

# FOOD *from the* HEART

ANNUAL REPORT 2015

# OUR MISSION

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

# OUR VALUES

Professionalism

Efficiency

Transparency

Self-sustainability

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# CHAIRMAN'S *foreword*

When Christine and Henry Laimer embarked on their first bread run in February 2003 with 120 volunteers, little did they think that their maiden effort would grow into an islandwide initiative that would still be going strong 13 years later.

Today, with a mission to reach out to the less fortunate by alleviating hunger through a food distribution programme and bringing joy through the distribution of toys and birthday celebrations, Food from the Heart is a charity that supports over 25,000 beneficiaries. Through our five core programmes, we strive to nourish both mind and body.

## **Bread Programme**

Every day, rain or shine, dedicated volunteers collect unsold bread from 115 bakeries and hotels throughout Singapore and deliver them to 156 welfare homes, Self Collection Centres, needy families and individuals. With the help of 1,700 volunteers, we rescue 28,000 kg of bread which would otherwise be discarded and deliver this bread to 15,000 hungry stomachs every month.

## **Self Collection Centres**

Partnering Resident Committees, Family Service Centres and Senior Activities Centres within the heartlands, we support needy families and the elderly with weekly bread rations and monthly food packs comprising daily necessities to lighten the financial burden of these families. We are currently operating 35 Self Collection Centres across the island and the programme supports about 2,000 families. To promote healthy eating, we added eggs to the monthly distribution in 2015.

## **Food Goodie Bags**

Our food goodie bags provide much welcomed relief for families of school-going children who are struggling to put food on the table. Working with neighbourhood schools, we distribute these food goodie bags each valued at \$55 to 50 of the neediest children and their families from each school. In 2015, we added seven schools to this programme bringing the total to 28 schools.

## **Toys from the Heart and Birthdays from the Heart**

We bring smiles to the faces of over 2,000 children through our annual Toy Buffet with pre-loved and new toys, and bring joy to over 900 disadvantaged children by hosting birthday parties for them in our Birthdays from the Heart programme. We also celebrate birthdays at old folks homes to show our appreciation for their past contributions.



Partnering NTUC in their CSR-Fairprice food waste reduction initiative, we now collect packaging-damaged and close-to-expiry-date items from their 130 branches islandwide. With support from ESRI Singapore Pte Ltd who provided a route-optimising software, we were able to collect from all 130 branches without increasing our resources. These collected items, valued well above \$200,000 in 2015, enabled us to support other charities as well as our self-collection centres.

The overall financial performance in 2015 was consistent with past years. We closed the year with a surplus of S\$890 thousand. We were able to distribute food with a market value of S\$4.76 million or to put it differently, for every S\$1 in funds received, we distributed S\$1.88 worth of food.

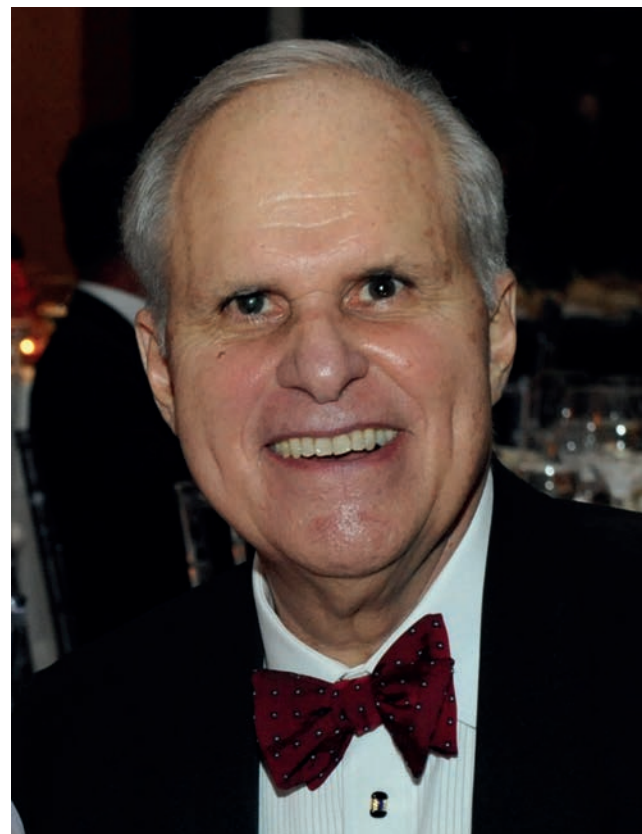
Moving towards 2016, we plan to increase our self-collection centres to at least 40 to better serve the needy communities in the North and South West regions of Singapore. To encourage healthy eating, we will be adding fresh fruit and vegetables in our distribution at Self Collection Centres. We have also plans to install cold room facilities to enhance our capability to store and distribute cold-chain products such as dairy products and other meat produce.


All our achievements would not be possible without the generous contributions and tireless efforts of many people. Food from the Heart does not receive regular funding from any source and so we are totally dependent on donations, both cash and in-kind, to help us achieve our mission. Our donors and sponsors deserve special mention for their generosity and support. We also salute our 2,000 volunteers who form the backbone of all that we do. And my heartfelt thanks to our staff for their continued dedication on behalf of our beneficiaries.

**THANK YOU ALL FOR HELPING  
FOOD FROM THE HEART  
MAKE A DIFFERENCE!**




**RONALD P. STRIDE  
CHAIRMAN, FOOD FROM THE HEART**





**\$4,759,003**  
worth of food distributed

**\$1.88**   
distributed in benefits for  
every dollar received

**5**   
core programmes

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## Food from the Heart

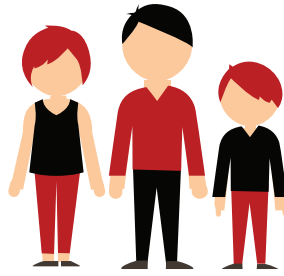
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**8,000**   
toys collected &  
distributed annually

**\$33,000**   
to support 50 families from a  
school for one year

 **39,000**  
food packs distributed

1,700



active volunteers for our  
bread distribution programme

33600



yearly bread missions

\$3,379,812

worth of bread distributed



*at a glance for 2015*

108

birthday parties  
held



184

food distribution points  
across Singapore

25,000



people benefitting from Food from the Heart's core programmes

# BREAD DISTRIBUTION *programme*



It is easy to turn a blind eye to food waste in Singapore. More is better, they say, and because of that many of us have more than enough both in variety and quantity to eat everyday. For others, however, they are not as privileged to have that choice.

