volunteers who kindheartedly sponsor the cakes and joined hands to spread some cheer to the children and elderly who are benefiting from this programme, making their birthday a memorable one.



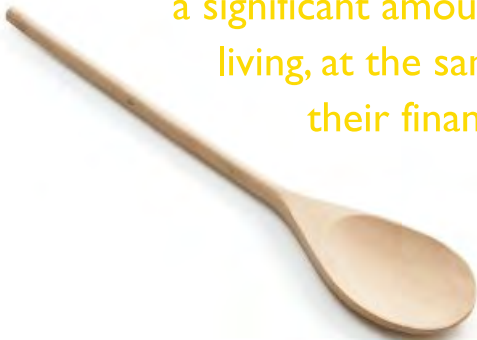
FOOD GOODIE BAG PROGRAMME



Food from the Heart works with 19 schools across Singapore to identify needy students who are eligible for the Food Goodie Bag programme. Under this programme, over 4,000 students and families receive a monthly goodie bag comprising basic food necessities such as rice, cooking oil, biscuits, beverages and canned food. To qualify for the ration, students must demonstrate good behavior and consistent attendance, and their household income will need to fall below \$450, among other factors.

The donations of non-perishable food items and toiletries to needy students and families has enabled them to reduce a significant amount from their cost of living, at the same time alleviating their financial burdens. Children from these families can now divert their attention to studies with a more stable home environment. In addition, parents of the respective students are required to collect the rations from the school, thus creating a platform for teachers to interact, communicate and provide them with the necessary support and feedback on students' progress and well-being.

The donations of non-perishable food items and toiletries to needy students and families has enabled them to reduce a significant amount from their cost of living, at the same time alleviating their financial burdens.



GETTING INVOLVED



Volunteers represent an integral part of the success of Food from the Heart's ability to reach out to people in need in our community. We welcome and appreciate your time, talents, and commitment to serving those in need.

1) Sign up as a volunteer for the following programmes

Bread Programme – Rechanneling surplus bread from bakeries to homes

Birthday Programme – Planning and executing games and creative activities

Food Sorting & Packing – Help sort and pack food rations into goodie bags or wrap toys for annual Toys Buffet at our warehouse

2) Make a donation, be it in-kind (non-perishable food items, clean functional toys, toiletries) or in cash (eligible for tax exemption).

Drop off your in-kind donations at Food from the Heart's warehouse located at No. 52 Genting Lane #04-03A Ruby Land Complex Block I Singapore (349560) on Mondays between 9.30am – 12pm. Please call FFTH at 62597176 before making your way down. For more information, please visit www.foodheart.org.

Tip: Consider pooling in-kind donations with your fellow colleagues or family members, and order in bulk from supermarkets to have the goods delivered to our warehouse.

For online donations, please visit www.sggives.org/ffth.

3) Adopt a needy family

Your support will see a disadvantaged child and family receive monthly food handouts which includes rice, cooking oil, instant noodles, biscuits, canned food, beverages and more.

Individual - Adopt 1 family of 6 pax: SGD55/month or SGD660/year

Corporation - Adopt a school of 50 students: SGD33,000/year



OUR PARTNERS

The work we do to improve the lives of the less privileged is made possible in large part thanks to the commitment and generosity of our donors, sponsors and partners. We thank each one of them for their participation and collaboration in this important work. We would also like to express our heartfelt thanks to all private and individual donors.



SPONSORS

Audemars Piguet (Singapore) Private Limited
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FOOD GOODIE BAG SPONSORS

CapitaLand Hope Foundation
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Credit Suisse AG
SAF Officers' Wives Club
SIA Engineering Company Limited
Singapore American School Limited
Singapore Post Limited
Starwood Asia Pacific Hotels & Resorts Pte Ltd





Supported by Audemars Piguet (Singapore) Private Limited and Coutts & Co Ltd, the Passion Ball attracted Asia's highest net worth individuals and proceeds from the event go to aid Food from the Heart. Over \$351,000 was raised and part of the amount came from the auction which featured an exclusive bespoke suit by Uomo Collezioni, a Summer/Spring 2012 Corrie Nielsen Trench Coat, an Audemars Piguet watch and luxury holidays packages.

