

Food from the Heart

About Us



Food from the Heart is a charity founded in February 2003 by then 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 devoted to alleviating hunger through efficient distribution of food in a sustainable manner; and making a significant impact in food waste reduction.

Food from the Heart helps thousands of lives each year by garnering support from sponsors, donors and volunteers to fight hunger through its five core programmes: Bread Run, Community Food Pack, Project Belanja!, 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 who need them through its Bread Run programme. Each month, 13,540 people receive bread that would otherwise have been wasted. In 2022, volunteers collected an estimated \$2 million worth of unsold bread from 109 bakeries and hotels and delivered to 198 distribution points.

To reach struggling individuals and families in Singapore's heartlands, Food from the Heart works with grassroots organisations, family service centres, senior activity centres and NGOs islandwide to provide food assistance through its Community Food Pack programme. Wholesome additions such as bread, fresh eggs, fruit and fresh produce supplement the standard bundle of 12 non-perishable food items. Currently, FFTH distributes through its 96 distribution points, providing monthly aid to 12,000 families.

In one of its significant 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 they require 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 24/7 food drop. Since December 2021, beneficiaries can also choose two types of fresh local produce to complement non-perishable food items.

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 participating 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 cooked food alternative. The programme currently serves more than 350 beneficiaries.

With the intention of providing a level starting ground for students from underprivileged backgrounds, Food from the Heart launched its School Goodie Bag

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programme in 2004 to help provide better nourishment during developmental years. Currently, over 1,690 families with 6,772 beneficiaries are supported under this programme.

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, near-expiry food items for redistribution. With the support of supermarkets and food suppliers, perfectly edible food is given to those who need them instead of going to waste.

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 more than 59,300 people throughout Singapore, distributing S\$7.23 million worth of food in 2022.

For more information, please visit www.foodfromtheheart.sg.

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