



Reg. No: 200721064R  
IPC Status: IPC000634

## ABOUT US

Food from the Heart is an independent, homegrown food charity founded in February 2003 by Austrian couple Henry and Christine Laimer. Motivated to address food wastage in Singapore after reading an article about surplus bread in bakeries, they decided to channel excess food to families in need. Today, with its IPC status, Food from the Heart is dedicated to alleviating food insecurity by providing reliable, consistent, and sustainable food support to the less-fortunate through its food distribution programmes.

Food from the Heart helps tens of thousands of lives each year by garnering support from sponsors, donors and volunteers for its five core food distribution programmes: Bread Run, Community Food Pack, Community Shop, School Goodie Bag and Market Place.

Almost **1,700 volunteers** collect perfectly edible, unsold bread from their assigned bakeries or hotels each day, regardless of rain or shine, and redistribute it to those in need through its **BREAD RUN** programme. Each month, about **13,600 people receive bread** that would otherwise have been wasted. In 2024, volunteers collected an estimated **\$2 million** worth of surplus bread from 119 bakeries and hotels and delivered it to **113 welfare homes**.

To reach lower-income individuals and families in Singapore's heartlands, Food from the Heart works with grassroots organisations, family service centres, senior activity centres and NGOs island-wide to provide food assistance through its **COMMUNITY FOOD PACK** programme. Wholesome additions, such as bread, eggs, and fresh produce, supplement the standard bundle of 10-12 non-perishable food items. Through its **111 Self-Collection Centres**, Food from the Heart distributes food aid to **10,110 families** every month.

In one of its significant efforts to serve beneficiaries better, Food from the Heart seeks to return the dignity of choice to communities in need by launching its first **COMMUNITY SHOP** in February 2020. At the Shop, beneficiaries can choose **14 items** they require each month: 12 non-perishable food items and two fresh local produce. Redemption is seamless via the QR code on their Food from the Heart cards. The Community Shop also fosters a spirit of community by encouraging residents to donate food through its 24/7 food drop. Currently, there are **5 Community Shops** located in Mountbatten, Boon Lay, Lengkok Bahru, Punggol, and Chong Pang, which collectively serve about 3,250 households.

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To create a more level playing field for students from disadvantaged backgrounds, Food from the Heart launched its **SCHOOL GOODIE BAG** programme in 2004. This programme provides essential nutrition to underprivileged students under the Ministry of Education's Financial Assistance Scheme during their key developmental years. Each monthly food pack consists of 21 food items. Through partnerships with **84 schools**, the programme currently nourishes around **2,100 students** and their families.

Maximising its unique position within the community as a food redistributor, Food from the Heart launched **MARKET PLACE**, in collaboration with NTUC FairPrice. Supported by food manufacturers, importers, and retailers, packaging-damaged and near-expiry food items are collected for redistribution. Perfectly edible food is given to those who need it instead of going to waste. Last year, the programme provided nourishment to **29 welfare homes** with **\$209,000 worth of food**.

With the support of donors, food industry partners and more than **10,000 volunteers**, Food from the Heart made a difference to the lives of **nearly 64,000 people** throughout Singapore, distributing more than **\$8.5 million worth of food in 2024**.

For more information, please visit [foodfromtheheart.sg](http://foodfromtheheart.sg).

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