Food from the Heart would like to thank all sponsors, organisations, corporations and individual donors for their generous gifts in providing the financial and moral support needed to continue in our mission.



JANUARY HIGHLIGHTS

OPERA FOR THE SOUL

When it comes to evoking the mystery and charm of ancient China, few art forms can compare to Chinese opera, with its kaleidoscopic costumes, distinctive falsetto singing punctuated by gongs, and intricate gestures rich with symbolism. Marrying opera and charity, Food from the Heart joined hands with Marine Parade Community Club's Shanghai Yue Opera Appreciation Club to organize the seventh edition of the Shanghai Yue Opera.

The two-night operatic songs charity gala was held at Kreta Ayer People's Theatre on 13 and 14 January 2012, featuring a stellar line-up of acclaimed Shanghainese opera performers including Xu Chiping and Zhang Hui who staged a high standard, quintessence performance. The cast performed to the works of *The Emperor & The Village Maiden* as well as *The Meilong Inn*, which are familiar favorite classics of Shanghainese Opera. The event was an opportunity for lovers of traditional Shanghainese opera to enjoy the beauty of the

lovely opera tunes whilst contributing to the worthy cause of helping the needy.



A BRIGHTER NEW YEAR FOR THE NEEDY

Food from the Heart had a great kick-start to the year with the launch of a new Self Collection Centre at Geylang Serai Residents' Committee Centre on 5 January 2012. MP Associate Professor Fatimah Lateef initiated the partnership with Food from the Heart to help provide weekly food supplies to needy residents who may be struggling to make ends meet. With the provision of monthly food goodie bags, beneficiaries can continue to live out their lives with dignity and pride, knowing that the community do care for them.



A HIVE OF ACTIVITY AT BROADCOM



A little office competition can be a good thing, especially when it benefits the beneficiaries Food from the Heart provides food to each month. The folks at BroadCom Singapore Pte Ltd demonstrated their giving spirit by initiating some healthy competition with a food and toys drive.

The result was amazing as the company managed to accumulate a copious amount of food rations and toys that was among the largest corporate contributions received by Food from the Heart.



FEBRUARY HIGHLIGHTS

TOSSING TO THE YEAR OF THE DRAGON

Full of holiday spirit, staff volunteers from Singapore Post Limited (SingPost) hosted a lunch reception during the Lunar New Year for the elderly residents of Kolam Ayer. Staff kicked-off the outreach a few days before by helping to pack food goodie bags and household items in support of the needy elderly who lived alone, were in poor health and without next-of-kin.

The senior folks were entertained by performances of the Evergreen Choir and later joined them to sing to the familiar classics. The day left smiles on the faces of volunteers - including the top management from SingPost - to rival the grins on the elderly's faces as they headed home with goodie bags and special holiday memories.



Since July 2008, SingPost and Food from the Heart have been working together to enhance the lives of the needy. Under its staff volunteerism programme, SingPost's staff expend both personal time and money towards the Food Goodie Bag programme, sponsoring, packing and distributing food goodie bags on a quarterly basis to 120 senior citizens staying in one-room flats in Kolam Ayer.

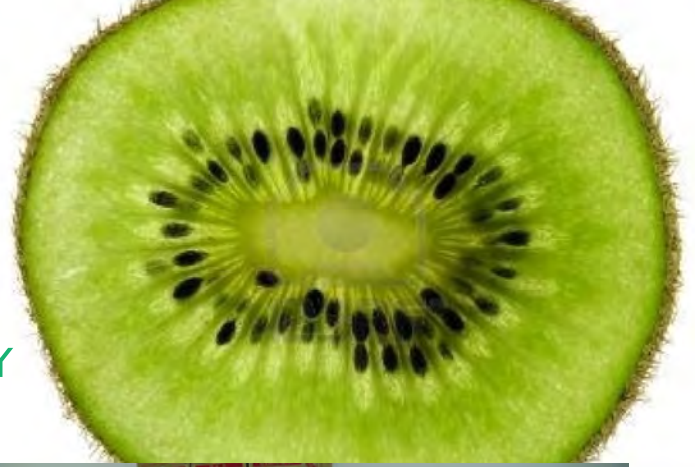
As an extension of its support for Food from the Heart, SingPost has adopted 50 needy students of Evergreen Primary School since June 2009 and is continuing its support year after year. Through the adoption programme, SingPost sponsors monthly food goodie bags for needy families that struggle to make ends meet.