In February 2003, Christine and Henry Laimer founded Food from the Heart with one mission: to save and redistribute food to those who need them. Along with 120 pioneer volunteers, they collected leftover bread from 37 bakeries and hotels in Singapore and gave them to the underprivileged.

Fast forward to today, Food from the Heart works with over 1,700 active volunteers everyday to collect perfectly edible but unsold buns and loaves from 115 bakeries and hotels. These baked goods are then distributed to over 15,000 beneficiaries from 156 welfare homes, Senior Activity Centres, Self Collection Centres and other needy families in Singapore.

As the Bread Programme is totally dependent on volunteers, we would like to give a big shout out of appreciation to our bread runners. Thank you! We are grateful for your role in our mission to save food. Equally important to the success of this programme are our partner bakeries and hotels whose generous contributions are at the heart of this programme.

**“ A big shout out to our bread runners,  
partner bakeries and hotels for their role  
in our mission to save food! ”**









## SELF COLLECTION *centres*

Besides supporting welfare homes, we saw the need to reach out to those struggling to feed themselves. Our Self Collection Centres are the link to needy families and individuals living in the heartlands of Singapore. Collaborating with Resident Committees, Family Service Centres and Senior Activity Centres, the programme, which started in 2004, now has 35 centres island-wide.

Regardless of race, language and religion, Food from the Heart provides food rations of rice, oil and other non-perishable food items to the underprivileged along with weekly bread distribution at our Self Collection Centres.

In August 2015, in an effort to encourage a well-balanced diet, we started monthly eggs distribution as well, much to the delight of our 5,700 beneficiaries.

To support our food packs, we actively conduct food donation drives. Our grateful thanks to schools, corporations and individuals who do their part to ensure no one goes hungry. Manufacturers, suppliers and retailers are also encouraged to donate non-perishable food items that are earmarked for disposal by their standard guidelines but are still safe for consumption.

A special thank you to all our volunteers and donors. These monthly food rations mean a great deal to families who are struggling to make ends meet and often have to decide between paying their rent, utilities, or unforeseen medical bills and putting food on the table. With your help, our beneficiaries no longer have to make such difficult decisions.

“ These monthly food rations mean a great deal to families who are struggling to make ends meet. ”

# Food GOODIE BAG



No child should grow up hungry, but there are many children in Singapore who are at risk of hunger. These children struggle with getting enough nutritious food, are more susceptible to falling ill more often and have a harder time concentrating and performing well in school. Our Food Goodie Bag programme is committed to providing relief to underprivileged students and their families in the form of food rations.

Working with 28 schools, we supply monthly non-perishable food items to over 5,000 school children and their families, supplementing their livelihood with basic food necessities such as rice, cooking oil, biscuits, beverages and canned food.

Companies and private donors are encouraged to contribute to this programme under the 'Adopt a School' and 'Adopt a Needy Family' initiatives, through which they can regularly support 50 students from each participating school or a needy family through the provision of these food goodie bags.

To motivate the children further, Food from the Heart inaugurated the I CAN Award in 2013 with a primary objective to encourage and motivate students to have the "I CAN" attitude to seek their highest potential even when encountering many challenges in life.

“ ...committed to providing relief to underprivileged students and their families in the form of food rations. ”











# TOYS *from the Heart*

Do you remember the feeling of opening presents on your birthday? The excitement and anticipation, followed by the joy of receiving the toy that you were hankering after?

For more people than you can imagine, these opportunities can never come about.  
That's why we started Toys from the Heart.

Our Toys from the Heart programme aims to deliver a message of hope and love, and to ensure that underprivileged children are given the opportunity to experience the joy of receiving toys. We distribute over 8,000 new and pre-loved toys at monthly birthday or seasonal celebrations and at our annual Toy Buffet, where young beneficiaries are treated to a day of food and games, and toys for them to take home.

This was made possible with the help and contribution of corporations, schools and individuals who pitch in by holding toy donation drives and help with gift preparation and distribution. The success of all our events depends on the support and generosity of our local community. Here's a big thank you to everyone who made a difference in a child's life!

**“ We want to ensure that underprivileged children are given the opportunity to experience the joy of receiving presents ”**

# BIRTHDAYS *from the Heart*



Birthday cakes are synonymous with birthday celebrations. Yet, while many of us have the privilege of having a birthday cake to complement a day of celebration with our loved ones every year, there are people who spend the day like any other ordinary day.

In financially challenged homes, birthday celebrations and cakes are unaffordable luxuries. As a result, many of them miss out on celebrating their birthdays.

As of 2015, we collaborated with seven children welfare homes and two old folks' homes to hold monthly birthday parties through a programme called Birthday from the Heart. This programme was inceptioned in December 2004 with the intention of bringing joy to children and the elderly in welfare homes by celebrating their birthdays with them through a celebratory cake, presents and party games.

Our heartfelt appreciation to our volunteers, sponsors and donors for helping us bring joy and happiness to our beneficiaries on their special day!

“ We want to bring joy to these children and the elderly, especially on their special day. ”



# voices of VOLUNTEERS

Our volunteers are the moving force of our organisation. We rely on thousands of volunteers to sort, pack & distribute food items as well as celebrate birthdays with our beneficiaries every month. Get to know us through the words of our friends!

## Jason Ong

**MY EXPERIENCE WITH FOOD FROM THE HEART WAS REALLY EMOTIONALLY REWARDING AND FUN.** I helped out at a food drive and initially it was tough to garner donations and to get people to want to know about our cause, but along the way I managed to learn how to reach out to people and was able to meet many samaritans who were very generous. The drive was truly a learning experience for me, and it was also really heartwarming to see the kindness of strangers

## Wong Xin Jie

**I HAD A GREAT TIME VOLUNTEERING WITH FOOD FROM THE HEART CELEBRATING THE BIRTHDAYS OF THE CHILDREN.** It was very rewarding to be able to be part of such a simple yet meaningful initiative. The good people from Food from the Heart also helped to make the event a successful one with their warm welcome, introducing us to the children and making us feel at home. We had a lot of fun with the children and I sure hope that they did too! I'm already looking forward to volunteering with them again.

## Kwek Kok Han

I have been volunteering with Food from the Heart for over ten years now, collecting leftover bread from bakeries. **I WOULD NEVER HAVE IMAGINED THAT SUCH A SIMPLE ACT OF JUST PICKING UP AND DROPPING OFF THE LOAVES WOULD HELP SO MANY PEOPLE.** It has become a weekly routine that I never got tired of. Not only am I doing my part in reducing food wastage, but also giving whatever I can back to the community through this small effort of mine.

