



FOOD FROM THE HEART

ANNUAL REPORT 2024



**CELEBRATING
OUR
VOLUNTEERS**



is a charity with IPC status that feeds the less-fortunate through its food distribution programmes. It was established in February 2003 after Singapore-based Austrian couple Henry and Christine Laimer read a report in The Sunday Times about bakeries discarding their unsold bread. Stirred, they then decided to collect and redistribute surplus bread from bakeries to those in need. Food from the Heart is Singapore's foremost independent food charity devoted to alleviating food insecurity through efficient distribution of food in a sustainable manner; while making a significant impact on food waste reduction.

CORPORATE INFORMATION

Food from the Heart (FFTH) was registered as a company limited by guarantee on 13 November 2007.

FFTH was registered as a charity under the Charities Act (Chapter 37) since 1 August 2008.

FFTH has been accorded IPC (Institute of a Public Character) status from 1 February 2024 to 31 August 2026.

IPC Registration No: IPC 000634
IPC Registration Date: 1 August 2008

FFTH has Rules and Regulations as its governing instrument.

Unique Registration Number (UEN)
200721064R

Registered Address
4 Battery Road #25-01 Bank of China Building
Singapore 049908

Office Address
130 Joo Seng Road #03-01 Singapore 368357

Auditors
RSM SG Assurance LLP

Bankers
DBS Bank Ltd
United Overseas Bank

Lawyers
Luther LLP

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A NOTE
FROM OUR CEO

Member of



OUR VISION

To be the leading charity in Singapore devoted to alleviating food insecurity through efficient distribution of food.

OUR MISSION

To alleviate food insecurity by providing reliable, consistent and sustainable food support to the less-fortunate through food distribution programmes.

OUR VALUES

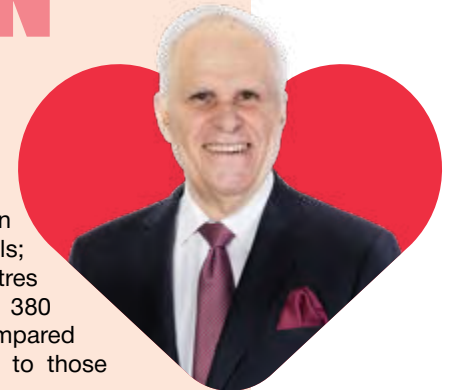
As we work towards our mission, we embrace the values of professionalism, efficiency, transparency and self-sustainability.

OUR SHARED PURPOSE

SHARING HOPE. NOURISHING LIVES.



MESSAGE FROM OUR CHAIRMAN



The year 2024 marked the 21st anniversary of Food from the Heart's journey. It was a year of deepening and broadening food support to underserved families in Singapore. We increased the number of Self-Collection Centres for Community Food Pack to 115 locations. We focused on expanding our School Goodie Bag programme in preschools; by the end of the year, almost 600 more children from 42 centres started to receive our monthly food support. With nearly 380 distribution points throughout Singapore, an uplift of 12% compared to the previous year, our programmes are more accessible to those in need.

We have enhanced the nutritional value of our food packs to provide a more balanced diet for our beneficiaries. Based on feedback received, we included a well-loved brand of canned sardines in our Community Food Pack. Additionally, the variety of fresh fruits and vegetables has increased from three to five types. Students were thrilled to see the addition of two kinds of bread spreads in the School Goodie Bag, giving them more options for breakfast and snacks.

Not only do our programmes meet the community's changing needs, they are also efficiently run. Last year, we helped close to 64,000 people with more than \$8.5 million worth of food. Every \$1 spent on operations delivers \$2.74 in benefits to those we serve—your support makes a real difference in nourishing lives. As a charity that does not receive regular government funding, Food from the Heart depends on our community of donors, sponsors and volunteers to impact more lives.

On behalf of the Board, I extend my heartfelt gratitude to each of you for your trust and support. I would also like to sincerely thank former Directors Chin Bottinelli, Kenneth Chan, Knut Unger, and Advisor Chris Martin for their invaluable contributions and dedicated service.

In a survey conducted last year, nine in 10 beneficiaries prefer food support through our Community Shop. This year, we are striving to add another two to our network, bringing the total to seven Shops. These Shops, like a 7-Eleven, provide convenience and empower our beneficiaries with dignity of choice to choose the food they want. The initiative represents our long-term view of providing food security sustainably, which will bring us to the transformative impact we hope to see.

Together, let us continue on our journey of 'Sharing Hope. Nourishing Lives.'

RONALD STRIDE
Chairman

OUR BOARD

Food from the Heart is steered by its board members, each of whom are recognised individuals in their respective fields and professions. Their combined experience and network has led the sustainable growth of the charity since it was founded in 2003.



Appointed since June 2018

MR MAHESH BUXANI

Treasurer (8/8*)

A leader in international export trade and former Chairman of the Indian Chamber of Commerce in Hong Kong.



Appointed since March 2019

DATO' ANDY KUEK

Board Member (6/8*)

Founder, Chairman and CEO of Grand Columbia Group of companies with presence across Asia Pacific Countries in Finance and Banking, Insurance, Property investment and Development.



Appointed since August 2009

MR RONALD STRIDE

Chairman of the Board (8/8*)

Retired Senior Managing Partner and banking specialist at management consultancy Booz Allen & Hamilton.



Appointed since September 2024

MR JAN ZIMMER

Secretary (2/2*)

German lawyer at Luther LLP Singapore with a strong background in global transportation, trade and related insurance matters, focusing on advising European companies on their investment and restructuring projects in Singapore and the Asia-Pacific region.



Appointed since September 2024

MR CHONG IK WEI

Board Member (2/2*)

Partner and Asia Managing Director at international law firm Clyde & Co, specialising in transportation, insurance, and energy-related dispute resolution work and arbitrations across Asia.



Appointed since December 2014

MR EUGENE YANG

Board Member (7/8*)

Managing Director & Market Head, Ultra High Net Worth (UHNW) Group, at EFG Bank in Singapore.



Appointed since December 2014

MS LINDA SOO-TAN

Board Member (8/8*)

An active philanthropist for over a decade, honoured as an exemplary leader for her dedication in community service.



Appointed since February 2023

MS OOI HUEY TYNG

Board Member (6/8*)

Accomplished finance and banking professional, independent director of multiple boards including AIG Asia Pacific, Maxis Berhad, and Governing Council of Singapore Institute of Directors. Former MD and Head of GrabPay, SEA.

OUR BOARD



Appointed since September 2024

MS STEPHANIE ONG

Board Member (2/2*)

Senior Banker, Director at Citi Private Bank Singapore and an active volunteer as Grassroot leader and member of the Community Club Management Committee.



Appointed since June 2023

MR STEVEN LUK

Board Member (8/8*)

Fellow Chartered Accountant, Accredited Tax Advisors (Income Tax and GST matters), founder of Coleads Business Consultants Pte Ltd and also an independent director for numerous companies, including the Singapore subsidiaries of listed and multinational corporations.

Directors who have served the board for more than 10 years:

1. Mr Ronald P. Stride was re-elected for his vital leadership role in continuing to grow, govern and guide the Charity.
2. Mr Eugene Yang was re-elected for his valuable technical financial advice and support towards fundraising.
3. Ms Linda Soo-Tan was re-elected for her invaluable contributions and strong network in supporting fundraising efforts.

* Number of Board Meetings Attended in 2024.

** Information correct as at 31 March 2025.

OUR BOARD SUCCESSION PLAN

Board Composition	Succession Approach	Action
Officers Chairman Treasurer Board Secretary	- Evaluate leadership and tenure - Serves four years term - Evaluate performance and tenure	- Current Chairman ends tenure in 2026 - New Treasurer planned in 2025 - New Secretary appointed in 2024
Directors at Large greater than 10 years Two directors	- Evaluate contribution and support of charity - Cannot serve as Chair of board committees	To be evaluated for re-appointment at AGM in 2025 based on continuing contribution to charity
Directors at Large less than 10 years Five directors	- Serve for 10 years, as long as personal and professional situations permit - Submit for performance evaluation and re-appointment at AGM - Serve as board committee Chairs	Submit for evaluation and re-appointment at AGM in 2025

Notes:

- Term of service for board member is one year.
- All board members are eligible for re-appointment annually at AGM.
- All board members serve on the board committees.
- As a large charity, Food from the Heart is required to have 10 board members.
- In 2023 and 2024, five new directors were appointed to the board.