Apart from the Food Goodie Bag programme, SingPost also contributes to the Bread Distribution programme, deploying its fleet of vehicles to collect bread and pastries from hotels and confectioneries, and deliver them to Self Collection Centres three days a week on six routes.

We at Food from the Heart are continually inspired by the dedication and generosity of SingPost who answer the call to give again and again.



MARCH HIGHLIGHTS



CHARITABLE GIVING THE UNITED WAY



Staff from Media Development Authority (MDA) and NTUC gathered at Food from the Heart's warehouse at Genting Lane on 8 and 22 March 2012 respectively to pack the food rations consisting of basic necessities such as rice, cooking oil, canned food, coffee, biscuits and noodles for the beneficiaries under the Food Goodie Bag programme.

The packing might be tiring, but it was definitely fun and rewarding for everyone involved. The activity brought out

teamwork, with different people taking up different responsibilities and everyone just got down to doing their assigned roles. The event was made more joyful when they were reminded of the impacts they brought.

Food from the Heart depends heavily on volunteers participation for all of its programmes and would like to thank MDA and NTUC for coming onboard and giving their valuable time, service and goodwill.

BLESSINGS IN A BAG



Teachers and staff from Singapore American School (SAS) gathered on a bright Thursday afternoon with a mission to bring bags of love created by the students from SAS to the needy students at Seng Kang Primary School.

The SAS students personally shopped for the food items to fill up the goodie bags for their disadvantaged counterparts. Sweet handwritten notes were attached to the bags as well, each containing a personalized message of encouragement to spur them on by showing that they care.

Staff from SAS had the opportunity to meet some of the students and their families who benefited from their generosity. It was a gratifying moment when they heard the personal stories of beneficiaries and learnt how the providence of food goodie bags impacted and made a difference in their lives.

Food from the Heart is grateful for the contributions SAS is making and for all they do to help meet the challenges of beneficiaries, and look forward to many more years of partnership.



APRIL HIGHLIGHTS

SMALL STEPS, BIG CHANGES



Ready, get set, go! Young and spirited second graders at Singapore American School (SAS) put on their running shoes for charity by taking part in the annual walkathon fundraiser benefiting Food from the Heart. It was a fun and healthy way for SAS to raise money for beneficiaries under the Food Goodie Bag programme.

The walkathon was held at the SAS track on a Friday morning, where students walked or ran laps around the track to raise money for Food from the Heart through pledges from friends, family and other members of the community. Student

beneficiaries from Seng Kang Primary School that had been adopted by SAS showed their appreciation by joining in the walkathon. All participants were given a dose of vitamic C from oranges prepared, and a lovely popsicle treat helped to cool them down.

Crutches would not slow down a student who had injured herself prior to the event as she zipped alongside with her classmates. It was an endearing sight to see the students give their all to help enhance the lives of their less well-off counterparts.

WARM HEARTS, FULL BELLIES

Nothing warms hearts and bellies like a lovely luncheon put together by dedicated volunteers. That was why club members, friends and supporters of the Rotary Club Marina City geared up and contributed their time and money to organize a special luncheon at Yum Cha restaurant in Chinatown on 22 April 2012 for 30 disadvantaged old folks from Geylang Serai Self Collection Centre.

Amidst all that chit chat and laughter as they walked to the restaurant, the volunteers could sense the excitement and anticipation of the old folks. It took a while to get everyone settled in properly but all of a sudden, the quiet restaurant on a lazy afternoon burst to life!

