

Food from the Heart

About Us



Food from the Heart is a charity founded in February 2003 by Singapore-based Austrian couple Henry and Christine Laimer, who were inspired to channel surplus food from bakeries to families in need after they read an article about bread wastage. Today, Food from the Heart is Singapore's foremost independent food charity with IPC status that makes a tangible and meaningful contribution to fighting hunger through bread rations and food packs, and bringing joy through the distribution of toys and birthday celebrations.

Almost 1,000 volunteers collect perfectly edible, unsold bread from their assigned bakeries or hotels each day regardless of rain or shine and redistribute it to those who need them through its **Bread Run programme**. Each month, 21,600 people receive bread that would otherwise have been wasted. In a year, volunteers collect \$3.59 million worth of unsold bread from 117 bakeries and hotels and deliver them to 161 distribution points.

To reach struggling individuals and families in the heartlands of Singapore, Food from the Heart works with Grassroots Organisations, Family Service Centres and Senior Activity Centres islandwide to provide food assistance through its **Community Food Pack programme**. Weekly bread rations and monthly food packs, as well as a rotational distribution of fresh eggs, fruit and root vegetables, are distributed through 69 Self Collection Centres and 17 National Kidney Foundation centres, providing aid to 5,200 families.

As many of the families receiving Food from the Heart's food packs struggle to cope with essential payments such as medical, utilities and school fees, the nutritional value of the food that fills their stomachs is often neglected. With the aim to provide more than just sustenance, Food from the Heart constantly strives to increase the nutritional value of its food pack. Patients undergoing dialysis receive curated renal packs under the Community Food Pack programme while wholesome additions such as oats, fresh eggs, fruit and root vegetables have been added to the standard bundle of non-perishable food items.

In one of its most recent major efforts to serve the needy better, Food from the Heart seeks to return the dignity of choice to the needy with the launch of its first **Community Shop** in February 2020. At the Shop, beneficiaries can choose the food items that they require instead of receiving standard food packages and redeem them via the QR code on their beneficiary cards. The Shop also encourages a *kampung* spirit within the neighbourhood as residents can help those in need by donating food at the Community Shop's food drop.

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Project Belanja! is another food redemption programme aimed at giving beneficiaries more options to suit their needs; the programme allows its beneficiaries to redeem cooked meals at selected hawker stalls via the QR code on their beneficiary cards, giving those who are unable to cook or who have no time to do so a fresh food alternative.

Maximising its unique position within the community as a food redistributor, Food from the Heart launched **Market Place**, in a collaborative effort with NTUC FairPrice to collect packaging-damaged and near-expiry date items for distribution. With the support of 144 FairPrice supermarkets, perfectly edible food, as well as basic necessities, are given to those who need them instead of going to waste.

With the intention of providing a level starting ground for students from underprivileged backgrounds, Food from the Heart launched its **School Goodie Bag programme** in 2004 to help provide better nourishment during developmental years. Teachers who distribute the food packs take the opportunity to interact with parents of these students and discuss their academic performance. Currently, 4,700 beneficiaries are supported under this programme.

With sharing hope and nourishing lives in mind, Food from the Heart wanted to bring cheer to the underprivileged and to show them that they too are cherished. The **Toys from the Heart** and **Birthdays from the Heart** programmes spread a message of love and hope, expressed through an annual Toy Buffet, where games, food and free toys are available for the selection, and monthly birthday celebrations hosted by corporate volunteers.

With the support of donors, food industry partners and more than 1,700 regular volunteers, Food from the Heart made a difference to the lives of more than 44,600 people throughout Singapore by distributing S\$6.2 million worth of food in 2019.

For more information, please visit www.foodfromtheheart.sg

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