COMMITEES

FINANCE CHAIR Mr Mahesh Buxani	AUDIT CHAIR Ms Ooi Huey Tyng
MEMBER Mr Chong Ik Wei Mr Ronald Stride Mr Steven Luk	MEMBER Dato’ Andy Kuek Mr Eugene Yang Mr Jan Zimmer Ms Stephanie Ong
HUMAN RESOURCES CHAIR Mr Steven Luk	FUNDRAISING CHAIR Mr Ronald Stride <i>(Acting Chair)</i>
MEMBER Dato’ Andy Kuek Ms Linda Soo-Tan Mr Mahesh Buxani Ms Ooi Huey Tyng	MEMBER Mr Chong Ik Wei Mr Eugene Yang Ms Linda Soo-Tan Ms Stephanie Ong

VOLUNTEERS AT THE WAREHOUSE

About 1,000 volunteers go through our warehouse every month to help with checking, sorting, recording and packing of food.



A YEAR IN REVIEW

A YEAR IN REVIEW

13
JAN



Annual Chinese New Year food donation drive at Community Shop @ Punggol to start the year doing good.

20
JAN



A longtime supporter of our School Goodie Bag programme, SIA Engineering Company is committed to nourishing the futures of underprivileged students.

9
JUN



City Developments Limited, Angel Sponsor of Passion Ball, organised Rice for Hope, an eight-minute race where employees moved over 1,000kg of rice, which was later donated to us.

11
JUL



Cathay Photo celebrated their 65th anniversary with us where their team participated enthusiastically in food sorting, packing and delivery.

28
MAY



Second grade teachers and students at the Singapore American School organised a walkathon to raise awareness of food insecurity and raised \$44,664 for our charity.

18
JUL



At the People's Association Community Spirit Awards 2024, we received the Merit Award in recognition of our community service at the Queenstown division of Tanjong Pagar GRC, through our Community Shop @ Lengkok Bahru.

6
SEP



Leveraging on their logistics capabilities, GoGoX delivered over 1,300 food packs for us over three months.

26
OCT



Sharing a belief that every child should have an equal opportunity to develop their potential solidifies our partnership with My First Campus, which supported the delivery of School Goodie Bags.

17
AUG



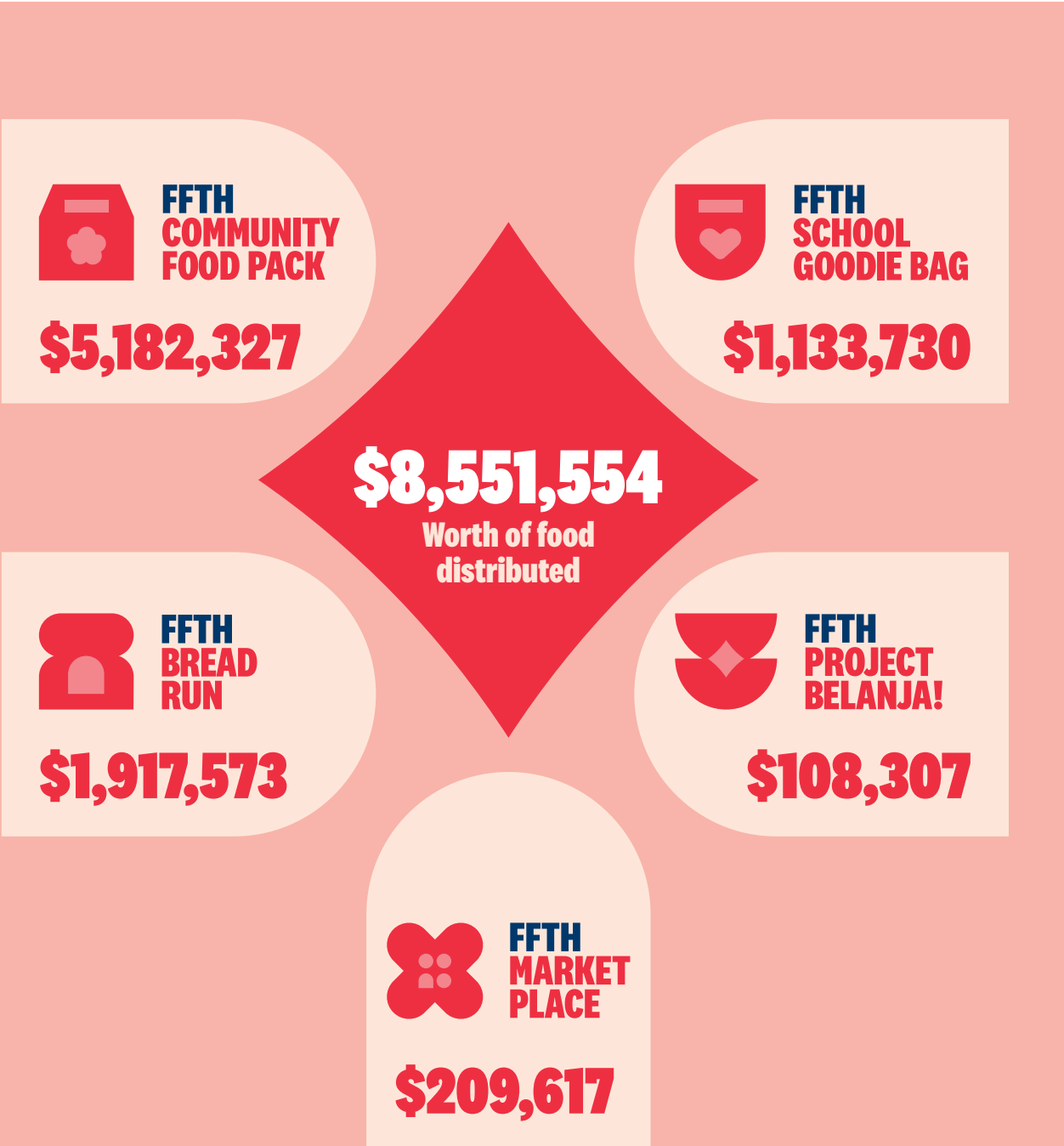
Together as one, we raised 27,440 food items at our National Day Food Donation Drive, an incredible feat for a one-day food donation drive!

11
DEC



Amazon Web Services donated \$5,000 worth of food, which went into about 100 food packs prepared by their team.