## Claudia Tan

I was involved in a food distribution session at a Self Collection Centres, and it was a eye-opening opportunity for me to understand the reality of underprivileged in Singapore. Despite it, I met lots of grateful beneficiaries who kept thanking me for my assistance. **I AM VERY PROUD AND PLEASED TO BE ABLE TO VOLUNTEER FOR SUCH A GIVING AND GOAL-ORIENTATED ORGANISATION.**



# voices of RECIPIENTS

We try our best to ensure that our beneficiaries are happy with food on their table for every meal. We help transform their hunger into hope, and nourish the community through our core programmes.

## Nisa Alicia

My family receives food rations every month so that we don't have to go hungry. I was also selected by my teacher for the I CAN Award! I was so happy that I rushed home to tell my mother about it, and she was so proud of me! We were invited for an award presentation ceremony and my family members were beaming at me as I received the trophy. **THANK YOU FOOD FROM THE HEART FOR GIVING ME THIS OPPORTUNITY, AND OF COURSE THE FOOD RATIONS THAT HELP US FILL OUR BELLIES**

## Ragis Bin Ismail

The weekly bread we receive has helped me save a day's expenses. The buns, pastries and donuts we get are suitable for my children and they like it a lot. Being a big and poor family, **THE MONTHLY FOOD GOODIE BAG COMES IN HANDY FOR US, HELPING US SAVE AT LEAST FIVE TO SIX DAYS OF OUR USUAL EXPENSES.** I would like to thank the weekly volunteers for serving, helping and caring for us. They have been very friendly, committed and helpful.

## Ethan Poon

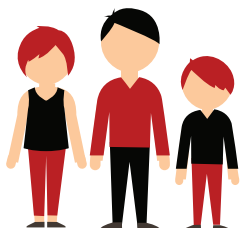
I'm always very happy and excited to receive food at school every month. **THEY HELP MY FAMILY SAVE MORE MONEY WHICH CAN BE USED TO PAY THE UTILITIES INSTEAD.**

The food they give us is also very yummy. I feel very grateful and thank you to everyone who is helping us!

## Chui Choe Shee

**I AM VERY GRATEFUL TO STILL BE ABLE TO HAVE PEOPLE CELEBRATE MY BIRTHDAY WHEN I AM ALREADY 88 YEARS OLD.**

Before, I never had the chance to have a birthday party, let alone eat any cake! I am extremely thankful to Food from the Heart and their volunteers for providing me with such happy memories.



# our DONORS & SPONSORS

The work that we do to improve the lives of the less privileged is made possible due to the commitment and generosity of all our donors, sponsors & partners. We are immensely grateful for their support and partnership in our cause.

## SPONSORS

Anguilla Development Pte Ltd  
Asia Pacific Breweries (Singapore) Pte Ltd  
Audemars Piguet (Singapore) Private Limited  
Beiersdorf Singapore Pte Ltd  
Bloomberg LP  
Chew How Teck Foundation  
Credit Suisse AG  
First State Investment Pte Ltd  
Geoconsult Asia Singapore Pte Ltd  
Grace, Shua and Jacob Ballas Charitable Trust  
HSBC Bank  
Lee Foundation  
Lombard Odier (Singapore) Ltd  
Marina Bay Sands Pte Ltd  
MFS International Singapore Pte Ltd  
Newway Advisory Pte Ltd  
NTUC Fairprice Foundation Limited  
Pepperl + Fuchs (Manufacturing) Pte Ltd  
President's Challenge  
SIA Engineering Company Limited  
Vibrant Group Limited  
The Shaw Foundation Pte  
Van Cleef & Arpels (S) Pte Ltd  
OCBC Bank  
Visa Worldwide Pte Limited

## FOOD GOODIE BAG SPONSORS

AI Wealth Partners Pte Ltd  
Bank of New York Mellon  
Booz Allen Hamilton Alumni  
Credit Suisse AG  
Cru Asia Ltd  
Egalite Hawkins Investments  
Ong Family  
Parents Association of Avondale Grammar School  
PMI Singapore  
SAF Officers' Wives Club  
SIA Engineering Company Ltd  
Singapore American School  
Singapore Post Ltd  
Staff of MTI  
Starwood Asia Pacific Hotels & Resorts Pte Ltd

## MINISTRY OF EDUCATION SINGAPORE - SG50 GIVING DONATIONS

Anderson Primary School  
Anglican High School  
Assumption English School  
Bukit Merah Secondary School  
Chua Chu Kang Primary School  
Chua Chu Kang Secondary School  
Damai Primary School  
East Spring Primary School  
Evergreen Primary School  
Evergreen Secondary School  
Fengshan Primary School  
Fernvale Primary School  
Greenridge Secondary School  
Kheng Cheng School  
Loyang Primary School  
Maha Bodhi School  
Manjusri Secondary School

Maris Stella High School (Sec)  
Marsiling Secondary School  
Nanyang Junior College  
North View Primary School  
North Vista Secondary School  
Qihua Primary School  
School of Science and Technology, Singapore  
Shuqun Primary School  
St. Andrew's Secondary School  
St. Margaret's Primary School  
Tampines North Primary School  
Temasek Primary School  
White Sands Primary School  
Woodlands Ring Primary School  
Xinghua Primary School  
Yio Chu Kang Primary School  
Yu Neng Primary School

## DONATIONS IN-KIND *Corporations*

Asia Chiropractic House Service  
Australian Fruit Juice (S) PTE LTD  
Beiersdorf Singapore Pte Ltd  
BNP Paribas  
Chou Sing Chu Foundation  
Community Creative Agency  
Concorde Hotel Singapore  
Corlison Pted Ltd  
Coutts  
Dell  
Deutsche Bank AG, Singapore  
Eastern Highland Healthy Cake House  
Elionetwork Pte Ltd  
Euro Automobile  
First State Investments (Singapore)  
Food Empire Holding Ltd  
Foodpanda  
Kind Systems (Singapore) Pte Ltd  
K S Food Industries  
Lim Siang Huat Ptd Ltd  
Lotte Confectionery (SEA) Pte. Ltd.  
Lotus Light Charity Society (Singapore)  
Monsanto Singapore