The fun-filled day included a hearty lunch, games where everyone won prizes, entertaining performances by the volunteers and a karaoke session where the old folks got to display their vocal prowess.

And finally it was time to say goodbye. As the old Chinese saying goes, all good things have to come to an end. Even then, the parting was never hasty, not forgetting a little something for everyone to bring home, as an extension of the joyous event, to fuel fond memories in the days and months to come.



MAY HIGHLIGHTS

GLAMMING UP FOR A NIGHT OF FASHION AND CHARITY

The ninth installment of Passion Ball rolled out the red carpet on 11 May 2012, bringing together Singapore's high society for a memorable evening. Held at Sentosa's ultra-luxe resort Capella Singapore, the Passion Ball was a night of extravagant networking and glamorous fun.

Organized by Olga Iserlis, the Passion Ball has always been a sold out event, and this year was no different. The glitzy black tie fundraiser featured a fashion show by London-based designer Corrie Nielsen, and also marked the debut of London-based footwear brand Fury by Swede designer Lisen Magnusson. With 'The Supper Club' as the theme, the guests dressed up to the nines for the golden age of supper clubs when elegant dining was in vogue.

The dinner was helmed by the eloquent, exuberant and wickedly funny, Mumbai-born and Singapore-raised media personality Anita Kapoor. Guests were also treated to an intriguing pantomime by highly acclaimed and award-winning illusionist Inga Savitskaya who wears the hats of illusionist, actress and tango dancer.



JUNE HIGHLIGHTS

BRINGING THE PAST ALIVE

For about 300 underprivileged children and their families, the June holidays was a special one as they geared up for a day of spectacular fun at the National Museum of Singapore and the Asian Civilizations Museum. The young ones together with their families indulged in the wonder of Singapore's heritage, going through a journey of playful learning experiences.

At the National Museum of Singapore, the Island Adventures exhibits invited the children to rediscover their roots and experience a traveller's journey to Singapore 200 years ago. They also got to witness Singapore's amazing development into the bustling port city today, and reflected on the roles and contributions of forefathers in the early years. Large-scale interactive installations, theatrical storytelling, roving performances and role-playing activities assisted in bringing the Singapore story to life. The parents were also not left out, as the activities and captions enabled adults to actively be guides and facilitators for their young ones.

The excursion was a fantastic opportunity to capture the hearts and minds of young visitors with an exciting mix of art and culture, as well as seed in the beneficiaries an enduring interest and passion for a shared heritage.



FILL A BAG, FEED A FAMILY



The June holidays inevitably becomes a time of relaxation and rest especially for teachers who have worked hard during the first semester of school. But the teachers from Tampines Primary School gave the ultimate gift of their precious time to do their bit for the community and at the same time build bond and teamwork with each other.

Together with the alumni and members of Tampines Green and Tampines Park Residents' Committee, the group of teachers and volunteers went from block to block and house to house requesting and collecting food donations. The Principal Ms Veronica Tay was also there to lend her support for this exercise.

The food drive was a tremendous success due to the overwhelming participation of the residents. Prior to the event, fliers were distributed to the residents, and the volunteers were heartened to see bags of food rations lined along the corridors by residents who were not at home during collection. Thanks to their generosity, the rations will help provide meals and snacks to needy families who may not have enough to eat. Food from the Heart would also like to thank Tampines Primary School for their continuous support and larger than life enthusiasm.



JULY HIGHLIGHTS

CELEBRATING FIVE YEARS OF SERVING THE COMMUNITY

Kampong Glam Kelantan Residents' Committee Centre was bustling with people from all walks of life on the Sunday morning of 15 July 2012. Both the young and old, families and friends were spotted mingling with one another. It may be a typical scene in Singapore but they were all present to celebrate an important milestone of serving the community at the fifth birthday of Kelantan Self Collection Centre.

To recognize dedication and selfless giving to help improve the lives of the needy, volunteers of Kelantan Self Collection Centre were awarded certificates of appreciation through the hands of Ms Denise Phua, MP for Moulmein-Kallang GRC, who inaugurated the opening of the centre five years ago in 2008. A cake-cutting ceremony was put in place and all the children beneficiaries were up onstage to share the joyous moment of blowing out the candles.