WHAT YOU HAVE HELPED US ACHIEVE



WHAT YOU HAVE HELPED US ACHIEVE



63,831
Beneficiaries supported



143,825
Food packs distributed



28,884
Hot meals provided



376
Food distribution points



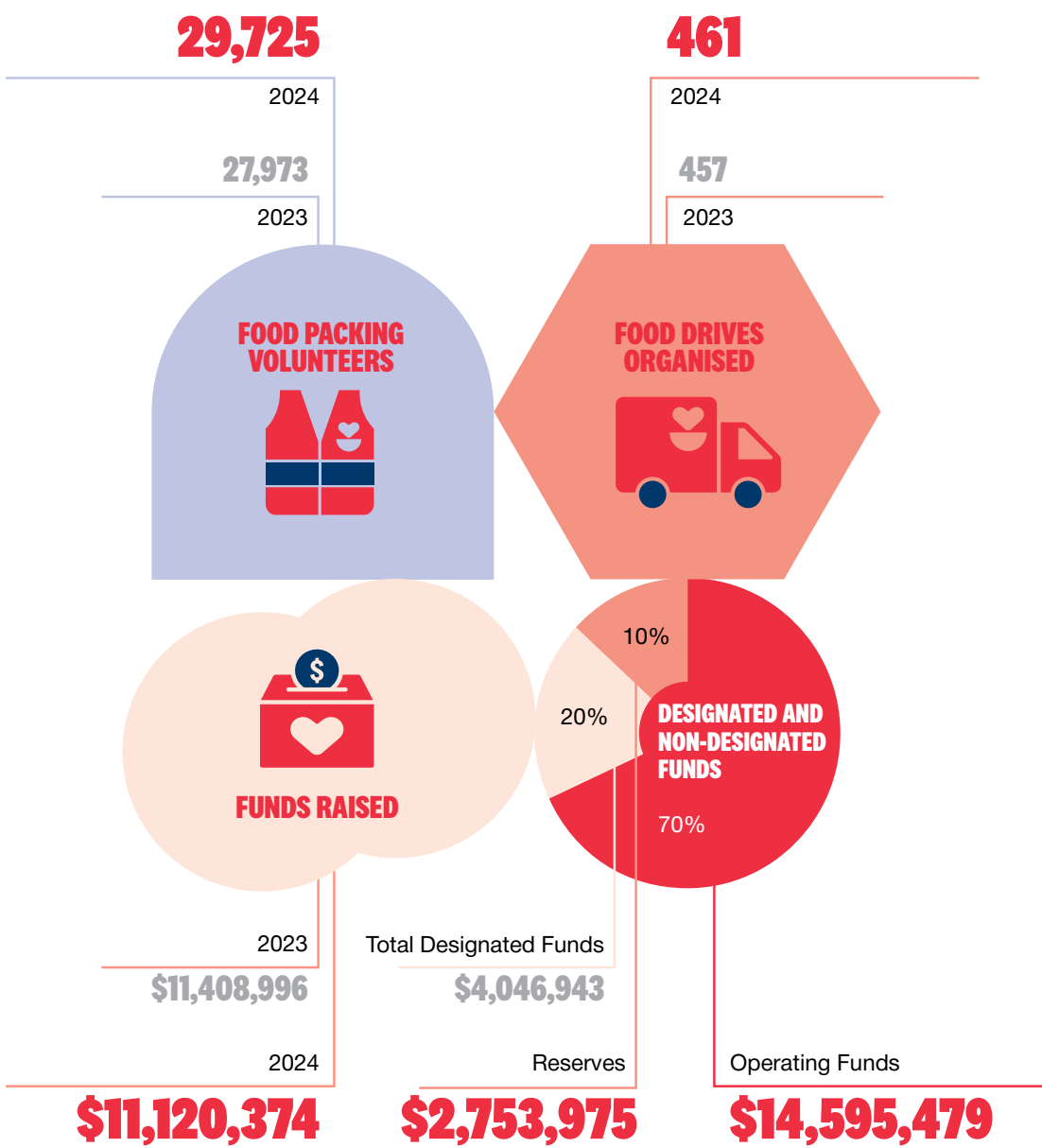
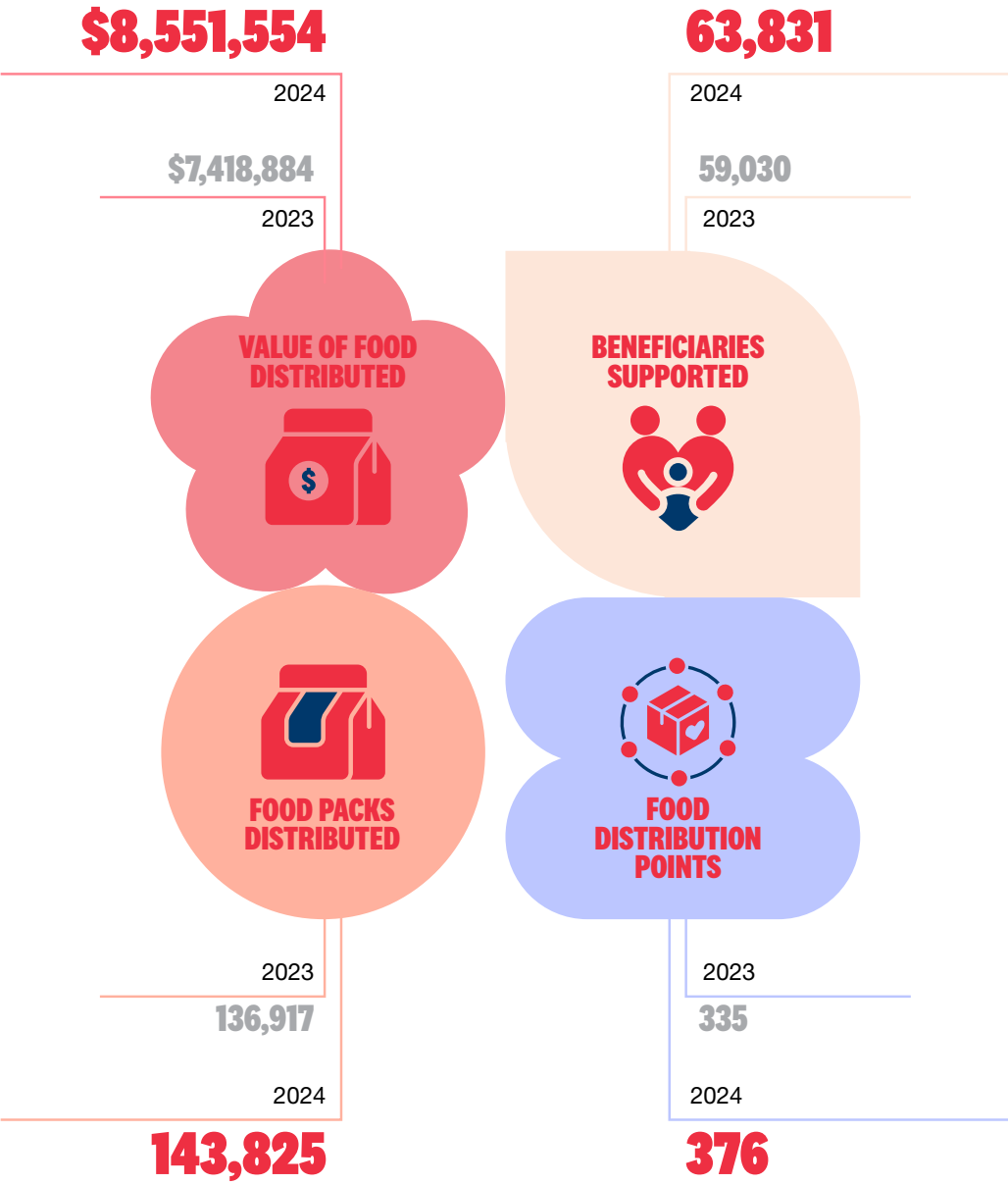
29,725
Volunteer activity sign-ups



461
Food donation drives organised

YEAR ON YEAR SNAPSHOT

YEAR ON YEAR SNAPSHOT



OUR PROGRAMMES COMMUNITY FOOD PACK

“
(COMMUNITY
FOOD PACK)
REDUCES A
LOT OF OUR
SPENDING.”

Uncle Bala, 89 and
Aunty Sushila, 84



Based on beneficiary feedback, we added a local favourite brand-name canned sardines which carries the Healthier Choice Symbol

We increased quantity of fruits and vegetables from 3 to 5 types



**EACH MONTHLY FOOD
PACK CONSISTS OF
10-12 FOOD ITEMS,
COMPLEMENTED
WITH BREAD, FRESH
EGGS, FRUITS AND
VEGETABLES.**

OUR PROGRAMMES



FFTH COMMUNITY FOOD PACK

The Community Food Pack programme helps lower-income individuals and families reduce financial stress and defray rising costs of living. It relies on food donations, cash contributions, bread from our Bread Run programme, and the dedication of hardworking volunteers who assist in the sorting and packing process. Over 12,900 families receive food support each month through our 115 community partners.

To provide more than just sustenance, Food from the Heart continually strives to increase the nutritional value of our food support. Fresh produce such as eggs, fruits, and vegetables supplements the standard bundle of non-perishable food items to provide communities in need with consistent, improved access to nutritious and fresh food. The food pack received by seniors includes fortified milk, while dialysis patients receive specially curated food packs suitable for their diets.



115
DISTRIBUTION
POINTS



126,383
FOOD PACKS
DISTRIBUTED



12,901
FAMILIES

Ella Adriana Bte Nur Iman Ahamd and Her Family



Bread spreads such as Nutella and Peanut Butter are added



**EACH MONTHLY FOOD
PACK IS SPECIALLY
CURATED WITH 21
FOOD ITEMS**

FFTH SCHOOL GOODIE BAG

Through the School Goodie Bag programme, we partner with schools (43 prechools, 28 primary schools and 13 secondary schools) to provide monthly food rations to underprivileged students during a key developmental stage in their lives. By supplementing the meals of these children and their families, the programme also helps reduce their financial burden.

