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JOINT MEDIA RELEASE

Food from the Heart leverages uParcel's digital on-demand platform to deliver food packs to the needy amid COVID-19

- *The charity will partner logistics tech innovator, uParcel, to deliver food packs to the doors of over 1,000 needy households as its partners close during Circuit Breaker*
- *Close to 20 distribution centres have had to close since Circuit Breaker was announced on 3 April*

Singapore, 12 April 2020 – Food from the Heart (FFTH) today announced that it would partner uParcel, an on-demand crowdsource delivery platform to deliver its monthly food packs under its Community Food Pack (CFP) and School Goodie Bag (SGB) programmes direct to beneficiaries as its community and school partners close operations in line with COVID-19 Circuit Breaker controls.

Through this partnership, uParcel will provide its delivery platform free-of-charge to broadcast FFTH food pack delivery assignments to its 10,000 delivery agents to take up the delivery runs. A successful first run on Wednesday, 8 April saw seven delivery agents stepping forward to deliver 41 SGB food packs consisting food essentials including rice, cooking oil, instant noodles, biscuits, oats, eggs and canned food. These food packs would have been distributed at a designated school which had to switch to home-based learning. All food packs were delivered on the same day within hours of the jobs being posted. The pick-up of food packs was between 1pm to 4pm and all food packs were delivered by 6.37pm.

A second test run of five food packs to families who wrote in directly seeking help on Saturday, 11 April was also taken up by a uParcel agent, Ms Kimo Tan, who took on the delivery to Marsiling, Bukit Batok, Bukit Merah and Tampines. Kimo shared that she is a regular volunteer herself and thinks that the digital platform is a great way to quickly get drivers who want to volunteer their time without a fix commitment.

Ms Sim Bee Hia, CEO, Food from the Heart said: “We are very touched by the gesture of uParcel and its agents. The agents are also trying to make a living and they went out of their way to help FFTH to support its beneficiaries. In these challenging times, FFTH wants to assure our needy beneficiaries, the most vulnerable in the community, that they are not forgotten. We fully understand that tighter measures and the current Circuit Breaker are necessary. It has, however, posed challenges to FFTH and its partners to find ways to ensure that food items reach the table of the needy families, in particular the elderly. About 20 of our partners, from both the community and schools, have closed. About 1,000 families are affected.”

She added, “We need a trustworthy delivery system and uParcel suits our needs for reliability and accountability. It is a mature and ready system for use. uParcel’s offer to tap on its existing platform and wide network of agents addresses our current urgent needs: timely door-to-door delivery of FFTH food packs and ability to contact trace.”

Ms Mabeline Xie, Co-Founder of uParcel, age 35, shared, “We strongly believe in using technology to do good efficiently and hasslefree. We are very appreciative of our delivery agents who took on the jobs at \$0. Their selfless spirit to help the community, while working hard to make their own living delivering on uParcel is very heartwarming. Two of the agents set aside paying jobs to take on the



free deliveries during the test run on Wednesday. Some others took on the free deliveries alongside paying ones going the same way. FFTH is also able to track the packages from its dashboard and there is assurance that the packs reach the beneficiaries timely within hours.”

On the partnership, Ms Xie added, “Food from the Heart is doing great work and is managed by a very professional team. We wanted to work with a credible partner who share our same values. We were thinking about how to leverage on uParcel technology capabilities to help fellow Singaporeans in need at a large scale during this crisis. Delivery tech is at the heart of what uParcel does, and exactly what Food from the Heart needs. It was literally a heart to heart moment and we decided to work together. In less than a week, we delivered on this partnership.”

Beneficiary Ms Siti*, age 55, and disabled has to look after two kids with down syndrome. She relies on her husband to do the cooking. Siti said, “We feel lucky to receive a food pack on 10 April. The food items are halal, too. We also received coffee and Milo. Previously, we were only eating eggs for our meals as it’s not convenient to move about at this moment.” She was referred to FFTH on 7 April.

23-year-old Ms Jane* is pregnant and had just moved into her new flat 3 weeks ago. Unfortunately, her husband lost his job. She said, “We are happy to receive the food pack and even received an SMS-tracking of when to expect its delivery.” Ms Jane had written in on 6 April and received her food pack on 10 April.

Ms Sim added, “FFTH and uParcel will continue to push out jobs over the next few weeks, especially during Circuit Breaker. Priority will be for the beneficiaries whose distribution centre had closed. We invite the public who wish to volunteer to take on delivery jobs to sign up as agents on uParcel platform. They just need to add in FFTH behind their name for their applications to be expedited, adhere to the uParcel agent verification process and filter for \$0 jobs, which would be deliveries for FFTH. We are looking at the delivery of thousands of food packs a month and are expecting more requests for food packs on top of our current list of beneficiaries. We need more hands on deck. Hence, we call on those who are young, healthy and able to step up. Let’s help those in need during this challenging times.”

“As the fight against COVID-19 continues in the coming weeks, we hope Singaporeans don’t forget that the disadvantaged families need to put meals on their tables too,” she continues.

FFTH hopes to receive more support from donors and sponsors to keep monthly food distributions going.

To find out more or contribute on a personal capacity as a volunteer or sponsor to FFTH’s efforts, visit www.foodfromtheheart.sg or email info@foodheart.org

**Beneficiaries have requested to remain anonymous.*

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About Food from the Heart

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, the independent non-profit is one of Singapore's foremost charitable food distributors that makes a tangible and meaningful contribution to help fight hunger through bread rations and food packs, and bring joy through the distribution of toys and 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 44,600 people throughout Singapore by distributing S\$6.2 million worth of food in 2019. For more information, please visit www.foodfromtheheart.sg

About uParcel

uParcel's mission is to create opportunity through connectivity. We started in 2015 by connecting first mile collection to last mile delivery directly. Therefore removing the need for centralized warehousing and sorting; resulting in better efficiency, faster deliveries and a greener Earth. With more than 10,000 merchants utilising our platform, supported by a 10,000 strong delivery agent network, we are changing how things move through cities with better resource utilization and creating new possibilities along the way.

uParcel has expanded regionally to Malaysia and is operating in Johor Bahru and Klang Valley; and will continue to expand our presence in more markets in the coming years.

For more information, please visit www.uparcel.sg