The board of directors stepped forward and led in the day's efforts of this event packing and distributing bread and food goodie bags to elderly and needy families.



SIAEC STAMPS OUT HUNGER

SIA Engineering Company Limited (SIAEC) embraces the philosophy of giving back to the community by adopting East Coast Primary School under Food from the Heart's Food Goodie Bag programme. With this 'Adopt A School' initiative, 50 needy students from the school will be supplied with food rations for three years, providing them with sustenance, and encouraging them to attend school regularly.

The launch of the first distribution session was held at East Coast Primary School on 20 July 2012. Those in attendance included teachers, students and invited guests who witnessed the cheque presentation ceremony where Mr William Tan, CEO of SIAEC presented a cheque to Food from the Heart's Chairman Mr Ron Stride after a short presentation given by Principal of East Coast Primary School Mr Tan Siew Tiong.

Following on, the attendees adjourned for a lunch reception, courtesy of East Coast Primary School. The event served as a great platform for the beneficiaries to mingle with the sponsors, and also an opportunity for teachers to communicate with the parents.

Thank you SIAEC for your
commitment to helping displaced
students in our community weather
the crises in their lives!



AUGUST HIGHLIGHTS

SELFLESS SERVICE TO A HIGHER CAUSE



22 August 2012 marked SIA Engineering Company Limited's (SIAEC) first volunteer group activity at Balam Self Collection Centre. It turned out to be a great experience for all, as the staff bonded in a casual setting where they got to know one another in a different capacity. They were given a briefing by the person-in-charge from Balam Self Collection Centre and shortly after, they embarked on tasks assigned to them. Laughters filled the room and there was an air of cohesion among the staff as they labored with much joy.

Split into two teams, one group sorted the bread inside the Self Collection Centre while the other got their hands busy organizing the non-perishable food items and packing them into bags at the void deck. With the packing finally done, staff from SIAEC waited for the beneficiaries to arrive for collection.



The goodie bags that were distributed to the beneficiaries had an extra dose of personal touch attached to it, as they were all handed out by the volunteers themselves. It was heartening to see that the staff were very forthcoming in corporate volunteerism, putting in their time and efforts to better the lives of neighbours in need.



SEPTEMBER HIGHLIGHTS

PUTTING THE FUN INTO FUNDRAISING



9 September 2012 dawned bright and clear – a perfect day for Food from the Heart’s inaugural walkathon and carnival Fun from d’Heart. The warm air and slight breeze welcomed over 1,500 participants out into the sunshine to help raise money for Food from the Heart’s programmes. The day began at 7:30am with registration for the walk. As the crowd slowly trickled in, they were met with warm and enthusiastic registration volunteers who were ready to provide an agenda for the day’s events.

The kick-off ceremony was followed by the walkathon that took place at Yishun Park, with the aim of raising funds for

Food from the Heart. The 2km walk from Yishun Safra to the Yishun Park gave those in attendance a great time to chit-chat and catch up with friends while enjoying the magnificent view and breezy weather along the way. The event was attended by MP for Moulmein-Kallang GRC Ms Denise Phua Lay Peng who flagged off the walk.

The participants represented all walks of life, the diversity of Singapore’s community, and several generations striding for the same cause – grandparents, parents, children, and grandchildren. The carnival activities got under way as the walkathon events were kick started. There were fun and games

for everyone from the adrenaline junkies to the young ones – paintball, rock climbing, balloon sculpting, air rifle shooting and a Ronald Macdonald’s show.

All that walk worked up an appetite, only to be satiated by a beautiful spread of tasty treats and variety of baked goodies which covered the tables, alongside an assortment of refreshments as thirst quencher that kept everyone hydrated throughout the day. The popcorn and cotton candy were the cherry on top of the carnival and a hit with the young ones.