Microsoft  
NEC Asia Pacific Pte. Ltd.  
Nielsen  
NTUC Fairprice Co-operative Limited  
NTUC Fairprice Foundation Ltd  
Pan Pacific Exhibits International Pte Ltd  
Pepperl+Fuchs Pte Ltd  
Pokka International Pte Ltd  
PWC International Assignment Services (S) Pte Ltd  
SAF PERS HUB  
Samsui Supplies & Services Pte Ltd.  
SIA Engineering Company Limited  
Schlumberger  
Siemens Pte Ltd  
Singapore Post Limited  
Singapore Press Holding Limited  
Suntory Beverage & Food Singapore Pte Ltd  
Symrise Asia Pacific Pte Ltd  
Tai Sun (Lim Kee) Food Industries Pte Ltd  
UBS Investment Bank  
Xilinx Asia Pacific Pte Ltd  
Yow Cheong Pte Ltd



## DONATIONS IN-KIND (CONTINUED)

### Hotels

Fairmont Singapore & Swissôtel The Stamford  
Four Seasons Singapore  
Grand Hyatt Singapore  
Mandarin Oriental Singapore  
Marina Bay Sands Singapore  
Pan Pacific Singapore  
Regent Singapore  
Resorts World Sentosa Pte Ltd  
RISE Restaurant, MBS  
Shangri-La Hotel, Singapore  
The Fullerton Singapore  
The St. Regis Singapore  
The Ritz-Carlton Millenia Singapore

### Bakeries

1 More Bread  
Ananas Bakery  
Artisan Boulangerie Co. (3 Outlets)  
Bake Inc (2 Outlets)  
Baker and Cook  
Bakery Cuisine  
Bakery Degree (2 Outlets)  
Bakerzin Holdings Pte Ltd  
Bengawan Solo Pte Ltd  
Bethel Confectionery  
Breadfresh (2 Outlets)  
C'rius Bake  
Crepes & Puffs Snacks House  
Délifrance (4 Outlets)  
Dohca  
Four Leaves Pte Ltd (15 outlets)  
Han's Cafe (3 Outlets)  
I Taste  
iBake Bakery Cafe  
Joe & Dough  
Jollibean Foods P/L (12 Outlets)  
Juz Bread  
Keng Bakehouse  
Love Tea Cafe

Marche Restaurant  
MUNCH  
Nick Vina Artisan Bakery  
NOM - Bistro & Bakery  
Omzyn Cake  
Pan De Marie  
Pan Q  
Paraland Confectionery (Bakerlike)  
Prima Food Pte Ltd  
PrimaDéli (7 Outlets)  
Q Bread  
RedMart Limited  
Rotitek  
Sembawang Confectionery  
Simply Eden Bakery  
Sunshine Bakeries  
The Swiss Backer  
Swiss-Bake Ptd Ltd (10 Outlets)  
The Sandwich Shop (5 Outlets)  
Twelve Cupcakes  
Yi Jia Bakery House Cafe

### Schools

Admiralty Secondary School  
Ahmad Ibrahim Secondary School  
Anderson Primary School  
Anderson Secondary School  
Ang Mo Kio Primary School  
Anglo-Chinese School (Independent)  
Bartley Secondary School  
Beacon Primary School  
Bedok Green Primary School  
Bedok Green Secondary School  
Bendemeer Primary School  
Bukit Batok Secondary School  
Catholic Junior College  
Cedar Girls' Secondary School  
CHIJ (Katong) Primary School  
Chongfu School

Dunman High School  
East Coast Primary School  
East Spring Primary School  
East Spring Secondary School  
East View Secondary School  
Evergreen Primary School  
Fernvale Primary School  
Global Indian International Primary School (Balestier)  
Greenridge Secondary School  
Holy Innocents' Primary School  
Innova Primary School  
ITE College Central  
Kong Hwa School  
Maha Bodhi School  
Manjusri Secondary School  
Maris Stella High School (Primary)  
Maris Stella High School (Secondary)  
Nan Chiau High School  
Nanyang Junior College  
PCF Sparkletots (Yew Tee)  
Pei Hwa Secondary School  
Qihua Primary School  
Seng Kang Primary School  
Serangoon Secondary School  
Siglap South CC YEC  
Singapore Polytechnic  
St. Andrew's Junior School  
St. Andrew's Secondary School  
Tampines North Primary School  
Tanglin Trust School  
Teck Chee Primary School  
Temasek Polytechnic (Students' Union)  
Temasek Primary School  
West Spring Primary School  
Woodgrove Primary School  
Woodlands Ring Primary School  
Woodlands Ring Secondary School



# AUDITED FINANCIAL INFORMATION

# 2015

## INCOME & EXPENDITURE STATEMENT

INCOME	NOTE	2015 (SGD)	2014 (SGD)
Outright donations	1	962,870	708,146
Fund Raising Events	2	516,932	656,810
Charitable Events	3	114,245	42,968
Food Purchase Account	4	874,369	939,292
Grant		22,760	70,000
Other Income		34,526	14,163
<b>TOTAL INCOME</b>		<b>2,525,702</b>	<b>2,431,379</b>
<b>NON OPERATING INCOME</b>			
Utilisation of Fund		323,688	-
Amortisation of Deferred Fund		38,158	-
<b>TOTAL NON OPERATING INCOME</b>		<b>361,846</b>	<b>-</b>
<b>EXPENDITURE</b>		<b>2015 (SGD)</b>	<b>2014 (SGD)</b>
Fund Raising Events		199,306	216,454
Charitable Events		131,661	62,088
Food Purchase Account		764,127	715,765
General & Administrative		901,842	861,398
<b>TOTAL EXPENDITURE</b>		<b>1,996,936</b>	<b>1,855,705</b>
<b>Surplus of Income over Expenditure</b>		<b>890,612</b>	<b>575,674</b>

## ANNUAL REMUNERATION OF KEY MANAGEMENT STAFF

	No. of Management Staff	
ANNUAL REMUNERATION	2015	2014
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 Funds.

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.