This year, we focused on expanding the programme in preschools. Through this, we hope to enhance the social mobility of students from disadvantaged backgrounds. With access to nutritious food, children have brighter moments and are nourished for their futures.

The School Goodie Bag is also the first charitable food pack endorsed by the Health Promotion Board. Funded purely by cash donations, this curated food pack includes popular sources of protein such as milk, eggs and canned sardines to support children's growth and development. Currently, over 2,100 students benefit from this programme.



84
SCHOOLS



8,416
BENEFICIARIES



17,442
SCHOOL GOODIE BAGS
DISTRIBUTED

OUR PROGRAMMES BREAD RUN



The staff at Dementia Singapore guides seniors while they prepare afternoon snacks for everyone with bread received from the Bread Run programme

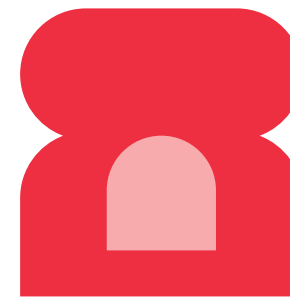
“
MY FATHER LOVED TO EAT BREAD AND DRINK COFFEE. INSTEAD OF LETTING UNSOLD BREAD GO TO WASTE, I THOUGHT, WHY DON'T I BRING THE SAME JOY TO OTHERS IN NEED?
”

..... **Mark Khor**

Bread Run volunteer who has completed more than 100 runs with his family since 2002



OUR PROGRAMMES



**FFTH
BREAD RUN**

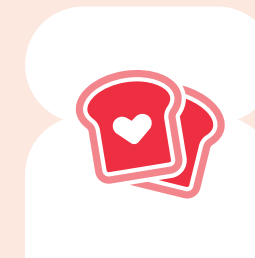
The Bread Run programme redistributes safe-for-consumption bread to communities in need, that bakeries and hotels would otherwise have thrown away. It strives to achieve an equilibrium between food surplus in the retail sector and where it is needed within the community.

Food from the Heart works with an intricate network of partners who donate bread, volunteers who can deliver it, and community partners who pass it on to our beneficiaries. Since 2003, the programme has made a significant positive impact on reducing food wastage in Singapore.

Almost 1,700 volunteers collect perfectly edible, surplus bread from their assigned bakeries or hotels regardless of rain or shine and redistribute it to those who need it. In 2024, our volunteers collected an estimated \$1.9 million worth of unsold bread.



12,918
BREAD RUNS



175,373 KG
BREAD SAVED AND
GIVEN OUT



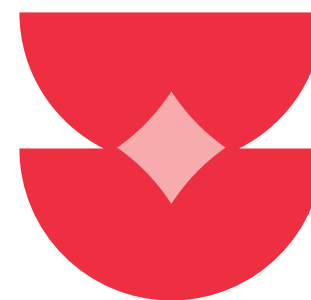
13,633
HAPPY STOMACHS

OUR PROGRAMMES PROJECT BELANJA!



NOT BEING ABLE TO COOK, DUE TO PHYSICAL DISABILITY, TIME CONSTRAINTS AND LACK OF RESOURCES, IS A REAL CONCERN FOR SOME OF OUR BENEFICIARIES.

OUR PROGRAMMES



**FFTH
PROJECT
BELANJA!**

Project Belanja! is a hot food redemption programme run in partnership with hawker stall owners. It provides freshly-cooked meals that our beneficiaries redeem at designated neighbouring hawker stalls within their activity zones.

Some of our beneficiaries are unable to cook their own meals. For them, Project Belanja! is a cooked-food alternative to food pack rations. To others, it gives them greater choice and flexibility over what their meal will be — they get to choose when they want a change from their usual fare, cooked by someone else in a different way, enjoyed in another environment.

Beneficiaries use the QR code on their Food from the Heart beneficiary card to redeem up to 15 meals per month for each person. The cards are scanned on a custom-built mobile app used by partnering hawker stall vendors, where redemption data allows us insights to understand and serve our beneficiaries better.

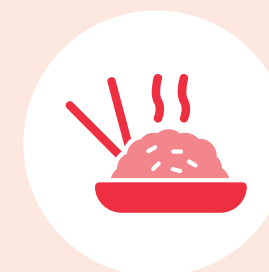
A seamless way of distributing food support, Project Belanja! is available at Kebun Baru, Kolam Ayer, Mountbatten, Tampines and Toa Payoh.



389
BENEFICIARIES



35
HAWKER PARTNERS



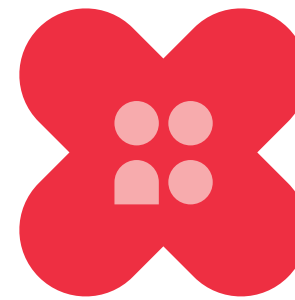
28,884
HOT MEALS
DISTRIBUTED

OUR PROGRAMMES MARKET PLACE



**\$2 MILLION WORTH OF FOOD
REDISTRIBUTED SINCE APRIL 2005**

OUR PROGRAMMES



**FFTH
MARKET
PLACE**

The Market Place programme seeks to create a win-win solution that reduces food wastage while helping those in need. By redistributing food that retailers do not wish to keep on their shelves, but is still good for consumption, we nourish lives and support environmental sustainability. The items go to welfare homes and other beneficiaries via our Community Food Pack programme.

Maximising our unique position within the community and food industry, Food from the Heart collects packaging-damaged, near-expiry food items for redistribution. Plying monthly island-wide routes covering over 100 FairPrice supermarket outlets, perfectly edible food is given to those who need them instead of going to waste.