The carnival came to a successful close. Food from the Heart could not have done this without the sponsorship from Crowe Horwath First Trust LLP, who with their generous financial support made it a fun-filled day for all involved and would like to thank Managing Partner Mr Tan Kuang Hui for championing our cause.



OCTOBER HIGHLIGHTS

A CHILDREN'S DAY THAT SIZZLED WITH FUN



Some 30 lucky children beneficiaries from Food from the Heart got the wonderful opportunity to participate in the CapitalLand Hope Foundation (CHF) Kid's Food Fund Junior Chef Cooking Competition, celebrating their Children's Day with a twist. The aspiring young kitchen enthusiasts sliced, chopped and sizzled their way to covet a title in the competition, with the help of CapitalLand staff volunteers at the swanky ToTT Cooking Studio.

The aim of this educational cooking competition was to encourage these underprivileged children to eat better, grow healthily and have a better headstart in life. At the same time, they learnt about the importance of nutrition and food safety, and were equipped with simple culinary skills so that they can recreate their delicious and nutritious creations back at home.

Food from the Heart also received a very generous donation of \$100,000 from the CHF, through the hands of Executive Director Mr Tan Seng Chai. The donation will go towards a year-long supply of basic food items for 100 children beneficiaries. Thank you CHF for being a blessing to the less fortunate and for helping to change their lives for the better, giving them a brighter future for tomorrow!



GOING THE DISTANCE

It was a sea of red at Bedok Reservoir Park on a bright Saturday morning. The inaugural SIA Engineering Company Limited (SIAEC) charity run - Run for Food saw more than 500 participants running to raise funds for Food from the Heart. Combined, the runners from SIAEC managed to rake in more than \$81,000, making Run for Food an impactful event for advancing charity work and generating awareness for Food from the Heart.



Organised by SIAEC's CSR Committee and in conjunction with World Food Day 2012, SIAEC's staff and friends did their part for charity in the race with lengths that catered to both adults and kids. SIAEC's adopted student beneficiaries from East Coast Primary School put their best foot forward and joined in the fun for a morning workout.

The runners replenished themselves after completing the run with lively activities and delicious treats from various booths featuring fresh fruits, snacks, drinks, baked goods, not forgetting candy floss and popcorn loved by both young and old. A bouncy castle was also erected to keep the younger ones occupied.

Food from the Heart and SIAEC's staff and families left with the overwhelmingly gratifying feeling that the first race went so smoothly and were truly excited about the next one!



NOVEMBER HIGHLIGHTS

PRELOVED TOYS DELIGHT CHILDREN AT ANNUAL TOYS BUFFET

Few things thrill the heart of a child more than a toy. That is why “Toys from the Heart” had taken toys to over 4,000 less privileged children at the fifth edition of Toys Buffet. That’s over 8,000 dolls, trucks, board games, sports equipment, crafts and stationeries.

The fun-filled affair held at Assumption Pathway School on 9 November 2012 featured performances, carnival games, activities, delectable treats – all for a good cause. Above all, each child got an opportunity to bag home two toys of their choice. The Toys Buffet was not just a great way to have fun, but also a chance to make a difference in the life of a child in need.

The smiles and delight on the faces of the children were priceless as they ran around selecting toys and trying their hands at game stalls. Screams of delight and shrills of excitement filled the air. It was a great feeling to see the number of children that came through the event with different reactions ranging from tears to smiles as they found the “perfect” toy for themselves or their siblings. This allowed for all needy children to have hope and experience early the joy of Christmas. A big thanks to partnering sponsor SIA Engineering Company Limited for helping to make this event possible.





Thank you dear donors for helping to make sure that every child left with a toy and a smile!



CATCHING THE SST SPIRIT

In fast-paced Singapore, it is a surprise that there is enough time for students to attend classes, do homework, take part in extracurricular activities, and still manage to relax and have fun with family and friends. Yet despite busy schedules, students from School of Science and Technology (SST) were concerned about what was going on in their neighborhoods and communities, and looked for ways to get involved.