## BALANCE SHEET

### ASSETS

Plant and Equipment

#### Non-Current Assets

Deposits, Prepayments and Other Receivables

Cash & Bank Balances

#### Current Assets

### TOTAL ASSETS

2015 (SGD)

2014 (SGD)

303,002

277,080

303,002

277,080

97,059

87,678

4,290,392

2,770,411

4,387,451

2,858,089

4,690,453

3,135,169

### FUNDS

Accumulated Fund

Designated Fund

Deferred Fund

### TOTAL FUNDS

3,374,012

2,483,400

786,137

283,846

269,017

-

4,429,166

2,767,246

### LIABILITIES

Other Payables & Accruals

Deferred Income

### TOTAL LIABILITIES

72,638

61,911

188,649

306,012

261,287

367,923

### TOTAL FUNDS & LIABILITIES

4,690,453

3,135,169

## DISTRIBUTION REPORT

### TOTAL AMOUNT OF FOOD DISTRIBUTED

Bread Collection

Food Collection

- Corporations

- Schools

NTUC Outlets Collection

Purchased Food

### Total Benefits Distributed

### Total Funds Received

For every dollar donated, we generated a return of

2015 (SGD)

2014 (SGD)

3,379,812

2,814,866

239,677

175,923

164,873

119,623

210,514

-

764,127

715,765

4,759,003

3,826,177

2,525,702

2,431,379

1.884

1.574

### BENEFITS DISTRIBUTED VS OPERATING EXPENDITURE

Total Benefits Distributed

Total Operating Expenditure

Operating Expenditure vs Benefits Distributed %

4,759,003

3,826,177

901,842

861,398

18.95%

22.51%

# NOTES TO THE FINANCIAL INFORMATION

	2015 (SGD)	2014 (SGD)
<b>1. OUTRIGHT DONATIONS</b>		
Advance Combination System Pte Ltd	-	11,500
Asia Pacific Breweries (Singapore) Pte Ltd	10,000	-
Athrow Pte Ltd	-	21,000
Beiersdorf Singapore Pte Ltd	17,000	-
Bloomberg LP HK	14,609	-
Chew How Teck Foundation	15,000	15,000
Credit Suisse AG	16,300	-
First State Investment Pte Ltd	21,035	23,300
Grace, Shua and Jacob Ballas Charitable Trust	10,000	15,000
Ikano Pte Ltd	-	13,389
Macquarie Group Foundation	-	10,312
Marina Bay Sands Pte Ltd	18,700	14,743
Ministry of Education Singapore - SG50 Giving Donations	207,920	-
MFS International Singapore Pte Ltd	25,000	25,000
NTUC Fairprice Co-operative Limited	-	10,000
NTUC Fairprice Foundation Limited	150,000	150,000
Pepperl + Fuchs (Manufacturing) Pte Ltd	13,500	-
President's Challenge	50,000	100,000
Sembcorp Industries Ltd	-	20,000
SIA Engineering Company Limited	40,765	40,796
Vibrant Group Limited	25,000	-

Food from the Heart would like to thank all anonymous donors.

	2015 (SGD)	2014 (SGD)
<b>2. FUNDRAISING EVENTS</b>		
Anguillia Development Pte Ltd	10,000	-
Audemars Piguet (Singapore) Private Limited	50,000	50,000
China Sonangol Land Pte Ltd	-	50,000
Concord Energy Pte Ltd	-	10,000
Crossinvest (Asia) Pte Ltd	-	10,000
Deutsche Bank, Singapore Branch	-	10,000
Egalite Hawkins Investments Pte Ltd	-	50,000
Geoconsult Asia Singapore Pte Ltd	20,000	-
Lee Foundation	10,000	10,000
Lombard Odier (Singapore) Ltd	10,000	-
Luther LLP	-	10,000
Marina Bay Sands Pte Ltd	-	10,000

## 2. FUNDRAISING EVENTS (CONTINUED)

	2015 (SGD)	2014 (SGD)
Newway Advisory Pte Ltd	10,000	-
Richemont Luxury (Singapore) Pte Ltd	-	10,000
The Hongkong and Shanghai Banking Corporation Limited	10,000	-
The Shaw Foundation Pte	10,000	-
Van Cleef & Arpels (S) Pte Ltd	10,000	-

## 3. CHARITABLE EVENTS

	2015 (SGD)	2014 (SGD)
Overseas-Chinese Banking Corporation Limited	20,000	-
Visa Worldwide Pte Limited	26,750	-

## 4. FOOD PURCHASE ACCOUNT

	2015 (SGD)	2014 (SGD)
AI Wealth Partners Pte Ltd	-	33,000
Applied Materials South East Asia Pte Ltd	20,000	-
Avondale Grammar School - Parents Association	-	16,500
Bank of New York Mellon	-	32,955
Booz Allen Hamilton Alumni	33,000	33,000
Credit Suisse AG	-	99,415
Cru Asia Limited	33,000	33,000
Inner Wheel Club of Singapore West	10,000	16,500
Macquarie Group Foundation	35,000	35,000
PMI Singapore	-	37,806
SIA Engineering Company Limited	66,000	66,000
Singapore American School Limited	54,460	51,880
Singapore Post Limited	33,000	33,000
Staff of MTI	-	50,010
Starwood Asia Pacific Hotels & Resorts Pte Ltd	33,000	33,000

## IT'S YOUR *birthday!*



Our first birthday party of the year took place at Child at St 11, and what fun it was! We were joined by a wonderful group of volunteers from Broadcom Singapore, and they brought much cheer and joy to the little ones. Of course, there was a huge cake and many presents. In addition, there were games that kept them running around laughing in delight. Everyone had big smiles throughout the party, and at the end, every child was presented with an adorable cartoon wristband.

Thank you Broadcom for coming forward and making our first party in 2015 such a fun and memorable one.

## SURVEYING THE *crowd*

In order to better understand our beneficiaries and their needs, we conducted a survey with the help of Bain & Company Southeast Asia Inc.

Our beneficiaries from various Self Collection Centres, schools and welfare homes provided us with lots of feedback and information to help us improve and expand our services for the less fortunate.







# PROJECT *Twinkle*



Partnering IKEA, TES-AMM, ITE College East, Tetra-Pak and Pokka, Food from the Heart had our first ever e-waste and used beverage carton collection drive. As part of a community service initiative at the Sims Vista and Bendemeer area, we were joined by one hundred first-year ITE College East students from the School of Engineering.

Our volunteers approached residents of the housing estates in the area, knocking on doors to much positive reception.

At the end of the day, over 900kg of electronic waste and 4,599 units of used beverage cartons were collected. What an achievement!



# Helping MORE, MORE & MORE!

Always on the look-out for opportunities to expand our reach to the underprivileged, we started the first food ration distribution at Geylang Serai Self Collection Centre in February. That evening, our beneficiaries waited patiently with grateful hearts for the distribution to start.

With the provision of monthly food packs, our recipients can sleep a little easier knowing that some of their basic necessities will be taken care of.





# Huat ah! FOR THE NEW YEAR!



Nothing warms hearts and bellies like a scrumptious lunar new year dinner put together by dedicated people. Knowing this, SingPost & their staff volunteers contributed their time and money to organise a special evening for the elderly in Kolam Ayer.