\$209,617

**WORTH OF ITEMS
SAVED AND
GIVEN OUT**



29

WELFARE HOMES

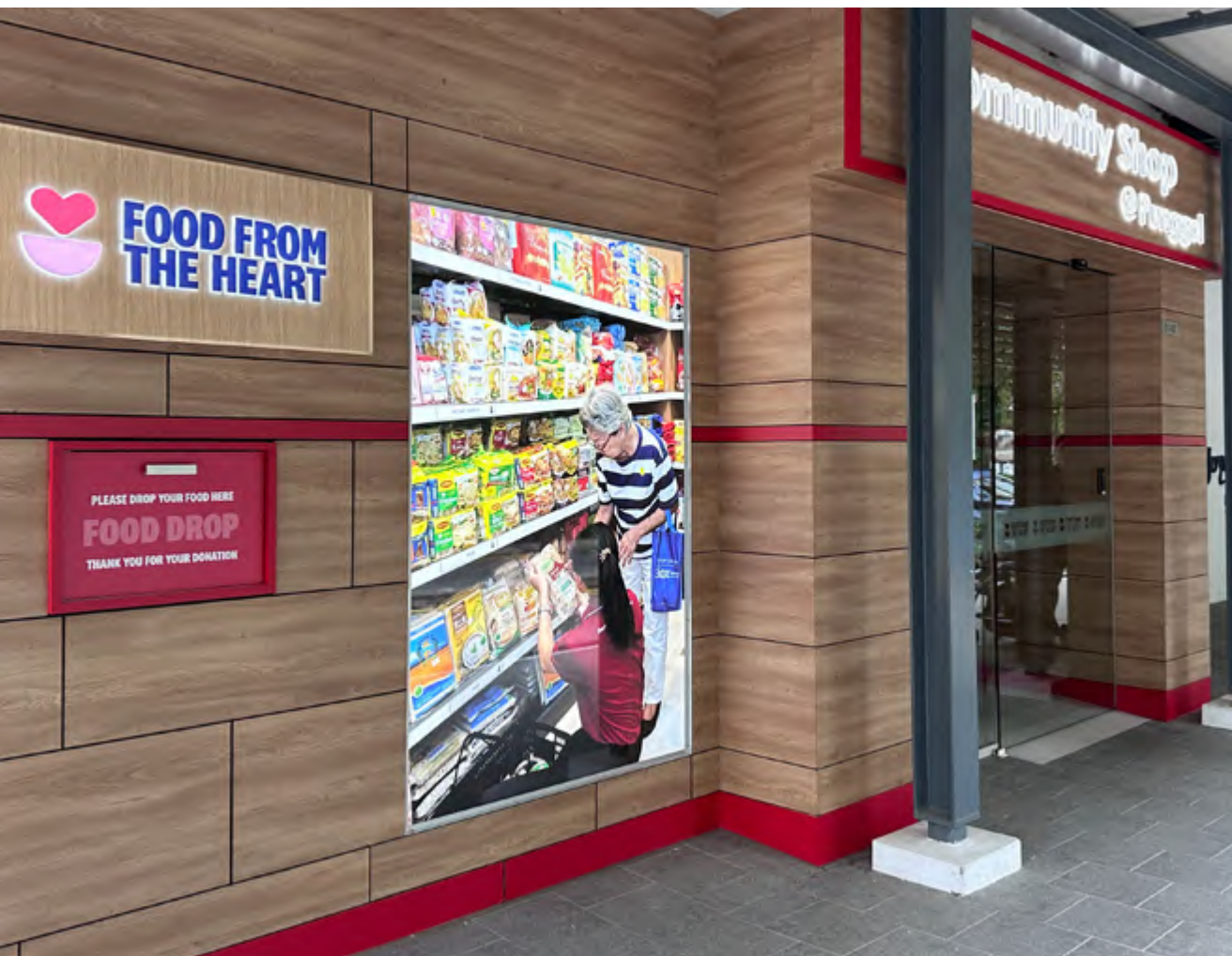


968

BENEFICIARIES

OUR INITIATIVES COMMUNITY SHOP

The Community Shop (善粮小铺) is a charity mini-mart which operates on a shop-for-free concept.



Piloted in February 2020 at Mountbatten, three more Shops have opened in Boon Lay, Lengkok Bahru and Punggol. Combined, the four Shops served over 2,500 families.

The initiative is our long-term view of food support where we provide our beneficiaries targeted food aid and better access to fresh and nutritious food, for them to have a healthier diet. Beneficiaries enjoy the experience of shopping and interactions with volunteers and their neighbours.

The Community Shop is open on Tuesday, Thursday, Saturday (and Sunday at Boon Lay only) from 9:30 am - 12:30 pm. Fully supported by volunteers during operational hours, it is also an avenue that fosters community building.

OUR INITIATIVES



FFTH COMMUNITY SHOP

HOW DOES IT WORK?

Beneficiaries supported by Food from the Heart's Community Shop are empowered to choose 14 food items from the Shop each month.

Food items include essential staples like rice, noodles, and cooking oil, as well as canned food, bread spread, biscuits, oats, eggs and fresh local produce.

Redemption process is seamless via a QR code-scanning checkout system, with the beneficiary's card.



EMPOWERING CHOICE

Dignity of choice to choose food items that they want and need.



MINIMISING FOOD WASTE

Higher likelihood to finish all the items they choose, resulting in less food waste.



EFFICIENT ALLOCATION

All food donations received through the Shop's 24/7 food drop is redistributed to those in need.



DATA-DRIVEN SUPPORT

Digitally gathered data on consumption patterns and dietary habits helps us improve our giving, and shape the future of food security.



Schools and corporates like Beiersdorf organise food donation drives to stock up the Community Shop.

OUR INITIATIVES



3 in 4
felt that receiving food
support through the
Community Shop has eased
their financial burden

When asked what they like
about the Community Shop,

81%
its convenient locations
and
77%
enjoy choosing the items
they want

9 in 10
beneficiaries prefer food
support through the
Community Shop

92%
redeem
fresh
produce

OUR INITIATIVES

CLEAN PLATE CAMPAIGN

The Clean Plate Campaign was started in 2013 from a simple conviction – to reduce food waste, inculcate mindful eating and encourage everyone to end each meal with no leftovers – a clean plate. This campaign is part of Food from the Heart's larger objective of redistributing food to the less-fortunate in Singapore.



**155,021
CLEAN PLATES
COUNTED IN
PARTICIPATING
SCHOOLS!**

From five primary schools in its first year, the Clean Plate Campaign now sees the participation and support of 57 schools. What a long way it has come! From July to October, each clean plate counted in the participating schools raised \$1 for our charity, up to \$75,000, donated by NTUC FairPrice Foundation. We were thrilled to count 155,021 clean plates in the participating schools, a 25% uplift from last year!

To promote further engagement, we added a World Food Day Drawing Contest where the children were encouraged to use their imagination to create a world where there is healthy food for everyone and no one is left behind.

**Alyssa from Tao Nan School
clinched the first prize in our World
Food Day Drawing Contest**



OUR SIGNATURE EVENTS HEART ON WHEELS

Inaugurated in 2023, the largest national food donation drive-thru brings together the community for a good cause and raises awareness of food insecurity and volunteerism!



Together with Ms Adele Lee, Assistant General Manager for Polestar (Wearnes Automotive), our CEO Mr Robin C. Lee, Chairman of the Board Mr Ronald Stride, Mr. Eric Chua, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Social and Family Development, we are joined by Food from the Heart supporters and volunteers from Queenstown Grassroots Organisations.

Held on March 2 and 3, 2024 at Wearnes Automotive, HEART ON WHEELS exemplified the power of community collaboration in supporting the less-fortunate. Despite continuous bouts of rain throughout the weekend, it could not dampen the spirits.

Over 32,000 food items and \$76,700 were raised to support communities in need amid rising food prices.

SPECIAL THANKS TO OUR DONORS

IN-KIND DONATIONS

Edrington
Kim's Duet
McDonald's Singapore
Wearnes Automotive
Cargill

CAR GROUPS

Ducati
Eagles Car Club
GTR Owners Club
Wearnes Harley-Davidson of Singapore
Harley Riders of Singapore
Jaguar
Lotus
Planet Cooper
Polestar
Renault
Skoda Octavia
Volvo

OUR SIGNATURE EVENTS



NOTABLY,

Polestar and volvo car owners volunteered to deliver food packs to our beneficiaries.



A high point on day two was when Tony Sebastian completed his five days of car stay in a Land Rover Defender 110, courtesy of Wearnes Automotive, and was awarded the 'Longest Stay in a Car' from the Singapore Book of Records.

OUR SIGNATURE EVENTS

PASSION BALL

Food from the Heart’s annual fundraising gala has been a hallmark of Singapore’s charity event calendar since 2004. Every year, esteemed guest attendees from various professional backgrounds and corporate sponsors help raise generous amounts of funds to support our mission.



After a five-year hiatus, Passion Ball made a magnificent return on April 27, 2024, at The St. Regis Singapore. Over 300 distinguished guests spent “A Night in Venice”, thanks to returning Presenting Sponsor Audemars Piguet.

While they enjoyed the special evening’s fine company, delectable cuisine and captivating entertainment, guests channelled passion into purpose through their contributions during the live auction and finale pledge for our School Goodie Bag programme. The event raised \$1.5 million, which will go towards supporting our food distribution programmes and operations.

SPECIAL THANKS TO OUR SPONSORS

PRESENTING SPONSOR

Audemars Piguet

LEAD MEDIA PARTNER

a+

ANGEL SPONSORS

City Developments Limited
Images in Motion

FRIEND SPONSORS

BMF The Aesthetics People
Hong Leong Foundation
Mike & Emmanuelle Booker
Ronald P. Stride
Vincent Ang & Family

SUPPORTED BY

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AUCTION SPONSORS

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Automobile Club de Monaco
Bonvests Holdings Limited
Four Seasons Milan
Hotel Danieli Venice
Kerzner International
Opera Gallery
SGMC Capital
Singapore Airlines
Unlisted Collection
Zegna Group

IN-KIND DONORS

Angra Wine & Spirit
Bliss Flower Boutique
Chab Agency Singapore
Edrington
Firefly Productions
RJ Paper
Superskill
The St. Regis Singapore
Venchi Singapore

OUR SIGNATURE EVENTS



OUR SIGNATURE EVENTS

CHARITY GOLF TOURNAMENT

This annual fundraiser brings together golf enthusiasts and the business community to swing into action for a cause that matters, while bonding on the green.

The seventh edition of our Charity Golf Tournament took place on September 19, 2024, at the beautiful Singapore Island Country Club (SICC). Despite an early morning downpour, the skies cleared just in time for tee-off, and the enthusiasm of the 144 golfers was palpable.

By the evening, more guests joined the golfers at SICC's Grand Ballroom for dinner, a live jazz performance, and the prize presentation. Thanks to the tremendous support from our generous donors, sponsors, and the SICC, we raised over \$314,000! All proceeds will go towards supporting our food distribution programmes and community-based initiatives.