Partnering Food from the Heart, SST organized a food donation drive at Clementi earlier this year to assist in the collection of non-perishable food items for needy families in Singapore. Apart from that, the game stall booths at Toys Buffet 2012 were all organized and manned by the students from SST. Throughout the day, the students worked together tirelessly to set up the necessary logistics for the game stalls, helping to create a memorable time for the student beneficiaries. Thank you SST!



DECEMBER HIGHLIGHTS

A ZOO-PER GOOD TIME!



As the gloomy morning skies gave way to gentle streams of sunlight, 40 underprivileged children led by Love Volunteering's volunteers happily trotted down pathways set amidst lush foliage at the Singapore Zoo. Aged six to 12 years old, the children beneficiaries were from Marsiling Self Collection Centre. Their feelings of excitement were hard to suppress – after all, it was a break from staying at home for the holidays and they were in for a fun-filled half-day educational wildlife trail!

As the kids toured the different animal exhibits, their eyes darted around in curious wonder, peppering their steps with exclamations. It was truly a memorable experience for the children beneficiaries – thank you Love Volunteering for bringing smiles this holiday!

A DECEMBER TO REMEMBER

The holiday season is a time of joy for many, but for some, that joy is tempered by poverty. For many families struggling to make ends meet, holiday meals and gift giving are out of reach. Food from the Heart and its community partners and sponsors are well aware of this economic reality. The annual Christmas parties organized are a way of extending the joys of Christmas to those among us who are less fortunate and giving them a holiday they would normally never have.



This year, with the input and blessing of our corporate sponsors Macquarie Group Foundation, Credit Suisse AG and Bloomberg L.P., Food from the Heart's children beneficiaries got to experience some holiday cheer with an unusual twist as they attended parties that were held in the very own office premises of the hosting sponsors.



Over at Conrad Centennial Singapore, children from Toy Payoh Self Collection Centre unleashed their inner artist whilst decorating gingerbread cookies at the Christmas party celebration helmed by Rotary Club of Marina City. It was a joy watching the kids decorate the cookies. Mostly, because they approached it with such fervor and joy.

As with every year, staff, volunteers and sponsors gather together to celebrate Christmas with Food from the Heart's beneficiaries from various self-collection centres. All the Christmas parties were held on different dates at different venues, but in all the celebrations one could feel the same family spirit, the same happiness of being together as well as the hospitality and friendship. It was amazing to see the faces of the children enjoying the games and the gifts, all made possible by the generosity of sponsors, volunteers and friends who offered their support and love to help the underprivileged spend a Christmas like never before.

INCOME AND EXPENDITURE STATEMENT

INCOME	Note	2012 S\$	2011 S\$
Outright Donations	1	323,237	367,977
Fund Raising Events	2	688,196	392,400
Charitable Events	3	30,908	93,629
Food Purchase Account	4	660,599	392,072
Grant Received		2,200	20,000
Other Income		1,601	1,119
TOTAL INCOME		1,706,741	1,267,197

EXPENDITURE	2012 S\$	2011 S\$
Fund Raising Events	239,311	71,557
Charitable Events	53,688	92,959
Food Purchase Account	421,463	415,976
General and Administrative	686,072	748,847
TOTAL EXPENDITURE	1,400,534	1,329,339
Surplus of Income over Expenditure	306,207	-62,142

ANNUAL RENUMERATION OF KEY MANAGEMENT STAFF

ANNUAL RENUMERATION	No. of Management Staff	
	2012	2011
Between S\$100,001 to S\$150,000*	1	1

*Includes basic salary, annual wage supplement, allowances and the employer's contributions to Central Provident Fund.

BALANCE SHEET

	2012 S\$	2011 S\$
ASSETS		
Property, Plant and Equipment	44,333	58,109
Non-Current Assets	44,333	58,109
Deposits, Prepayments and Other Receivables	140,185	98,901
Cash and Bank Balances	1,142,969	619,993
Current Assets	1,283,154	718,894
TOTAL ASSETS	1,327,487	777,003
FUNDS AND RESERVES		
Accumulated Fund	991,015	684,808
TOTAL FUNDS AND RESERVES	991,015	684,808
LIABILITIES		
Deposit Received	-	25,967
Other Payables and Accruals	15,836	66,228
Deferred Income	320,636	-
TOTAL LIABILITES	336,472	92,195
TOTAL FUNDS, RESERVES AND LIABILITIES	1,327,487	777,003

Food from the Heart is governed by the Board of Directors which is the final authority and has overall responsibility for policy making and governance. Board members are volunteers and receive no monetary remuneration for their contribution.