Besides enjoying a delectable reunion dinner, the elderly were entertained by performances by the Evergreen Choir, and sang along to familiar classic Chinese New Year songs. Two of our lovely beneficiaries even dressed up as *Samsui* women, a true throwback to the past! Everyone was also presented with a red packet and a food pack to take home.

Partnering Parkway Parade, Toy Swop returned once again to encourage families to donate new and preloved toys to aid the less privileged. This time, we amassed over 2,100 toys that will go towards our Toys from the Heart programme.

Thank you to all who came down, sharing our mission of cutting waste and bringing joy to the less privileged at the same time.

## Toy Swop FOR GOOD



The logo for the 'ican Award ceremony' is centered on a white background. The word 'ican' is in a large, blue, lowercase sans-serif font, with a small blue heart above the 'i'. Below it, 'Award' is in a large, green, uppercase sans-serif font, and 'ceremony' is in a smaller, green, lowercase sans-serif font. The text is surrounded by a circular border of colorful icons representing various fields: sports (basketball, soccer ball, tennis racket), arts (paint palette, guitar, musical notes), science (microscope, lightbulb, globe), and general education (books, calculator, pencil, apple).

The third edition of the I CAN Award successfully convened on 19 March at Loyang Primary School. The award ceremony was inaugurated with the primary purpose of encouraging and motivating students to have the "I Can!" attitude, to seek the highest potential even when faced with all kinds of obstacles in life. In 2015, we were pleased to extend the award from two to three recipients from each of our 21 schools under the food goodie bag programme. The students were awarded with a trophy, an Ikea study table, Popular vouchers and transportation funds worth SGD100 courtesy of Coutts.

A group of five people, likely a family, posing for a photo indoors. In the center is a young boy wearing a white short-sleeved shirt and a red tie. To his left (viewer's right) is a young girl in a dark blue patterned shirt, leaning her head on his shoulder. To his right (viewer's left) is another young girl in a grey and white patterned shirt. Behind the boy is a woman wearing a white hijab and a patterned top. To the far right is a woman in a red shirt. They are all smiling at the camera. The background shows a room with large windows and a green exit sign above a doorway.







2015 marked our nation's golden jubilee, and we couldn't have been more excited to be part of the celebrations. In March, Food from the Heart was honoured to have both Emeritus Senior Minister Goh Chok Tong and Minister of Manpower Tan Chuan-jin join us for a SG50 dinner celebration with our recipients from Marine Parade GRC.

What a wonderful night it was! A spectrum of cultural performances by different ethnic groups kept our guests entertained. On the dinner menu was a sumptuous eight-course dinner, a treat that our recipients rarely receive. The night concluded with ESM Goh distributing red packets to all recipients. A big thanks to Desmond & Friends for their generous gifts that help us to continue in our mission.



# CELEBRATING SINGAPORE'S *Golden Jubilee*





# TRANSPARENCY

## *Passion Ball*

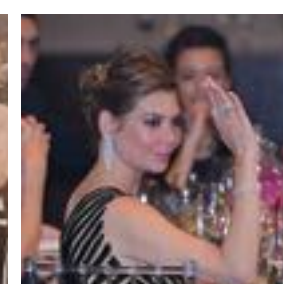
The Passion Ball, a highlight of the spring social season in Singapore took place on 25 April at The St Regis Hotel Singapore. With a theme of Translucence, Passion Ball 2015, presented by Audemars Piguet, delighted 362 guests with stylish décor, a specially prepared gourmet dinner, superb entertainment by Fantine and Jeremy Monteiro, and a stunning La Perla Spring Summer 2015 show capped off the evening's programme.

The generosity of our guests was clearly evident during the auction segment where exquisite items kindly sponsored by Lotus Arts de Vivre, Perlota, The Sanchaya, Stefanie Hauger Art, La Perla and Audemars Piguet were snapped up, including our Gift of Love and Hope packages.

Over S\$700,000 was raised through the combined efforts of table sales, auction, sponsorship and outright donations. Our heartfelt thanks to all sponsors and donors for their generous gifts in supporting us in our mission, and also to our dedicated volunteers for their gift of time to help out at the event.









APR



# SMALL STEPS

## *Big Impact*



For the fifth consecutive year, we were delighted to welcome back Singapore American School (SAS) as partners to help make a difference within the local community.

On 17 April, over 200 second graders participated in SAS annual walk-a-thon around the high school track to raise money for low-income families, proving that they are never too young to become service superheroes!

A super effort on the students part as they raced towards the finishing line again and again to raise funds for our cause.

# Combating food wastage WITH NTUC FAIRPRICE



Often when we go grocery shopping, we see some items that are either dented or with their packaging torn. These items will usually be left unsold despite their perfectly edible contents.

In an effort to curb such waste, NTUC FairPrice launched a food wastage initiative in April, where they graciously donated unsold but still wholesome non-perishable food items to Food from the Heart.

Everyday, we would collect unsold food items from all 132 NTUC FairPrice outlets (as of December 2015) to our warehouse where our volunteers would help to check the expiry dates and general condition of the items, and then sort and pack the items. Cleared items are then collected by welfare homes or given out to our beneficiaries at our Self Collection Centres.

This initiative has helped us reach out to even more people who are struggling to fill their stomachs. NTUC FairPrice has been a partner for many years and this new initiative further deepens our relationship with them.



*Thank you*  
**NTUC FAIRPRICE**  
*for this amazing  
initiative!*



**MAY**

# Food drives @ SCHOOLS



Beyond academic achievements, it is heartening to see that our schools emphasise a well rounded development in our children that includes social responsibility and giving back to the community. Every year, we see many schools coming forward to conduct food donation drives for our beneficiaries. In May, Bedok Green Secondary School held a food drive that gathered almost \$3,300 worth of non-perishable food items!

We would like to thank all the schools and your wonderful students who contributed their effort, time and money to make sure our beneficiaries have their daily meals. Cheers to everyone!







# *Busking in delight* **FOR CAUSES**



As part of Citi-YMCA Youth For Causes, Team Chicken in Durian Sauce from Victoria Junior College put together their hearts, souls and talents to perform and sell snacks, all in an effort to raise funds for Food from the Heart.

That day, the team met with many donors, from as young as eight years old to 80, from toddlers to parents and grandparents. Indeed, it was very heartening to see children learning first-hand, the joys of giving.

Thanks to our ever-smiling volunteers who contributed by busking, packing and selling goodies!



