

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 one of Singapore's foremost independent food charity with IPC status devoted to sustainably alleviating hunger through efficient distribution of food 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 and bring joy through its core programmes: Bread Run, Community Food Pack, School Goodie Bag, Market Place, Birthdays from the Heart and Toys from the Heart.

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 an estimated \$3.5 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 monthly rotational distribution of fresh eggs, fruit and root vegetables, are distributed through its estimated 80 community partners, providing aid to more than 7,000 families.

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 food packs suitable for their diets under the Community Food Pack programme. At the same time, wholesome additions such as oats, fresh eggs, fruit and root vegetables supplement 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.

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

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beneficiary cards, giving those who are unable to cook or who have no time to do so a cooked food alternative.

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. School partners who distribute the food packs take the opportunity to interact with parents of these students and discuss their academic performance. Currently, over 6,000 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 distribution. With the support of over 140 FairPrice supermarkets, perfectly edible food are given to those who need them instead of going to waste.

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** programme spreads a message of love and hope, expressed through an annual Toy Buffet, where pre-loved and new toys are available for disadvantaged young children to select. **Birthdays from the Heart** is a programme that partners welfare homes where corporate and school volunteers host monthly birthday celebrations.

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 44,600 people throughout Singapore by distributing S\$6.2 million worth of food in 2019.

Impacts of Covid-19

Food from the Heart has seen a substantial spike in the number of needy individuals and families asking for help since the pandemic. During Circuit Breaker, operations were quickly adapted to the ever-evolving situation to ensure the needy continue to receive the monthly food packs.

From January to September 2020, Food from the Heart has packed 902,797 food items, distributed 70,187 food packs, provided 29,166 hot meals, saved and redistributed 150,603 kg of bread.

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

Food from the Heart (Reg. No.: 200721064R)
130 Joo Seng Road #03-01, Singapore 368357
Tel +65 6280 4483 **Website** www.foodfromtheheart.sg
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