“

EVERY YEAR, MY BUDDIES AND I LOOK FORWARD TO THE EVENT AND WILL RESERVE OUR TIME TO DO GOOD, ENJOY A FANTASTIC TIME AT THE COURSE AND VALUABLE BUSINESS NETWORKING. WE ARE HAPPY TO MAKE A SMALL CONTRIBUTION TO SUPPORT A GOOD CAUSE, AND IT WILL BE GREAT IF MORE PEOPLE AND CORPORATES DO LIKEWISE!

”

MR SIU YOW WEE

A longtime supporter of our Charity Golf Tournament



OUR SIGNATURE EVENTS



SPECIAL THANKS TO OUR SPONSORS

EAGLE SPONSOR

NTUC FairPrice Foundation
LHN Group

HOLE-IN-ONE SPONSOR

Polestar

SUPPORTED BY

Tote Board

BIRDIE SPONSORS

Maybank
MS Amlin

TEE SPONSORS

CIMB Bank Berhad
Geoconsult Asia
Luther LLP
Planworth Global Factoring (S'pore) Pte Ltd
ST Engineering
Mr Sudarshan Venu
Tan Chin Tuan Foundation
Tong Seng Produce
Wearnes Automotive Pte Ltd

FLIGHTS - ORGANISATION

Centurion Corporation
CMIA Capital Partners Pte Ltd
Globalpoint Far East Pte Ltd

ONERHT Foundation Ltd
PAP Community Foundation
Singapore Pools (Private) Limited
SLB Development Ltd
Spruce
Tian Teck Investment Holding Co Pte Ltd

FLIGHTS - INDIVIDUAL

Mr Andrew Chan
Mr Don Quah
Mr Gary Eves
Mr Jack Toh & Ms Debbie Ng
Mr John Tee
Mr Lai Wei Chin
Mr Lucas Wang
Mr Matteo Vezzosi

DONATIONS

Allswell Trading Pte Ltd
Angles World Pte Ltd
Cathay Photo Store (Pte) Ltd
Mr Goh Yew Lin
Indian Ocean (Straits) Foundation Limited
Maxsteel Enterprise Ptd Ltd
Rimini Street Inc.
RSM SG Assurance LLP
Salesworks Pte Ltd
Mr Siu Yow Wee
Tan Chin Tuan Foundation
Wearnes Automotive Pte Ltd

PRINT & DESIGN PARTNER

Superskill

OFFICIAL PHOTOGRAPHER

Firefly Photography

IN-KIND SPONSORS

a+
Audemars Piguet
Big Ass Fans
BMF
Brotzeit
Charles & Keith
CornerStone Wines
CouCou Restaurant
DELL Technologies
DMK
Fairmont Singapore
Four Star

NooTrees
Level 33
LHN Group
Mayer
Mitsubishi
Nomad Caviar
Performance Motors
Scent by Six
Spruce
St Regis
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OUR SIGNATURE EVENTS

I CAN AWARD CEREMONY

Incepted in 2013, the I CAN Award recognises students under the School Goodie Bag programme, who have made significant Improvements in Conduct & Behaviour, School Attendance and Non-academic activities (such as involvement in community work, CCA, sports, arts, music or dance).

On March 29, 2024, Food from the Heart hosted the annual I CAN Award Ceremony at Bukit View Primary School, celebrating 40 students from the School Goodie Bag programme. Nominated by their teachers, these students exemplify diligence and effort.

The ceremony featured a lively performance by Bukit View Primary School's Brazilian Street

Percussion-cum-Pop Band, adding excitement to the event. Post-ceremony activities included a photo booth with unlimited instant prints and a tote bag customisation station, along with a special gift sponsored by McDonald's Singapore, providing fun and memorable experiences for attendees.



OUR SIGNATURE EVENTS

In total, 110 students were awarded this year. They received

a trophy and \$100
in book vouchers



The I CAN Award aims to instil the "I CAN" spirit in students, encouraging them to build character and courage to overcome challenging circumstances.



OUR SIGNATURE EVENTS TOY BUFFET

At this annual carnival-like event, children from lower-income families are treated to games, yummy treats and at least three toys they chose to take home with! Each year, a theme is carefully chosen for the children, between the ages of five to 13, to fully immerse in the experience, while inspiring positivity and encouraging them to dream and pursue their goals.



We were honoured to welcome Minister of State, Home Affairs and the Ministry of Social and Family Development, Ms Sun Xuelling to officially launch Toy Buffet 2024 with representatives from venue host, Professor Tan Chuan Seng, Associate Professor Ng Beng Koon, and Assistant Director Ms Karen Lek, Ms Stephanie Ong and Dr Knut Unger from the Food from the Heart Board, together with our CEO Mr Robin C. Lee.

On November 8 2024, Toy Buffet, our most highly-anticipated community-based event of the year took place at Nanyang Technological University (NTU). Together with close to 1,000 corporate, student and individual volunteers, we welcomed 2,500 children to the one-day carnival event.

This year's theme "Monstrous Mayhem: Brave the Unknown!" saw monsters liven up NTU's Lee Kong Chian Lecture Theatre. They personified challenges and struggles that seem

'scary' but much like monsters in stories and games, with bravery and resilience, they too can be defeated.

The event was a monstrous feat of its own, bringing together individuals and organisations who share the same spirit of compassion and giving back to society, to build a stronger and more caring community. In particular, we would like to express our gratitude to the Asia Toy and Play Association for helping to raise donations of 6,000 new toys from its members.

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- PCF Sparkletots
- Peng Hong Association Singapore
- PepsiCo International Pte Ltd
- Pfizer Asia Pacific Pte Ltd
- Phillips 66 International Trading Pte Ltd
- Pico Quantitative Trading, LLC
- Power Automation
- Precious Thoughts Pte Ltd
- Pro-Matrix Pte Ltd
- PSC Corporation Ltd
- Queenstown Hock San Zone Residents' Committee
- Radisson Hotel Group
- Rakuten Symphony Singapore
- Rakuten Viber
- Redfin Technologies Pte Ltd
- Republic of Singapore Air Force
- Republic of Singapore Navy
- ResMed Singapore Pte Ltd
- Resort World At Sentosa Pte Ltd
- RGF Talent Solutions Singapore
- Richemont Luxury (Singapore) Pte Ltd
- Rolls-Royce Singapore Pte Ltd

OUR DONORS AND SPONSORS

OUR DONORS AND SPONSORS

DONATIONS-IN-KIND

CORPORATE AND OTHER FOOD DONORS (CONT'D)

- Rotary Club Garden City
- RPC Premium Law
- RS Group Singapore
- Saleswhale Pte Ltd
- Samsung Asia Pte Ltd
- Sanctuary Green Condo
- SATS Ltd
- Seaco Asia Pte Ltd
- Seaco Global Singapore
- Select Service Partner Singapore Pte Ltd
- Serviced Apartments Association
- Sheraton Towers Singapore
- Shopee Singapore Private Limited
- Singapore Expo
- Shun Yim Tua Temple
- Sian Chay Medical Institution
- Sim Solution Pte Ltd
- Sime Darby Motors
- Singapore Airlines
- Singapore Armed Forces
- Singapore Civil Defence Force 4th Division HQ
- Singapore Department of Statistics
- Singapore Indian Development Association
- Singapore Management University
- Singapore Marriott Tang Plaza Hotel
- Singapore Police Force
- Singapore Red Cross
- Singlife Financial Advisers Pte Ltd
- Singlife Pte Ltd
- Singtel - Singapore Telecommunications Limited
- Smiths Connectors Asia Pte Ltd
- Sofitel Singapore City Centre
- Solarwinds Software Asia Pte Ltd
- Sompo Insurance Singapore Pte Ltd
- ST Engineering Ltd
- Standard Chartered Bank
- Starbucks Singapore
- Starview Technologies Pte Ltd
- Sterling RISQ
- Sumhiit Fitness Singapore
- Swiss Re Asia Private Limited
- Synapse Pte Ltd
- Syneos Health Singapore
- T1 Glass System
- Taishin Intn'l Bank Singapore
- Takeda Development Centre Asia Pte Ltd
- TBH Singapore
- TDK Singapore (Pte) Ltd
- Temasek International Pte Ltd
- Tencent Singapore
- The Bank of Nova Scotia, Scotiabank
- The Kindness Ripple
- The Kingsmen Experience
- The Korea Development Bank
- The Ritz-Carlton Residences
- The Ritz-Carlton, Millenia Singapore
- The Shipowners' Club (Singapore Branch)
- The Singapore EDITION Hotel
- The Singapore Island Country Club
- The St. Regis Singapore
- The Westin Singapore
- Thermo Fisher Scientific Pte Ltd