**JUL**

# Shopping FOR A CAUSE

Most people love shopping but to some, it is a luxury, especially when they are struggling to make ends meet. Beyond making monetary contributions, staff from Visa International and OCBC played their part for the community by volunteering their time to shop for groceries with the needy. Each staff, paired with a beneficiary family, helped to look for items on the shopping list while comparing prices for the best deals. It was an endearing sight seeing the happy faces of our beneficiaries with their trolleys brimming with purchases.







In celebration of Singapore's 50th birthday, Betty Crocker, leading brand of baking mixes from General Mills, organised an iconic bake-off with 700 participants and volunteers. The event set a new Guinness World Record™ for the world's largest cupcake mosaic comprising 30,000 cupcakes, where over 3,000 cupcakes were channeled to Food from the Heart's beneficiaries from various welfare homes. On behalf of those benefitting from this event, thank you General Mills for blessing the less-privileged with such sweet treats.

*Breaking records*  
**ONE CUPCAKE AT A TIME**

**AUG**

## Egg-citing START

In an effort to provide our beneficiaries with a nutritious diet, we started distributing eggs at our Self Collection Centres in August. Besides the usual bread and non-perishable food items to look forward to, our beneficiaries can now bring home a tray of eggs every month for additional goodness.



## App-ceptional NEWS!

On 22 August, we launched the Volunteer Broadcast System (VBS), developed by the winning team of the Voluntary Welfare Organization Challenge at the GeoHackathon 2014. After a year of hard work, the application is ready to be used by our Bread Programme volunteers!

The application will allow volunteers to view available routes that require adhoc cover and select an assignment they are able to fulfill. In addition, VBS seeks to serve as a platform for volunteers to register for routes at their convenience. Regular routed volunteers may also use VBS to broadcast a replacement request to seek help from other volunteers if they are unavailable.

We would like to thank our volunteers who took time to attend the VBS briefing. It was certainly a lovely time catching up with all of our volunteers and we hope it was fruitful and enjoyable for you!



# Majulah WITH ONE HEART



The morning of 30 August dawned bright and clear - a perfect day for the Walk with One Heart walkathon jointly organised by People's Association and Community Sports Club, benefitting Food from the Heart.

A sea of red convened at the basketball court opposite Khatib MRT station, with waves and waves of participants, over 500 of them, from all walks of life. Flagging off the walk was Guest-of-Honour Er. Dr. Lee Bee Wah, grassroots adviser and MP for Nee Soon GRC. The participants then made their way briskly towards the finishing line at Lower Pierce Reservoir park, chatting and smiling as they went.





**SEP**

# Donors appreciation AT FFTH OFFICE



In September, we organised our first-ever donors appreciation reception for our donors and sponsors to thank them for their unwavering support. As a charity that does not receive regular funding from any source, all donations, be it monetary or in-kind, are very welcomed and go a long way to helping our beneficiaries.

Thank you to our donors for making the time to attend the event and more so, for all your support. We look forward to many more years of partnership to reach out to the less privileged in our community!



## PIMP ME LIKE ONE OF YOUR

1,200km. 40 men. 20 tuk tuks. Seven days. In support of Food from the Heart and Foundation of Goodness from Sri Lanka, a group of 40 kind hearted individuals comprising different nationalities drove through Sri Lanka to raise funds and bring focus to the spirit of giving through a novel and creative project called Pimp My Tuk Tuk. A big thank you for your adventurous and giving spirit, mates!

## *Tuk Tuks*

# Cleaner Plates

## CLEANER WORLD

For the third successive year, we held our Clean Plate Campaign, which seeks to curb food waste and inculcate an appreciation for the value of food amongst students. This year, over 18,000 students from 15 schools joined together to clean their plates during recess period.

Sponsored by FairPrice Foundation, students were encouraged to reduce food waste by finishing their meals and leaving nothing but a clean plate. With the help of volunteers from Marina Bay Sands, Monsanto Singapore, Nielson and Singapore Land Limited, we were able to effectively spread awareness on the social and environmental impacts of food waste issues through a fun, albeit competitive way that brought smiles to the students' faces.

Congratulations to Punggol Green Primary School who emerged as champion with a clean plate count of 86%!

### CONGRATULATIONS TO THE WINNING SCHOOLS!

1st Punggol Green Primary School  
2nd Mee Toh School  
3rd Chongzheng Primary School  
4th Seng Kang Primary School  
5th Junyuan Primary School

### THANK YOU FOR PARTICIPATING!

Evergreen Primary School  
Green Ridge Primary School  
Marsiling Primary School  
Naval Base Primary School  
Northland Primary School  
Punggol Primary School  
Qihua Primary School  
Sembawang Primary School  
St Anthony's Primary School  
Unity Primary School





OCT



# RUN FOR *Food* RUN TO *Give*

Running has never been more meaningful as we partnered with Starwood Hotels and Resorts on 11 October and SIA Engineering Company on 17 October for their respective annual charity runs. The former ran to give while the latter ran for foos, but in the end, both were for the same cause: to raise awareness for the trials and tribulations that underprivileged families and individuals in Singapore go through. We are very grateful to all the participants who donned their running gear for such a charitable cause. Thank you!







# Free toys **FOR ALL!**

With families struggling to put food on the table, it is not unexpected that quite a number of children don't have the luxury of having toys. What's a childhood without toys? This was how our annual Toy Buffet came about, which, carrying a message of hope and love, aims to ensure that underprivileged children are given the opportunity to experience the joy of receiving toys.

In 2015, with a theme of Superheroes, we collaborated with various corporations, schools and individuals to invite over 2,000 children to our annual Toy Buffet at Loyang Primary School. It was a fun-filled day of games, performances and sweet treats. And who could forget the toys! The children were thrilled with the selection of toys, and their glee with their booty of toys was infectious. We saw many heart-warming smiles of gratitude and we hope that we left many happy memories that day.

We are thankful for the involvement of our donors, sponsors and volunteers. Without you, FFTH's annual Toy Buffet would never be able to make the difference it does today. You are all our superheroes!



**NOV**

# THE AMAZING *Food Race*



Fundraising has never been more exhilarating than with Deutsche Bank Singapore, as their employees competed against each other in an amazing food race to raise funds for our beneficiaries. Starting at their office, 64 participants went through a full volunteering experience that included a bread run, food packing and home delivery, sorting of food, toys and more before crossing the finishing line at our premises. Thank you Deutsche Bank for this amazing initiative!