Food from the Heart has in place a Conflict of Interest and Confidentiality Policy Statement. Members of the Board of Directors must declare if they have a conflict of interest regarding any business before the Board.

DISTRIBUTION REPORT

TOTAL AMOUNT OF FOOD DISTRIBUTED	2012 S\$	2011 S\$
Bread Collection	2,166,346	2,218,905
Food Collection		
- Schools	179,139	152,088
- Corporations	348,354	297,634
Purchased Food	421,463	415,976
Total Benefits Distributed	3,115,302	3,084,603
Total Funds Received	1,706,741	1,267,197
For every dollar donated, we generated a return of	1.825	2.434

INCOME vs EXPENDITURE	2012 S\$	2011 S\$
Total Income	3,115,302	3,084,603
Total Expenditure	686,072	748,847
Expenditure vs Income %	22.02%	24.28%

NOTES TO THE FINANCIAL INFORMATION

I. OUTRIGHT DONATIONS	2012 S\$	2011 S\$
Bloomberg L.P.	10,000	10,282
Chew How Teck Foundation	15,000	15,000
Grace, Shua and Jacob Ballas Charitable Trust	15,000	15,000
Marina Bay Sands Pte Ltd	12,739	5,000
NTUC FairPrice Foundation Limited	100,000	200,000
PM Singapore Pte Ltd	51,565	49,965

FACTS AND FIGURES AUDITED FINANCIAL INFORMATION 2012

2. FUND RAISING EVENTS	2012 S\$	2011 S\$
Audemars Piguet (Singapore) Private Limited	50,000	60,000
China Sonangol	100,000	-
Concord Energy Pte Ltd	10,000	10,000
Coutts & Co Ltd	70,000	-
Crowe Horwath First Trust LLP	20,000	-
Marina Bay Sands Pte Ltd	10,000	-
Tang Renaissance Communicators Pte Ltd	10,000	-

3. CHARITABLE EVENTS	2012 S\$	2011 S\$
SIA Engineering Company Limited	15,000	-
Trailblazer Foundation Limited	11,760	-

4. FOOD PURCHASE ACCOUNT	2012 S\$	2011 S\$
Campus Crusade Asia Limited	55,000	33,000
CapitaLand Hope Foundation	100,000	100,000
Caring Hearts Society*	33,000	33,000
Coutts & Co Ltd	30,650	-
Credite Suisse AG	99,000	-
Lee Foundation	20,000	20,000
Macquarie Group Foundation	35,000	-
SIA Engineering Company Limited	94,030	-
Salesforce.com Pte Ltd	22,000	-
Singapore American School Limited	47,306	47,000
Singapore Post Limited	33,000	33,000
Starwood Asia Pacific Hotels & Resorts Pte Ltd	20,119	28,010

*Caring Hearts Society - Sponsorship \$99,000 for years 2013, 2014 & 2015 - received in 2012.



Right from the Heart
Teo Min En, Primary 4 Diligence
Teck Ghee Primary School

dear supporters, donors, sponsors, volunteers

You are an inspiration!

Food from the Heart would not be what it is today without you. Your generous financial support helps us continue in our mission and to assist our neighbours in need, making the community a great place to live.

Our corporate and media sponsors have been immeasurably important in the growth and success of our programmes.

As a charity, we couldn't offer a number of really important programmes without people donating their time as volunteers.

They give up huge amounts of time, take on unglamorous but necessary work and do it with a smile and make a massive difference. We never cease to be amazed by what

our volunteers do for Food from the Heart, and are continually humbled by the level of passion and expertise that each brings.

For all of this, we are grateful.



CONNECT WITH US

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