- ThirdSpace Singapore
- TNT Surveillance Pte Ltd
- Tong Seng Produce Pte Ltd
- Topgrid Pest Specialist Pte Ltd
- Tractors Singapore Ltd
- Travel + Leisure Co.
- UEMS Solutions Pte Ltd
- UOB Group
- Vatali Office Solutions Pte Ltd
- Veggietalk International Pte Ltd
- Videojet Technologies (S) Pte Ltd
- Vismark Food Industries Pte Ltd
- VITAL (Ministry of Finance)
- Vodafone Enterprise Singapore Pte Ltd
- W Singapore - Sentosa Cove
- Wacker Chemicals (South Asia) Pte Ltd
- Watsons Singapore (Head Office)
- WeChain Fintech Pte Ltd
- Wise Asia-Pacific Pte Ltd
- Workato Pte Ltd
- Yara Asia Pte Ltd
- Yit Hong Pte Ltd
- Yokogawa Engineering Asia Pte Ltd
- YouTube Google Singapore
- Zalora Singapore
- Zebra Technologies Asia Pacific Pte Ltd
- Zendesk Singapore
- Zoetis Singapore Pte Ltd

SCHOOL AND INSTITUTION FOOD DONORS

- Alpha Green Preschool @ Bukit Timah
- Anchor Green Primary School
- Anderson Primary School
- Anderson Secondary School
- Ang Mo Kio Secondary School
- Anglican High School
- Anglo Chinese School (Independent)
- Bartley Secondary School
- Beacon Primary School
- Bedok Green Secondary School
- Bukit Merah Secondary School
- Caelum Junior @ Bendemeer Pte Ltd
- Catholic High School (Primary)
- Cedar Primary School
- Chatsworth Pre-School - Clementi Woods
- CHIJ (Kellock)
- CHIJ St Nicholas Girls' School
- Chongfu Primary School
- Chongzheng Primary School
- Creative O Preschoolers' Bay
- Damai Primary School
- Deyi Secondary School
- Dover Court International School
- Duneart Secondary School
- Elias Park Primary School
- E-Bridge Pre-School 615 Edgefield Plains
- Emile Preschool Main Branch
- Endeavour Primary School
- Evergreen Primary School
- Fernvale Primary School
- GIG International School
- Greenridge Primary School
- Henry Park Primary School
- Hillgrove Secondary School
- Holy Innocents' Primary School
- Holy Innocents' High School
- International French School (Primary)
- International French School (Secondary)
- Jurong Pioneer Junior College
- KiddiWinkie Cactus (Yio Chu Kang)
- Kong Hwa School
- Learning Vision @ Ng Teng Fong General Hospital
- Little Gems Preschool @ Redhill
- Maha Bodhi School
- Meridian Secondary School
- Methodist Girls' School
- My First Skool @ Blk 4 Beach Road
- My First Skool @ Blk 113 Alkaff Crescent
- My First Skool @ Blk 848 Woodlands
- National University of Singapore
- Ngee Ann Polytechnic
- Northbrooks Secondary School
- Northshore Primary School
- NTU University Advancement Office
- Nanyang Technological University (School of Electrical and Electronic Engineering)

OUR DONORS AND SPONSORS

SCHOOL AND INSTITUTION FOOD DONORS (CONT'D)

- NUS (College of Design and Engineering)
- Odyssey The Global Preschool - Fourth Avenue
- Odyssey The Global Preschool - Still Road
- Overseas Family School
- Palm View Primary School
- Pathlight School
- PCF Sparkletots @ Bukit Batok Blk 293
- PCF Sparkletots @ Jurong Central Blk 403
- PCF Sparkletots @ Kampong Chai Chee Blk 409
- PCF Sparkletots @ Teck Ghee Blk 227
- Pei Hwa Secondary School
- Pioneer Primary School
- Punggol Green Primary School
- Punggol View Primary School
- Raffles House @ Adam
- Rosyth School
- Sengkang Green Primary School
- Seng Kang Primary School
- Serangoon Secondary School
- Shuqun Primary School
- Singapore American School
- Singapore Hokkien Huay Kwan Pre-school
- Singapore Polytechnic
- Small Wonder Preschool @ Yishun Central
- Soka Preschool
- Springfield Secondary School
- St. Hilda's Primary School
- St. Joseph's Institution
- St. Andrew's Secondary School
- St. Hilda's Secondary School
- Star Learners @ Sembawang Place
- Star Learners @ Choa Chu Kang Sports Centre
- Tanglin Trust School
- Tanjong Katong Primary School
- Temasek Junior College
- Temasek Polytechnic
- The Little Skool-House @ Republic Polytechnic
- The Little Skool-House
- Twinklekidz Playhouse Pte Ltd
- Unity Primary School
- UWC South East Asia (Dover Campus)
- Valour Primary School
- Woodlands Primary School
- Woodlands Ring Primary School
- Yew Tee Primary School
- Yumin Primary School
- Zhangde Primary School

AUDITED FINANCIAL INFORMATION

AUDITED FINANCIAL INFORMATION

INCOME & EXPENDITURE STATEMENT

	2024 S\$	2023 S\$
INCOME		
Outright Donations	7,058,739	7,715,426
Fundraising Events	1,607,738	1,155,460
Charitable Events	215,943	236,124
Food Purchase Account	1,685,843	2,058,825
Donation in Kind	2,501,601	2,491,974
Grant	539,581	93,712
Other Income	569,514	328,316
TOTAL INCOME	14,178,959	14,079,837
EXPENDITURE		
Outright Donations	1,539,879	1,757,543
Food Donations Distributed	2,505,003	2,461,268
Fundraising Events	379,810	258,479
Charitable Events	250,387	158,435
Food Purchase Account	4,024,072	2,857,528
General and Administrative	2,799,846	2,503,319
TOTAL EXPENDITURE	11,498,997	9,996,572
Net Operating Surplus / (Deficit)	2,679,962	4,083,265
NON-OPERATING INCOME		
Utilisation of Funds	-	-
Amortisation of Deferred Funds	74,628	119,344
TOTAL NON-OPERATING INCOME	74,628	119,344
Surplus of Income over Expenditure	2,754,590	4,202,609
Staff with remuneration above \$100,000	4	3
\$100,001 and \$200,000*		

*includes basic salary, annual wage supplement, allowances, and employer's contributions to Central Provident Funds.

Food from the Heart is governed by the Board of Directors which is the final authority and has overall responsibility for policy making and governance. Board members are volunteers and receive no monetary remuneration for their contribution.

Food from the Heart has in place a Conflict of Interest and Confidentiality Policy Statement. Members of the Board of Directors and employees must declare if they have a conflict of interest regarding any business before the Board.

Food from the Heart is committed to the highest standards of openness, probity and accountability. The organisation has adopted a Whistleblowing policy to enable employees of the Company to raise concerns internally and at a high level and to disclose information which individual believes show malpractice or impropriety.

BALANCE SHEET

	Note	2024 S\$	2023 S\$
ASSETS			
Non-Current Assets			
Plant and Equipment		619,691	910,407
Deposits		-	77,929
TOTAL NON-CURRENT ASSETS		619,691	988,336
Current Assets			
Other Receivables		151,309	171,229
Deposits		95,332	49,161
Prepayments		127,227	84,103
Inventory	Note 1	328,143	284,556
Cash & Bank Balances			
Operating		14,595,480	14,002,232
Reserves	Note 2	2,753,974	2,660,158
Designated	Note 3	4,046,943	2,121,626
TOTAL CASH & BANK BALANCES		21,396,397	18,784,016
CURRENT ASSETS		22,098,408	19,373,065
TOTAL ASSETS		22,718,099	20,361,401
FUNDS			
Accumulated Funds		17,625,294	13,422,685
Current Year Earnings		2,754,590	4,202,609
TOTAL FUNDS		20,379,884	17,625,294
NON-CURRENT LIABILITIES			
Deferred Capital Grant	Note 4	140,472	215,100
Lease Liabilities		-	144,423
Provision for Reinstatement Costs		183,000	168,000
TOTAL NON-CURRENT LIABILITIES		323,472	527,523

AUDITED FINANCIAL INFORMATION

BALANCE SHEET (CONT'D)

	Note	2024 S\$	2023 S\$
CURRENT LIABILITIES			
Other Payables and Accruals		703,964	820,211
Lease Liabilities		130,671	176,840
Deferred Income	Note 5	1,180,108	1,211,533
TOTAL CURRENT LIABILITIES		2,014,743	2,208,584
TOTAL LIABILITIES		2,338,215	2,736,107
TOTAL FUNDS AND LIABILITIES		22,718,099	20,361,401

NOTES TO THE FINANCIAL STATEMENTS

Note 1: Amount comprises food as at year end

Note 2: Reserve Policy

Food from the Heart's objective in managing funds is to maintain a level of reserve that enables the company to continue operating within at least a 12-month period of time.