It was a food drive of epic proportion: over 520 volunteers from Pepperl and Fuchs engaged in a door-to-door food donation drive on 9 November at the Jurong East housing estate. Starting bright and early, the hardworking staff went to over 15,000 households, knocking on doors to ask for food items to be donated. Thank you to the staff and management of Pepperl and Fuchs for reaching far and beyond with your giving!

## *Super-Mega* **FOOD DRIVE**



# *It's a wrap!* GIFT-WRAPPING FOR CHARITY



LoveFAD returns once again, with Food from the Heart as one of their adopted charities for the third consecutive year! LoveFAD is a unique fundraising experience created by enterprising and big-hearted youth who celebrate the festivities by providing gift-wrapping services for a dollar (or more if you are feeling generous) all over popular shopping malls in Singapore. The funds collected are then donated in full to local charities

This time, they took to Bedok Mall and Parkway Parade and wrapped up a storm, collecting \$15,624 for Food from the Heart! Thank you to the great people at LoveFAD for making this possible!

## 'TIS THE SEASON OF GIVING *with Giant*

December is the season of joy, laughter and giving, and last year we collaborated with Giant Hypermart to encourage people to share just that. For the month of December, we held a food drive at Tampines Giant Hypermart. Christmas shoppers were encouraged to purchase non-perishable food items along with their groceries for drop-off at our booth.

It was such a very heartwarming experience to see the generosity of people coming through with the pile of donated food items growing. Regardless of whether it was two cans of food or a whole trolley of rice, every item was greatly appreciated. Many thanks to all the donors who lived up to the Christmas spirit of giving, and our volunteers who helped man the booths.





**DEC**

# *a December* **TO REMEMBER**

'Tis the season to be jolly, and what better way to celebrate than with a party? Last Christmas, we were able to celebrate the festivities with our beneficiaries from 10 Self Collection Centres and welfare homes thanks to our generous sponsors. We were so fortunate to have so many celebrations for our various beneficiary homes and families with performances, games, food, and of course a visit with presents from the ever-so-popular Santa Claus himself, much to the delight of the children.

Apart from corporations and individuals who gave back to the community by hosting or sponsoring these celebrations for our beneficiaries, HungryGoWhere also helped in their own special way. Along with a food drive, the prominent local food guide engaged with restaurants and hotels alike to donate traditional Christmas delights such as roast turkey, log cakes and more. These festive delights were a rare treat for our beneficiaries indeed! Thank you, HungryGoWhere, for the wonderful contribution. On top of it, a very special thank you to Bloomberg LP, Concorde Hotel Singapore, Forum the Shopping Mall, Philip and friends, Siemens Pte Ltd, T-Touch for their generous contributions in making the holiday season a really special one for our beneficiaries.



# Board of **DIRECTORS**

**FOUNDERS** Christine & Henry Laimer

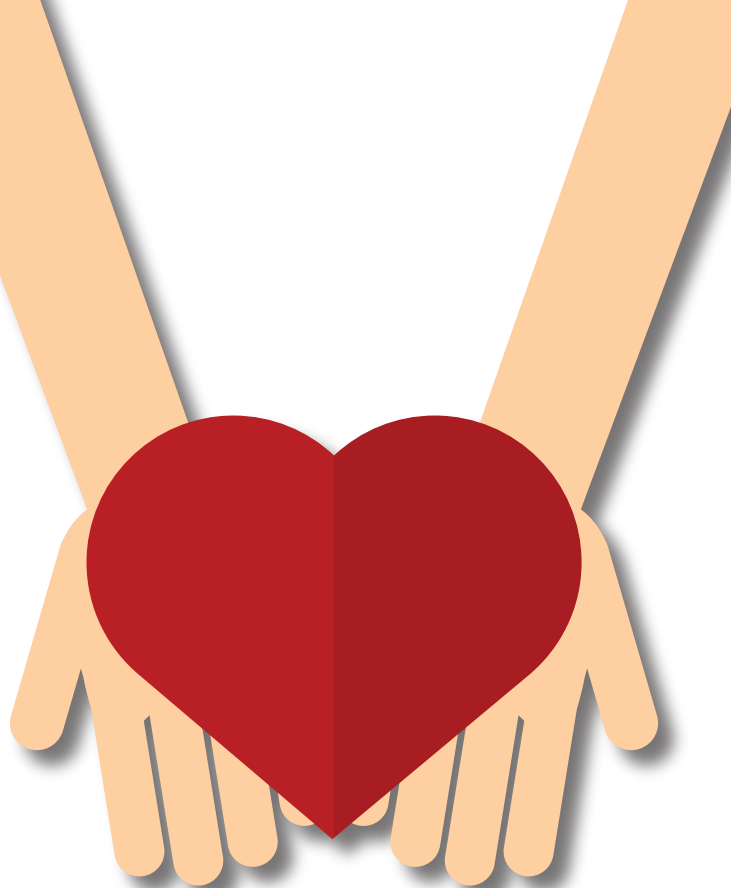
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Suhaini Md Ali

**LOGISTICS** Mohamad Zuraimi Muchi    Mohmad Othman    Eric Lum

\*Information accurate at time of print, March 2016

# GETTING INVOLVED

Want to help us make a difference? Thank you! Here are a few ways to help us.

## MAKE A *cash donation*

For online donations, please visit

[www.foodheart.org/donate](http://www.foodheart.org/donate).

All cash donations made in 2016 are eligible for a 250% tax deduction.

## MAKE AN *in-kind donation*

**Food** non-perishable food items

**Toiletries & Toys** new or preloved toys in excellent condition

For more information, please visit [www.foodheart.org](http://www.foodheart.org)

## SIGN UP AS A *volunteer*

Sign up as a volunteer at

[www.foodheart.org](http://www.foodheart.org)

for the following programmes:

**Bread Distribution Programme** Rechannel surplus bread from bakeries to centres & homes

**Birthday from the Heart** Planning & executing games and creative activities

**Food sorting & packing** at our warehouse

## ADOPT A *Needy Family*

Your support will see disadvantaged children and their families receive monthly food packs, which include rice, cooking oil, instant noodles and more.

**Individual** Adopt a family for SGD 660/year

**Corporation** Adopt a school of 50 students & their families for SGD 33,000/year

## HOST AN *Outing*

Sponsor or host events and outings for our recipients such as an excursion to the zoo or a baking session



A movement supported by over 200 voluntary welfare organisations


Led by



Community Chest








**WITHOUT YOUR  
BURNING PASSION &  
GENEROSITY,  
WE'LL BE TOAST!**

Thank you, from the bottom of our hearts,  
to our donors, sponsors & volunteers who  
share our vision.



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