This reserve is used to fund working capital, any unexpected expenditures or events, and shortfalls in income. The Board of Directors reviews the company's reserve policy level on a regular basis.

Note 3: Consists of funds designated for use in food purchase

Note 4: Deferred Capital Grants

Care and Share Matching Grant received for approved supported usage is accounted for in respective fund accounts. Amount utilised for the purchase of plant and equipment is transferred to deferred fund account and amortised over the useful lives of the related asset to match the depreciation of the assets through amortisation of deferred fund. Amount utilised for other approved supported usage is transferred to deferred fund account and recognised as income through utilisation of fund.

Note 5: Deferred Income

Deferred income comprises of voluntary donation income designated for the purchase of food, and to support programmes and events in the future.

The full set of audited financial statement is available at foodfromtheheart.sg

THE YEAR AHEAD

Our FY25 budget is an investment for continuity of Food from the Heart's mission, shared purpose and organisation as a whole. This year, with the revised monthly per capita income benchmark from \$690 to \$800, we hope to increase our outreach to an additional 3,500 households. Looking ahead, we plan to continue enhancing the quality and nutritional value of our food support by 2027, increasing support by \$5 – \$8 per household. We will also continue to expand our Community Shop network.

OUR EVENTS CALENDAR FUNDRAISING, FOOD DONATION DRIVES, AND COMMUNITY-BASED INITIATIVES

Month	Event or Initiative
January	Chinese New Year Food Donation Drive
February	Community Shop @ Chong Pang Opening , Launch Event and Food Donation Drive
March	HEART ON WHEELS Food Donation Drive-Thru and online Sponsor a Food Bundle campaign, I CAN Award Ceremony
April	Passion Ball
June	Food Donation Drive for new Community Shop
July	Clean Plate Campaign in Schools
August	SG60 National Day Food Donation Drive
September	Charity Golf Tournament
October	World Food Day
November	Toy Buffet
December	Giving Week by NVPC, Volunteer Appreciation Dinner

CONCLUDING REMARKS

The success of our events reflects the active support and commitment of individuals and corporations to our mission and goals. Through our collective efforts in fundraising, food donation drives, and community-building initiatives, we not only share our work and its impact but also highlight the importance of addressing food insecurity in Singapore. These initiatives create meaningful opportunities to engage the public, raising awareness and inspiring individuals, businesses, and communities to contribute in ways both big and small.



FOOD IS LOVE WHO DO WE HELP?

Food from the Heart works with grassroot organisations and welfare homes to reach out to those who need our support. Our beneficiaries include lower-income individuals and families who are residents of welfare homes, as well as those staying in the housing estates. Their monthly per capita income typically falls below \$800*.



HOW CAN YOU HELP?

Join us in sharing hope and nourishing lives. Here are some ways you can get involved to fight food insecurity in Singapore:

DONATE

Your cash donation goes a long way for us - from purchasing food to our operating expenses. As an independent charity organisation, we do not receive regular government funding. Help support us in fulfilling our mission! Cash donations are eligible for a 250% tax deduction.

Scan the QR code below to donate



VOLUNTEER

We partner with socially-conscious and compassionate individuals, corporations or institutions to maximise the positive impact of their contributions to our mission. What are you waiting for? Join us in championing our causes!

Scan the QR code below for opportunities to help



SHARE

Follow us on social media and share our work and stories with your friends and loved ones.

- foodfromtheheartsg
- foodheart
- Food from the Heart
- foodfromtheheartsg

Scan the QR code below for our digital touchpoints



*We raise the qualifying monthly household per capita income (PCI) for our beneficiaries from \$690 to \$800 starting January 2025 to help more individuals and families cope with rising costs of living and inflation.

READY. SET. DONATE RIGHT!

Before donating food items, consider:



NUTRITION

Look out for the healthier choice symbol and items higher in nutrients

CONVENIENCE

A few 1kg packs of rice can be given to one family but one bag of 10kg rice is harder to distribute among a few families.

FOOD SAFETY

Check the packaging and that the expiry date is three months or more.

THEIR PRIDE

Give something you will be happy to receive yourself to put a smile on their face!

FOOD WISH LIST

We require all donations to be dated at least

3 MONTHS BEFORE EXPIRY

We prefer to receive food items that are

HALAL-CERTIFIED

RICE 1 - 2.5 KG
COOKING OIL 1L
CANNED MEAT SARDINES, FRIED DACE, CHICKEN, PORK
CANNED VEGETABLES/MUSHROOMS
CANNED SOUP
EVAPORATED/CONDENSED MILK
BREAD SPREADS
BISCUITS 200 G - 500 G
INSTANT BEVERAGES, IN SATCHETS MALT, TEA, COFFEE
INSTANT NOODLES
RICE VERMICELLI

♥ MEET THE TEAM



HOPE (from left to right):

Carryn Koh, Isabel Tan, Brenda Ho, Vivian Ho, Gwen Chng, Marian Govin
Robin C. Lee (CEO), Chun Mei Qi, Fathin Samar
Katherine Chin, Sasikala Puspananthan, Shahira Maya Sahar

NOURISH (from left to right):

Justin Lim, Carolyn Hoe, Amanda Koh, Toh Bock Heng, Tan Xing Yao
Jaslin Koh, Timothy Lai, Kelvin Lee
Ben Yeo, Mohamad Zuraimi Muchi, Teong Ser Pheng, Mathiaravinthan Mathivanan, Sim Mei Zhi



LAST MILE DELIVERY

Volunteers help to deliver about 600 food packs to the door steps of some of our beneficiaries every month.

VOLUNTEER APPRECIATION DINNER

SPECIAL THANKS TO OUR SPONSORS

APM Property Management Pte Ltd (Suntec City)
BMP The Aesthetics People
Charles & Keith Pte. Ltd
DMK
Ferrero Asia Pacific
Spa Esprit Group (Tiong Bahru Bakery)
TrulyNuts!, A White Lion Foods Company



A NOTE FROM OUR CEO

2024 was designated the Year of Celebrating Volunteers*, and we dedicate this Annual Report to honouring our volunteers. Volunteerism, to me, is the embodiment of humanity at its best. It's about selflessly sharing our resources, be it time, skills and energy, to uplift others.

At Food from the Heart, I see volunteers as the heartbeat of what we do. They show up rain or shine, not for recognition, but because they genuinely care. We share the belief that no one in our community should go without food on their table or hope in their hearts. Each food pack delivered and every moment spent engaging with our beneficiaries represents a tangible act of love and solidarity.

Volunteerism also serves as a reminder of the interconnectedness of our world. It inspires me to keep striving for a future where acts of kindness ripple far and wide, creating brighter moments and lasting change for those in need.

I extend my heartfelt gratitude to our Board of Directors, donors, sponsors, partners, and friends for your unwavering support. Let's create a better future together and share hope by nourishing lives.

Robin C. Lee
CEO

**The Ministry of Social and Family Development designated 2024 as the Year of Celebrating Volunteers to recognise and celebrate the contributions of volunteers.*



Find out more on foodfromtheheart.sg



 [foodfromtheheartsg](https://www.instagram.com/foodfromtheheartsg)

 [foodheart](https://www.facebook.com/foodheart)

 [Food from the Heart](https://www.linkedin.com/company/foodfromtheheart)

 [foodfromtheheartsg](https://www.tiktok.com/@foodfromtheheartsg)

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